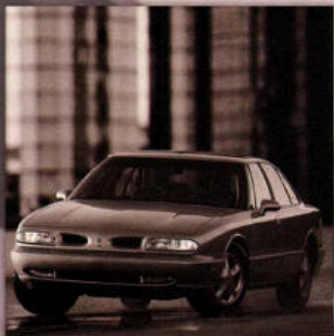


The 1996
LSS





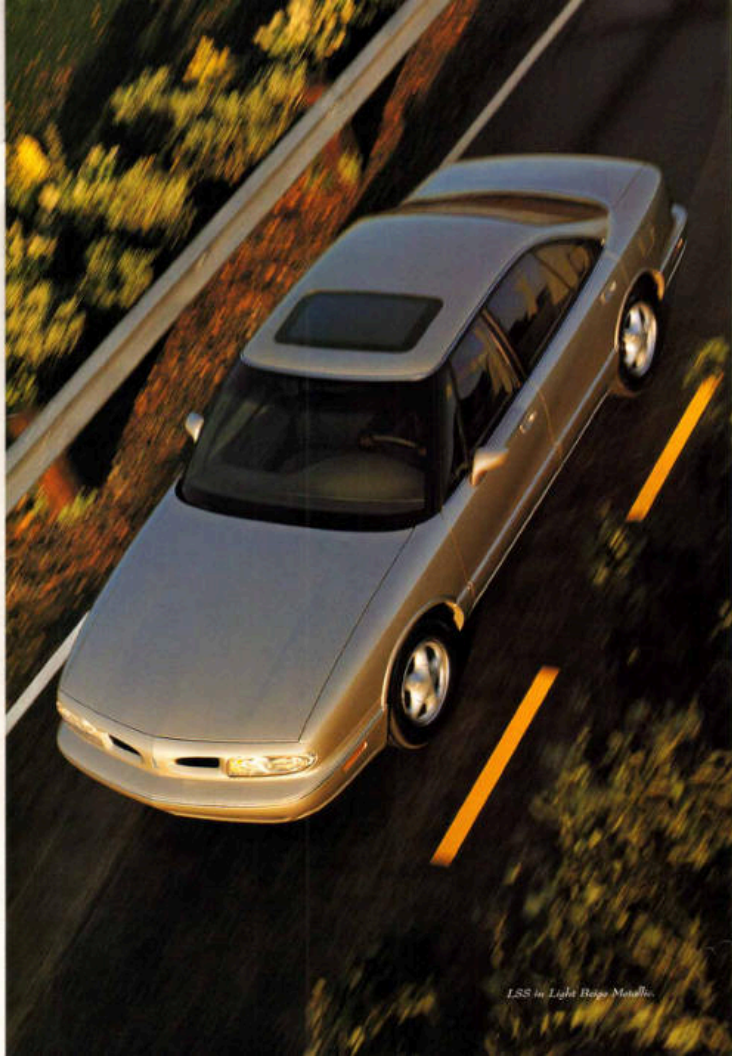
A potent performer for the serious driver.

LSS standard features include the 5800 Series II V6 engine with sequential port fuel injection, 4-speed electronic-shift automatic transmission, anti-lock brakes, dual air bags, daytime running lamps, 4-wheel independent suspension with 16-inch aluminum wheels and racing tires, full-speed traction control system, MegaSteer variable-assist steering, foglamps and the PASS-Key vehicle security system. The fully equipped cabin includes new contour front bucket seats with leather-trimmed seating surfaces, floor-mounted shifter with storage console, full power accessories, dual-zone automatic climate control, leather-wrapped steering wheel with touch controls, remote-control keyless entry system, and an AM/FM stereo with cassette player and 6-speaker Dimensional Sound system.



Guidestar Navigation Information System.

Available on LSS, Oldsmobile's exclusive Guidestar navigation information system puts immediate, easy-to-understand travel information at your fingertips. Using Global Positioning System satellites now circling in space, Guidestar actually tracks your vehicle and knows where you are at every moment. The system provides turn-by-turn routing instructions to local points of interest such as hotels and airports, or the most direct route to your destination. Availability is limited. Ask your local retailer for more information about this exciting new Oldsmobile feature.



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT

EASIER TO BUY YOUR NEW

DRIVING THE BEST

POPULAR FEATURES IN ONE

FULLY EQUIPPED MODEL.

THERE'S NO NEED TO WAIT

THROUGH ENDLESS LISTS OF

OPTIONS. AND TO WAIT TO

ORDER STILL. OLDSMOBILE

SALES CONSULTANTS ARE

SPECIALLY TRAINED TO

ANSWER YOUR QUESTIONS

AND MAKE YOUR BUYING

EXPERIENCE ENJOYABLE.

LSS in Light Beige Metallic

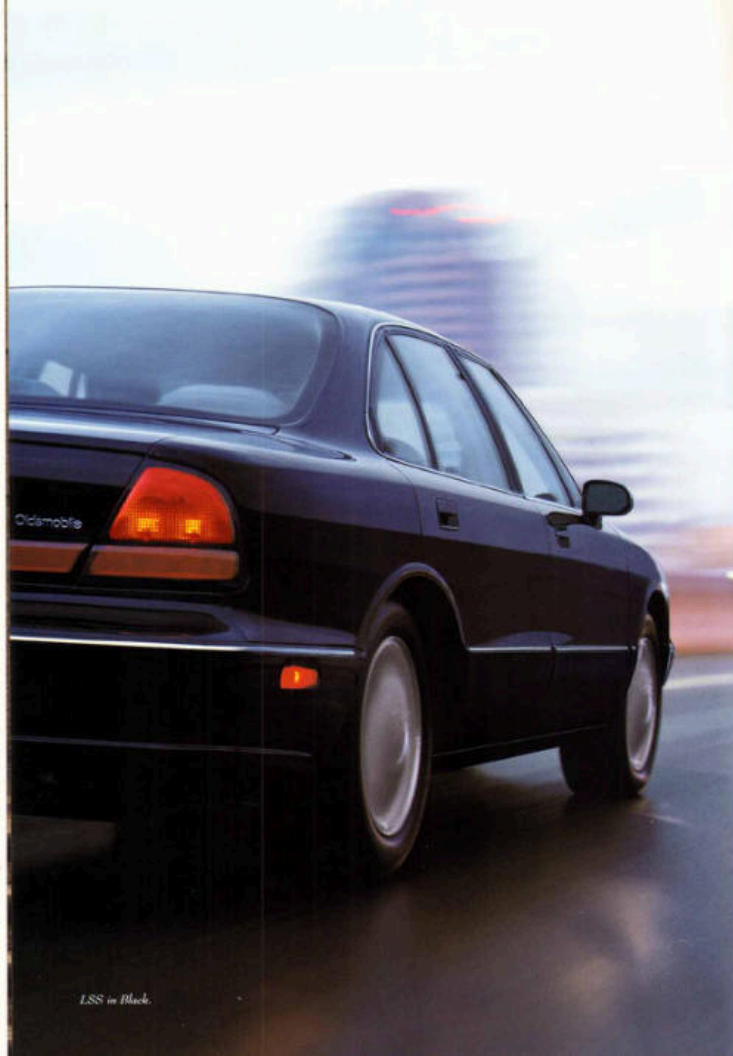


LeSabre in Light Bronze Metallic.



STRATEGICALLY
BUYING

OWNERSHIP IS WHAT IT
MATTERS TO GET YOUR LEASER
PROVIDING THE MOST
POPULAR FEATURES AND
FULLY EQUIPPED MODEL.
THERE'S NO NEED TO WASTE
YOUR MONEY ON A LOT OF
OPTIONS AND TO MAKE UP
YOUR MIND. OUR SALES
CONSULTANTS ARE
SPECIALLY TRAINED TO
ANSWER YOUR QUESTIONS
AND MAKE YOUR BUYING
EXPERIENCE ENJOYABLE.



LSS in Black.

Quick and comfortable,
LSS is the high-tech definition of
sophisticated performance.

Think of it as a prizefighter in a well-tailored suit. It's got the power, agility and reflexes you'd find in an all-out sports coupe. But it also features the roominess of a full-size sedan. And with

its newly restyled exterior and 5-spoke



The available power sunroof features a sliding sunshade and a built-in wind deflector to reduce buffeting.

aluminum-alloy wheels, it has the polish, clean styling and good breeding of a luxury car. It's refined performance ready to go head-

to-head with the leading imports.



The sculpted contour front bucket seats have been exhaustively tested and feature deep side and back bolsters for support and comfort.



Standard Easy power front seats feature a "metaphoric" switch for intuitive operation.



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT
EASIER TO BUY YOUR LSS BY
PROVIDING THE MOST
POPULAR FEATURES IN ONE
FULLY EQUIPPED MODEL.
THERE'S NO NEED TO WADE
THROUGH ENDLESS LISTS OF
OPTIONS, AND TO MAKE IT
EASIER STILL, OLDSMOBILE
SALES CONSULTANTS ARE
SPECIALLY TRAINED TO
ANSWER YOUR QUESTIONS
AND MAKE YOUR BUYING
EXPERIENCE ENJOYABLE.

Performance oriented
and ergonomically designed, this cockpit is
ready for the open road.



ECOLOGICALLY SOUND
GENERAL MOTORS IS
COMMITTED TO THE NATURE
CONSERVANCY* AND ITS
WORK OF PROTECTING
NATURAL HABITATS. GM
CONTRIBUTES GENEROUSLY
TO THE CONSERVANCY'S
EFFORTS AND DOES
ITS SHARE TO PROTECT THE
ENVIRONMENT BY USING
CFC-FREE REFRIGERANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM
(OBD-II) TO HELP REDUCE
ENGINE EMISSIONS.



Dual-zone climate control allows the front passenger to adjust the temperature to his or her personal preference.

Serious driving requires a no-nonsense cockpit with as few distractions as possible. But the serious driver

also demands the ultimate in room and comfort to remain relaxed and alert behind the wheel. In LSS,

you'll find sumptuous leather-

trimmed seating areas, steering wheel touch controls for the radio and climate control

systems, as well as a host of other comfort and

convenience items. It's the performance sedan that doesn't ask you to give up interior space or comfort.



The available audio system adds a compact disc player as the standard AM/FM stereo with cassette player.



The rear-seat pass-through enhances convenience and security.

Standard features that contribute to LSS comfort and convenience include 8-way power driver and front-passenger seats, cruise control, TILT/Whool adjustable steering column, remote-control keyless entry system, Electrochromic inside mirror with compass, automatic headlamp control, dual-power outside mirrors, leather-wrapped steering wheel, and much more.



ABILITY

THANKS TO ITS ADVANCED

TUNING SUSPENSION,

THE LSS CAN HANDLE UP A

WRANGLED BAYON ROAD WITH

THE SAME EXPLANATION AS

IT DOES HOOD STRAPS

IN A STRAIGHT LINE

FOR EXCEPTIONAL

PERFORMANCE AND SUPER

HEARING. STANDARD

FEATURES INCLUDE

A FULLY INDEPENDENT

SUSPENSION, FRONT AND

REAR STEERING AXES,

AND MUCH MORE. FOR A FULL

LSS with seating areas trimmed in Light Beige leather.



ECOLOGICALLY SOUND
FORD MOTOR IS
COMMITTED TO THE SAFEST
OPERATIONS AND THE
WORK OF PROTECTING
NATURAL HABITATS. WE
CONTRIBUTE SIGNIFICANTLY
TO THE ENVIRONMENT'S
EFFORTS AND WE
WILL CONTINUE TO PROTECT THE
ENVIRONMENT BY USING
CLEAN TECHNOLOGY
AND THE LATEST FORWARD
DESIGN TO HELP REDUCE
ENVIRONMENTAL



LSS with seating areas trimmed in Light Beige leather.



ABILITY

THANK TO ITS ADVANCED
TOURING SUSPENSION,
THE LSS CAN TAKE UP A
SHAKING DRIVEWAY ROAD WITH
THE SAME CALM AND COMFORT
IT DOES ACCELERATING
IN A STRAIGHT LINE.
FOR EXCEPTIONAL
CORNERING AND QUICK
RESPONSE, STANDARD
FEATURES INCLUDE
A FULLY INDEPENDENT
SUSPENSION, FRONT AND
REAR STABILIZER BARS,
AND MORE CLOTTED PANELS.



ECOLOGICALLY FRIENDLY
GENERAL MOTORS IS
COMMITTED TO THE NATURAL
CONSERVATION AND THE
WORK OF PROTECTING
NATURAL HABITATS, ON
CONSTRUCTIVE CONTRIBUTIONS
TO THE CONSERVATION
EFFORTS AND WORK
TO STRIVE TO PROTECT THE
ENVIRONMENT BY USING
EFFECTIVE RECYCLING
AND THE LATEST INNOVATIVE
MANUFACTURING SYSTEMS
TO HELP REDUCE
ENGINE EMISSIONS.



LS in Black.

Pick your powerplant.
Regular or supercharged.



3800 Series II V6 Engine (L67)

The heart and soul of any sports sedan is the engine. With LS, you

The available supercharged 3800 Series II V6—have a choice of two lively and engine produces a potent 240 hp at 5200 rpm and 280 lb-ft of torque at 3500 rpm.

standard powerplant is a responsive and free-revving 3800 Series II V6. For those wanting the very ultimate in performance,

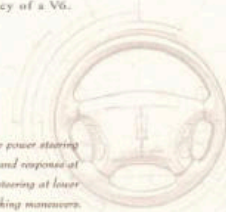
the available supercharged 3800 Series II engine provides the quick throttle response

of a V8 with the efficiency of a V6.



The advanced 3800 Series II V6 engine features sequential port fuel injection for maximum power output as well as optimum fuel efficiency.

The sophisticated Magnastar speed-variable power steering system enhances steering precision and response at higher speeds, yet provides low-effort steering at lower speeds and during parking maneuvers.



LS's standard features that enhance handling and performance include a 4-speed electronic-shift automatic transmission, electronic traction control, anti-lock brakes, 16-inch 5-spoke aluminum wheels, fully independent suspension with automatic load leveling, and an on-board diagnostic system (OBD-II).



ABILITY

THANKS TO ITS ADVANCED
TOURING SUSPENSION,
THE LS CAN CARVE UP A
SNAKING CANYON ROAD WITH
THE SAME EXHILARATION AS
IT DOES ACCELERATING
IN A STRAIGHT LINE.
FOR EXCEPTIONAL
CORNERING AND QUICK
RESPONSE, STANDARD
FEATURES INCLUDE
A FULLY INDEPENDENT
SUSPENSION, FRONT AND
REAR STABILIZER BARS,
AND WIDE 48-SERIES TIRES.



SAFETY

LINCOLN TAKES A SYSTEM APPROACH TO SAFETY. IT BEGINS AT THE FOUNDATION WITH A STEEL STRUCTURE, EQUIPPED WITH AN AIR RIDE SUSPENSION AND A POWER-ASSISTED STEERING SYSTEM THAT HELPS YOU MAKE A DECISION. SINCE BEING SEEN BY DRIVERS, THAT'S AN IMPORTANT TO SAFETY, LSC IS EQUIPPED WITH DAYTIME RUNNING LIGHTS.



LS in Dark Green Metallic. Shown with optional chrome wheels.



OWNER AFTERCARE

IN ADDITION TO THE POWER Windows, LINCOLN CARE PLAN, OWNER TO OWNER LINES, WARRANTY, WE ALSO OFFER ROUTED TRANSPORTATION FREE TOW SERVICE AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-4-A-LINCOLN. BY DESIGN, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.

The 1996
OLDSMOBILES



Aurora



Cutlass Sedan



Ninety Eight



Cutlass Wagon



LSI



Achieva Sedan



Eighty Eight



Achieva Coupe



Cutlass Supreme Sedan



Silhouette



Cutlass Supreme Coupe



Bravada

