

The 1996
NINETY EIGHT





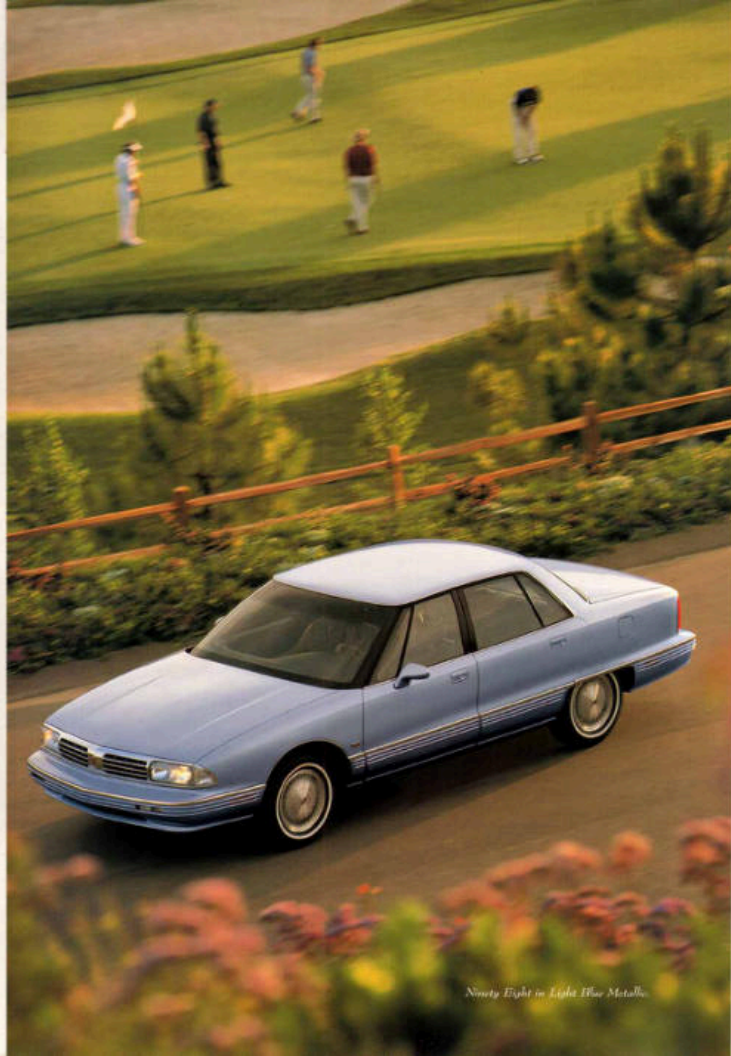
Luxury features without the luxury car price.

SERIES 1 — Standard features include the enhanced 3000 V6 engine, 4-speed electronic-shift automatic transmission, dual air bags, anti-lock brakes, steering wheel touch controls, Twilight Sentinel automatic headlamp control, leather-trimmed seating areas, 8-way power front seats with power lumbar adjustments, dual-zone automatic climate control, remote-control keyless entry system, AM/FM stereo with cassette player, 8-speaker Dimensional Sound system, and the PASS-Key vehicle security system.



Ultimate luxury car value.

SERIES 21 — Additional standard features include 2-position memory controls with remote feature for the driver's seat and outside mirrors, full-speed traction control system, cornering lamps, electronic instrument cluster with Driver Information Center, Electrochromic heated driver's outside mirror, Electrochromic inside mirror with compass, and power trunk pull-down.

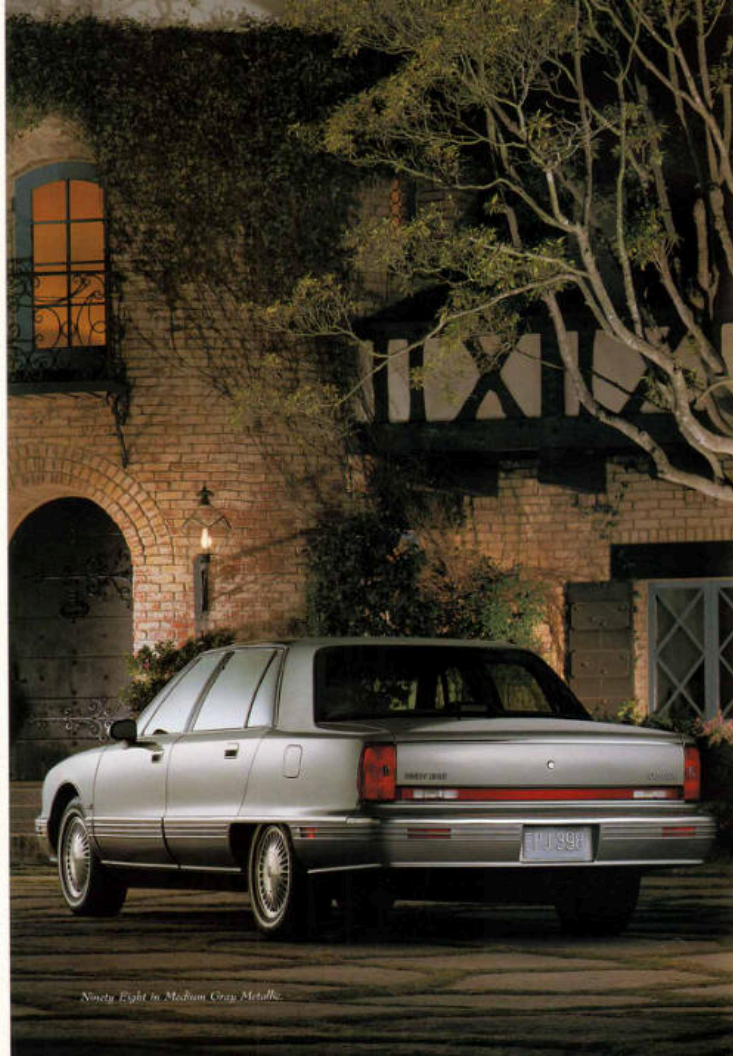


Ninety Eight in Light Blue Metallic



STRAIGHTFORWARD BUYING

DISCOVER TO WHAT IT
EASIER TO BUY A CHEVY
WHEN YOU KNOW THE
MOST POPULAR FEATURES
ON THE SERIES. THERE'S
NO NEED TO WALK THROUGH
ENDLESS LISTS OF OPTIONS
AND TO MAKE IT EASIER
STILL, WE'VE MADE SPACE
CONSCIOUSLY AND
SPECIALLY TRAINED TO
WORKER FROM DISCOUNTS
AND KEEP YOUR BUYING
EXPERIENCE UNUSUAL.



Ninety Eight in Medium Gray Metallic.

The perfect marriage of contemporary technology and classic design.



The Electrochromic inside mirror on Series II automatically dims to reduce glare by up to 94 percent.

Oldsmobile has earned a reputation for creating solidly engineered and supremely comfortable luxury sedans that are also remarkable values. Ninety Eight combines a balanced blend of ride comfort, smooth and sophisticated power, and a high level of safety. In addition, Ninety Eight features traditional interior spaciousness with room for six occupants to ride in relaxed comfort. And a trunk so large, it can handle their luggage as well. If you need plenty of elbow room, but don't want to pay an arm and a leg, Ninety Eight is made for you.



The standard dual-zone climate control allows the front passengers to adjust the temperature separately for individual comfort.



STRAIGHTFORWARD BUYING

OLDSMOBILE IS MAKING IT EASIER TO BUY A NINETY EIGHT BY PACKAGING THE MOST POPULAR FEATURES INTO TWO SERIES. THERE'S SO 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.

Oldsmobile has created an interior dedicated to full-size luxury and uncompromising comfort.

Ninety Eight's most luxurious feature is an elegant interior designed for the pleasure of travel. Set into this smooth and silent driving environment is a host of convenience features.



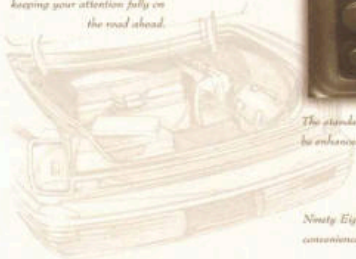
Steering wheel touch controls let you adjust the audio system and climate controls while keeping your attention fully on the road ahead.

Standard 8-way power front seats with adjustable lumbar supports provide comfort even after hours behind the wheel. And dual memory controls on Series II models automatically recall two individual settings for both the driver's seat and

outside mirrors.



The standard AM/FM stereo with cassette player can be enhanced with an available compact disc player.



Ninety Eight provides generous trunk room and the convenience of a power trunk pull-down on Series II.

Standard features that contribute to Ninety Eight's comfort and convenience include leather-trimmed seating areas, dual-zone automatic climate control, TILT/Wheel adjustable steering column, cruise control, power windows with driver's auto-down, Twilight Sentinel automatic headlamp control, power-trunk release, overhead storage console, front and rear reading lamps, front and rear storage associates with upholstery, and much more.



Ninety Eight Series I with seating areas trimmed in Light Beige leather.



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.



WIDE AND WHEELING
NINETY-EIGHT'S FULLY INDEPENDENT SUSPENSION SYSTEM PROVIDES THE IDEAL BALANCE BETWEEN A COMFORTABLE RIDE AND GOOD HANDLING. STABILITY AND WITH ITS AUTOMATIC LOAD-LEVELING SYSTEM, HANDLING, RESPONSE, PREDICTABLE EVEN WITH A FULL LOAD OF PASSENGERS AND THEIR BAGGAGE.



Ninety Eight Series II with seating areas trimmed in Light Beige leather.



ECOLOGICALLY SOUND

General Motors is committed to the natural environment and the work of protecting natural habitats. Our facilities are designed to the standards of energy and clean air laws to protect the environment. Our life cycle methodology and the latest technology including water saving devices to help reduce water consumption.



Ninety Eight in Light Bronze Metallic



WIDE AND HANDLING

WIDE BODY FULLY INDEPENDENT SUSPENSION
 BEST-IN-CLASS TORQUE
 BRAKE BOOSTER
 COMFORTABLE RIDE AND
 QUICK, BURN-OUTS
 STABILITY AND MORE
 ATTORNEY-ENDORSED
 STEERING HANDLING
 ROOMY TRUNK WITH A
 FULL LOAD OF PASSENGERS
 AND MORE COMFORT


 ECOLOGICALLY SOUND
 GENERAL MOTORS IS
 COMMITTED TO THE NATURAL
 CONSERVATION AND THE
 HOME OF PROTECTING
 NATURAL RESOURCES FOR
 FUTURE GENERATIONS
 THROUGH OUR COMMITMENT
 TO THE CONSERVATION
 EFFORTS AND DONATING
 FUNDS TO PROTECT THE
 ENVIRONMENT BY USING
 LEAD-FREE FUEL AND
 THE LATEST ON-BOARD
 EMISSIONS SYSTEM DESIGN
 TO HELP REDUCE
 ENGINE EMISSIONS



Ninety Eight in Red Metallic

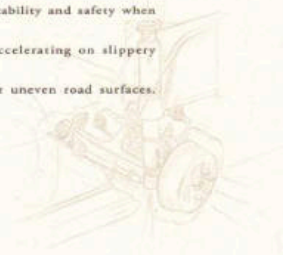
Ninety Eight gives you
a rewarding balance of power, control
and lasting refinement.

With a potent V6 engine, front-wheel drive and an automatic
 transmission renowned for its liquid-smooth operation, Ninety
 Eight provides the performance you demand in a premium sedan.
 The updated 3800 V6 engine is a proven design featuring a
 self-tuning electronic management system and 100,000-mile
 tune-up intervals. To further enhance performance, Ninety



*The durable, refined 3800 V6 engine provides authoritative
 power as well as remarkable fuel efficiency. Producing
 225 horsepower, it's been rated as one of the world's "ten best
 engines" by Ward's Auto World, January 1995.*

Eight offers an advanced
 electronic traction control
 system to help maximize
 stability and safety when
 accelerating on slippery
 or uneven road surfaces.



RISE AND HANDLING
 NINETY EIGHT'S FULLY
 INDEPENDENT SUSPENSION
 SYSTEM PROVIDES THE IDEAL
 BALANCE BETWEEN A
 COMFORTABLE RIDE AND
 QUICK, SURE-FOOTED
 STABILITY. AND WITH ITS
 AUTOMATIC LOAD-LEVELING
 SYSTEM, HANDLING REMAINS
 PREDICTABLE EVEN WITH A
 FULL LOAD OF PASSENGERS
 AND THEIR LUGGAGE.

To enhance Ninety Eight's ride and performance, standard features
 include a 4-speed electronic-shift automatic transmission, power rack-and-pinion
 steering, 15-inch aluminum wheels with all-season touring tires and an
 on-board diagnostic system (OBD-II).

Surrounded by leading-edge safety technology, there is a reassuring sense of security in a full-size Ninety Eight.



SAFETY

SAFETY IS A NEVER-ENDING PURSUIT AT OLDSMOBILE. THAT'S WHY EVERY 1996 NINETY EIGHT IS EQUIPPED WITH DAYTIME RUNNING LAMPS TO MAKE YOU MORE VISIBLE TO ONCOMING TRAFFIC. A NEW PANIC BUTTON ON THE REVERSE REMOTE TRANSMITTER HELPS ASSURE YOUR PERSONAL SECURITY, AND A HARDKEY VEHICLE SECURITY SYSTEM HELPS PREVENT THEFT. EVEN THE BATTERY IS PROTECTED FROM RUNNING DOWN IF YOU LEAVE THE INTERIOR LIGHTS ON.



Lift the door handle to unlock with the keyless remote transmitter, and the interior lights up, making entry easier and more secure at night.

Oldsmobile Ninety Eight has been carefully designed and engineered to provide a feeling of confidence and security. That's why you'll find dual air bags* and anti-lock brakes as

standard equipment. And the steel safety-cage body construction with front and rear crush zones is designed to help absorb and guide crash energy away from the passenger cabin. It's the kind of comprehensive safety package that will give you peace of mind.

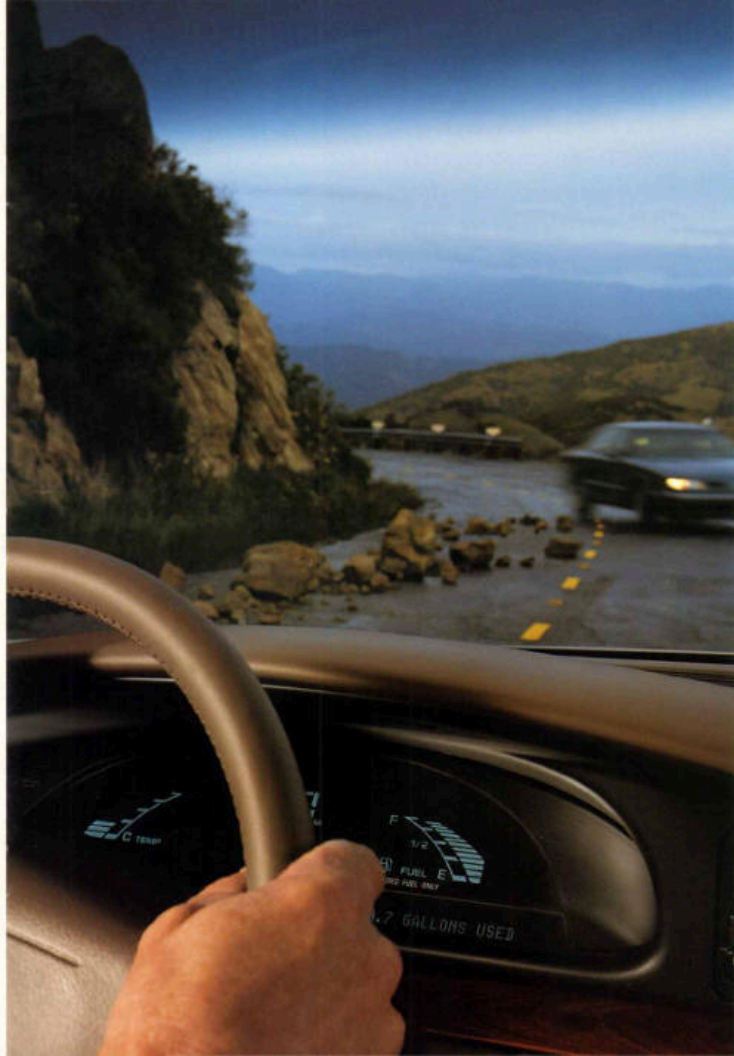
A push of a button unlocks the doors, opens the trunk or activates the horn and headlamps in an emergency. The system chirps when the doors are locked.



The standard 4-wheel anti-lock braking system (ABS) helps the driver maintain steering control even under maximum braking effort.

To help protect you and your vehicle, standard features include dual air bags, locks/transmission shift interlock, automatic programmable power door locks, rear door child-securty locks, and a traction control system (standard on Series II, available on Series D).

**Always wear your safety belts, even with air bags.*



OWNER AFTERCARE

IN ADDITION TO YOUR 3-YEAR/50,000-MILE 100,000-OR-LOWER-MILEAGE LIMITED WARRANTY, WE ALSO OFFER EQUIPPED TRANSPORTATION, 24-HOUR TOWING AND 24-HOUR ASSISTANCE. NEEDS BY CALLING 1-800-4-A-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.



SAFETY

SAFETY AND SECURITY			
Anti-lock power front disc/rear drum brakes	• • •		
Dual air bags	• •		
Brake/transmission shift interlock	• •		
Electronic traction control	• •		
3-point front and rear padded safety belts with front height adjustment and rear Child Conductor Guides, plus front and rear center lap belts	• • •		
Automatic programmable power door locks with manual locking feature	• •		
Door door child-safety locks	• •		
Remote-controlled lockers entry system with illumination features, retained accessory power, and two key-chain transmitters with panic button, powerwindow and door features	• •		
Illuminated entry/exit system with theater dimming and independent lock protection	• •		
PASS-Key vehicle security system	• •		
Daytime running lamps	• •		
Headlight hallmarks with lock-to-park feature	• •		
Trilight Sequential automatic headlamp control	• •		
Cornering lamps	• •		
Sole and electric rear window defoggers	• •		
Dual power outside mirrors	• •		
Electrochromic heated driver's outside mirror	• •		

MECHANICAL

3800 Series II V6 engine	• •		
4-speed electronic shift automatic transmission	• •		
Lower rack and pinion steering	• •		
4-wheel independent suspension	• •		
Automatic load leveling	• •		
On-board diagnostic system (OBD II)	• •		
Engine block heater	• •		

EXTERIOR

15-spoke aluminum wheels	• •		
P38570RE white sidewall all-season radial tires	• •		
Paint system	• •		
FZ-Kelco ultraviolet glass	• •		
Power trunk pull-down	• •		
Electric glass-panel Antelock (reduces headroom slightly)	• •		

Color Combinations

EXTERIOR COLORS	INTERIOR LEATHER AND CLOTH* COLORS			
	GRAPHITE	BLUE	LIGHT GRAY	LIGHT BEIGE
Medium Green Metallic (95)	•	•	•	•
Bright White (10)	•	•	•	•
Medium Blue Metallic (30)	•	•	•	•
Light Blue Metallic (36)	•	•	•	•
Black (41)	•	•	•	•
Medium Green Metallic (42)	•	•	•	•
Medium Green Metallic (47)	•	•	•	•
Dark Green Metallic (48)	•	•	•	•
Light Beige Metallic (64)	•	•	•	•
Red Metallic (72)	•	•	•	•
Dark Red Metallic (77)	•	•	•	•

*Cloth was available as a no-charge option in place of standard leather trim.



Medium Green Metallic, Bright White, Medium Blue Metallic, Light Blue Metallic, Black, Medium Green Metallic



Medium Green Metallic, Dark Green Metallic, Light Beige Metallic, Red Metallic, Dark Red Metallic

The paint color samples shown above may vary slightly from actual vehicle color due to the printing process.

Ninety Eight Equipment

COMFORT AND CONVENIENCE

Air conditioning with FCC low refrigerant	• •		
Dual-zone automatic climate control	• •		
Steering wheel touch controls for audio and climate control systems	• •		
TILT/TELE adjustable steering column	• •		
Cruise control	• •		
Power windows with driver's auto-down and lockout	• •		
Analog gauge cluster	• •		
Electronic instrument cluster with Driver Information Center	• •		
Overhead storage cradle	• •		
Front and rear storage compartments with cupholders	• •		
Lighting package (headlamps, exterior, auxiliary, glove box and trunk lamps, plus flexible door-mounted controls)	• •		
Dual front and rear reading lamps	• •		
Inside daylight mirror	• •		
Electrochromic inside daylight mirror with compass	• •		
Dual lighted visor vanity mirrors	• •		
Headlamp and turn signal reminder chimes	• •		
Power trunk lock and fuel-filler door release	• •		
Trunk cargo net	• •		
Nonflaring 15-spoke power roller	• •		
Rear seat ventilation ducts	• •		

AUDIO SYSTEMS

Dolby BTR AM/FM stereo with cassette player, automatic tune control, autohance, digital clock and power antenna	• •		
Dolby BTR AM/FM stereo with CD and cassette players, automatic tune control, autohance, digital clock and power antenna	• •		
8-speaker Dimensional Sound system	• •		

SEATING AND TRIM

55/45 divided bench, front seat with 8-way power adjusters and power lumbar support	• •		
Memory controls for driver's seat and outside mirrors	• •		
Leather-trimmed seating area	• •		
Cloth interior trim (extra charge)	• •		
Front and rear carpeted floor mats	• •		
• Standard • Optional • Not available			

Ninety Eight Specifications

EXTERIOR DIMENSIONS		CAPACITIES	
Wheelbase (in)	110.7	Seating capacity (passenger)	6
Length (in)	205.2	Trunk volume (cu ft)	20.2
Width (in)	74.0	Fuel capacity (gall)	18.0
Height (in)	54.8	EPA ESTIMATED FUEL ECONOMY	
Curb weight (lbs)	3893	3800 Series II V6 (reg. city/hwy)	29/30
Trunk width, front/rear (in)	61.0/60.3		
Turning circle (ft., curb-to-curb)	39.4 left/40.0 right		

INTERIOR DIMENSIONS

Headroom, front/rear (in)	38.2/37.6
Legroom, front/rear (in)	43.7/44.7
Shoulder room, front/rear (in)	59.0/58.1

POWER TEAM

ENGINE	3800 SERIES II V6
Displacement	3.8 liter (231 cu in)
Horsepower	205 @ 5200 rpm
Torque (lb-ft)	230 @ 4000 rpm
Fuel delivery	Sequential port fuel injection
Transmission	4-speed electronic-shift automatic



OWNER AFTERGARE

IN ADDITION TO OUR

3-YEAR/50,000-MILE

(WHICHEVER COMES FIRST)

BUMPER-TO-BUMPER LIMITED

WARRANTY, WE ALSO OFFER

COURTESY TRANSPORTATION

FREE TRIP ROUTING AND

24-HOUR ROADSIDE

ASSISTANCE BY CALLING

1-800-442-OLDI.

AT OLDSMOBILE, WE'RE

COMMITTED TO YOUR

SATISFACTION LONG

AFTER THE PURCHASE OF

YOUR CAR.

THE GM CARD

Every time you use the co-annual GM MasterCard, GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving thousands of dollars. Call 1-800-6GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK

Visit participating GM retailers for up to 8% in GM Card savings on eligible parts and service transactions. Call 1-800-947-1000 for more information.

SMARTLEASE BY GMAC

SmartLease lets qualified customers pay for the portion of the vehicle they use, without being penalized for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle soon after or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPANT PROTECTION

• Driver and right front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver and right front passenger • Manual lap/shoulder safety belts, outboard rear-seat positions • Manual lap safety belts, center seat positions • Safety belt use reminder system • Energy absorbing steering column • Energy-absorbing instrument panel • Lateral-impact windshield glass, outboard hooded • Tempered safety glass, side and rear windows • Sunshading door lockers • Side door beams • Passenger-side inside door lock handle • Safety anchors • Head restraint, front adjustable, driver and right front passenger • Day-cue mirror • Backup view, inside mirror mirror • Security door locks and door locking components • Rear door child-safety locks • Automatic door retention system • Front and rear crash sensor • Power lock retractor cap

FOR CRASH AVOIDANCE

• Automatic daytime running lamps • Side marker lamps and reflectors • Parking lamps • 4-way lateral moving mirrors • Backup lamps • Center high-mounted stoplamp • Directional signal control • Wheelblock deflector, window and multi-point support • Inside daylight overview mirror • Outside mirror mirror • Brake system with dual master cylinders plus vacuum line • Anti-lock brakes • Shutter safety switch • Dual action level lock (front opening) • Low-glass fronts (inside windshield moldings, upper arms and blades) • Safety and theft alarm • Tires with built-in tread wear indicators • Illuminated brake and defogger controls • Brake/transmission shift interlock • Available door handle being used indicator

FOR THEFT DETERRENCE

• PASS-Key vehicle security system • Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Visible vehicle identification number • Laminated VIN plate

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The 1996
OLDSMOBILES



Aurora



Cutler Sedan



Alero Eight



Cutler Wagon



ESS



Achieve Sedan



Eight Eight



Achieve Coupe



Cutler Supreme Sedan



Silhouette



Cutler Supreme Coupe



Bravada

