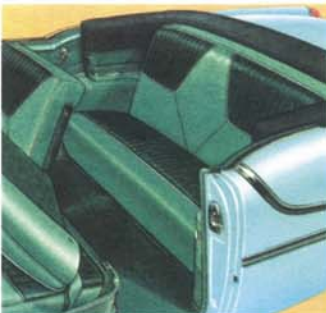


OLDSMOBILE
rockets
ahead...
with

Flying Colors!

inside
and outside

First glance and you know—Oldsmobile has rocketed ahead again! In every harmonious line you see an outlook that's new . . . all-around-new! It's the new "Go-Ahead" look! In power, too, Oldsmobile moves ahead . . . with a new "Rocket" 202 Engine—and every modern power assist! Yes, here with *flying colors* is the car for you!



Deep-buffed leather upholstery, jewel-like trim spell "glamor-on-the-go" in this brilliant new Oldsmobile Super "88" Convertible Coupé!

Color and comfort . . . in tone with the times! Everywhere you look, there's the magic touch of Oldsmobile's unmistakable and exclusive "flying color" styling!



Color, color, color . . . in a sparkling rainbow of hues and shades! Oldsmobile lets you practically color-customize your car with dazzling, dramatic effect!



Beauty and luxury extend through and through Oldsmobile's exciting "88" for '55 . . . in smart, long-wearing upholstery fabrics, glistening new interior chrome appointments—new flash, new flair . . . everywhere!



Interior elegance by Oldsmobile! Custom Lounge Cushions, upholstered in beautiful fabrics and leather . . . glamorously yours in this breath-taking Ninety-Eight Deluxe Holiday Coupé!

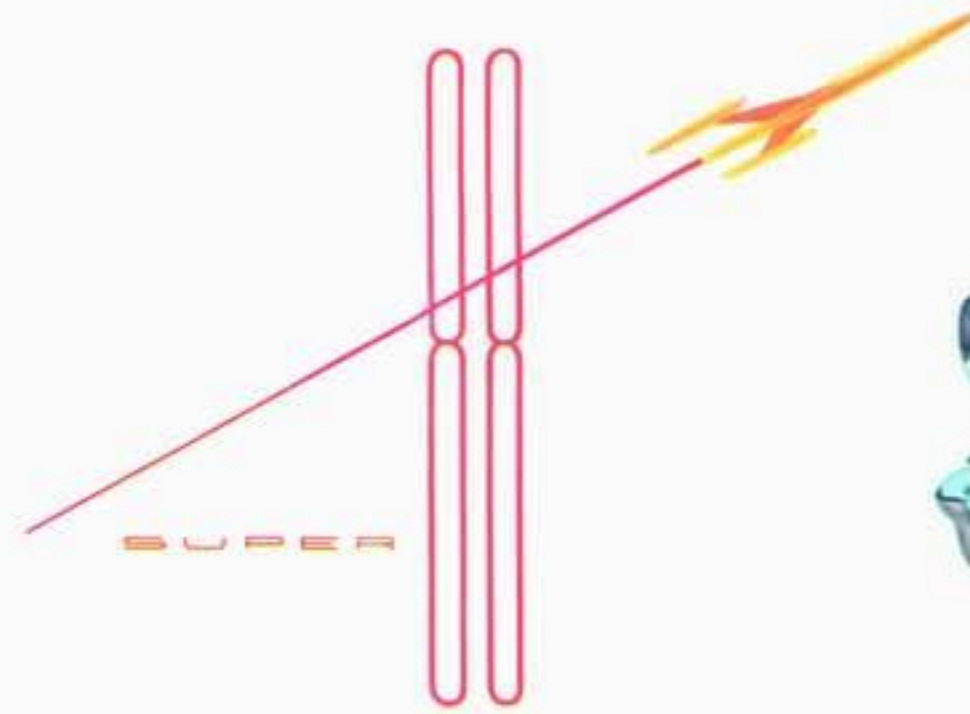




SUPER "88" TWO-DOOR SEDAN



SUPER "88" FOUR-DOOR SEDAN



Out in front... with the new "Go-Ahead" look! See it in the panoramic windshield, the new hooded headlights—in the sweep-cut fender lines, the pure-luxury interiors. In fact, Oldsmobile's Super "88" is new everywhere... wherever you look!



SUPER "88" CONVERTIBLE COUPÉ



SUPER "88" HOLIDAY COUPÉ



OLDSMOBILE

power, power everywhere...
at your command!

NEW SAFETY POWER STEERING

Takes the fight out of driving—lets you turn effortlessly and park with true finger-tip ease!



NEW POWER WINDOW CONTROLS adjust windows automatically, electrically! Handy master control panel for driver!



NEW POWER ANTENNA permits speedy adjustment for highest-fidelity radio reception—without ever leaving the driver's seat!



OLDSMOBILE AIR CONDITIONING lets you laugh at the weather! New "Up-Front" system is cowl-mounted, takes up no space in luggage compartment! Uniformly cools every inch of the car's interior!

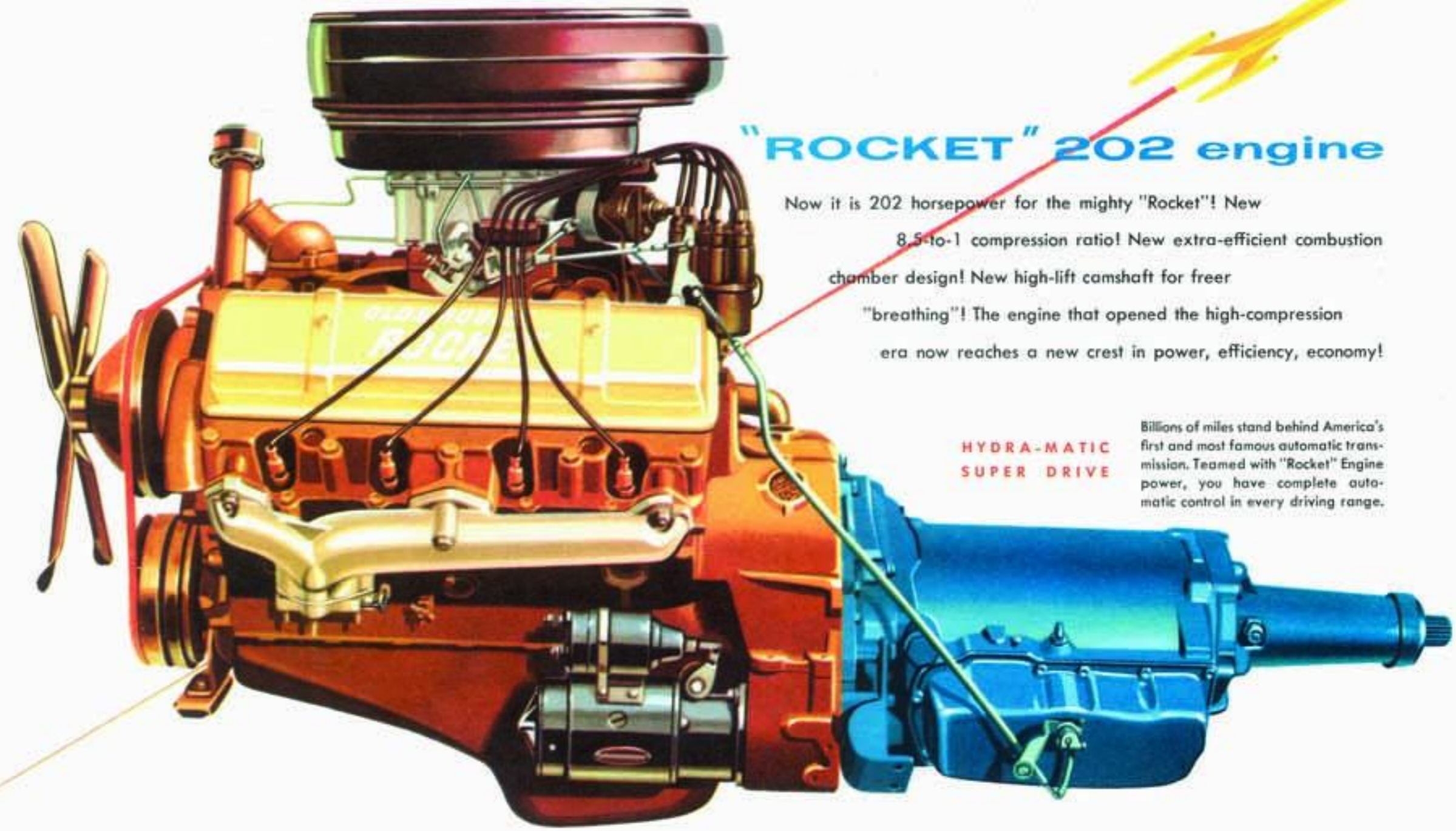
NEW POWER-RIDE CHASSIS

New front suspension, with new directing shock absorbers, irons out rough roads—makes every byway smooth as a super-highway!



NEW PEDAL-EASE POWER BRAKES turn "foot-weight" pressure into dynamic stopping power, cut work 40%!

NEW 4-WAY POWER SEAT CONTROL adjusts front seat up or down, forward or back... at the touch of a button!



"ROCKET" 202 engine

Now it is 202 horsepower for the mighty "Rocket"! New 8.5-to-1 compression ratio! New extra-efficient combustion chamber design! New high-lift camshaft for freer "breathing"! The engine that opened the high-compression era now reaches a new crest in power, efficiency, economy!

HYDRA-MATIC SUPER DRIVE

Billions of miles stand behind America's first and most famous automatic transmission. Teamed with "Rocket" Engine power, you have complete automatic control in every driving range.

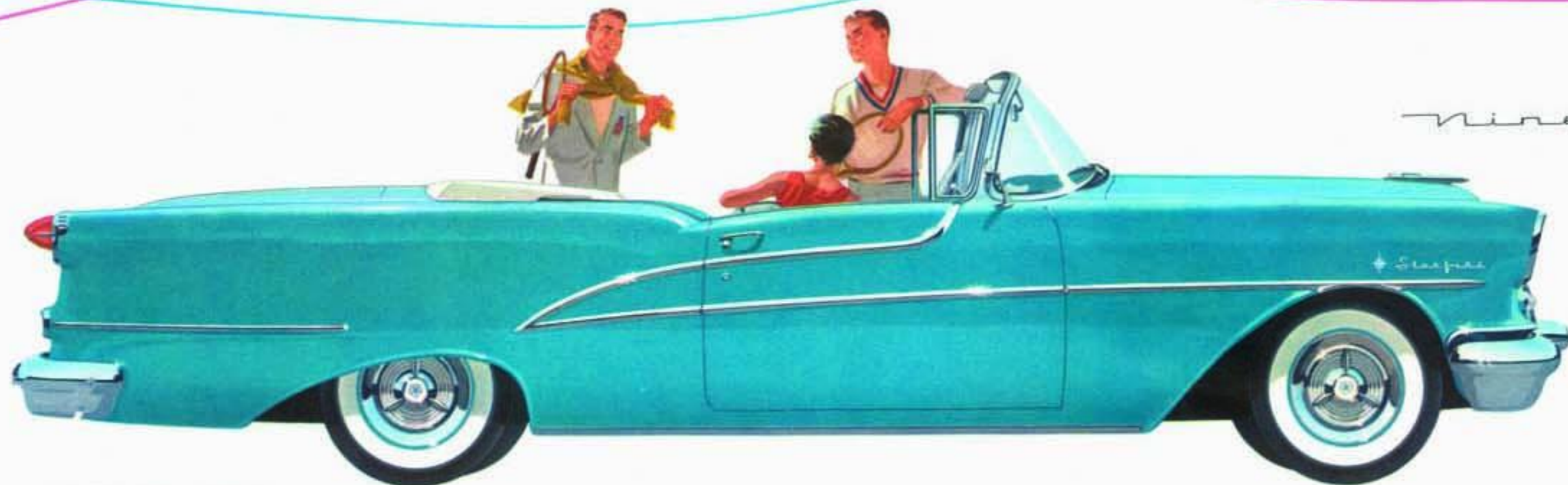


SUPER "88" CONVERTIBLE COUPÉ



SUPER "88" HOLIDAY COUPÉ

OLDSMOBILE



NINETY-EIGHT STARFIRE

NINETY - EIGHT

Spectacular is the word for Oldsmobile's Ninety-Eight . . . it fairly sings of action with its smooth symphony of winged color toning. In "Rocket" 202 horsepower—in all-around-new beauty—in sheer luxury—this is Oldsmobile at its finest!



NINETY-EIGHT FOUR-DOOR SEDAN



NINETY-EIGHT DELUXE HOLIDAY COUPÉ

3rd fold - center third section





1957 "88" TWO-TONE SEDAN



1957 "88" FOUR-DOOR SEDAN

Out in front... with the new "Go-Ahead" hood! See it in the geometric windshield, the new hooded headlights—in the sweep-cut fender lines, the pure luxury interiors. In fact, Oldsmobile's Super "88" is new everywhere... whenever you look!



1957 "88" CONVERTIBLE COUPE



1957 "88" HOLIDAY COUPE

FOLD 3 OVERVIEW

OLDSMOBILE



NINETY-EIGHT STARFIRE

Ninety - Eight

Spectacular is the word for Oldsmobile's Ninety-Eight... it fully sings of action with its smooth symphony of winged color-trim in "Rocker" 300 horsepower... an all-around new beauty—in sleek luxury... this is Oldsmobile at its finest!



NINETY-EIGHT FOUR-DOOR SEDAN



NINETY-EIGHT DELUXE HOLIDAY COUPE



Telling in luxury... interesting in value! Here, is the popular "88" for "88" is superior Oldsmobile styling—and a "Rocker" Engine that delivers 185 high-compression horsepower!



"88" FOUR-DOOR SEDAN

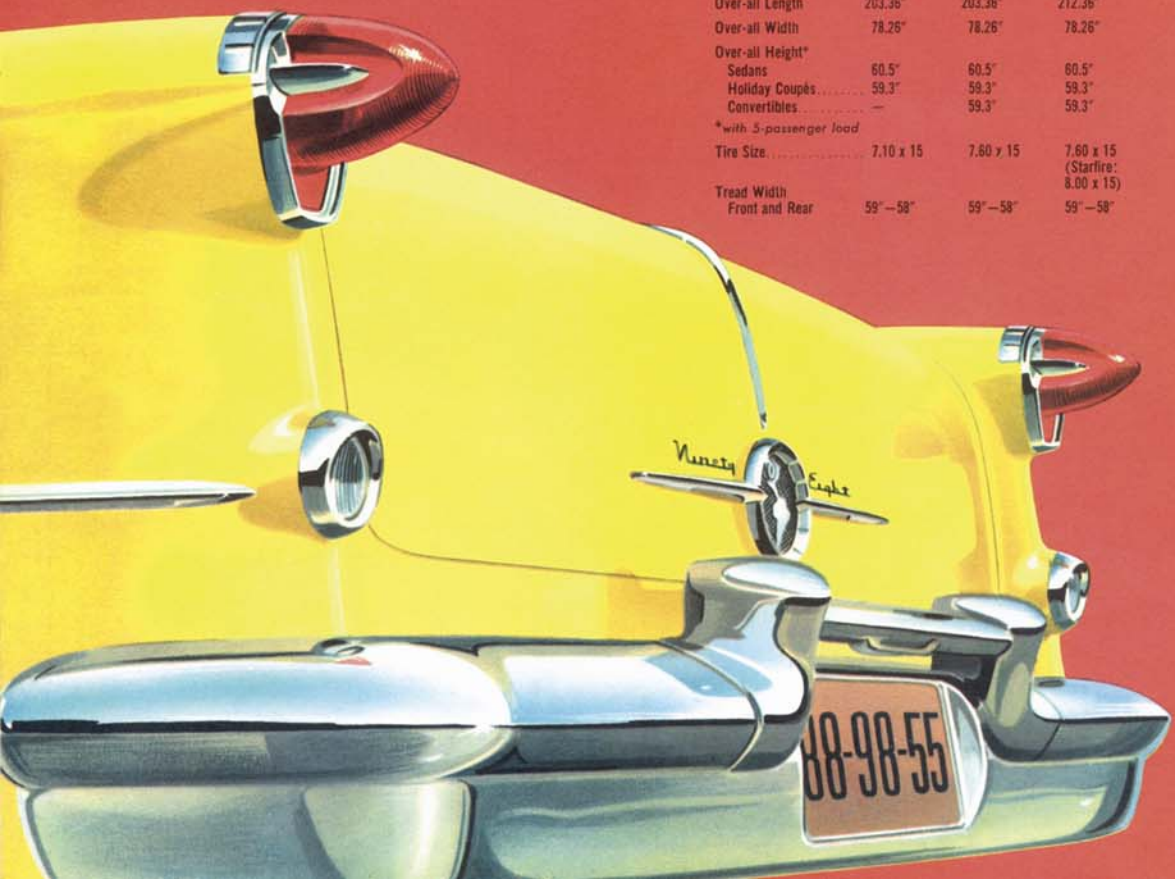


"88" HOLIDAY COUPE



"88" FIVE-DOOR SEDAN

SPECIFICATIONS



GENERAL	"88"	Super "88"	Ninety-Eight
Wheelbase	122"	122"	126"
Over-all Length	203.36"	203.36"	212.36"
Over-all Width	78.26"	78.26"	78.26"
Over-all Height*			
Sedans	60.5"	60.5"	60.5"
Holiday Coupés	59.3"	59.3"	59.3"
Convertibles	—	59.3"	59.3"
*with 3-passenger load			
Tire Size	7.10 x 15	7.60 x 15	7.60 x 15 (Starfire: 8.00 x 15)
Tread Width			
Front and Rear	59"—58"	59"—58"	59"—58"

ENGINE	"88"	Super "88"	Ninety-Eight
Type	8-Cylinder, High-Compression 90° V-Type, Overhead Valves		
Horsepower	185 @ 4000 r.p.m.	202 @ 4000 r.p.m.	202 @ 4000 r.p.m.
Taxable Horsepower	48	48	48
Torque (pound-feet)	320 @ 2000 r.p.m.	332 @ 2400 r.p.m.	332 @ 2400 r.p.m.
Compression Ratio	8.5 to 1	8.5 to 1	8.5 to 1
Bore and Stroke	3 3/8" x 3 3/8"	3 3/8" x 3 3/8"	3 3/8" x 3 3/8"
Piston Displacement (cubic inches)	324	324	324
Pistons (Auto-Thermic type)	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
Valve Lifters	Hydraulic	Hydraulic	Hydraulic
Cooling System (capacity, with heater)	21.5 qts.	21.5 qts.	21.5 qts.
Lubrication System	Full Pressure	Full Pressure	Full Pressure
Electrical System	12-volt	12-volt	12-volt
Carburetor	Dual- Downdraft	Quadri-Jet	Quadri-Jet

CHASSIS	"88"	Super "88"	Ninety-Eight
Frame	I-Beam with X-Center Member and 5 Cross Members		
Front Suspension	Independent Linked Parallelogram with Coil Springs; Direct-Acting Shock Absorbers; Stabil- izer Bar		
Rear Suspension	58" x 2 1/2" Leaf Springs; Angle-Mounted, Direct- Acting Shock Absorbers; Stabilizer Bar		
Brakes	Super-Hydraulic, 191.7-sq.-in. Lining Area		
Transmission:			
Synco-Mesh Manual Shift			Standard on all models.
Hydra-Matic Super Drive (Automatic)			Optional at extra cost on all models.
Steering	Dual Center-Control, Recirculating Ball Nut		
Steering Turning Circle (diameter)	42.0 ft.	42.0 ft.	43.0 ft.
Rear Axle	Semi-floating, Hypoid Gears		

Hydra-Matic Super Drive, Safety Power Steering, Pedal-Ease Power Brakes, Power Window Controls, Four-Way Power Seat Control, Power Radio Antenna, White Sidewall Tires, and all accessories described are optional at extra cost on all models.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Accessories, as illustrated, optional at extra cost.