

# ***OLDSMOBILE*** FOR '64



***WHERE THE ACTION IS!***



NINETY-EIGHT • STARFIRE • SUPER 88 • DYNAMIC 88 • JETSTAR I • JETSTAR 88 • F-85



The '64 Oldsmobile was designed to create an impression of elegance and good taste. Notice the simplicity of upholstery and trim, the richness of fabrics and the quality of craftsmanship. And Olds takes equally good care of your comfort. Seats are deep cushioned. There's leg room and head room aplenty, even for six-footers. Add to this many thoughtful Olds extras—like individual ash trays and courtesy lights. It's easy to see that the '64 Oldsmobile is fashioned to please the most discriminating passenger!

COPYRIGHT 1963 OLDSMOBILE DIVISION  
GENERAL MOTORS CORPORATION

# OLDSMOBILE FOR '64

**WHERE THE ACTION IS!**

Car buyers traditionally look to Olds for all that's new—and '64 is no exception. Exciting new V-8 and V-6 engines, responsive new transmissions, a rugged new chassis design all contribute to Oldsmobile's superior performance, ride and handling...help deliver that "something extra" that you expect from Olds!

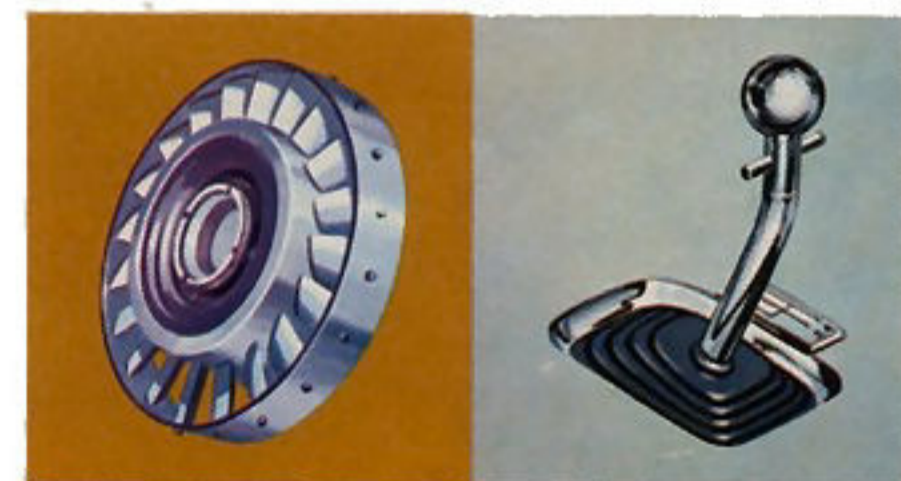
**Brilliant new power plants! New action-packed V-8s... plus a new money-saving Econ-O-Way V-6!**

Here's an action lineup to top them all! The ultra high-compression STARFIRE V-8 that delivers a walloping 345 horsepower! The OLDS ROCKET V-8—most famous power plant in the world—available in 330-, 280- or 260-horsepower versions. The JETFIRE ROCKET V-8—newest Rocket of them all—yours in 260-, 225- and 210-horsepower versions, all with a big 330-cubic-inch displacement and inverted "A" frame design. A brand new 260-h.p. Cutlass V-8! And for action with savings, there's the all-new ECON-O-WAY V-6 that delivers 155-h.p. punch.



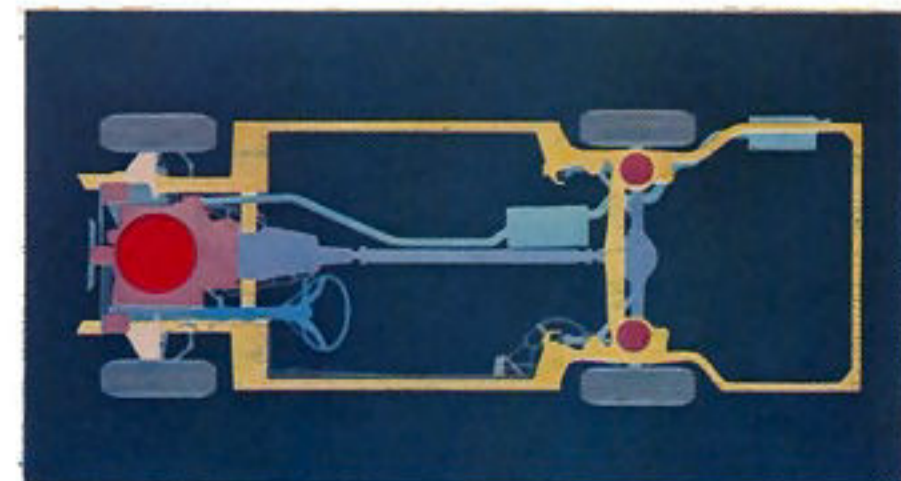
**Three- and four-speed sticks... famed Hydra-Matic... and an all-new variable-vane Jetaway Drive!**

Oldsmobile's FOUR-ON-THE-FLOOR\* is fully synchronized to give sports car response. The brand new 3-SPEED FLOOR-MOUNTED TRANSMISSION\* is synchronized in second and third gears... gives quicksilver performance at a savings. Famed HYDRA-MATIC\*\* combines the sure response of gears with the smooth flow of fluid. New JETAWAY DRIVE\* has a two-stage torque converter that varies vane angle to deliver instant take-off or highway passing power. (\*Optional on Jetstar 88 and F-85; \*\*Optional on Super 88, Dynamic 88, Jetstar I.)



**Superb new "Power Balanced" ride and roadability... quieter, smoother, surer than ever!**

Ride, roadability and performance—all three complement one another to give you the comfort and control that make driving an Olds such a pleasurable experience. Oldsmobile's famed GUARD-BEAM FRAME, with new swept-back torque boxes and full side rail construction, provides a solid foundation for every Olds. VIBRA-TUNED BODY MOUNTS make the going as quiet as it is smooth. And the entire chassis (wheels, brakes, suspension, even the exhaust system) is "power balanced" to wed the Rocket V-8 power train with all other components.

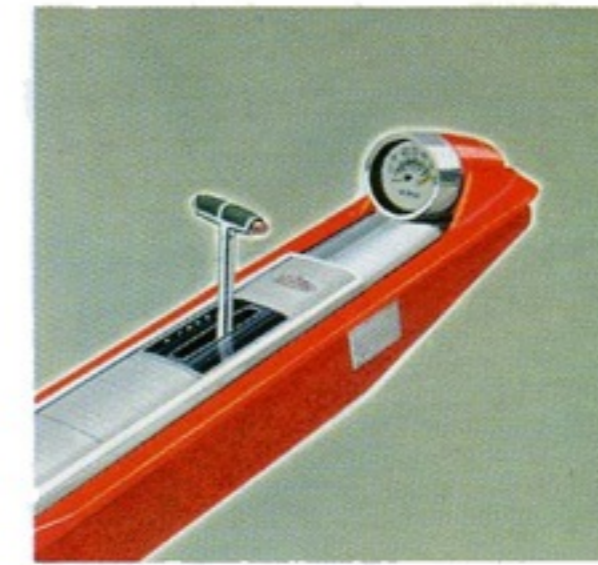


# Jetstar I

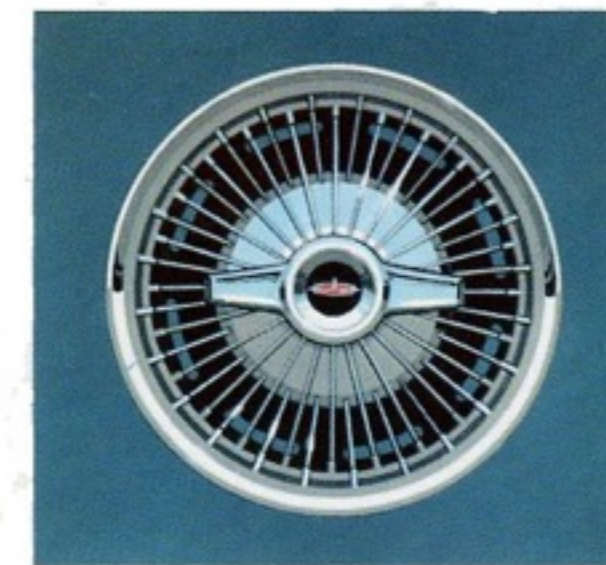
*Brilliant new sports coupe in the medium-price class!*



Who else but Oldsmobile could pack so much sport and road-commanding action into such a sleek new package? But *nobody*—and this newest-of-all, medium-priced sports model is proof positive! Distinctive new roofline... deep-comfort bucket seats... center control console with optional T-stick Hydra-Matic Drive . . . and a rarin'-to-go 394-cu.-in. Starfire V-8 that turns out 345 horsepower. They're all yours in Jetstar I.



Between-the-seats control console is standard equipment. Smooth Hydra-Matic Drive, with a T-stick control, is optional.



Sports-car wheel discs with knock-off-type caps add another touch of glamor to the Jetstar I, are optional at extra cost.



Smart walnut-grain custom deluxe sports steering wheel, brand new for '64, is still another modestly priced Jetstar I option!



Sporty bucket seat interior highlighted by sparkling chrome appointments.

**New, never-before Jetstar I gives you everything you expect in a high-performance sports coupe . . . except the high price!**

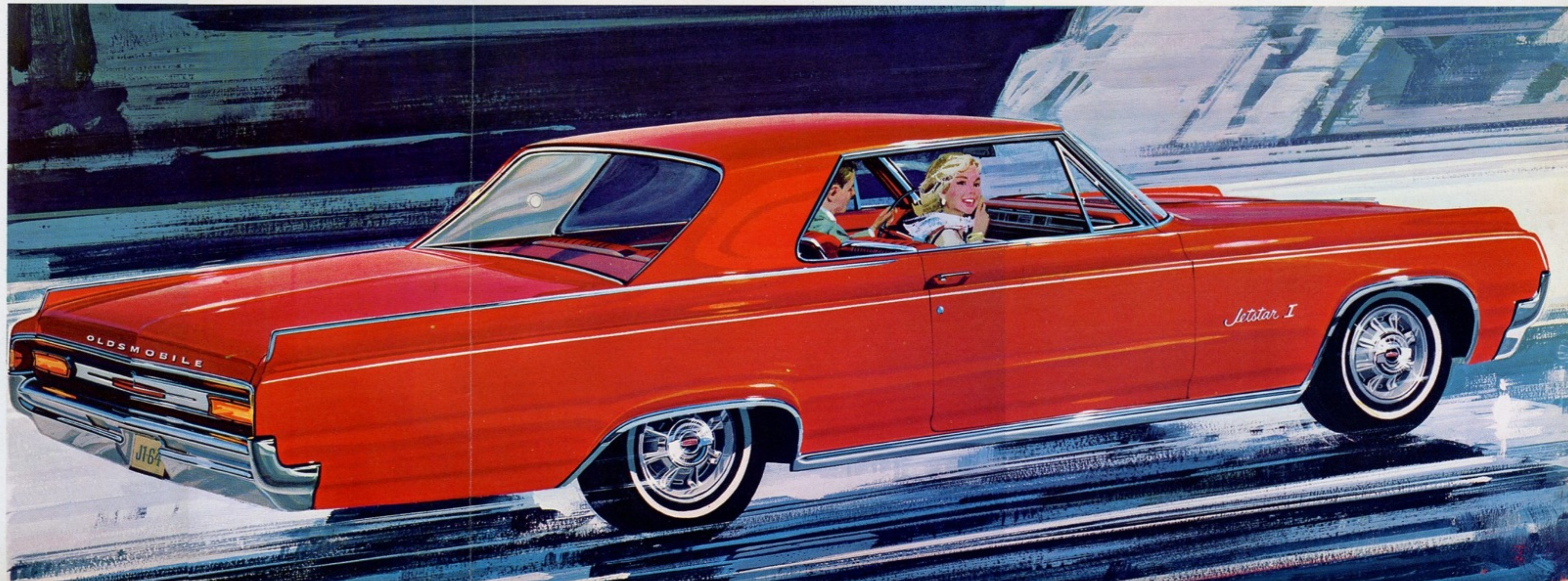
Stylish looks. Sporty interiors. Sparkling performance. Jetstar I offers them all—and plenty more besides, starting right from its full 123-inch wheelbase and rugged new Guard-Beam Frame. Smooth riding? Better believe it! Road-cushioning four-coil spring suspension, precision-calibrated shocks and heavy front stabilizer bar take care of that department, *but good!* Add four-link rear struts for road-hugging stability, plus a quick-as-a-cat steering system, and you've got the sweetest handling sports coupe on the road—at a most attractive price. And that's going some, even for Oldsmobile!



#### Starfire power for Jetstar I

This is the 394-cubic-inch power plant that puts the scoot and skedaddle in the Jetstar I! It's ultra-high compression primed with a 10.5-to-1 ratio and 4-barrel carburetor to deliver a walloping 345 horsepower. Exclusive Fire-Swirl Combustion Chamber controls fuel burning for peak performance. New dual chambered exhaust system minimizes power-consuming back pressure.

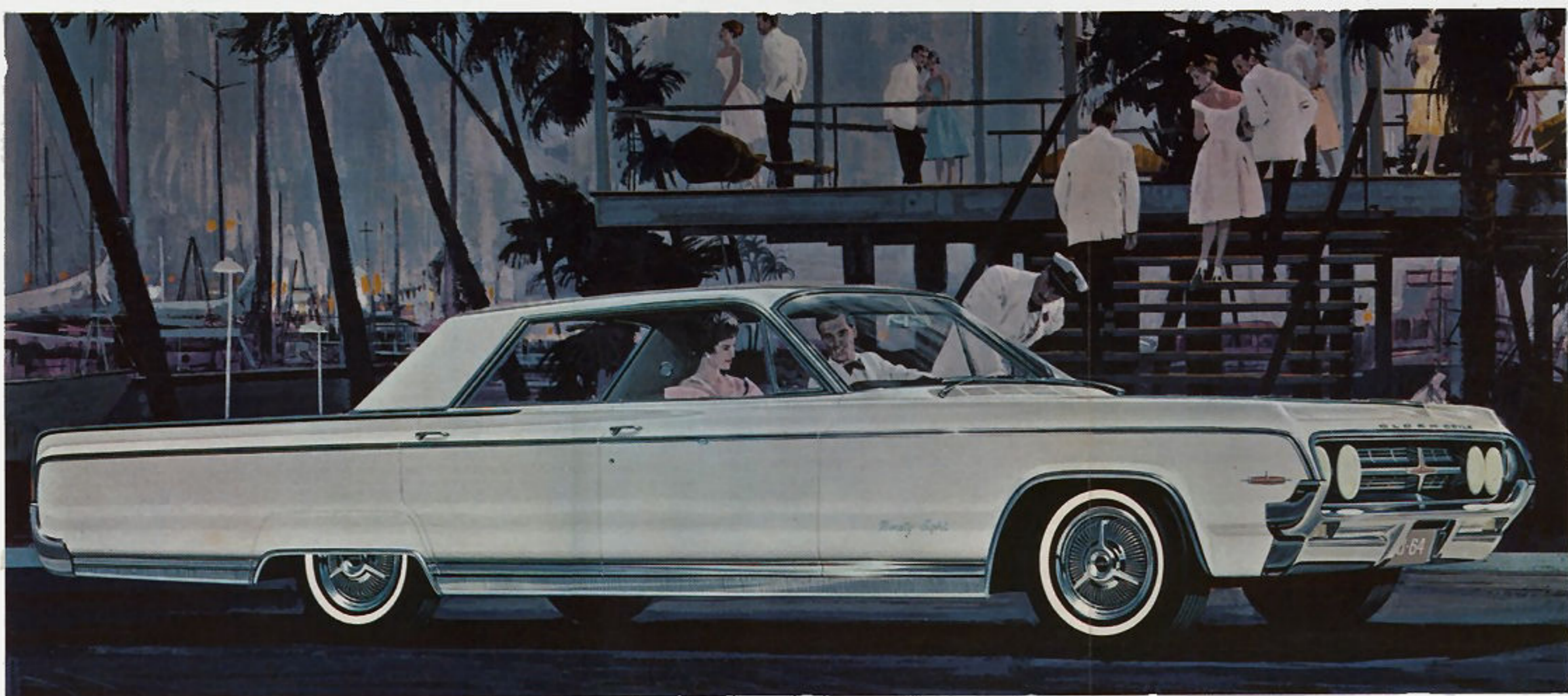
Oldsmobile's famous Hydra-Matic\* is the perfect teammate for the Starfire V-8. Unique Accel-A-Rotor action gives instant breakaway performance, yet delivers more miles per gallon with direct gearing. Super range provides extra pulling power and superior downhill braking. \*Optional at extra cost



# Ninety-Eight

Everything about it tells you: This is Oldsmobile's finest!

Lines that say "look." Fabrics that say "feel." Impeccable craftsmanship that says this is one of America's most luxurious cars. Full 126-inch wheelbase helps smooth the way for one of the most comfortable rides going. And, of course, a 330-h.p. Rocket V-8... smooth, responsive Hydra-Matic Drive... and a full complement of power conveniences are all yours in the elegant Ninety-Eight.



HOLIDAY SPORTS SEDAN



HOLIDAY SPORTS COUPE



CONVERTIBLE



TOWN SEDAN



LUXURY SEDAN



CUSTOM SPORTS COUPE

# Starfire



STARFIRE CONVERTIBLE

High adventure starts right here!

Here it is—the star performer in the '64 Olds lineup! Team its ultra high-compression 345-h.p. Starfire Engine with T-stick Hydra-Matic—you're off and running, smooth as satin! Power steering, power brakes, leather-trimmed bucket seats and a center control console are all part of the Starfire package. New '64 options like sports car wheel discs and cornering lights add still more glamor.



STARFIRE COUPE



CELEBRITY SEDAN

HOLIDAY SEDAN

## SUPER 88

The "Super" stands for performance!

Start with 330-horsepower Rocket action that makes you catch your breath. Add the radiant good looks of a sleek profile. The comfort of foam-cushioned seats. The trouble-free reliability of self-adjusting brakes. The serene smoothness of four-coil spring suspension and Twin-Triangle Stability. Plus a new high-torque rear axle. That's the Super 88—far and away the finest car in the medium-price field!

## OLDSMOBILE FOR '64

WHERE THE ACTION IS!

Everything about these new '64 Oldsmobiles says action with a capital "A". Slip behind the wheel, and you instantly sense Oldsmobile's eager flair for going places and doing things. So nimbly responsive to your every whim... so sure and easy handling... your Olds seems almost as anxious to be on the move as you are. Now with 30 models to choose from, Oldsmobile has more than ever of what it takes to put you where the action is!



HOLIDAY COUPE

## DYNAMIC 88

Styled to rocket away to new heights of popularity!

Meet the sit-up-and-take-notice car of the year! Big! Beautiful! Packed with power and loaded with value from its 280-h.p. Rocket Engine to its 17-cubic-foot trunk storage area. Everywhere you'll find that extra measure of Oldsmobile quality: handsomely appointed interiors with deep-cushioned seats; Magic-Mirror Finishes; four-coil spring suspension on a road-leveling 123-inch wheelbase. Drive a '64 Dynamic 88 soon. You'll love it! It's that kind of car!

## JETSTAR 88

Brand new full-size 88 series with a brand new lower price!

These stylish, ready-for-action companions to the Dynamic and Super 88s offer much more than you'd ever imagine for the price. Like a brand new Jetfire Rocket V-8 (newest Rocket of them all)! And a new smoother responding optional Jetaway transmission. Not to mention the solid bumper to bumper reliability that Oldsmobile is famous for (Body by Fisher, rugged Guard-Beam Frame with full side rail construction, for example). With four attractively priced models to choose from, it just couldn't be easier to own and enjoy an Olds 88!



HOLIDAY SEDAN



CONVERTIBLE



CELEBRITY SEDAN



HOLIDAY COUPE



CELEBRITY SEDAN



HESTA STATION WAGON (2- or 3-seat)



CONVERTIBLE



HOLIDAY SEDAN

## F-85

Stepped up in size! Stepped up in performance!

Oldsmobile's sparkling new F-85 gives you more car for your money than ever—with extra stretch-out room inside because it's a smart ten inches longer outside. More riding comfort—because the wheelbase has been lengthened three full inches. Smoother action and more of it—thanks to new V-8s... a new V-6... and a brand new variable-vane Jetaway Drive (optional). More of everything, in fact, except the money it takes to own one!



F-85 DELUXE FOUR-DOOR SEDAN



CUTLASS CONVERTIBLE



F-85 CLUB COUPE



CUTLASS HOLIDAY COUPE (Cutlass Sports Coupe also available)



F-85 DELUXE STATION WAGON



F-85 V-6 SPORTS COUPE

# '64 OLDSMOBILE... WHERE THE ACTION IS!

## ACCESSORIES for your safety, comfort and convenience

TILT-AWAY STEERING WHEEL adjusts to seven different positions for easy entry and exit, greater driving comfort • POWER STEERING makes turning easier, safer • POWER BRAKES provide safer, surer stops • POWER SEAT features 4- or 6-way\* adjustments • POWER WINDOWS have both individual and driver's master control • POWER OPERATED REAR WINDOW is optional on station wagons • NEW CENTRAL CONTROL AIR CONDITIONING provides more efficient cooling, is integral with heater • CRUISE CONTROL on V-8 models maintains constant speed at predetermined level, disengages at touch of brake •

GUIDE-MATIC POWER HEADLIGHT CONTROL\* automatically dims headlights for oncoming cars • DELUXE PUSHBUTTON RADIO • SUPER DELUXE SIGNAL-SEEKER RADIO\* • AM-FM RADIO\* • REAR-SEAT SPEAKER WITH REVERBATION\* • POWER ANTENNA • FACTORY-INSTALLED SEAT BELTS • WHEEL DISCS in six designs • DECK-LID POWER LOCK RELEASE opens trunk from inside • REAR WINDOW DEFROSTER (except convertibles and station wagons) • TINTED GLASS • REMOTE CONTROL OUTSIDE MIRROR • ANTI-SPIN DIFFERENTIAL • Ask your Dealer about other options. \*Not available on F-85.

GENERAL SPECIFICATIONS	WHEELBASE	OVERALL LENGTH	OVERALL WIDTH	OVERALL HEIGHT*	TREAD		SHIPPING WEIGHT	TIRE SIZE STANDARD	TRUNK CAPACITY	FUEL TANK CAPACITY	TURNING DIAMETER
					FRONT	REAR					
Ninety-Eight	126.0"	222.3"	78.0"	56.5"	62.2"	61.0"	4231	8.50 x 14"	19.3 cu. ft.	21 gals.	44.1 ft.
Starfire	123.0"	215.3"	78.0"	54.2"	62.2"	61.0"	4153	8.00 x 14"	17.1 cu. ft.	21 gals.	42.8 ft.
Super 88	123.0"	215.3"	78.0"	55.9"	62.2"	61.0"	4021	8.00 x 14"	17.1 cu. ft.	21 gals.	42.8 ft.
Dynamic 88	123.0"	215.3"	78.0"	55.9"	62.2"	61.0"	3980	8.00 x 14"	17.1 cu. ft.	21 gals.	42.8 ft.
Jetstar 88	123.0"	215.3"	78.0"	55.9"	62.2"	61.0"	3739	7.50 x 14"	17.1 cu. ft.	21 gals.	42.8 ft.
Jetstar I	123.0"	215.3"	78.0"	54.2"	62.2"	61.0"	4028	8.00 x 14"	17.1 cu. ft.	21 gals.	42.8 ft.
Cutlass	115.0"	203.0"	74.3"	53.7"	58.0"	58.0"	3140	7.00 x 14"	18.5 cu. ft.	20 gals.	40.6 ft.
F-85	115.0"	203.0"	73.8" (a)	54.4"	58.0"	58.0"	2920 (b)	6.50 x 14" (c)	18.3 cu. ft.	20 gals.	40.6 ft.

ENGINE SPECIFICATIONS	STANDARD ON	AVAILABLE ON	MAXIMUM HORSEPOWER AT RPM	MAXIMUM TORQUE AT RPM	DISPLACEMENT CU. IN.	COMPRESSION RATIO	FUEL REQUIRED	CARBURETION
Rocket (330 h.p.)	Ninety-Eight (except Custom Sports Coupe); Super 88	Dynamic 88	330 @ 4600	440 @ 2800	394	10.25 to 1	Premium	4-Barrel
Rocket (280 h.p.)	Dynamic 88	—	280 @ 4400	430 @ 2400	394	10.25 to 1	Premium	2-Barrel
Rocket (260 h.p.)	—	Dynamic 88 (at no extra cost)	260 @ 4400	410 @ 2400	394	8.75 to 1	Regular	2-Barrel
Jetfire Rocket V-8	Jetstar 88 (d)	—	225 @ 4600	335 @ 2400	330	10.25 to 1	Premium	2-Barrel
Jetfire Rocket V-8	—	F-85 (except Cutlass and V-6 Sports Coupe)	210 @ 4400	325 @ 2400	330	9.0 to 1	Regular	2-Barrel
Cutlass V-8	Cutlass	F-85 (except V-6 Sports Coupe)	260 @ 4800	345 @ 3200	330	10.25 to 1	Premium	4-Barrel
Econ-O-Way V-6	V-6 Sports Coupe	F-85 (except Cutlass)	155 @ 4400	225 @ 2400	225	9.0 to 1	Regular	1-Barrel

\*4-Door Sedan. (a) 74.3" on F-85 Deluxe. (b) 3107 on F-85 Deluxe. (c) 7.00 x 14" on V-6 Models. (d) 260-h.p. Jetfire Rocket V-8, 10.25 to 1 compression. Optional at extra cost.

**CHASSIS FEATURES**—Guard-Beam Frame with swept-back torque boxes • Twin-Triangle Stability with four-link rear suspension • Vibra-Tuned Body Mounts • Nylon-sleeved shock absorbers • Four-coil suspension • Self-adjusting Air-Scoop brakes; cast iron; self-energizing • One-piece propeller shaft • Recirculating ball-nut steering gear • Rear axle semi-floating type; Hypoid gears • Transmission—Hydra-Matic standard on Ninety-Eight and Starfire; optional on Super 88, Dynamic 88 and Jetstar I • Jetaway automatic transmission with variable-vane torque converter optional on Jetstar 88 and F-85 • Floor mounted 3- and 4-speed stick shift optional on Jetstar 88 and F-85 models • Three-speed synchromesh standard on Jetstar I, Super 88, Dynamic 88 and F-85.

ACCESSORIES AND POWER FEATURES DESCRIBED OR ILLUSTRATED IN THIS CATALOG ARE OPTIONAL AT EXTRA COST UNLESS OTHERWISE SPECIFIED. A PARTIAL LIST OF ACCESSORIES APPEARS ABOVE. A FULL PRICE LIST FOR ALL MODELS AND OPTIONS IS AVAILABLE AT ANY LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER'S.

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.

©-63 LITHO IN U.S.A.