

**"Wouldn't it be nice  
to have an  
Escape Machine?"**



**You can...  
a 1970 Oldsmobile.**

## 1970 Edition of Youngmobile Thinking



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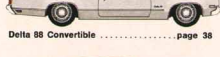
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### The need to escape from the ordinary.

It happens to all of us. The need to get away from the daily grind—be it office, plant or kitchen.

The need to break the routine and give new experiences and fresh ideas a whirl.

That's what the Escape Machines, the 1970 Oldsmobiles, are all about! They are literally loaded with youngmobile thinking—exciting

new ideas—all designed to lift you out of the ordinary.

There are the new Positive Valve Rotators, for example, that deliver thousands of extra miles of peak, trouble-free engine performance. There is also a new "invisible" radio antenna. There's a new washer/wiper control available too, that you can activate by

pushing a button in the shift lever. Also... improved air conditioning for more rapid cool-down... plus a unique steering wheel that honks when you squeeze it! But the biggest and newest escape idea of all awaits you—just one page away. Cutlass Supreme, the totally new luxury concept from Oldsmobile for 1970.

## Cutlass Supreme.

### A totally new idea created by Olds— elegance in a trim new size!

It's more than an all-new car. Oldsmobile's Cutlass Supreme Holiday Coupe for 1970 is a completely new concept!

It's near-limousine luxury trimmed to a lively, quick-handling size. It's topped with a smart and exclusive roofline that's the newest look going. And it's priced where so much automobile has never been before.

Slip inside and you'll be where you've never been before. Side-vent windows are gone. Instead, whisper-quiet Flo-Thru Ventilation. Replacing the usual painted dash, is the warmth of Burlled-Elm vinyl applique. And those lavishly upholstered seats? They're double-padded for exceptional comfort. And each of these features is standard.

Also standard is an authoritative 4-barrel, 350-cubic-inch Rocket V-8. A revolutionary V-8, we might add! It features Oldsmobile's exclusive new Positive Valve Rotators that help deliver thousands of extra miles of smooth, trouble-free performance. Another notable engineering first from Oldsmobile.

Cutlass Supreme—the Escape Machine that whisks you so far from the ordinary in so many elegant ways.

Orders. Complaints. Another one of those days. Wouldn't it be nice to have an Escape Machine?

Cutlass Supreme Holiday Coupe.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 46, 48, and 47.





Inviting, Impressive, Elegant. Cutlass Supreme Holiday Sedan interior with Custom Sport Seat in Oscoda cloth with Fame-cloth accents. Or you may order the all-Moroccan vinyl interior. The power windows and Deluxe Seat Belts are available as shown.

Other colors, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and we also describe on pages 48, 49, and 51.



Cutlass Supreme Holiday Sedan



Cutlass Supreme Convertible

Like to add outstanding city and turnpike performance to the elegance? Then order the special new Cutlass Supreme SX package. It includes a 455 V-8, dual exhausts, Turbo Hydra-matic Transmission and distinctive ornamentation. Available in coupe and convertible only.

## Cutlass S.

### Break the routine. Let your hair down and swing (for) a little!

Routine. The same old thing. There are a lot of cars like that—and one that isn't.

Cutlass S. The freshest fastback on the road today.

One look at those great new lines and up goes the old pulse rate. Sporty new hood with raised pods. Chromed louvers at the cowl. Concealed wipers. Ventless side windows (Holiday Coupe and Convertible). New flared sculpturing toward the rear.

Take the wheel and you leave the routine far behind. With standard Rocket 350 V-8 or big Action-Line 6 (take your pick), you light out pronto. With smooth coil springs at each wheel and sporty 112-inch wheelbase, handling and parking are a breeze. You can change directions as quickly as you change your mind.

Which is exactly what you should be doing about all those (ho-hum) routine cars. This year, give them the slip by slipping into a Cutlass S—still priced with or below many of the low-priced names!

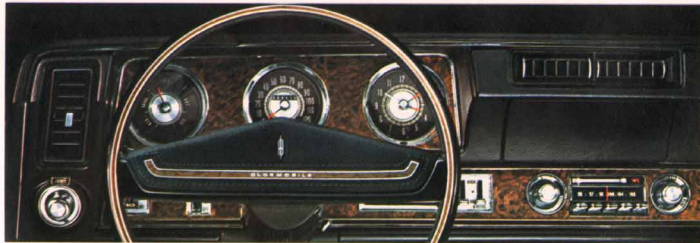
The old 9 to 5. Hurry. Worry. Crank out the work. Wouldn't it be nice to have an Escape Machine?

Cutlass S Holiday Coupe.

Other offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 46, 46, and 47.



Neatly arranged, easy-to-read instrumentation highlight the Cutlass S dash. Popular accessories you might want to add include bucket seats, radio (with "invisible" antenna), self-regulating clock, Burled-Elm vinyl applique, air conditioner. The Deluxe Steering Wheel is standard.



Cutlass S Sports Coupe

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 45, and 47.



Cutlass Holiday Sedan



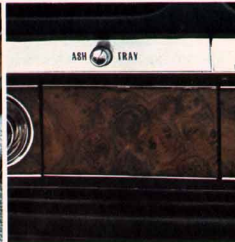
Cutlass Town Sedan



Rotary glove compartment latch, so popular on full-size Oldsmobiles, now standard on every 1970 Olds Escape Machine.



Completely new sports console available with lockable storage space, wood-grain-vinyl applique and bright metal trim. Order yours with automatic, 4-speed, or our new Dual-Gate Shifter which gives you a little of both!



Ever look at a closed ashtray and wonder whether to push, pull, slide, or tilt to get it open? Olds has the answer—with a new pushbutton. Pop! It's open. Easy as that. Only on Delta 88s, Ninety-Eights, and Toronado.

## F-85. America's easiest-to-own Escape Machine.



F-85 Sports Coupe

The showroom floors of America have never seen so much pride and quality, so many extra touches packed into such a budget-pleasing package. Padded head restraints, an anti-theft

steering column, locking glove compartment with the popular rotary latch, turn-signal lever with built-in lane-change indicator, choice of the big Action-Line 6 or Rocket 350 V-8 (both

get along beautifully and economically on regular fuel), and a long impressive list of GM safety features—all standard in F-85 for 1970. Easiest way of all to go Oldsmobile.



### Wouldn't it be nice to have a special-performance Escape Machine?

The new Olds 4-4-2 and the special-performance W-Machines are not intended for everybody. They are built and dedicated for the enthusiast who gets a real kick out of driving a fine-tuned, precise-handling machine.

Special equipment? You can order from a long and rather exotic list.

Close- or wide-ratio 4-speeds, beefed-up automatics, special suspensions, new functional Cold-Air Induction packages, aluminum manifold (W-30, W-31), high-overlap cams, fiberglass hood with functional air-scoops, heavy-duty axles to 5.00-to-1, disc brakes, special new

colors, and as large a V-8 as has ever been offered in a special-performance production automobile. All—and a whole lot more—available for 1970! If you think a car should do more than just look pretty in a driveway, you should find the next few pages very interesting.

4-4-2.

### Ask the man who knows one.

Over the past few years 4-4-2 has won more accolades, trophies, and believers than you can shake a 4-speed at. Oh, don't get us wrong. The competition is tough. And doing a great job—in some places.

Some offer outstanding performance, but look like boxcars. Others are real eye-poppers, but ride (ouch!) like buckboards. Olds figures if you really dig cars, you should be able to lay your driving leather on a machine that's got it all.

Have at it—4-4-2 for 1970!

Under the 4-4-2 hood rumbles as large a V-8 as has ever been bottled into a special-performance production automobile! 455 cubic inches! And it's standard!

Want the head-turning look of a special fiberglass hood with dual air scoops, big rally stripes, locking hood pins, plus cold-air induction? Then order the new W-25 performance / appearance package — and you've got it!

Either way, underpinnings are heavy-duty, as you'd expect. But then we go one step further with stabilizer bars both front and rear. Also standard. So you ride with unexpected and unequalled smoothness — and downright fantastic handling. On the straightaway or through the esses! (Watch for the imitators to copy this one.)

As for looks? Be our guest.

And the sound? Like music—through low-restriction dual exhausts. "The way it is" is good enough for others. But only "the way it ought to be" is good enough for the 1970 4-4-2. And you.

Long days. Lonely nights.  
How the hours drag. Wouldn't it be nice  
to have an Escape Machine?

4-4-2 Holiday Coupe.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 45, and 47.





4-4-2's best-of-everything attitude isn't limited to performance and handling, as you can plainly see. This is the Strato Bucket Seat interior of the 4-4-2 Convertible—a rugged and handsome combination Walnut-Grain Moroccan with Madrid Moroccan accents. The completely new sports console, power windows, and Deluxe Seat Belts are available as shown.

Dodge offers, at modest extra cost, a variety of colors and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 45, and 47.



4-4-2 Sports Coupe



4-4-2 Convertible



Handsome, lowered 7" Super Stock Wheels and big, black fiberglass tires with raised white letters, available. Heavy-duty 7" wheels and white-stripe wide-ovals, standard.

For those who can't decide between a manual or an automatic—there's our new Dual-Gate Shifter. It gives you the best of both. Order it for your console.

Special 4-spoke brushed-metal Custom-Sport Steering Wheel, available. Features a special soft leather-grain-vinyl rim for positive non-slip grip. Rocket Rally Pac, available.

## The 1970 W-Machines: W-30 and W-31. Special packages for special application!



Cutlass S W-31      4-4-2 W-30 in special new Rally Red

With the W-Machines you get extra horsepower out of thin air! Their specially designed fiberglass hood scoops grab cold air and ram it into the wide-throat Quadrajel carbs. And that's where the magic happens! The quick-moving cold air mixes with vaporized gasoline. A super-dense air/fuel mixture results. And so does extra usable horsepower!

**W-30 PACKAGE:** Available in 4-4-2 coupes, convertibles. Includes fiberglass hood with cold-air hood scoops; dual hood pin locks; big rally stripes on hood, plus side-body stripes; two sport-styled outside mirrors (left-hand mirror with remote control); special "W"

identification on front fenders; special 455-cube, cold-air V-8 with "select fit" of critical parts; performance-calibrated 4-bbl cold-air carburetor; low-restriction air cleaner; light-weight aluminum manifold; high-overlap cam; new single-piston manual disc brakes up front, with large drums in back; heavy-duty cooling; new weight-reducing body insulators; super-wide G70 x 14" fiberglass-belted blackwalls with raised white letters mounted on heavy-duty 7-inch wheels; Anti-Spin performance axle. Not included in the W-30 package, but already standard in 4-4-2 are dual low-restriction exhausts and heavy-duty FE-2

suspension with front and rear stabilizer bars. **W-31 PACKAGE:** Available in Cutlass S and F-85 Coupes only. It includes all equipment listed above, with the following exception: In place of the 455-cubic-inch V-8, a special 350-cubic-inch cold-air V-8 with "select fit" of critical parts is featured. A few additional goodies you may wish to order: Special new Rally Red or Sabring Yellow exterior paint. Close- or wide-ratio 4-speed. Performance-calibrated Turbo Hydra-matic. New Dual-Gate Automatic. See your Olds dealer for a more complete list of special 1970 W-Machine equipment.



## Two approaches, two kinds of luxury. Which is for you?

Now you can escape the no-choice, one-line-of-cars approach to luxury so prevalent today.

Oldsmobile offers you the opportunity to exercise your own taste in fine cars—not only about features and fabrics, but the basic kind of luxury you will enjoy:

The Grand Luxury Car — Ninety-Eight. For many people, the

traditional kind of luxury is the best kind. They prefer their elegance, comfort and motoring ease in the grand manner. For 1970, we offer the finest Ninety-Eights ever built—and the outstanding values in the fine-car field.

The Ultimate Luxury Car—Toronado. For the growing numbers who seek a personalized, one-of-

a-kind luxury combined with great road performance. For them, Toronado provides an ultimate dimension of luxury made possible only through front-wheel drive. It is this unique combination which places the 1970 Toronado squarely in the forefront among the great prestige cars of all time.

Look both over. Then decide.

## Toronado.

### The ultimate Escape Machine.

Rarely has any car ever achieved the fine balance of elegance and extraordinary road performance now offered you in Toronado by Oldsmobile for 1970.

The look is proud, distinctive, powerful. And under the look, a total road machine which makes it unique in the world of cars.

Front-wheel drive is the key. With power going to the front wheels (where traction is greatest), Toronado tracks with unerring accuracy. You do not change the way you drive at all — but you do enjoy a sense of command unknown in other "personal" luxury cars. (Which is why women are among its most enthusiastic endorsers.)

For 1970, Toronado provides Vari-Ratio Power Steering and new Tandem power brakes, with disc brakes at the front wheels. These are standard equipment—as are new fiberglass-belted tires on wide 6-inch wheels, and a completely retuned suspension system.

Standard also is an advanced-version, 375-hp Rocket 455 V-8, now incorporating Olds' exclusive Positive Valve Rotators. Or you may order a special-performance package (W-34) for your Toronado. It features a 400-horsepower 455 Rocket V-8, dual exhausts, high-performance transmission, and special paint striping.

Perhaps most significant of all is the fact that Toronado's magnificent engineering contributes to a sense of total luxury other cars cannot approach. And over 100,000 owners, having driven millions of miles, can testify it is the most satisfying experience in modern motoring.

12-hour day. Meetings. Memos.  
The midnight oil. Wouldn't it be nice  
to have an Escape Machine?

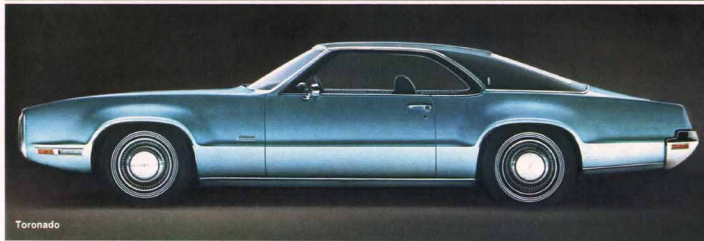
Front-wheel-drive Toronado.





Inside the splendor of Toronado, piped pleats contour the deeply padded seats to the curve of your body. Individual Sirato Bucket Seats are available with a sports console between them, if you wish. Power seats and windows, also available.

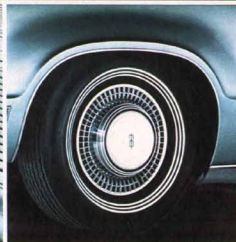
The elegant new Toronado control center. Even the rich inlays cannot mask the precision and purposefulness of its instruments and controls. For the ultimate in driving comfort, the Tilt-and-Telescope Steering Wheel may be ordered.



Toronado



Flat floors, front and rear, add immeasurably to the comfort of all passengers.



Standard 15-inch wheels add to the plushness of the famed Toronado ride. Triple-stripe-whitewalls and new, louvered, full-wheel discs may be ordered.



Tasteful taillamps accent the graceful rear styling. Between them—a spacious luggage compartment. It is among the largest of all "personal" luxury cars.

## Ninety-Eight.

### Your escape from the ordinary in a Grand Luxury Car.

Grand. More luxurious than ever. But with a contemporary spirit all its own—one look tells you why Olds Ninety-Eight for 1970 will win over still more luxury-car owners this year.

And everywhere you look, Ninety-Eight has been significantly refined and improved—even to the standard equipment it provides for effortless motoring.

You have Vari-Ratio Power Steering, for more responsive handling. New Tandem power brakes, with new disc brakes up front for quick, sure stops. And Oldsmobile's Turbo Hydra-matic and Rocket 455 V-8, both advanced for still smoother and more precise power.

Practically every imaginable convenience feature is also standard, of course. Power windows and power seat control in most models. Three or more ashtrays, cigar lighters front and rear, courtesy and map lamps. Plus a rotary latch on the glove compartment for easier access.

One more point: Each of the six Ninety-Eight models, shown on these and following pages, has its own special interior treatment and fabrics. We believe that when you select a particularly fine car for the personality it reveals outside, it should be reflected inside as well.

Luxury, in the grand manner, permits nothing less.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 45, and 47.

The daily grind. Dilemmas.  
Details. Decisions. Wouldn't it be nice  
to have an Escape Machine?

Ninety-Eight Holiday Coupe.



A striking filigree pattern in lustrous Odessa cloth against contrasting accents of textured Fame cloth lends new opulence to the Ninety-Eight Holiday Coupe interior. Custom Sport Front Seat with center armrest is standard, and you may choose your color scheme in green, blue, gold, sandalwood, and black. Genuine leather upholstery in black is also available in Luxury Sedans and Holiday Coupe.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



Ninety-Eight Holiday Sedan



Ninety-Eight Town Sedan

The new Ninety-Eight instrument panel is recessed and deeply padded. Gauges are tilted slightly for easy glare-free reading. Self-regulating electric clock is standard. Accessories you may wish to order include AM-FM radio, Tilt-and-Telescope Steering Wheel, Cruise Control. Or perhaps an air conditioner—now with improved venting, additional outlets, and a more powerful blower for quicker cool-down.



Ninety-Eight Luxury Sedan



Ninety-Eight Luxury Sedan Hardtop

Other offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



Ninety-Eight Convertible



Infinite attention to details is shown in the stitching of the vinyl roof covering. Each seam is double-stitched with unbreakable and waterproofed nylon thread, then treated with preservatives to assure maximum durability.

Luxury Sedan and Holiday Coupe owners may order this special Divided Front Seat. Features dual controls, genuine leather trim, and pique-stitched detailing. The seat separates to permit individualized comfort for both driver and front passenger. Also available in Orleans cloth with Fame-cloth accents in Luxury Sedans.

## Delta 88 Royale.

### Direct line to the big-car world.

When the time comes for you to escape average cars and move into the big-car world—we'll be ready for you—with a full line of beautiful Delta 88 Escape Machines.

Each is designed to give you more honest luxury and more built-in value than you've ever had before. And all for little more than you've been paying!

Top of that line is Delta 88 Royale, the personal car that caters to you without compromise.

That's why we built the Royale with a long, road-cradling wheelbase of 124 inches. With broad, double-padded seats that stretch over five feet wide.

To keep your Royale distinctively Royale, we've included a rich vinyl roof with privacy rear window, front-fender louvers, custom pinstriping the full length of the lower body, and that elegant new over-and-under grille. All standard. And all exclusively Royale.

As for model choice, you're looking at it. Delta 88 Royale is the limited-edition Escape Machine with unlimited appeal.

Hurried. Harried. Always on the run.  
Wouldn't it be nice  
to have an Escape Machine?

Delta 88 Royale.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.





## Delta 88 Custom.

### Puts an end to small talk.

Talk about wheelbase and you're talking 124 road-cradling inches.

Talk interior room and you're talking room for six—with plenty left over.

Performance? Where are you going to find more than 455 cubic inches of it at—or anywhere near—Delta 88 Custom's price?

It's the same impressive story in any department you care to discuss. Luggage space? Delta 88 Custom has more than 19 cubic feet of it. More than enough room for all your vacation luggage. Interior trim? Choose from more than a dozen beautiful new combinations.

OK, you say, but how about accessories? If you place the check mark on the order form, your handsome new Delta 88 Custom can fill the bill. Stereo tape player; AM or AM-FM radio; air conditioner; power seats, brakes with discs up front, windows, steering; Tilt-Away steering with our unique "instant-horn." And the list goes on. And on. And on.

It's this kind of size, value, and versatility that has made Delta 88 Custom such a great and highly popular Olds in recent years.

All day. Everyday. Rumors. Tips. Advice. Opinions. Wouldn't it be nice to have an Escape Machine?

Delta 88 Custom Holiday Sedan.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 46, and 47.





Delta 88 Custom interior. And custom is the word for it. It features Osceola-cloth, contrasting beautifully with pique-stitched Fame-cloth trim. Comes in gold, black, and blue. The center armrest is standard in Holiday models. All-Moroccan upholstery may be ordered in green or sandalwood. Power windows, available.

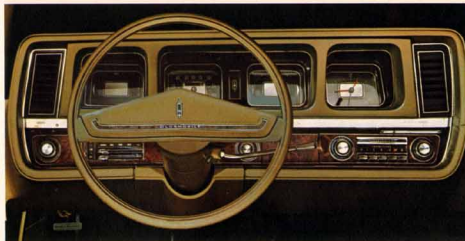
Delta offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



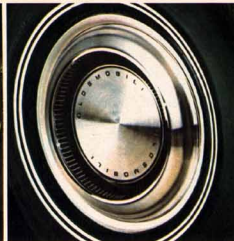
Delta 88 Custom Holiday Coupe



Delta 88 Custom Town Sedan



Instrumentation in all Olds 88 models is simplified for your convenience. Controls are clustered right and left for fingertip ease. Dials are angled and lighted for excellent visibility. Self-regulating clock and radio, available.



This handsome full disc looks like it might cost a pretty penny extra. But it won't. It's standard. So is that smoother riding 15-inch wheel. Whitewalls with dual-white-stripes, available.

## Delta 88.

**When you've got all the facts there's only one answer.**

If you'd like to escape so-called low-price cars, but aren't the least bit interested in over-spending your budget—you're in luck. This one comes up with the right answer on both counts!

Delta 88 for 1970 is the easiest way of all to go full-size Olds, which is really going some. Full-size room. Full-size ride. Full-size comfort and performance. Yet its price remains so close to the low-price names you couldn't slip a toothpick between them.

And that modest price includes such finery as full wheel covers, wall-to-wall carpeting, rich new fabrics, Flo-Thru Ventilation, lighted pushbutton ashtray—all standard. As are the many GM safety features.

What's under that handsome hood? An inflation-fighting Rocket V-8 Engine that runs and runs and runs—on regular fuel!

This year, if you'd like to put some mileage between you and the lesser lights, you couldn't select a better escape route. The proud new Delta 88 for 1970.

The computer age. Facts. Figures. Impersonal statistics. Wouldn't it be nice to have an Escape Machine?

Delta 88 Holiday Sedan.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



Olds offers 32 modest extra costs, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



Delta 88 Holiday Coupe



Delta 88 Convertible



Delta 88 Town Sedan



### Things to do. Places to go. Olds Escape Machines to the rescue.

Namely, Vista-Cruiser and Cutlass Station Wagons for 1970! They're loaded with work-saving, time-saving features.

Picking up the kids? The second seat (in 3-seat models) slides forward for quick and easy in-and-outing.

Getting ready for a big fishing trip?

Just load away! There's up to 100 cubic feet of cargo space . . . for outboard motor, minnow bucket, tackle boxes, tent, sleeping bags, and fishing buddies.

And if you really like doing things the easy way, there's a Drop-or-Swing Tailgate available. Swing it out and

it's a welcoming door! Drop it down and it's a loading deck.

And, to top it all off, there's Vista-Cruiser's beautifully unique windowed roof. It may not make life easier, but it can sure give you a better outlook! Youngmobile thinking thinks of everything!

## Vista-Cruiser.

### The one-of-a-kind wagon with a hundred-and-one wonderful uses.

If ever there was a station wagon with a split personality, Vista-Cruiser is it.

When there's work to be done, it's Mr. Muscle. It rolls up its sleeves, folds down its seats, unlimbers over 100 cubic feet of cargo area for anything you hanker to carry. Flowers and shrubs and bags of peat. Playpens and high chairs and baby strollers. Enough groceries to feed a small army.

Ah, but when the work's all done—voilà! Mr. Muscle turns into Mr. Smooth—with handsome wood-grain-vinyl paneling and Oldsmobile's exclusive Vista-Roof with tinted, heat-resisting windows. It makes for a beautiful boulevardier to escort Mother to her bridge club or carry a covey of Bluebirds to Camp Wa-ta-ha-chi.

Still, Mr. Muscle and Mr. Smooth have a lot in common. Two or three seats—all facing forward. Eleven windows. A concealed luggage compartment. A husky 350-cubic-inch Rocket V-8. Or a husky Rocket 455 V-8, if you care to order it. Something else they have in common is value. If you can find as much wagon elsewhere at — or anywhere near — Vista-Cruiser's price, we'd like to know about it.

So think it over. When it's all work one minute and all play the next, you really need a wagon with a split personality. Right, Doctor Freud?

Cooking, cleaning, shopping, chauffeuring. Wouldn't it be nice to have an Escape Machine?

Vista-Cruiser 3-Seat.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 46, 48, and 47.



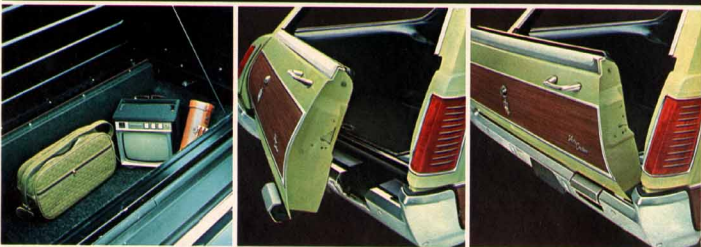
Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.



2-seat Vista-Cruiser



2-seat Cutlass Station Wagon



Really out of sight—a secret compartment for all your valuables. Standard in all Vista-Cruiser and Cutlass Wagons. Also available with a compartment lock and special trim.

The door that's a tailgate... the tailgate that's a door. Swing it open or drop it down—the choice is up to you. Available on both Vista-Cruiser and Cutlass Wagons. Electric tailgate window also available on all Olds wagons.

## You can tailor your Olds Escape Machine to your exact trailering needs!

Olds approaches your trailer towing needs on an individual basis. Tell your Olds dealer the kind of towing you'll be doing and he'll recommend the exact towing equipment you'll need. No more. No less. That's youngmobile thinking, for you!

Oh sure, we could put together a couple of all-encompassing, ready-made packages for you to choose from, but then you might wind up paying for more equipment than you really need.

We think our way is the better way. You will, too—when you see how beautifully your specially equipped Olds turns those long hauls into short, sweet trips.

So whether you'll be pulling a lightweight skiff, camper, or mobile home, talk to your Olds dealer. He can fit your trailering needs—exactly!

Here's just a sampling of the specially designed, heavy-duty Olds trailering equipment available for your application:

**AVAILABLE ENGINES.** The extra loads trailering imposes makes the money spent for more powerful Rocket V-8 Engines a sound investment. These engines provide you the reserve power needed for steep grades, rough terrain, and long, all-day turnpike touring.

**400-hp Rocket 455 V-8.** Available in Toronado for medium- and heavy-weight towing.

**365-hp Rocket 455 V-8.** Available for all 88 models and Vista-Cruisers. Recommended for medium-weight towing and required for heavy-weight towing.

**320-hp Rocket 455 V-8.** Available in Cutlass and Cutlass Supreme for medium- and heavy-weight towing.

**310-hp Rocket 455 V-8.** Available for Delta 88 and required for medium-weight trailer towing.

**310-hp Rocket 350 V-8.** Available for all intermediate models excepting 4-4-2. Recommended for lightweight towing and required for medium-weight towing.

**AVAILABLE AUTOMATIC TRANSMISSIONS.** Just as extra-performance engines give you an added margin of power to handle the more strenuous demands of trailering, Oldsmobile's Turbo Hydra-matic transmissions are perfect working teammates for those engines and are recommended for all trailer towing. To properly team transmissions and engines, check with your Olds dealer.

**HEAVY-DUTY COOLING EQUIPMENT.** Helps maintain proper engine operating temperature while trailering, includes: Heavy-duty radiator and water pump; Thermo-cool variable-speed

fan; heavy-duty 55-ampere Delcotron to compensate for the extra power drain of trailer towing. This equipment is required for all medium- and heavy-duty towing.

**AUXILIARY OIL COOLER.** For use with all automatic transmissions for protection against transmission overheating during strenuous trailer towing. Required for medium- and heavy-weight towing.

**POWER BRAKES — FRONT DISC BRAKES.** The front disc brakes are of the floating caliper design and available with any Oldsmobile model. They offer excellent straight-line stopping, consistent pedal feel, good performance

required for towing. High ratio delivers more torque to rear wheels; a lower ratio delivers greater fuel economy. Because Rocket V-8 Engines develop high torque at relatively low r.p.m., high axle ratios are not needed. Your dealer will help you choose the best gear for your trailering needs.

**HEAVY-DUTY SUSPENSION.** For strenuous service, continuous heavy trunk loads, and medium- and heavy-weight trailer towing, includes heavy-duty front and rear springs, heavy-duty front stabilizer bar, and Firm Ride Shock Absorbers. Superlift Shock Absorbers are available.

**SPECIAL TORONADO SUSPENSION.** Recommended for strenuous service, such as continuous heavy trunk loads and medium- and heavy-weight trailer towing. Includes higher rate front torsion bars and rear springs. Special heavy-duty shock absorbers are calibrated and tuned to these springs for improved rough road ride.

**FIRM RIDE SHOCK ABSORBERS.** Heavy-duty. Increases weight-carrying and weight-pulling capacities. Improves ride on rough roads. Also recommended for continuous heavy trunk loads.

**SUPERLIFT SHOCK ABSORBERS.** Have a handy air valve for easy inflation. Add or let out air depending on weight of load. Superlifts keep your car level, help control rear suspension, bottoming, and maintain proper headlamp aim.

**VARI-RATIO POWER STEERING.** Makes easy work of every trailer towing situation. Standard on Toronado and Ninety-Eight models. Recommended for all other models intended for trailer towing use. Makes trailering pure pleasure.

**HEAVY-DUTY WHEELS.** Recommended for medium- and heavy-duty hauling. Available in both 14" and 15" wheel size.

**DIFFERENTIAL COVER.** Designed with special interior ribs for rapid heat dissipation. Keeps gears running coolly, quietly.

**GUIDE TO TRAILER CLASSIFICATION.** Light-Weight (SAE Class 1) . . . 1000-2000 lbs. Medium-Weight (SAE Class 2) . . . 2000-3500 lbs. Heavy-Weight (SAE Class 3) . . . 3500-5000 lbs.

With proper equipment, all Toronado, Ninety-Eight, and 88 models are excellent for Class 1, 2, and 3 towing. Vista-Cruiser and Cutlass Wagons with 455 V-8 and other proper equipment are also excellent for Class 1, 2, and 3 towing. All other models can be equipped for Class 1 and 2 towing. Talk to your Olds dealer for the best model and equipment for your particular trailering needs.



when wet, and long lining wear. They are ideal for the severe braking and strenuous driving conditions of trailer towing.

**ANTI-SPIN REAR AXLE.** Surefooted traction in mud, snow, ice, or gravel, and on road shoulders, or rain-slick roads. Power is diverted from the slipping wheel to the gripping wheel automatically. Available in all but Toronado models.

**ELECTRICAL WIRING HARNESS.** Gives you one, simple connection for trailer taillamps, brake lamps and turn signals. Available on all models. Trailers with electrical brakes require 6-point male and female connectors in addition to this wiring harness.

**HEAVY-DUTY FRAME.** Available for Ninety-Eight and 88 models, standard in convertibles. This heavy-duty frame is recommended for medium-weight trailering, required for heavy-weight towing.

**REAR AXLES.** Oldsmobile rear axles are designed with the extra margin of durability

## Engines. Oldsmobile (who else?) introduces another revolutionary first—Positive Valve Rotators.

Standard in every Rocket V-8 for 1970! As in most valve systems, the valves will move up and down. But because of the new rotators, they will also revolve full-time. This positive rotating action helps eliminate the buildup of valve deposits to maintain maximum compression. This helps provide smoother engine operation and peak performance for thousands of extra miles. It also helps reduce valve maintenance and repair! First—and exclusively—from Olds! Another solid example of young Olds... thinking for 1970.

### 400-hp Rocket 455 V-8

Horsepower: 400 at 4800 rpm  
Torque: 500 lb.-ft. at 3200 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline Available, Toronado only.

### 390-hp Rocket 455 V-8

Horsepower: 390 at 5000 rpm  
Torque: 500 lb.-ft. at 3200 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline Available in all 48 states.

### 375-hp Rocket 455 V-8

Horsepower: 375 at 4600 rpm  
Torque: 510 lb.-ft. at 3000 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline. Standard in Toronado.

### 365-hp Rocket 455 V-8

Horsepower: 365 at 4000 rpm  
Torque: 510 lb.-ft. at 3000 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline. Standard in Ninety-Eight. Available with Turbo Hydra-matic 400 in all 48 models and Vista-Cruiser.

### 310-hp Rocket 455 V-8

Horsepower: 310 at 4200 rpm  
Torque: 490 lb.-ft. at 2400 rpm  
Displacement: 455 cu. in.  
Compression ratio: 9.0-to-1  
Carburetor: 2-barrel carburetor  
Fuel: Regular gasoline. Standard with manual transmission in Delta 88 Royale, Delta 88 Custom. Available in Delta 88.

### 370-hp Rocket 455 V-8 (Force-Air W-30)

Horsepower: 370 at 5200 rpm  
Torque: 500 lb.-ft. at 3600 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.50-to-1  
Carburetor: Performance-calibrated Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline  
Package includes large air scoops mounted in fiberglass hood, hood pin locks, special heads, special air cleaner, special high-overlap cam, special 2" intake and 1½" exhaust ports, low-friction engine bearings, low-restriction dual exhausts, special paint stripes, disc brakes, heavy-duty wheels, heavy-duty cooling. Available with Turbo Hydra-matic 400, or 4-speed close-ratio manual transmission in 4-4-2 only.

### 355-hp Rocket 455 V-8

Horsepower: 355 at 5000 rpm  
Torque: 500 lb.-ft. at 3200 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.50-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline  
Standard in 4-4-2.

### 320-hp Rocket 455 V-8

Horsepower: 320 at 4200 rpm  
Torque: 500 lb.-ft. at 2400 rpm  
Displacement: 455 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: 2-barrel carburetor  
Fuel: Premium gasoline  
Available with Turbo Hydra-matic 400 in Cutlass Supreme, Cutlass S, and Cutlass.

### 325-hp Rocket 350 V-8 (Force-Air W-31)

Horsepower: 325 at 5400 rpm  
Torque: 350 lb.-ft. at 3600 rpm  
Displacement: 350 cu. in.  
Compression ratio: 10.50-to-1  
Carburetor: Performance-calibrated Quadrajel (4-barrel) Carburetor  
Package includes large air scoops mounted in fiberglass hood, hood pin locks, special heads, special air cleaner, special high-overlap cam, special 2" intake and 1½" exhaust ports, low-friction engine bearings, low-restriction dual exhausts, special paint stripes, disc brakes, heavy-duty wheels, heavy-duty cooling.

Available with Turbo Hydra-matic 400 or 4-speed close- or wide-ratio manual transmission in F-85, and Cutlass S.

### 310-hp Rocket 350 V-8

Horsepower: 310 at 4800 rpm  
Torque: 390 lb.-ft. at 3200 rpm  
Displacement: 350 cu. in.  
Compression ratio: 10.25-to-1  
Carburetor: Quadrajel (4-barrel) Carburetor  
Fuel: Premium gasoline  
Standard in Cutlass Supreme. Available in Vista-Cruiser, Cutlass, Cutlass S, and F-85.

### 250-hp Rocket 350 V-8

Horsepower: 250 at 4400 rpm  
Torque: 355 lb.-ft. at 2600 rpm  
Displacement: 350 cu. in.  
Compression ratio: 9.0-to-1  
Carburetor: 2-barrel carburetor  
Fuel: Regular gasoline  
Standard in Delta 88, Vista-Cruiser, Cutlass, Cutlass S, and F-85 Available in Cutlass Supreme.

### 155-hp Action-Line 6

Horsepower: 155 at 4200 rpm  
Torque: 240 lb.-ft. at 2000 rpm  
Displacement: 250 cu. in.  
Compression ratio: 8.50-to-1  
Carburetor: Single-barrel carburetor  
Fuel: Regular gasoline  
Standard in Cutlass, Cutlass S, and F-85 models.

## Transmissions.

**Turbo Hydra-matic 400.** Perhaps the smoothest, most refined transmission available today. Three speeds for maximum performance and economy. Standard in Toronado and Ninety-Eight. Available in 88, Vista-Cruiser, 4-4-2, and all Cutlass models with 455 V-8. A Turbo Hydra-matic 350 version is available in all other Cutlass, Vista-Cruiser, and F-85 models.

**Fully synchronized 3-speed manual.** Easy-shifting gear lever is located on steering column. Standard in all 88, Vista-Cruiser, Cutlass, and F-85 models.

**Fully synchronized heavy-duty 3-speed manual.** With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass and F-85 V-8 models.

**Fully synchronized 4-speed manual (Wide Ratio).** Floor-mounted Hurst Competition Shifter. Available in Cutlass and F-85 V-8 models.

**Fully synchronized 4-speed manual (Close Ratio).** For quick, short-throw shifts. Floor-mounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2, Cutlass, and F-85 V-8 models.

## Axle Ratios.

Olds offers a wide range of axle ratios to match whatever type of driving you do most. From top economy (2.56-to-1) ... to all-around (3.23-to-1) ... to heavy-duty maximum performance (5.00-to-1). The full list of ratios follows: 2.56, 2.78, 3.08, 3.23, 3.42, 3.91, 4.32, 4.86, and 5.00-to-1. Availability, depending on engine and model choice.

**NOTE: Special Anti-Spin Rear Axle available.** Automatically directs power to wheel with best traction. Especially important if you drive in snow, sand, or on soft ground.

## Chassis. The unsung heroes that make every Olds a great Olds.

There are many important Olds features that you may never see or think about. But each of them is hard at work to bring you more comfort, dependability, security and lasting value than ever before. Young Olds thinking? That's what it's all about!

**Rugged Torque-Beam Frame.** Consists of sturdy crossmembers and side members braced by rigid torque boxes. Provides a strong base for body and drive members. Virtually eliminates body flex.

**Independent front suspension has Pivot-Pole ball joints, stabilizer bar.** Low rate front springs combine with higher rate rear springs for smoother ride, with heavy loads.

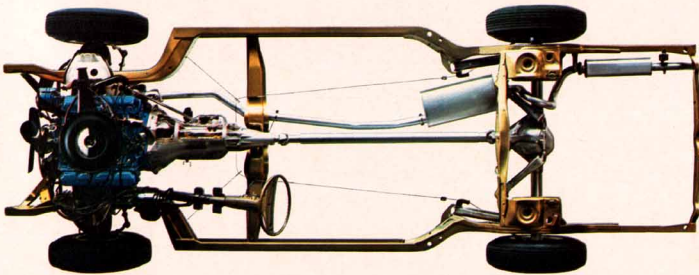
Rear suspension features a Twin-Triangle characteristic that Olds pioneered. Today, it is widely copied. Deep coil springs and direct, double-acting shock absorbers—front and rear. A combination that is hard to equal for ride and handling ease. Toronado features a suspension specially developed to team with front-wheel drive. Has been returned for 1970 for an even smoother, quieter ride.

Close to a hundred live-rubber insulators, some double and triple thick, are used in chassis and body to soak up and dampen sounds and vibration. A smooth, quiet ride results. Self-adjusting, dual master cylinder brakes. Newly refined for cool, trouble-free operation. Drum linings feature a new material for still

better performance and greater wear durability. Power brakes standard in Toronado and Ninety-Eight with discs up front.

Olds steering system incorporates a low-friction design to reduce steering effort to a minimum. Improved Vari-Ratio Power Steering is standard in Toronado and Ninety-Eight. Exhaust system. Rust- and corrosion-resisting aluminum coats all inner and outer walls, baffles, and tubing of the muffler, resonator, and tailpipe—for longer exhaust-system life—and greater value.

All tires feature new fiberglass-belted design for a significant increase in tread life. They also help to improve wet-road traction, handling, and braking.



## Safety Features. Travel with confidence—with new GM safety features.

At Oldsmobile, we do not only care how your Olds looks and handles, we also care how it cares for you. That's why the new GM safety features are built into each Oldsmobile as quickly as they are developed and tested. But the most important "safety feature" of all is you. Drive safely and courteously at all times. Standard on all 1970 Olds models:

### OCCUPANT PROTECTION

■ Seat belts with pushbutton buckles for all passenger positions. ■ Shoulder belts with pushbutton buckles—driver and right front passenger. ■ Two front-seat head restraints. ■ Energy-absorbing steering column. ■ Passenger-guard door locks with forward-mounted lock buttons. ■ Safety door latches and hinges. ■ Folding seat-back latches. ■ Energy-absorbing padded instrument panel and front and intermediate seat-back tops. ■ Contoured

windshield header (except convertibles). ■ Thick laminate windshield. ■ Padded sun visors. ■ Safety armrests. ■ Safety steering wheel. ■ Body sideguard beams (except Toronado). ■ Fuel-tank impact security. ■ Glove box and console door latch impact security. ■ Padded or yielding windshield pillar moldings. ■ Smooth-contoured door and window regulator handles. ■ Soft, low-profile window control knobs, coat hooks, dome lamp. ■ Two front-seat belt retractors. ■ Shoulder belt anchorages for rear-seat outboard occupants. ■ High-strength front-seat anchorages and construction. ■ High-strength rear-seat retention. ■ Stamped-steel door hinges (at least 1 per door).

### ACCIDENT PREVENTION

■ Side marker lights and reflectors. ■ Parking lamps that illuminate with headlights. ■ Four-way hazard warning flasher. ■ Backup lights. ■ Lane change feature in direction-signal

control. ■ Windshield defrosters, washers and dual-speed wipers. ■ Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support). ■ Outside rear-view mirror. ■ Bias-belted fiberglass tires and tire tread indicators. ■ Dual master cylinder brake system with warning light. ■ Starter safety switch. ■ Dual-action safety hood latches. ■ Headlamp aiming access provision. ■ Low-glass instrument-panel top, inside windshield moldings, wire arms and blades, and steering wheel metallic surfaces. ■ Safety wheel rim. ■ Uniform shift quadrant. ■ No winged wheel nuts, discs and caps. ■ Self-adjusting brakes and corrosion-resistant brake lines.

### ANTI-THEFT

■ Anti-theft ignition key warning buzzer. ■ Anti-theft steering column. ■ Multiple key combinations. ■ Visible vehicle identification. ■ Tamper-resistant odometer with telltale feature.

## Available Options and Accessories to make your new Olds Escape Machine more exciting than ever!

1. **Tilt-Away or Tilt-and-Telescope Wheel.** The ultimate in driving comfort. Adjust it till it is exactly right for you. Unique *Instant-Horn* also available. Honks when you squeeze the wheel. An Olds first.

2. **Sports-styled outside rearview mirror.** Available right and left. Left mirror with remote control. Sporty addition on 4-4-2, Cutlass S, or Cutlass Supreme.

3. **Remote-control mirror.** Angle the left outside mirror without opening the window.

4. **Shift-lever-controlled washer/wiper.** New for 1970. Lets you clean the windshield by pushing a button in the gearshift lever.

5. **Electric-defogging rear window.** Silently, without a draft, clears back window of ice, steam, fog.

6. **Inside hood release.** Prevents hood from being opened until latch is released from the instrument panel. Then a second safety latch may be released at the front of the hood.

7. **Radio & Stereo.** AM, or AM-FM, and stereo tape player. "Invisible" antenna in windshield, standard.

8. **Air Conditioners.** Two choices: Four-Season—warms, cools, filters, dehumidifies. Comforton—all of the above and does it automatically! Both feature improved venting and new additional ducts for more rapid cool-down.

9. **Night-Watch, Headlight Off-Delay Control.** Headlights illuminate the way to your door. Then turn off automatically after 60 seconds.

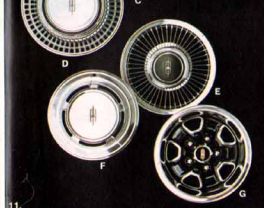
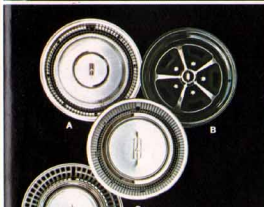
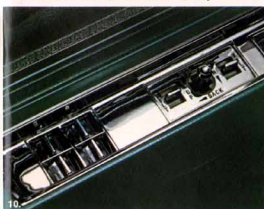
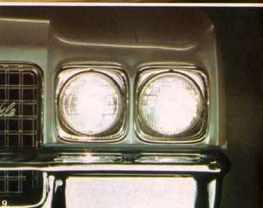
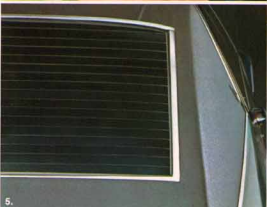
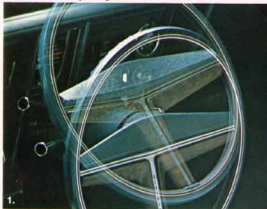
10. **Power seats, steering, windows, brakes.** Power door locks. Too—now with front-seat-back lock release. Lock all doors at once. When doors (on 2-door models only) are open, seat-back locks release for easy entrance and exit.

11. **Special wheel covers.** A—on all 88 and Ninety-Eight models. B, C—Super Stock Wheels on all intermediates, except wagons. C, E, F—on all intermediates. D—available on Toronado only.

12. **Tinted glass.** For added driving comfort. Reduces glare and cuts heat from the sun. Available for windshield only, or for all windows.

13. **Infant Safety Carrier.** A special rear-facing double-shell carrier for infant protection. Designed for child up to one year old.

14. **Child Safety Seat.** Simple and easy to use. Solid construction provides protection for child up to 30 pounds. Lap belt holds it in place.

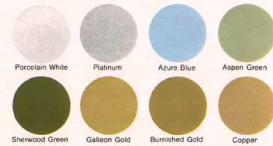


## 1970 Exterior Colors.

The finishing touch—the deep, gleaming Magic-Mirror Finish! It's the beautiful result of baking on layers of primer, sealer, and repeated coats of acrylic lacquer. Plus a final rebaking process for uniform smoothness and hardness. So whichever color you select, you can expect it to be looking great for a good long while—with a minimum of upkeep.

So start deciding. Burnished Gold? Sherwood Green? Azure Blue? With twenty-two regular colors, plus four special-order colors—you just can't go wrong! For 1970, youngmobile thinking is more colorful than ever!

### All models



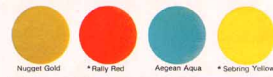
### All models except Toronado



### Toronado Exclusively



### Special-order colors available



\*Intermediates only

Special Note: These are merely a few of the many accessories available. For a more complete listing and specific availability, see back cover or check with your Olds dealer.



