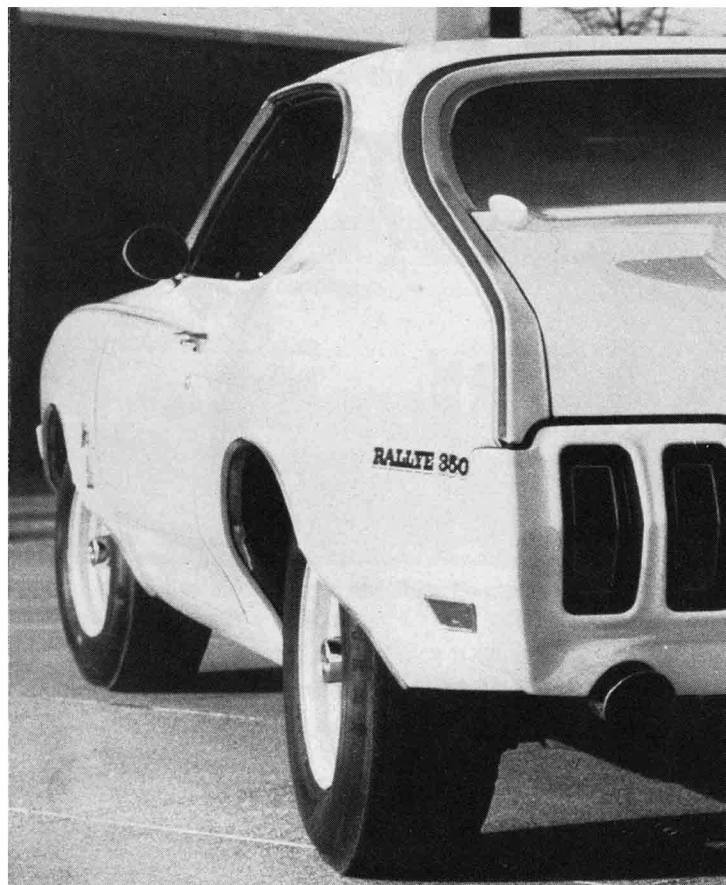


RALLYE

350

OLDSMOBILE'S
CHALLENGE TO 1970'S MID-YEAR
INTERMEDIATE COMPETITION...





New sales opportunities await you with the introduction of Oldsmobile's RALLYE 350...

... a car with high visibility priced to more than hold its own in the intermediate segment of the market.

Here's a car loaded with selling features, but two stand out crystal-clear. It's priced right for those prospects who wish to be identified with the look of performance. Yet its more practical engine and power train could well result in substantial savings in insurance. Ponder that in this market of rising costs.

Rallye 350 is offered in three V-8 models . . . Cutlass S Hardtop Coupe, Cutlass S Sports Coupe, and the F-85 Coupe, all with black interior trim.

Your option number for ordering the Rallye 350 Appearance Package is W45 which includes:

- Sebring Yellow Paint
- Black and Orange Body Decals for the Hood, Front Fender Peaks and Rear Body Silhouette Peak Line
- Rallye 350 Decal on the Rear Fender Over-hang
- Blacked-Out Grille
- Painted (yellow) Super Stock II Wheels
- 670 x 14" Bias Belted Wide Oval Blackwall Tires
- Urethane-coated Front and Rear Bumpers in Matching Body Color

Manufacturers Suggested Retail Price \$157.98



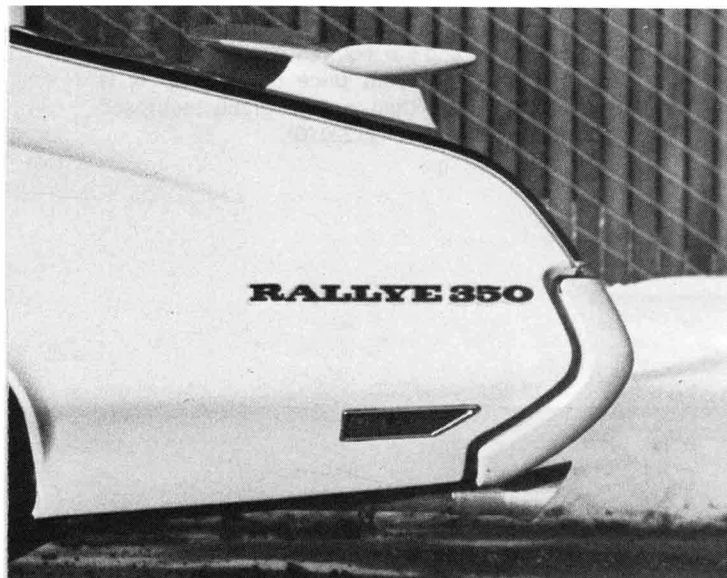
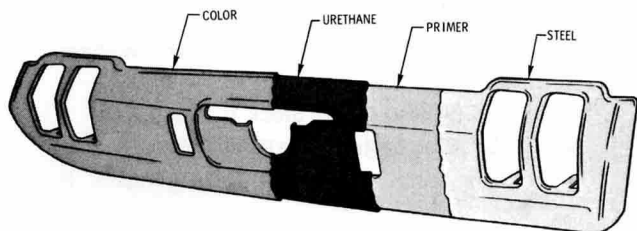
**A SPECIAL MESSAGE TO
OLDSMOBILE SALESMEN.**

A real red-hot selling feature is the urethane-coated bumper material of the Rallye 350. This is a magic-like substance that can be likened to an "elastic plastic". It is applied to the metal bumper forming a protective coat of urethane in yellow primer color. Baked out at 250 degrees Fahrenheit the bumper is then sprayed with Sebring Yellow paint. A urethane (pronounced you-ra-thane) coated surface has a number of advantages over both painted and chrome plated bumper surfaces. Exhaustive tests have proved its superior resistance to minor abrasions, corrosion, blisters, chipping, and has also shown a marked indifference to an assortment of scratches and scars. As for minor dents, the urethane treated bumper can be "banged out" without having to refinish the surface.

When subjected to more severe dents, the surface can be restored to its off-the-line condition by sanding and repainting it with a urethane lacquer. Other tests have proved without question that urethane coated bumpers are superior to paint and chrome plated bumpers when exposed to extreme salt spray, humidity and thermal shock (minus 20 degrees to live steam. Bumper jack tests also put the urethane bumper in a favorable light.

OLDSMOBILE

RALLYE 350 - URETHANE COATED BUMPER

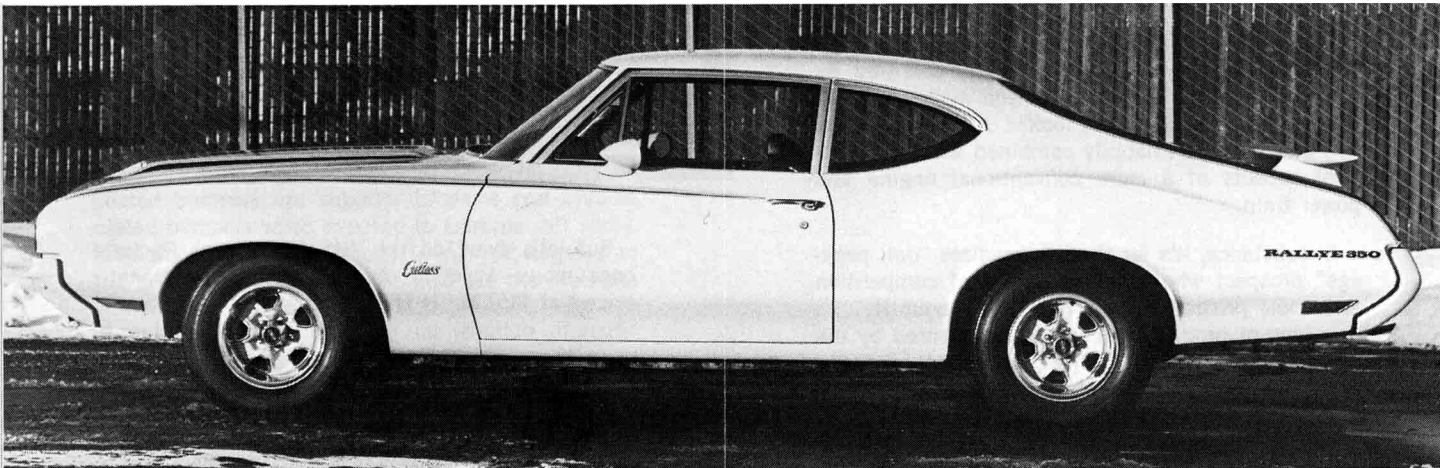


But let's dwell on the W45 Appearance Package once more. Make no mistake, it is exceptionally priced at \$157.98. If these items were available as separate options, an approximate dollar value of more than \$210.00 would be assigned at Manufacturer's Suggested Retail.

In addition to the above, the Rallye 350 (Option W45) also requires the following additional items:

- W25 Force-Air Fiberglass Hood
- L74 350 cu. in. 350 h.p. high compression engine with standard 3/23:1 axle ratio
- N10 Dual Exhaust System
- FE2 Rallye-Sport Suspension with front and rear stabilizer bars
- D35 Sports-styled Outside Mirrors
- N34 Custom-Sport Steering Wheel

A basic 3277 F-85 Sports Coupe equipped with the Rallye 350 option and six required items has a manufacturer's suggested retail price of \$3252.84. It is actually \$67.16 less than a comparably equipped Plymouth Road Runner (\$3,320.00).



RALLYE
350

THE MARKET

The Rallye 350 fits competitively into an existing product group made up of performance appearance packages added to intermediate price leader models. Competitive makes are the Plymouth Road Runner, Ford Torino with the GT option and Dodge Super Bee.

Pontiac's GTO Judge is similar in appearance. But the "Judges" are top-of-the-line intermediates with a much higher price tag and a standard ultra-high performance engine and power train.

Our Rallye 350 is offered with the L74 (Cutlass Supreme) engine. It provides unquestioned performance at a level that may offer substantial insurance rate benefits to the buyer.

Remember this . . . the Rallye 350 will find its greatest appeal to the prospect who wishes to identify with the "performance look" . . . the NOW look . . . that has been happily combined with the practical aspects of a more conventional engine and power train.

In substance, it's for the intermediate "doll package" prospect who is keenly aware of competition and their prices. There's no doubt about it . . . this type of product concept as represented by the Rallye 350 has gained a high degree of consumer acceptance on the strength of unusual appearance, relatively low price, and practicality.

INSURANCE

As previously stated, a key feature in selling the Rallye 350 is "insurability". The more practical horsepower rating of the Rallye 350 could obviously translate itself into insurance benefits. Insurance rates vary by locality. It would be wise to check your local rates or visit with insurance representatives to learn just what these benefits would be.

PLUS SALES

The pulling power of the Rallye 350 for showroom traffic can't be overemphasized. It has all the glamour to lure prospects. Then surround it with models considered most appealing to this type of customer . . . Cutlass, Cutlass S, Cutlass Supreme, Supreme SX, 4-4-2 . . . even Delta 88 models. Remember you have a car to suit the needs of almost everyone. Maybe it isn't the Rallye 350 but it's something close to it.

Don't waste a minute . . . put the Rallye 350 to work for you. It will sell itself. It will sell its sister models. It will be the BIG THING this spring for OLDSMOBILE.

