

**"Of all the cars you have known,
how many qualify as truly great?
A man is fortunate to have driven one,
and richly blessed to have
actually owned one - or more."**



The roll call of great cars spans more than a half-century, and many names. Yet, nearly all of them had two things in common.

Each was a luxury car, one of many in its field at the time.

And the greatness of each grew out of qualities far beyond luxury alone.

A product of innovative engineering, painstaking craftsmanship—and inspiration—each car in its own exceptional way created a level of road performance ahead of its time and the standard of the day.

Toronado for 1970 is that kind of car.

An unsurpassed luxury car, by every current benchmark of automotive design, workmanship and elegance. But one that goes beyond luxury alone to make its mark.

With its advanced-design front-wheel drive, Toronado becomes the luxury car that is one of the great road cars of all time.

And it is this extra dimension which makes Oldsmobile's Toronado for 1970 one of a kind—the ultimate luxury car.



Through the years,
great cars have always looked the part.
Toronado carries the
tradition forward.



Still, *Toronado's* interior elegance invariably comes as a surprise to those who know it only by its reputation as a great road car.

Europe's sleek high-performance cars of the '60s gave rise to a notion which still persists—to enjoy a great road car, you must sacrifice the room, comfort and elegant appointments which luxury-car owners expect. Obviously, *Toronado* for 1970 puts an end to that notion, once and for all.

Every commitment to luxury is honored in full in this custom interior. Finely-ribbed Osborne cloth, piped into narrow pleats that contour to your body. Plump Madrid-grain Moroccan trim, soft and pliant to the touch. Thick layers of foam padding, on a front

sofa-seat that stretches over five feet. Burl-grained inlays that sweep along the sides and across the instrument panel. And more footroom than in some limousines—for *Toronado's* floozies are completely flat, front and rear. No center hump to complicate the lives of passengers.

All in all, a magnificent setting in which to enjoy the ultimate luxury of *Toronado's* great road performance. There is one *gran turismo* touch which we can put into a *Toronado* for you, if you wish: we offer bucket seats at no extra charge. You can also order a center console to go between

them, to complete the effort. Either way, *Toronado* leaves no doubt that extraordinary performance and high luxury have been reunited—in the finest tradition of the great ones. It is perhaps the only car today in which luxury and performance are inseparable.



Driving a Toronado with front-wheel drive may well spoil you for other luxury cars. This is why:

Very simply, men and women discover a luxury they've never known before.

You drive it as you would any other car. Yet the way Toronado responds and the sense of total command you feel are unique.

Front-wheel drive makes it possible. Toronado's 375-hp Rocket V-8 drives the front

wheels, where weight is greatest. So they pull the car over the road—and wonderful things happen to your driving . . .

You track where others cannot. Over ice, snow, gravel, you name it—Toronado gives you a marked advantage in traction on any surface, at all speeds.

Handling, maneuvering are more precise. The pulling wheels do the steering too, so Toronado goes where you aim it with a precision that's uncanny. It's quick in response, remarkably easy to guide.

Toronado is best when driving is toughest. Power disc front brakes are standard; so are

fiber-glass-belted tires, torsion-bar front suspension, anti-dive bar, and a special rear suspension with six shock absorbers.

As a result, hard, fast stops are quick and clean; pitch and sway on the road are minimal. Crosswinds won't bother you; neither will winding roads. It's amazing.

Driving becomes a great experience again. To a man, this new command is emotionally stimulating; to a woman, it's absolutely phenomenal. Indeed, to many women, Toronado may be the first luxury car they've felt supremely confident about driving.

It's an experience you owe yourself.

Interesting features and notes about Toronado to consider before you place an order:

You have 17 choices of paint color—seven of these reserved exclusively for Toronado owners. Two others are special iridescent custom finishes offered at extra cost: Nugget Gold and Aegean Aqua. And both spectacular.



Toronado's new instrument panel is rich with inlays and gleaming with purpose. Switch and control identifications are now back-lighted for easier nighttime use; a new pushbutton ashtray is relocated for greater convenience; and the glove compartment has greater capacity. Note the distinctive drum-type speedometer, which permits you to determine your speed at a glance.

One of the conveniences you might consider is a Tilt-and-Telescope steering wheel—the greatest thing since power seat control to personalize your driving comfort. It gives you the exact steering position best for your height, reach and driving habits. Tall men and petite women (especially those in the same family) will find it particularly worthwhile.

By the way, Toronado's power steering (standard equipment) is the Vari-Ratio type. The steering action is quicker now, and more responsive. Cornering, parking, all maneuvers are accomplished with significantly less turning of the steering wheel.

Now you can have a new, two-stage washer/wiper control mounted in the tip of the shift lever to provide instant accessibility. A light tap for a single wipe, a firm press for a thorough wash. Another thoughtful new idea from Olds.

The surprising capacity of Toronado's trunk is still another fringe benefit of front-wheel drive. Since it eliminates the need for the usual power train to the rear wheels, the space and clearances required for drive shaft and differential in other cars have now become trunk space. So the trunk is deeper, more functional and far larger than in other "personal" luxury cars. And you can order a remote trunk-lid release that opens it from inside the car.

Another practical item ordered by many owners is Toronado's electric defogging rear window. Nearly invisible filaments imbedded in the glass quickly and silently clear away fog and frost, and help provide clear rearward vision.

Pride of our engineers this year is an industry "first" in passenger-car V-8s—Positive Valve Rotators, which you'll find standard in Toronado's Rocket 455 V-8. Every valve automatically turns each time it clears its cylinder head—thereby assuring even wear, uniform seating, and (most importantly) maintaining Toronado's peak new-car performance thousands of miles longer than ever before possible.



You owe yourself this
new experience in luxury:
Toronado for 1970.

More news from the engine compartment: (1) A new transmission-controlled spark advance system now provides both greater response and fuel economy, according to the way you drive; (2) a new, simplified automatic choke design improves engine start-up, shortens warm-up time, and further improves fuel economy. And with these improvements come refinements in Toronado's Turbo Hydra-matic 400, to maintain the balance of this famous power team.

Toronado now has available a W-34 performance package which increases output to 400 horsepower. This is accomplished with a high-performance camshaft, special transmission calibration for quicker acceleration, and a dual exhaust system. A worthwhile consideration for those who like their luxury as fine-honed as possible.

Toronado brakes have been improved in several ways for 1970. Power disc brakes at the front wheels will substantially increase brake life and improve stopping power. A new tandem power booster affords effective braking with minimal pedal effort. And rear brake cylinder diameters and linings have been modified for greater durability, stopping power and skid balance.

A complete review of all of Toronado's features and engineering facts would fill a book—which your Oldsmobile dealer has on hand. He'll be pleased to discuss all the advantages of owning a Toronado.

Nothing takes the place of actually driving a Toronado for a firsthand evaluation of its many unique qualities. Call your Oldsmobile dealer and arrange for a test drive soon.

