



OLDSMOBILE  ES

Sophistication Never Needs to Shout

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Never Needs  
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ES is a class of Oldsmobile designed for those discerning individuals who recognize that quality is a function of design, workmanship, and performance of purpose. To be an Oldsmobile has always also required comfort and elegance, but to be a member of the "ES" class requires something more.

Sophistication is elegance without effort, performance without strain, comfort without excess. In the ES series, elegance is written not in chrome trims but in lines that naturally please the eye as well as the wind-tunnel engineer. Each car makes its point in its own way... quietly.



## FIRENZA ES *Economy without boredom*

A car to satisfy the demands of an educated intelligence without failing to exhilarate the spirit. Confronted by the sensible lines and the impressive fuel economy\* figure, it is a delight to be swept away by the performance.

There's more concealed by the conservative lines of the Firenza ES than an efficient powertrain. The available 5-speed transmission provides a respectable amount of zip with Oldsmobile quiet.

\*1.8 liter engine. E.P.A. MPG 29, highway 46, California 27, highway 45.

But response requires control. A "live" steering ratio in the rack-and-pinion steering, a tight turning circle, MacPherson strut suspension, and polycast wheels are perfectly balanced to provide impressive handling. Responsive, yet responsible.

Firenza ES Package—Includes Wide Bumper Fascia Molding, Blacked-out Headlamp and Tail Lamp Bezels, Drip Molding, Belt Revolver, Window Frame, Rocker Panel, Mast Antenna and Wheel-Opening Moldings, Sail Panel Applique, Firenza "ES" nameplate with Flag Bar on Front Fender, Black Body Side Moldings, Outside Mirrors, Black, Accent Stripe and Polycast Styled Wheels with Trim Ring.



ES elegance as seen  
by the owner



## OMEGA ES *Proof that a sense of elegance need not be impractical*

Those who come to Omega ES for its appeal to sense of value often stay for its appeal to the other senses. Its elegance of line and color you expect from Olds; in the ES it is tastefully understated.

Your sense of fun is fulfilled by a quickness and agility you would not expect from the understated look of the car. Front wheels driven by the standard 2.5 liter L4 electronically fuel-injected powerplant literally pull you out of tight corners and provide helpful traction.

A smaller sedan should not make you wish it were bigger the moment you open the luggage compartment. In Omega ES, that disappointment is designed out. 14.3 cubic feet are designed

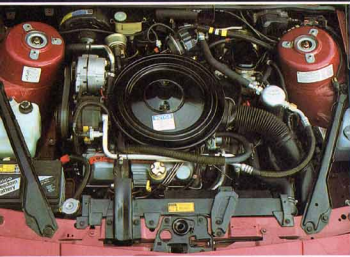
in, not counting the spacious rear seating area.

The final argument, in any appeal to the senses, is aimed at your sense of exhilaration. However, this does not exclude the usual sense of pleasure associated with driving an Oldsmobile.

**Omega ES Package.** Features Specific Grille, "Soft" Sloping Front End, Wrap-around Bumpers with Integral Scoop in Car Color, Wide Body Side Moldings that blend with Bumper Rub Strips, Blacked-Out Headlamp and Tail Lamp Bezels, Window Reveal and Pillar Applique Moldings, and Mass Antenna. Bright Roof Drip Moldings, Color Coordinated Outside Mirrors, Firm Ride and Handling Package and Custom Sport Steering Wheel, Styled Polycast Wheels with Trim Rings, P205 70R13 Steel-Belted Radial-Ply Blackwall All Season Tires, and Instrument Panel Rallye Cluster.



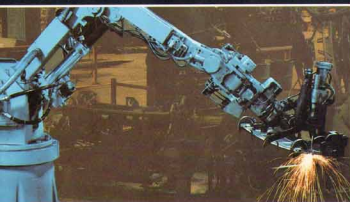
ES elegance as seen  
by the engineer



Engineers define elegance as the most efficient use of components and energy.



Elegance from the driver's point of view. Everything is where it should be. Steering wheel and bucket seats are completely adjustable to suit you.



A sophisticated vehicle requires sophistication in design and construction. Shows computer-controlled welding of over 2500 body joints for that solid feel.



## CUTLASS CIERA ES

Cutlass Ciera has always been a car with more than a touch of class. But Cutlass Ciera ES goes a step beyond, quietly. The elegance is written not in brightwork but in little comforts, conveniences, and refinements. Together, they whisper.

Cutlass Ciera ES has all the things you expect from Olds: a choice of quietly powerful drivetrains, spacious interior and luggage compartment, a quiet, smooth ride. But it has more of the things you've always thought you'd put in if you had designed the car yourself.

As a driver, you might well choose a firm ride and handling suspension for more control and sense of the road. A tachometer for informed driving. You might even add a sport steering wheel with leather grips. All are standard equipment with ES.

There's more, of course. Reclining bucket seats

*Sophistication without effort is standard equipment*

are a must. P195/75R14 tires to match the suspension and power package. A deck-lid luggage carrier. Styled sport wheels for performance as good as their looks. Standard.

It adds up to a package that functions beautifully. With quiet good looks to match. Subtle tones polished mirror-smooth, matched to a tasteful interior. Exterior accents are black. The "ES" escutcheon is almost unnoticed next to the door, whispering to those who know quality.

**Ciera ES Package**—Features Black Grille Bars, Headlamp Housings, Belt Reveal Moldings, Drip Moldings, Lower Deck Lid, Rear-End Panel, Bumper Rub Strips and Body Side Moldings, Mast Antenna, Front Side Marker and Parking Lenses are Amber, Bright Rocker Panel Moldings, Specific ES Emblems on Lock Pillar, Dual-Outlet Muffler with Twin Tailpipes with Optional (LNS) Engine, Reclining Bucket Seats, Outside Mirrors Black, Sport Console, Firm Ride and Handling Package, Custom Sport Steering Wheel, Sport Styled Wheel Discs, P195/75R14, Steel-Belted Radial-Ply Blackwall All Season Tires, Instrument Panel Rallye Cluster and Deck Lid Luggage carrier.



QUIETLY DISTINGUISHED.



OLDSMOBILE  CUTLASS CIERA ES • FIRENZA ES • OMEGA ES

The discerning intelligence demands more than shaped sheet-metal and flash. It requires the understated distinction of performance and elegance of the ES series.



### OLDS FIRENZA ES

Description: Subcompact (5-passenger, 4-door sedan) with big-car refinements and fuel efficient\* engine. Distinguished appearance belies the sports-car power, feel, and handling. A quiet, very smooth ride.

**Engines:**

Standard: 2.0 liter L-4 Electronic Fuel Injection  
Available: 1.8 liter overhead cam L-4 Electronic Fuel Injection

**Transmission:**

Standard: 4-speed manual floor shift  
Available: Automatic floor shift (power steering required)  
5-speed manual floor shift (with 1.8 liter engine only)

**Dimensions:**

Overall length (in): 176.2  
Wheelbase (in): 101.2  
Luggage Capacity (cu. ft.): 13.7

\*see page 2.



### OLDS OMEGA ES

Description: Compact (5-passenger), 4-door with more space and smoother ride. Good fuel economy and a respectable performance profile.

**Engines:**

Standard: 2.5 liter L-4 Electronic Fuel Injection  
Available: 2.8 liter V6  
2.8 liter V6 High Output

**Transmission:**

Standard: 4-speed manual floor shift  
Available: Automatic column mounted shift

**Dimensions:**

Overall length (in): 182.8  
Wheelbase (in): 104.9  
Luggage capacity (cu. ft.): 14.3



### OLDS CUTLASS CIERA ES

Description: Mid-size spaciousness with classic Ciera performance. Moves 5 passengers (6 in the Brougham) with ease. Refinement of both appearance and ride.

**Engines:**

Standard: 2.5 liter L-4 Electronic Fuel Injection  
Available: 3.0 liter V6  
3.8 liter V6 with multipoint Fuel Injection  
4.3 liter V6 Diesel

**Transmissions:**

Standard: Automatic column mounted shift  
Available: 4-speed manual floor shift  
4-speed automatic overdrive

**Dimensions: (coupe/SEDAN)**

Overall length (in): 188.4  
Wheelbase (in): 104.9  
Luggage capacity (cu. ft.): 15.8

There is a special feel in an  
**OLDSMOBILE**  **ES**