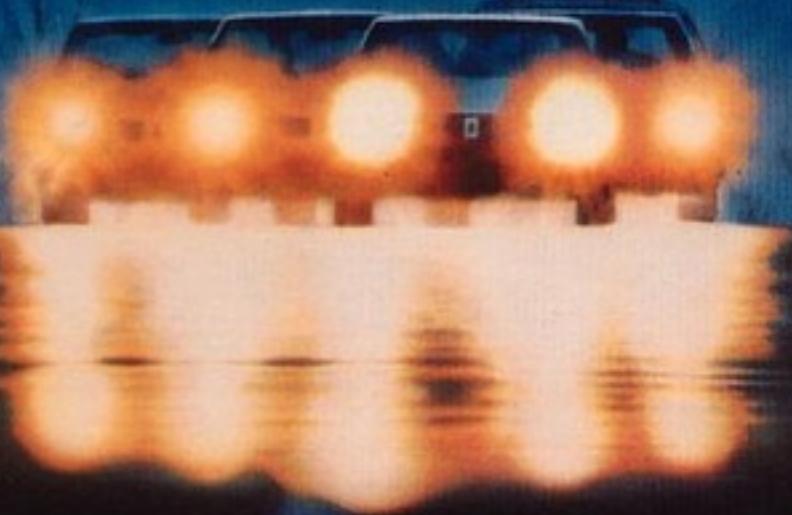


87 OLDSMOBILE



TORONADO  
NINETY-EIGHT REGENCY  
DELTA 88 ROYALE  
CUSTOM CRUISER

Oldsmobile Quality.  Feel it.

"...to build one carriage  
in as nearly perfect a manner  
as possible..."

RE Olds, 1897

Every Oldsmobile that comes down the assembly line has our reputation riding on it. And we know it.

Car after car. Day after day. Since 1897. Over 27 million Oldsmobiles in all.

As America's oldest car company, our reputation means everything to us. We have a longstanding tradition to uphold.

So when you buy a new 1987 Oldsmobile, you can expect to find outstanding levels of quality—quality you know is built in, quality you can see and feel.

LET'S START FROM SCRATCH. AS WE FOLLOW  
ONE OF OUR OLDSMOBILE MODELS DOWN THE LINE.  
First, technology goes to work, as robotic welders apply

thousands of precisely located welds to each body to ensure structural integrity. Strong and tough.

A computerized dimensional inspection system then verifies critical points for absolute accuracy, while robotic scanners measure dimensional exactness to 2/1,000 inch. Lasers and optical scanners inspect all body openings. Quality that's accurate and precise.

The body itself, of tough zincrometal and galvanized steel, is further protected by rust-resistant primers, plus hot melt wax dips on many models. Quality that's lasting and durable.

Then, automatic sprayers apply a tough multicoat/high-gloss enamel finish to many models. It's so lustrous and has

such a deep sheen, the quality comes shining through.

The interior takes on form and substance with the addition of the full-foam seats and elegant velour fabrics. Meticulous. Seam after seam, stitch after stitch. Lumbar and lateral supports adding to the comfort. That's quality you can see.

Oldsmobile's impressive ride and handling also take shape with the addition of one of several driver-tailored suspension systems. It could be the Level I suspension, which features front-wheel drive, rack-and-pinion steering, four-wheel independent suspension and automatic electronic load leveling. Quality engineered ride and handling system.

Finally, a rugged, dependable engine—V6 or V8—fuel-injected or carbureted. For 1987 some engines have been

re-engineered to deliver smoother operation and responsive performance. You'll feel the quality every time you turn the key.

TAKE THE WHEEL,  
AND GET THE QUALITY FEEL.

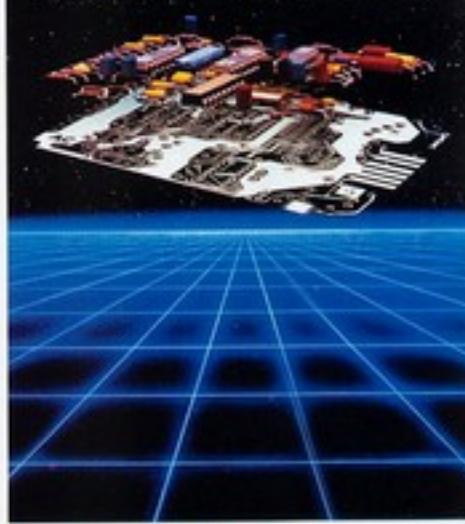
Choose the Oldsmobile model that is just right for you and your driving needs. That won't be a problem because Oldsmobile is offering 31 stylish models for 1987.

Then ask your Olds dealer for the keys, and take it for a test drive. In just a few blocks, you'll discover all the quality we've been describing here, quality you can see and feel and enjoy every mile you drive.

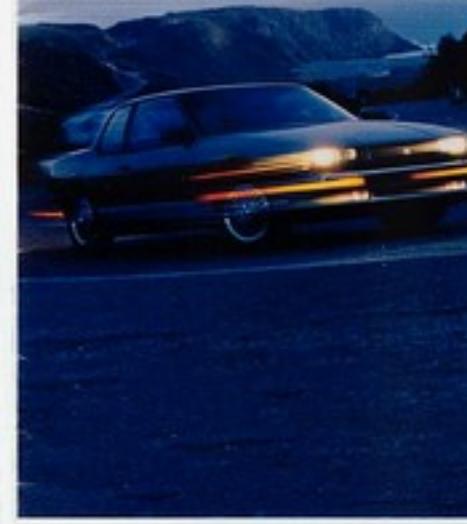
## STYLING



## TECHNOLOGY



## PERFORMANCE



## DEPENDABILITY



Oldsmobile Quality.  Feel it.

# TROFÉO TORONADO



throw away old concepts...

discard the traditional thinking of the past.  
That was the objective. This one needs the best of everything new—  
technological advances only now possible. So new, in fact, that  
this automotive marvel would require a new name also.

**TORONADO TROFÉO**

Oldsmobile Quality.  Feel it.



The name "Trophy" comes from both Spanish and Italian derivation and means "trophy." How appropriate for this newly introduced personal luxury car which offers so many "prizes" to its owners.

Outside, from hidden headlamps to twin tail pieces, Toronado Trophy stands apart as a style leader, unique and distinctive.

Inside, sheer luxury and then some. Bucket seats with perforated leather trim in the seating areas flank a console with

shifter. These seats provide superlative comfort with their articulating headrests and power recliners. The tilt-wheel steering wheel is leather-wrapped.

On the road, Trophy could win a prize for its 3.8-liter V6 with sequential port fuel

injection and its Level III (FED) touring car ride and handling suspension. This suspension includes special components plus aluminum-styled 15" wheels and steel-

belted radial-ply blackwalls.

And everywhere you look—inside, outside, under the hood—the exciting new Toronado Trophy reflects Oldsmobile's total commitment to quality. Quality you can both see and feel.

Toronado Trophy will be available in January, 1982. See your Olds dealer for further information. Trophy is worth the wait.

# TORONADO



The invitation said, "Black tie..."

and those attending (among the most distinguished  
in the city) would find their pictures in the morning newspaper.  
It was also interesting to note that so many of them had arrived in a  
particularly sleek and stylish automobile of impeccable lineage.

TORONADO

Oldsmobile Quality.  Feel it.



Luxury takes many forms. In the accommodations Toronado provides its style-conscious owners, the elegant Royal Prima

velour interiors being the most obvious. Consider also Toronado's fully automatic climate control system, which continually monitors heating, ventilation and

air conditioning to assure the quality of the air.

A touch of a finger powers the windows, secures door locks, engages the electronic Cruise Control, activates the

side window defogger and adjusts the tilt-wheel steering and the driver's seat.

The instrumentation is a marvel of microtechnology, utilizing digital displays of speed, RPMs and odometer. A complete message center appears on command,

indicating fuel economy, fuel used, and driving range on remaining fuel.

A voice information system, which warns drivers of conditions requiring

attention, is available.

And to top it off, Toronado is available with an electric Astroroof.



It was a road very much like this-twisting, turning and looping, dipping and rising—a road offering long stretches of straightaway,



sharp esses and seductive switches—that first inspired the heady description: the call of the open road. But until there was a car



like this—low slung and stylishly aerodynamic—a car with such responsiveness of engine, steering and brakes, such tenacity



in its ability to hold onto a slab of pavement—until there was a car

The call of the open road is hard to resist. with a sleek car named Toronado waiting. Its 3.8-liter sequential port fuel-injected V6 urging. Let's go! Let's go! And does it ever!

looking along the straightaway or taking a sharp "S," Toronado grabs onto the road and holds fast. That's Toronado's standard Level I suspension system at work. It combines front-wheel drive, rack-and-pinion steering, four-wheel disc brakes, four-wheel independent suspen-



sion (MacPherson front struts, transfer-independent rear) and automatic electronic load leveling. Also available are Level II firm ride suspension and Level III touring car suspension, standard on Toronado.

Ground effects, or coefficient of lift

as engineers refer to it, is also excellent. Even Toronado's sleek lines contribute to its aerodynamic qualities. It is 35% steeper than the previous generation of Toronados.

When the open road calls, Toronado or Toronado Targa is always ready to respond.

## TORONADO FEATURES

Bucket seats with soft, supple leather in seating areas are available. Also available is sport console with shifter.



These available body-cuddling cloth bucket seats recline for rest and relaxation. Console and shifter are also available.



Available sport console with shifter and rotating holder for coins, cup and audio cassettes. Adds a sporty touch.



18-Wheel Steering means easy in and easy out. Adjusts six ways to drivers of various shapes and sizes.



Toronado's instrument panel presents the wonderful world of microtechnology in its best light.

Presenting an X-ray view of Toronado. The complete electronic car.

A body computer monitors all important functions, while an Electronic Control Module virtually fine tunes the engine as you drive.



Available sport steering wheel further enhances the Toronado driving experience.



T-tops cut a suave and stylish figure with its rear tail lights of "smoked" glass and chromed exhaust outlets.



Level III (FEC) Touring Car Ride and Handling Suspension is standard on Toronado T-tops, available on Toronado. Consists of special suspension components, aluminum-style wheels and 15" blackwheels.



Multicolor displays feature easy-to-read shapes, lighted push-button controls and digital readouts. A complete message center appears at the touch of a button.



A flip of the finger and this handy vanity mirror lights up when cover is lifted. Available.

Oldsmobile Quality.  Feel it.

# NINETY-EIGHT



They dined at L'Or d'Argent...

shopped for gold on the Ponte Vecchio and have been  
fitted by Savile Row tailors. And they've learned a few things along the way:  
quality, elegance and painstaking detail are always evident in superior products.

As they are in the superior luxury automobile presented here.

**NINETY-EIGHT REGENCY BROUHAM SEDAN**

Oldsmobile Quality.  Feel it.



Cadillac's commitment to quality applies to details both big and small. It is a commitment that goes back nearly 90 years.

The new composite headlights are one example. They're heavier, smoother in appearance and help reduce wind resistance.

This Ninety-Eight Regency Brougham

interior featuring fine velour fabrics also exhibits high levels of tasteful quality. To assure quality of ride, chassis engineers developed three distinct systems:

Level 1, which is standard, includes front-wheel drive and rack-and-pinion steering; four-wheel independent suspension and automatic electronic load leveling.

To these, Level II adds an available

four-wheel suspension and Level III, a touring car suspension with special aluminum-style wheels and larger tires.

Quality performance, smooth and

responsive, is provided by a 3.8 liter sequential port fuel-injected V6 and automatic overdrive transmission.

# NINETY-EIGHT



*Learning to play the corporate game...*

*didn't come easily, but you vowed to persevere.*

*And persevere you did—by sheer grit and steely determination.  
When the big promotion came, you were ready for it. Now you're ready for that  
luxury car you promised yourself. You earned it.*

**NINETY-EIGHT REGENCY BROUGHAM COUPE**



# NINETY-EIGHT



*When others lost faith...*

*she never wavered. "You can do it," she said,  
"you can do it." And it all came together at last. Tomorrow, it's back to work  
as usual, but tonight you want to enjoy some of the rewards—  
including a luxury car you both richly deserve.*

**NINETY-EIGHT REGENCY SEDAN**



## NINETY-EIGHT FEATURES

An invitation to sit back, relax and enjoy the full-foam comfort of the Prima II velour seating in Ninety-Eight Regency models.



This available Grande ensemble features leather in the seating areas with pigskin inserts. Includes console with leather top and pigskin-trimmed door panels.



You'll enjoy the convenience of Tilt-Wheel Steering every time you slip inside. Adjust six ways for driving comfort.



You'll find that standard and available power controls are easily accessible.



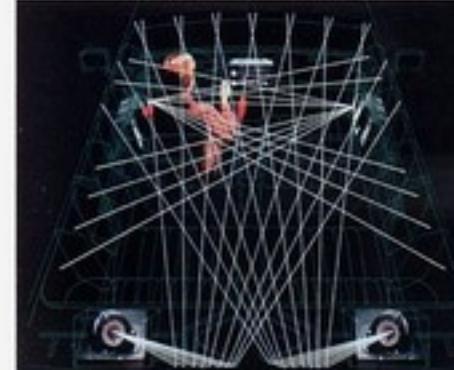
There is a special feel to leather, a softness and suppleness which cannot be duplicated. Available in the seating areas.



Here's added convenience when two people drive the same Ninety-Eight Regency. This available "memory seat" allows the drivers to preset their preferred positions, then commit them to computer memory.

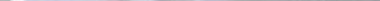


A new, tastefully designed steering wheel sets off the tasteful design of the instrument panel. A nice balance of form and function.



The available Delco/Bose Music System is considered one of the finest sound systems on the market. Electronically tuned AM/FM stereo with seek-scan, auto-reverse cassette with music-search.

Ninety-Eight can be equipped with an available electronically controlled anti-lock brake system.



Ninety-Eight Regency provides the latest in technological advances with this available electronic instrument panel cluster. May be ordered with optional auto calculator and voice information reminder system.



This insignia proclaims that you're driving a Ninety-Eight Regency with the superlative Level III (FE3) touring car suspension.

Oldsmobile Quality.  Feel it.



It's obvious that Delta 88 Royale is the family car that didn't forget the family that provides quality and value, roomy comfort and rugged reliability.

Just slip into the elegance of me Summit or Lucerne knit velour fabrics, or enjoy the pleasure of genuine leather available in the seating areas. Both provide full-foam comfort with excellent lumbar and lateral support.

Enjoy the acoustical quality of the available electronically tuned AM/FM stereo with seek-scan feature, dual rear speakers and digital display clock.

And the list goes on. Four-Season air conditioning is standard. Power rack-and-pinion steering and power disc brakes are standard. So are soft-ray tinted glass and side window defoggers.

In the performance department, a zesty 3.8-liter V6 with sequential port fuel injection is teamed with a 4-speed automatic overdrive transmission. Automatic safety belts for driver and right front passenger are standard on

Delta 88 Royales, and will be standard on Delta 88 Royales Sedans in November 1986. See your Olds dealer for further information.

# DELTA 88



It was a day of ups and downs...  
taking all those jumps at the track, a test of horse  
and rider; stamina and endurance. Driving home you felt  
relaxed, enjoying all the comfort, conscious of all the quality.  
It's a good feeling, having this Olds around you.

**DELTA 88 ROYALE BROUHAM COUPE**



# DELTA 88



*The two best weeks of the year...*

*are the ones set aside for vacation. Pack up the car,  
hook up the camper and head for the open spaces. You'll notice  
something interesting while getting there: a lot of family cars  
just like this one are out leading the way.*

**DELTA 88 ROYALE SEDAN**



# DELTA 88



Corn, clams and a juicy lobster...

top off a day of non-stop family fun. Swimming.  
Sand castle building. Lots of laughs and hugs for everyone.  
There's a car that is right at home, that fits right in  
the picture. It's the family car that didn't forget the family.

**DELTA 88 ROYALE COUPE**



## DELTA 88 FEATURES

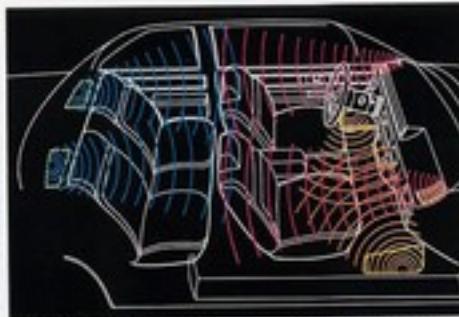
Handsome Lucerne-knit velour highlights the spacious Delta 88 Royale interior. Wall-to-wall, molded seat carpeting is underfoot and extends up into the door panels.



The look of leather. The feel of leather. Even the smell of leather. It's available in seating areas of Delta 88 Royale Brougham.



At your fingertips means just that in a Delta 88 Royale. Power controls are available for doors, windows and seats.



You'll hear every note, every nuance, with the new 6-way speaker system available this year. It provides outstanding sound quality throughout the car.



Reading about the new Delta 88 Royale isn't nearly as revealing as actually driving one. Take the wheel and check one out.

Easy in. Easy out. Six-position Tilt-Wheel Steering adjusts to drivers of all sizes. You can even change positions as you drive. Available.



Let the sun shine in. The moonlight. The balmy breezes. The available tinted glass sunroof is removable.



Available instrument panel cluster clearly indicates voltmeter, temperature and oil pressure gauges.



Electronic day/night mirror automatically changes from "day" to "night" positions. When glare ceases, this available mirror returns to "day" position.



Enjoy the advanced technology of an available electronic instrument panel. It includes multicolor vacuum fluorescent display of vehicle speed, fuel level, engine temperature and trip odometer. Voice information reminder system is also available.

Oldsmobile Quality.  Feel it.

CUSTOM

# CRUISER



A million miles from nowhere...

hauling in lunker bass, breathing pine-scented air, and sleeping like a baby under a star-studded sky. That's the life, and you're ready to head for the action at the drop of a hat. So is a big, roomy station wagon.

CUSTOM CRUISER

Oldsmobile Quality.  Feel it.



Custom Cruiser is one big wagon. It handles 872 cubic feet of cargo with the second seat folded, plus extra carrying capacity

with its underfloor storage compartment. A rooftop luggage rack is also available.

It's big in the people department, too. Order the available fold-down third seat, and eight can ride in solid comfort.

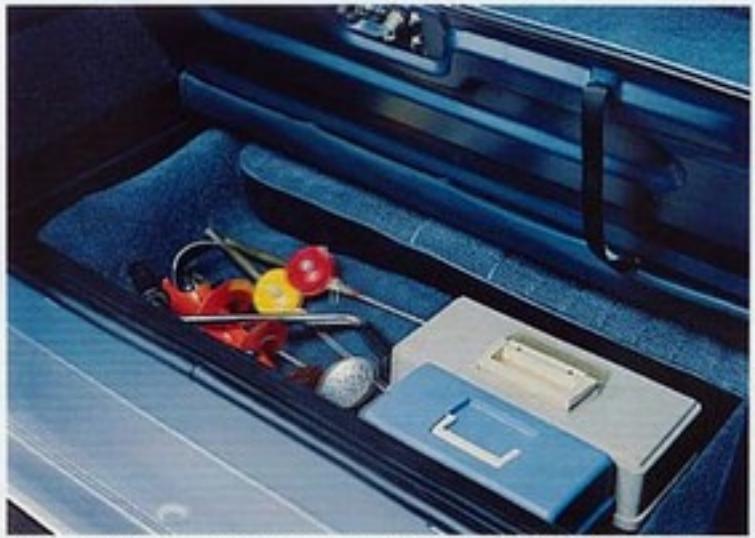
Big in performance as well, with its 4-barrel, 5.0-liter V8 with 4-speed automatic overdrive transmission.

# CUSTOM CRUISER FEATURES

This versatile 3-way tailgate is standard. You can also order a fold-down third seat.



Custom Cruiser provides a whopping 87.2 cubic feet of room with the second seat folded down.



Roomy underfloor storage compartment is standard. Keeps valuables unseen, under lock.



Top off your Custom Cruiser with this available luggage rack. It's attractive and functional!



Get behind the wheel, pick a destination and Custom Cruiser will get you and your crew there smoothly and comfortably.

**Oldsmobile Quality.**  **Feel it.**



### CUSTOM CRUISER STANDARD AND AVAILABLE EQUIPMENT

POWERTRAIN	2-Seat Coupe
Options: 3.0 liter V6 with manual transmission	A
Manual engine block	A
Automatic: 4-speed automatic transmission	A
CHASSIS	
Front disc brakes with front discs	A
Braking equipment hydraulic	A
Braking system anti-lock	A
Braking system anti-lock	A
Braking systems, power (includes front disc and front wheel disc)	A
Brakes, compact space	A
Tires: P205/75R15 P205/75R15 P205/75R15	A
Tires: P215/70R15 P215/70R15 P215/70R15	A
EXTERIOR StyLING:	
Spoiler: Driver front fender	A
Front panels and sub-chops, front and rear	A
Folding round headlight packages - right	A
L175/L175 high-gauge round	A
L175/L175 high-gauge round	A
Mirror: outside w/ remote control	A
Mirrors, foldaway and folding trimmings	A
Mirrors, power: front and rear (wheel spanning)	A
Mirrors, side window and heat treated - bright	A
Mirrors, whitewall, bright	A
Rear bumper, center grille	A
Windows, tinted glass round	A
INTERIOR FEATURES:	
Air conditioner, four seasons	A
Armrests, front and rear	A
Armrests, instrument panel and rear	A
Centering, seat to back-of-seat throughout with optional rear door panels	A
Color lights, instrument panel and rear	A
Concealed compartments and vanity mirror	A
Concealed handles, front and rear	A
Concealed rear, steering wheel	A
Console, center, interior specified	A
Instrument panel, height split, writing	A
Instrument panel trim, simulated leather grain	A
Jump seats	A
Jump seats, interior, ceiling with dual pilot switches	A
Manual radio, digital	A
Radio, AM/FM/CD includes dual front speakers. May be deleted by user	A
Radio, AM/FM/CD, includes two speakers	A
Steering wheel, leather	A
Storage armrest, power	A
Two-way radio operating convenience	A
SEATING AND TRIMS:	
Driver's seat, driver front passenger	A
Front, non-heating front	A
Front, stationary (1/2) folded bench w/ individual controls	A
Front stations, 5A, front, front and rear	A
Front, front, front and rear, front low seat	A
COMFORT/CONVENIENCE FEATURES:	
All-weather, temporary	A
Amplifiers, radio/cassette	A
Anti-theft and theft-proofing, wheel gear ring - includes color-coded door-edge guard moldings	A
Auto climate, digital	A
Auto climate, digital, power: front and rear	A
Automatic, electronic, electronic anti-theft and accessibility features	A
Brake, anti-lock, electronic	A
Brake, anti-lock, electronic	A
Brake assist, power - includes traction and reverse	A

### COMFORT/CONVENIENCE FEATURES (Cont'd)

	2-Seat Coupe
Front mats, auxiliary floor carpet	A
Front mats, auxiliary floor carpet	A
Hoodpins, standard: dark beige	A
Instrument package: front floor mats and car interior	A
Jump, comprehensive: dark beige and light beige	A
Jump, front floor: carpet	A
	2-Seat Coupe
COMFORT/CONVENIENCE FEATURES (Cont'd)	2-Seat Coupe

### TORONADO, NINETY-EIGHT REGENCY, DELTA 88 ROYALE AND CUSTOM CRUISER PAINT COLORS



■ TORONADO ■ NINETY-EIGHT REGENCY ■ DELTA 88 ROYALE ■ CUSTOM CRUISER  
A choice of special two-tone exterior paint schemes is available on order. See your dealer for details.  
Exterior car colors shown above are only for reference and are as accurate as print processes allow. Ask your dealer for true Color Chip interpretation.

products and will provide the quality performance associated with the Oldsmobile name. With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise if the option you ordered is unavailable. We suggest that you verify that your car includes the optional equipment you ordered, or if these changes, that they are acceptable to you.

**Standard occupant protection features:** Manual lap/shoulder safety belts for driver and right front passenger (driver side includes visual and audible warning systems) are standard. • Automatic safety belt system for driver and right front passenger (standard on Delta 88 Royale Coupe, start of production; Delta 88 Royale Sedan, November 1985). • Manual lap safety belts at each rear seat position (and center front, when applicable). • Energy-absorbing steering column. • Energy-absorbing instrument panel = energy-absorbing front seat back tops. • Laminated safety windshield/glass and tempered safety side and rear window glass (Also, inner shield windshield - Olds Toronado). • Safety interlocking/latch latches. • Passenger-guard inside door lock handles. • Inertia-latching, folding front seat backs on two-door models. • Safety armrests. • Adjustable head restraints, driver and right front passenger.

**Standard theft deterrence features:** Audible reminder for ignition key removal. • Theft-deterrent steering column lock. • Visible vehicle identification number.  
**A word about updated service information:** Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

### CUSTOM CRUISER

External Dimensions	2-Seat Coupe	Interior Dimensions	2-Seat Coupe	Chassis Dimensions	2-Seat Coupe
Length (in.)	205.3	Headroom, front/rear (in.)	36.0/36.3	Wheelbase (in.)	104.7
Width (in.)	70.8	Luggage capacity (cu. ft.)	42.2/23.0	Front track width (in.)	62.4/64.1
Height (in.) (Gauge)	59.5	Gauge: front/rear (in.)	66.1/66.0	Rear track width (in.)	61.2
Curb weight (lbs.)	4,176	Front/rear (in.)	22.9	Tuning (front/rear)	38.2
Floor height from deck of front/rear to floor surface (in.)					

**The 1987 Oldsmobiles:**

Toronto Coupe  
Ninety-Eight Regency Brougham Sedan  
Ninety-Eight Regency Brougham Coupe  
Ninety-Eight Regency Sedan  
Custom Cruiser  
Delta 88 Royale Brougham Sedan  
Delta 88 Royale Brougham Coupe  
Delta 88 Royale Sedan

Delta 88 Royale Coupe  
Cutlass Supreme Brougham Sedan  
Cutlass Supreme Brougham Coupe  
Cutlass Supreme Sedan  
Cutlass Supreme Coupe  
Cutlass Salon Coupe  
Cutlass Cruiser Brougham

Cutlass Cruiser  
Cutlass Ciera Brougham Sedan  
Cutlass Ciera SL Coupe  
Cutlass Ciera Sedan  
Cutlass Ciera S Coupe  
Calais Supreme Sedan  
Calais Supreme Coupe

Calais Sedan  
Calais Coupe  
Firenza LX Sedan  
Firenza LC Coupe  
Firenza GT Hatchback  
Firenza Sedan  
Firenza Coupe  
Firenza Hatchback  
Firenza Cruiser



**Oldsmobile**  
Oldsmobile Quality. Feel it.

