


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...”

R.E. 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 2/1000 inch. Lasers and optical scanners inspect all body openings. Quality that's accurate and precise.

The body itself, of tough zincmetal 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 mullicool/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 1 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.

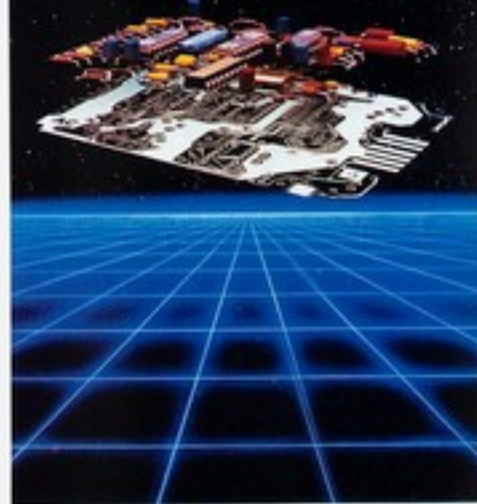
Choose the Oldsmobile model that is just right for you and your driving needs. That won't be a problem because Oldsmobile is offering 31 stylish models for 1987.

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.



# TORONADO

TROFÉO



*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 "Trofeo" 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 pipes, Toronado Trofeo 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 16-Wheel steering wheel is leather-wrapped.

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

injection and its Level III (F13) touring car ride and handling suspension. This suspension includes special components, plus aluminum-styled 15" wheels and steel-

belted radial-ply blackwax.

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

Toronado Trofeo will be available in January, 1987. See your Olds dealer for further information. Trofeo 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 Lincoln provides its style-conscious owners, the elegant Royal Prima

velour interiors being the most obvious. Consider also Lincoln'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, offering 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, Lincoln is available with an electric Astrorof.





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 like Oldsmobile Toronado, no one could really answer the call.

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 even!

Boiling 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 levelers. 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% slipperier than the previous generation of Toronados.

When the open road calls, Toronado or Toronado Trofeo 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-cradling cloth bucket seats recline for rest and relaxation. Console and shifter are also available.



Available sport console with shifter and rotating holder for coin 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 inlay 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.



Torollo cuts a suave and stylish figure with its rear tail lights of "smoked" glass and chromed exhaust outlets.



Level II (F33) Touring Car-Ride and Handling Suspension is standard on Toronado. Torollo, available on Toronado. Consists of special suspension components, aluminum-styled wheels and 15" blockwells.

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 vision vanity mirror lights up when cover is lifted. Available.

Oldsmobile Quality.  Feel it.



# NINETY-EIGHT



*They dined at four d'Argent...*

*shopped for gold on the Ponte Vecchio and have been  
fitted by Saville 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 BROUGHAM SEDAN**

**Oldsmobile Quality. Feel it.**





Oldsmobile's commitment to quality applies to areas both big and small. It's a commitment that goes back nearly 90 years.

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

The Ninety-Eight Regency Brougham

interior featuring five velvet fabrics also exhibits high levels of fastidious quality. To assure quality of sale, chassis engineers developed three distinct systems.

Level I, 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

firm ride suspension and Level III, a touring car suspension with special aluminum-styled 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



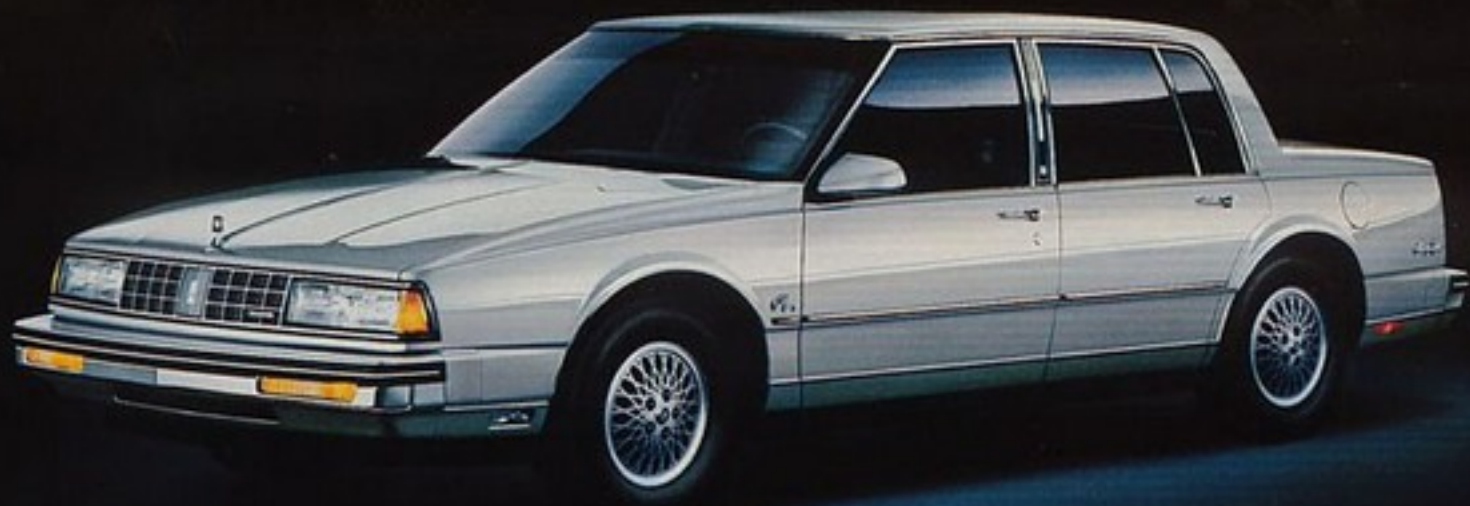
*Learning to play the corporate game...  
didn't come easily, but you vowed to persevere.  
And persevere you did—by sheer grit and steely determination.  
When the big promotion came, you were ready for it. Now you're ready for that  
luxury car you promised yourself. You earned it.*

**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.



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

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



Here's added convenience when two people drive the same Ninety-Eight Regency. This available "memory seat" allows the driver 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.

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



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.

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



You can take it with you in a Ninety-Eight Regency. The spare tire is under the floor and out of sight. The trunk is both carpeted and illuminated.




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 Superbuck 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 the 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.

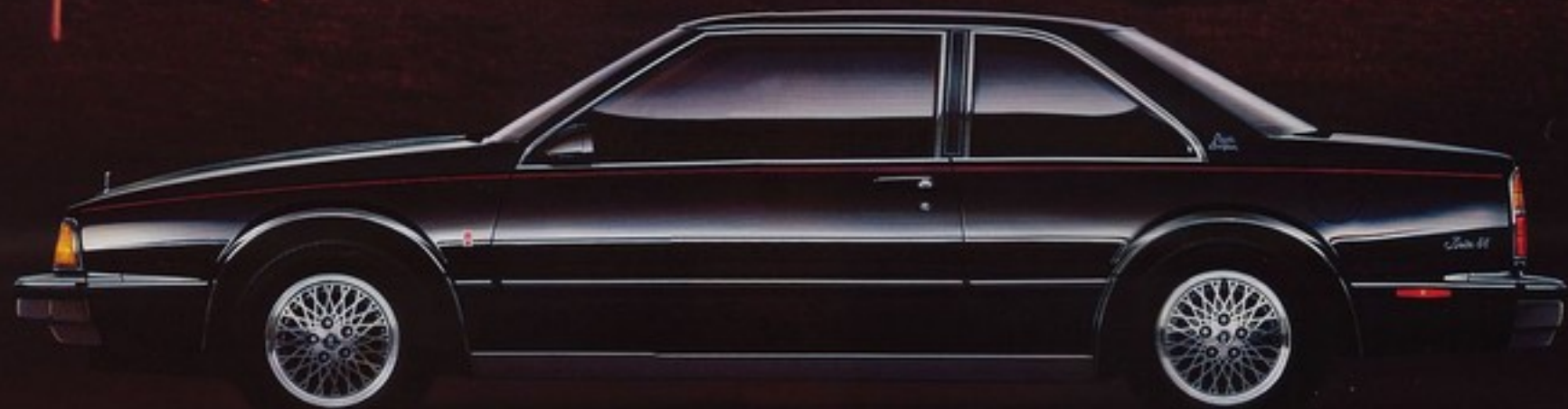
And the list goes on. Four-Season air conditioning is standard. Power rack-and-pinion steering and power disc brakes are standard. So are soft-ray tinted glass and side window defoggers.

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 Royale Coupes, and will be standard on Delta 88 Royale Sedans in November 1985. See your Olds dealer for further information.



# DELTA 88



*It was a day of ups and downs...*

*taking all those jumps at the club, 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 BROUGHAM 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 shell 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 barmy breezes. The available tinted glass sunroof is removable.



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



Pop open the trunk lid, and 56.2 cubic feet of storage space opens up for your family's carrying needs. There's no spare tire to get in the way. It's located under the trunk floor.




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

Automatic safety belts for driver and right front passenger are standard on Delta 88 Coupes. They will be standard on Delta 88 Sedans, November, 1986.



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 3-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.**











**The 1987 Oldsmobiles:**

*Toronado 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.

