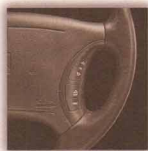


*The 1996*  
LSS





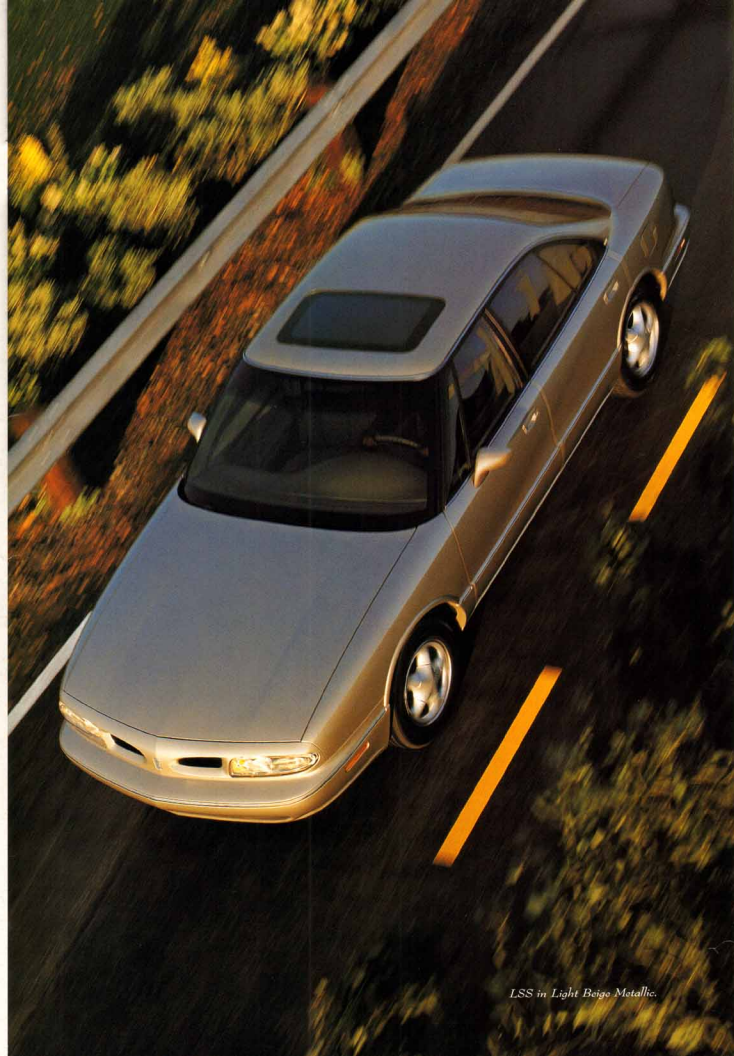
A potent performer for the serious driver.

LSS standard features include the 3800 Series II V6 engine with sequential port fuel injection, 4-speed electronic-shift automatic transmission, anti-lock brakes, dual air bags, daytime running lamps, 4-wheel independent suspension with 16-inch aluminum wheels and touring tires, full-speed traction control system, Magnasteer variable-assist steering, foglamps and the PASS-Key vehicle security system. The fully equipped cabin includes new contour front bucket seats with leather-trimmed seating surfaces, floor-mounted shifter with storage console, full power accessories, dual-zone automatic climate control, leather-wrapped steering wheel with touch controls, remote-control keyless entry system, and an AM/FM stereo with cassette player and 6-speaker Dimensional Sound system.



Guidestar Navigation Information System.

Available on LSS, Oldsmobile's exclusive Guidestar navigation information system puts immediate, easy-to-understand travel information at your fingertips. Using Global Positioning System satellites now circling in space, Guidestar actually tracks your vehicle and knows where you are at every moment. The system provides turn-by-turn routing instructions to local points of interest such as hotels and airports, or the most direct route to your destination. Availability is limited. Ask your local retailer for more information about this exciting new Oldsmobile feature.



STRAIGHTFORWARD  
BUYING

OLDSMOBILE IS MAKING IT

EASIER TO BUY YOUR LSS BY

PROVIDING THE MOST

POPULAR FEATURES IN ONE

FULLY EQUIPPED MODEL.

THERE'S NO NEED TO WALK

THROUGH ENDLESS LISTS OF

OPTIONS. AND TO MAKE IT

EASIER STILL, OLDSMOBILE

SALES CONSULTANTS ARE

SPECIALLY TRAINED TO

ANSWER YOUR QUESTIONS

AND MAKE YOUR BUYING

EXPERIENCE ENJOYABLE.

LSS in Light Beige Metallic.





LSS in Light Beige Metallic.



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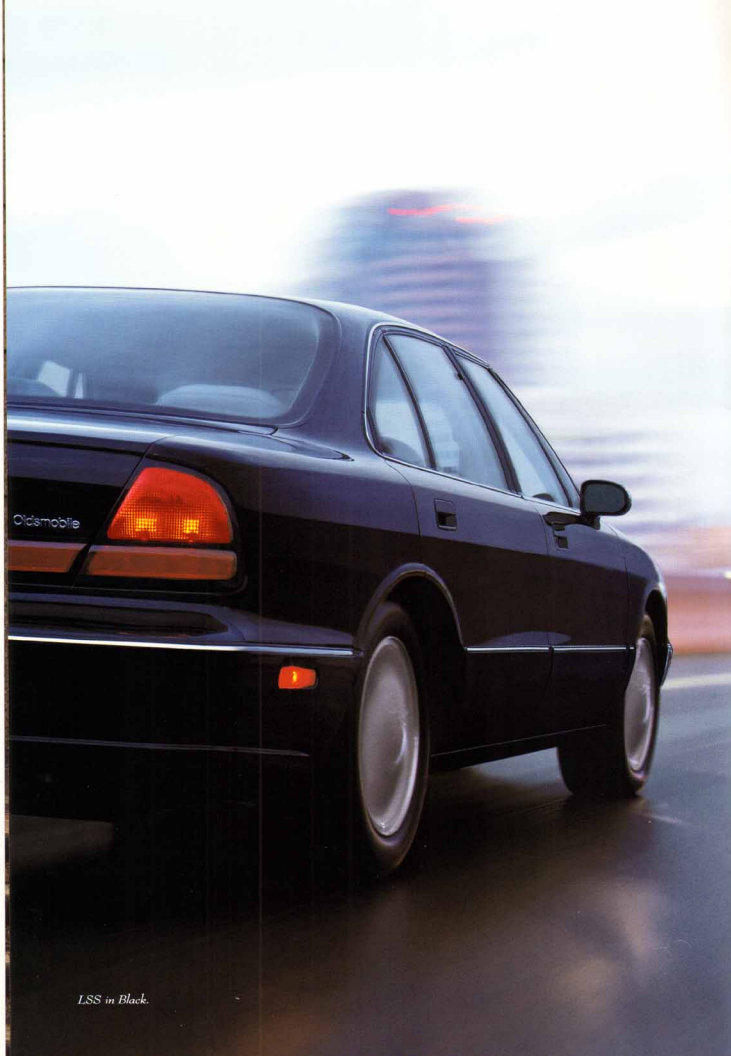
SALES CONSULTANTS ARE

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AND MAKE YOUR BUYING

EXPERIENCE ENJOYABLE.



LSS in Black.

Quick and comfortable,  
LSS is the high-tech definition of  
sophisticated performance.

Think of it as a prizefighter in a well-tailored suit. It's got the power, agility and reflexes you'd find in an all-out sports coupe. But it also features the roominess of a full-size sedan. And with

its newly restyled exterior and 5-spoke



*The available power sunroof features a sliding sunshade and a built-in wind deflector to reduce buffeting.*

aluminum-alloy wheels, it has the polish, clean styling and good breeding of a luxury car. It's refined performance ready to go head-to-head with the leading imports.



*The sculpted contour front bucket seats have been exhaustively tested and feature deep side and back bolsters for support and comfort.*



*Standard 8-way power front seats feature a "metaphoric" switch for intuitive operation.*



STRAIGHTFORWARD  
BUYING

OLDSMOBILE IS MAKING IT  
EASIER TO BUY YOUR LSS BY  
PROVIDING THE MOST  
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THERE'S NO NEED TO WADE  
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SALES CONSULTANTS ARE  
SPECIALLY TRAINED TO  
ANSWER YOUR QUESTIONS  
AND MAKE YOUR BUYING  
EXPERIENCE ENJOYABLE.



Performance oriented  
and ergonomically designed, this cockpit is  
ready for the open road.



ECOLOGICALLY SOUND  
GENERAL MOTORS IS  
COMMITTED TO THE NATURE  
CONSERVANCY® AND ITS  
WORK OF PROTECTING  
NATURAL HABITATS. GM  
CONTRIBUTES GENEROUSLY  
TO THE CONSERVANCY'S  
EFFORTS AND DOES  
ITS SHARE TO PROTECT THE  
ENVIRONMENT BY USING  
CFC-FREE REFRIGERANT  
AND THE LATEST ON-BOARD  
DIAGNOSTIC SYSTEM  
(OBD-II) TO HELP REDUCE  
ENGINE EMISSIONS.



*Dual-zone climate control allows the front passenger to adjust the temperature to his or her personal preference.*

Serious driving requires a no-nonsense cockpit with as few distractions as possible. But the serious driver

also demands the ultimate in room and comfort to remain relaxed and alert behind the wheel. In LSS,

you'll find sumptuous leather-

trimmed seating areas, steering wheel touch controls for the radio and climate control

systems, as well as a host of other comfort and

convenience items.

It's the performance sedan that doesn't ask you to give up interior space or comfort.



*The available audio system adds a compact disc player to the standard AM/FM stereo with cassette player.*



*The rear-seat pass-through enhances convenience and security.*

Standard features that contribute to LSS comfort and convenience include 8-way power driver and front-passenger seats, cruise control, TILT-Wheel adjustable steering column, remote-control keyless entry system, Electrochromic inside mirror with compass, automatic headlamp control, dual-power outside mirrors, leather-wrapped steering wheel, and much more.



*LSS with seating areas trimmed in Light Beige leather.*



ABILITY

THANKS TO ITS ADVANCED  
TOURING SUSPENSION,  
THE LSS CAN CARVE UP A  
SNAKING CANYON ROAD WITH  
THE SAME EXHILARATION AS  
IT DOES ACCELERATING  
IN A STRAIGHT LINE.  
FOR EXCEPTIONAL  
CORNERING AND QUICK  
RESPONSE, STANDARD  
FEATURES INCLUDE  
A FULLY INDEPENDENT  
SUSPENSION, FRONT AND  
REAR STABILIZER BARS,  
AND WIDE 40-SERIES TIRES.



ECOLOGICALLY SOUND

GENERAL MOTORS IS COMMITTED TO THE NATURE CONSERVANCY® AND ITS WORK OF PROTECTING NATURAL HABITATS. GM CONTRIBUTES GENEROUSLY TO THE CONSERVANCY'S EFFORTS AND DOES ITS SHARE TO PROTECT THE ENVIRONMENT BY USING CFC-FREE REFRIGERANT AND THE LATEST ON-BOARD DIAGNOSTIC SYSTEM (OBD-II) TO HELP REDUCE ENGINE EMISSIONS.



LSS with seating areas trimmed in Light Beige leather.



ABILITY

THANKS TO ITS ADVANCED TOURING SUSPENSION, THE LSS CAN CARVE UP A SNAKING CANYON ROAD WITH THE SAME EXHILARATION AS IT DOES ACCELERATING IN A STRAIGHT LINE. FOR EXCEPTIONAL CORNERING AND QUICK RESPONSE, STANDARD FEATURES INCLUDE A FULLY INDEPENDENT SUSPENSION, FRONT AND REAR STABILIZER BARS, AND WIDE 60-SERIES TIRES.



  
 ECOLOGICALLY SOUND  
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 CFC-FREE REFRIGERANT  
 AND THE LATEST ON-BOARD  
 DIAGNOSTIC SYSTEM  
 (OBD-II) TO HELP REDUCE  
 ENGINE EMISSIONS.



LSS in Black.

Pick your powerplant.  
Regular or supercharged.



3800 V6 Engine (LG7)

The heart and soul of any sports sedan is the engine. With LSS, you

The available supercharged 3800 Series II V6—have a choice of two lively and engine produces a potent 240 hp at 5200 rpm and 280 lb-ft of torque at 3200 rpm. exhilarating personalities. The

standard powerplant is a responsive and™

free-revving 3800 Series II V6. For those

wanting the very ultimate in performance,

the available supercharged 3800 Series II

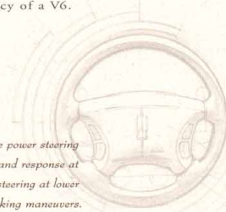
engine provides the quick throttle response

of a V8 with the efficiency of a V6.



The advanced 3800 Series II V6 engine features sequential port fuel injection for maximum power output as well as optimum fuel efficiency.

The sophisticated Magnasteer speed-variable power steering system enhances steering precision and response at higher speeds, yet provides low-effort steering at lower speeds and during parking maneuvers.



LSS standard features that enhance handling and performance include a 4-speed electronic-shift automatic transmission, electronic traction control, anti-lock brakes, 16-inch 5-spoke aluminum wheels, fully independent suspension with automatic load leveling, and an on-board diagnostic system (OBD-II).



AGILITY

THANKS TO ITS ADVANCED  
 TOURING SUSPENSION,  
 THE LSS CAN CARVE UP A  
 SNAKING CANYON ROAD WITH  
 THE SAME EXHILARATION AS  
 IT DOES ACCELERATING  
 IN A STRAIGHT LINE.  
 FOR EXCEPTIONAL  
 CORNERING AND QUICK  
 RESPONSE, STANDARD  
 FEATURES INCLUDE  
 A FULLY INDEPENDENT  
 SUSPENSION, FRONT AND  
 REAR STABILIZER BARS,  
 AND WIDE 60-SERIES TIRES.

Safety systems as thoroughly engineered  
as its performance package.



**SAFETY**

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE, COUPLED WITH AN AGILE SUSPENSION AND A RESPONSIVE STEERING SYSTEM THAT HELPS YOU AVOID A COLLISION. SINCE BEING SEEN BY ONCOMING TRAFFIC IS IMPORTANT TO SAFETY, LSS IS EQUIPPED WITH DAYTIME RUNNING LAMPS.

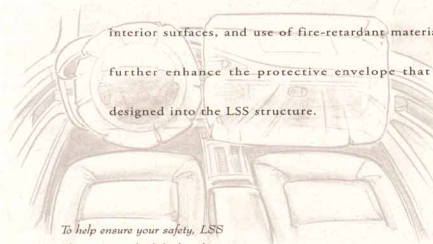


*The remote keyless entry system features a panic button to enhance your security.*

The safety of LSS begins the moment the first steel panels are welded together. The steel itself, except the roof, is galvanized on both sides to resist the weakening effects of corrosion. The structure has been carefully designed and

stringently tested so that, if a collision occurs, impact forces will be directed away from the passenger compartment.

And a dual air bag system\*<sup>†</sup>; padded and contoured interior surfaces, and use of fire-retardant materials further enhance the protective envelope that is designed into the LSS structure.



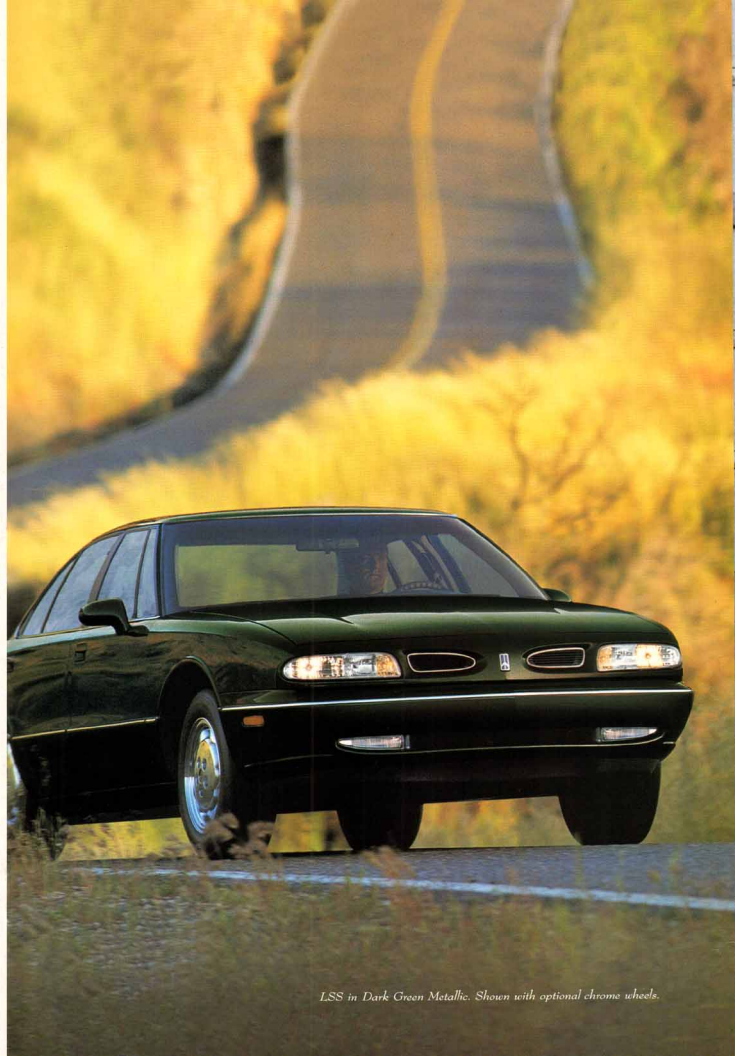
*To help ensure your safety, LSS features standard dual air bags.*



*Standard anti-lock brakes modulate brake line pressure to prevent wheel lockup and help the driver maintain steering control under maximum braking effort.*

Additional LSS standard features that enhance safety and security include electronic traction control, brake/transmission shift interlock, rear door child-security locks, PASS-Key vehicle security system, illuminated entry/exit system, halogen headlamps, foglamps, side and electric rear window defoggers, and much more.

*\*Always wear your safety belts, even with air bags.*



**OWNER AFTERCARE**

IN ADDITION TO OUR 3-YEAR/50,000-MILE (WHICHEVER COMES FIRST) BUMPER-TO-BUMPER LIMITED WARRANTY, WE ALSO OFFER COURTESY TRANSPORTATION, FREE TRIP ROUTING AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-442-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.

*LSS in Dark Green Metallic. Shown with optional chrome wheels.*





#### SAFETY

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE, COUPLED WITH AN AGILE SUSPENSION AND A RESPONSIVE STEERING SYSTEM THAT HELPS YOU AVOID A COLLISION. SINCE BEING SEEN BY ONCOMING TRAFFIC IS IMPORTANT TO SAFETY, LS8 IS EQUIPPED WITH DAYTIME RUNNING LAMPS.



*LS8 in Dark Green Metallic. Shown with optional chrome wheels.*



#### OWNER AFTERCARE

IN ADDITION TO OUR 3-YEAR/36,000-MILE (WHICHEVER COMES FIRST) BUMPER-TO-BUMPER LIMITED WARRANTY, WE ALSO OFFER COURTESY TRANSPORTATION, FREE TRIP ROUTING AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-442-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.



SAFETY

CRASHWORTHINESS

SYSTEMS APPROACH TO

SAFETY, IT BEGINS AT THE

DESIGN STAGE WITH A

STRONG STRUCTURE,

COUPLED WITH AN AGILE

SUSPENSION AND A

RESPONSIVE STEERING

SYSTEM THAT HELPS YOU

AVOID A COLLISION,

SINCE BEING SEEN BY

ONCOMING TRAFFIC IS

IMPORTANT TO SAFETY, LSS

IS EQUIPPED WITH DAYTIME

RUNNING LAMPS.

SAFETY AND SECURITY

- Anti-lock power front disc/rear drum brakes
Brake/transmission shift interlock
Electronic traction control
Dual air bags
3-point front and rear outboard safety belts with front height adjustment and rear Child Comfort Guides, plus rear center lap belt
Automatic programmable power door locks
Rear door child-security locks
Remote-control keyless entry system with illumination features and retained accessory power includes two key-chain transmitters with panic button and chirp feature
PASS-Key vehicle security system
Daytime running lamps
Hazard headlamps with flash-to-pass feature
 Foglamps
Side and electric rear window defoggers
Dual power outside mirrors

MECHANICAL

- 3800 Series II V6 engine with sequential port fuel injection
Supercharged 3800 Series II V6 engine with sequential port fuel injection
Front-wheel drive
4-speed electronic-shift automatic transmission
Magnaspeed speed-variable-ratio steering
4-wheel independent torsion suspension with automatic load leveling
Maintenance-free battery
High-capacity engine cooling equipment
Stainless steel exhaust system
Engine lock heater

EXTERIOR

- 16-spoke 5-spoke aluminum wheels
16-inch chrome wheels
P225/60R16 black sidewall GoodYear® performance radial tires
Soft-Ray tinted side windows with EZ-Kool® solar-control windshield and rear window
Pulse wipers
Lower sunroof with tinted sliding glass panel

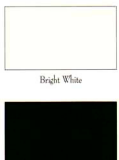
EXTERIOR COLORS

- Medium Gray Metallic (03)
Bright White (10)
Light Blue Metallic (36)
Black (41)
Medium Green Metallic (42)
Medium Green Gray Metallic (47)
Dark Green Metallic (48)
Light Beige Metallic (50)
Red Metallic (72)
Dark Red Metallic (77)

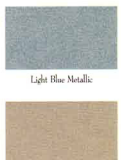
\*Optional only. \*\*Color trim available as a no-charge option in place of standard leather trim.



Medium Gray Metallic Dark Green Metallic



Bright White Light Blue Metallic



Light Beige Metallic Red Metallic



Black Medium Green Metallic



Dark Green Metallic Dark Red Metallic

Color Combinations

INTERIOR LEATHER AND CLOTH COLORS

Table with 3 columns: GRAPHITE, LIGHT GRAY\*\*, LIGHT BEIGE\*\* and 3 rows of color swatches.

LSS EQUIPMENT

COMFORT AND CONVENIENCE

- Dual-zone automatic climate control
Air conditioning with CFC-free refrigerant
Steering wheel touch controls for audio and climate control systems
TILT/Wheel adjustable steering column
Cruise control
Power windows with driver's auto-down
Analog gauge cluster with tachometer
Inside/outside temperature indicator
Front center console with floor shifter, storage armrest and cupholder
Rear-seat storage armrest with cupholders
Overhead storage console with dual reading lamps
Illuminated entry with theater dimming and inadvertent load protection
Rear reading lamps
Lighting package (includes courtesy, sitting, glove box and trunk lamps, plus floor/tilt door-mounted controls)
Automatic headlamp control
Electrochromic inside mirror with compass
Dual visors with lighted vanity mirrors
Front door and seat lock map pockets
Reminders for low fuel, coolant and washer fluid levels, oil pressure and high engine temperature
Headlamp and turn signal reminder chimes
Power trunk lock release
Deluxe trunk trim with cargo net

AUDIO SYSTEMS

- Deluxe ETR AM/FM stereo with cassette player, automatic tone control, seek/scan, digital clock and power antenna
Deluxe ETR AM/FM stereo with CD and cassette players, automatic tone control, seek/scan, digital clock and power antenna
6-speaker Dimensional Sound system

SEATING AND TRIM

- Contour front bucket seats with 8-way power adjustments, including power recliners
Rear bench seat with integrated headrests and center pass-through to trunk
Leather-trimmed seating areas
Cloth interior trim (no extra charge)
Leather-wrapped steering wheel and floor shifter
Front and rear carpeted floor mats
Standard Optional

EXTERIOR DIMENSIONS

Table with 2 columns: Dimension and Value. Includes Wheelbase (110.8), Length (201.6), Width (74.7), Height (65.7), Curb weight (3402), Front wheel (60.4/60.4), Turning circle (40.7 left/39.4 right).

INTERIOR DIMENSIONS

Table with 2 columns: Dimension and Value. Includes Headroom (38.7/38.3), Legroom (42.5/38.7), Shoulder room (59.0/58.3).

CAPACITIES

Table with 2 columns: Capacity and Value. Includes Seating capacity (5), Trunk volume (17.9), Fuel capacity (80.0).

EPA ESTIMATED FUEL ECONOMY

Table with 2 columns: Model and Fuel Economy. Includes 3800 Series II V6 (mpg, city/hwy) 19/30, Supercharged 3800 Series II V6 (mpg, city/hwy) 17/27.

POWER TEAMS

Table with 3 columns: Engines, Displacement, Horsepower, Torque, Fuel delivery, Transmission, Transaxle ratio. Compares 3800 Series II V6 and Supercharged 3800 Series II V6.



OWNER AFTERCARE

IN ADDITION TO OUR

3-YEAR/36,000-MILE

(WHICHEVER COMES FIRST)

BUMPER-TO-BUMPER LIMITED

WARRANTY, WE ALSO OFFER

COURTESY TRANSPORTATION,

FREE TRIP ROUTING AND

24-HOUR ROADSIDE

ASSISTANCE BY CALLING

1-800-442-OLDS.

AT OLDSMOBILE, WE'RE

COMMITTED TO YOUR

SATISFACTION LONG AFTER

THE PURCHASE OF

YOUR CAR.

A Word about Oldsmobile

THE GM CARD

Every time you use the no-annual-fee GM MasterCard® GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-8GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK

Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-942-3000 for more information.

SMARTLEASE BY GMAC

Smart Lease lets qualified customers lease for the portion of the vehicle they use, rather than paying for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPANT PROTECTION

- Driver and front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver and front passenger • Manual lap/shoulder safety belts, outboard seat positions • Manual lap safety belt, center seat position
Safety belt use reminder system • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • Tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door handles • Safety armrests • Head restraints, front adjustable, driver and front passenger • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-security locks • Automatic door locking system • Front and rear crush zones • Pressure lock radiator cap • Pressure relief fuel cap • Power window lockout

FOR CRASH AVOIDANCE

- Automatic daytime running lamps • Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center high-mounted stoplamp • Directional signal control • Windshield defogger, washer and multi-speed wipers • Inside daytime rearview mirror • Outside rearview mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Traction control • Starter safety switch • Dual-action hood latch (front opening) • Low-draw finish (inside windshield) moldings, wiper arms and blades • Safety road wheel rims • Tires with built-in tread wear indicators • Illuminated heater and defogger controls • Brake/transmission shift interlock • Audible disc brake lining wear indicators • Electric rear window defogger • Door warning lights/reflectors

FOR THEFT DETERRENCE

- PASS-Key vehicle security system • Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Visible vehicle identification number • Laser-etched VIN plate

IMPORTANT WORDS ABOUT THIS CATALOG

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile retailer for complete details.

A WORD ABOUT ENGINES

Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

A WORD ABOUT ASSEMBLY

Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobiles incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently sourced components than originally scheduled. All such components have been approved for use in Oldsmobiles and will provide the quality performance associated with the Oldsmobile name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

A WORD ABOUT UPDATED SERVICE INFORMATION

Oldsmobiles regularly send its retailers 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 those bulletins, too. Ask your retailer. To get ordering information, call toll-free 1-800-551-4123.

A WORD ABOUT CORROSION PROTECTION

Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through from corrosion for six years or 100,000 miles, whichever comes first. There is also no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required or recommended under the corrosion coverage.

A WORD ABOUT WARRANTY

The GM 3-year/36,000-mile Bumper-to-Bumper Limited Warranty covers its repairs for any new Oldsmobile, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile retailer for terms of these limited warranties.

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The paint color samples shown above may vary slightly from actual vehicle color due to the printing process.



*The 1996*  
OLDSMOBILES



*Aurora*



*Cirra Sedan*



*Ninety Eight*



*Cirra Wagon*



*LSS*



*Achieva Sedan*



*Eighty Eight*



*Achieva Coupe*



*Cutlass Supreme Sedan*



*Silhouette*



*Cutlass Supreme Coupe*



*Bravada*



an olc 360



Official Sponsor of the  
1996 U.S. Olympic Team