

The 1996
NINETY EIGHT





Luxury features without the luxury car price.

SERIES I — Standard features include the enhanced 3800 V6 engine, 4-speed electronic-shift automatic transmission, dual air bags, anti-lock brakes, steering wheel touch controls, Twilight Sentinel automatic headlamp control, leather-trimmed seating areas, 8-way power front seats with power lumbar adjustments, dual-zone automatic climate control, remote-control keyless entry system, AM/FM stereo with cassette player, 8-speaker Dimensional Sound system, and the PASS-Key vehicle security system.



Ultimate luxury car value.

SERIES II — Additional standard features include 2-position memory controls with remote feature for the driver's seat and outside mirrors, full-speed traction control system, cornering lamps, electronic instrument cluster with Driver Information Center, Electrochromic heated driver's outside mirror, Electrochromic inside mirror with compass, and power trunk pull-down.



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT
EASIER TO BUY A NINETY
EIGHT BY PACKAGING THE
MOST POPULAR FEATURES
INTO TWO SERIES. THERE'S
NO NEED TO WADE 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.

Ninety Eight in Light Blue Metallic.



Ninety Eight in Medium Gray Metallic.

The perfect marriage of contemporary
technology and classic design.



*The Electrochromic inside mirror
on Series II automatically dims
to reduce glare by up to 94 percent.*

Oldsmobile has earned a reputation for creating solidly engineered and supremely comfortable luxury sedans that are also remarkable values. Ninety Eight combines a

balanced blend of ride comfort, smooth and sophisticated power, and a high level of safety. In addition, Ninety Eight features traditional interior spaciousness with room for six occupants to ride in relaxed comfort. And a trunk so large, it can handle their luggage as well. If you need plenty of elbow room, but don't want to pay an arm and a leg, Ninety Eight is made for you.



*The standard dual-zone climate
control allows the front passenger
to adjust the temperature
separately for individual comfort.*

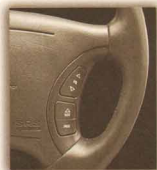


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Oldsmobile has created an interior dedicated to full-size luxury and uncompromising comfort.

Ninety Eight's most luxurious feature is an elegant interior designed for the pleasure of travel. Set into this smooth and silent driving environment is a host of convenience features.



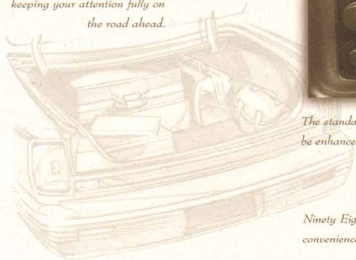
Steering wheel touch controls let you adjust the audio system and climate controls while keeping your attention fully on the road ahead.

Standard 8-way power front seats with adjustable lumbar supports provide comfort even after hours behind the wheel. And dual memory controls on Series II models automatically recall two individual settings for both the driver's seat and

outside mirrors.



The standard AM/FM stereo with cassette player can be enhanced with an available compact disc player.



Ninety Eight provides generous trunk room and the convenience of a power trunk pull-down on Series II.

Standard features that contribute to Ninety Eight's comfort and convenience include leather-trimmed seating areas, dual-zone automatic climate control, TILT/Wheel adjustable steering column, cruise control, power windows with driver's auto-down, Twilight Sentinel automatic headlamp control, power trunk release, overhead storage console, front and rear reading lamps, front and rear storage armrests with cupholders, and much more.



Ninety Eight Series I with seating areas trimmed in Light Beige leather.



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.



RIDE AND HANDLING

NINETY-EIGHT'S FULLY INDEPENDENT SUSPENSION

SYSTEM PROVIDES THE IDEAL

BALANCE BETWEEN A

COMFORTABLE RIDE AND

QUICK, SURE-FOOTED

STABILITY. AND WITH ITS

AUTOMATIC LOAD-LEVELING

SYSTEM, HANDLING REMAINS

PREDICTABLE EVEN WITH A

FULL LOAD OF PASSENGERS

AND THEIR LUGGAGE.



Ninety Eight Series II with seating areas trimmed in Light Beige leather.



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.



Ninety Eight in Light Beige Metallic.



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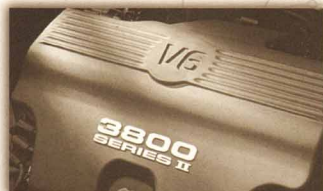
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Ninety Eight in Red Metallic.

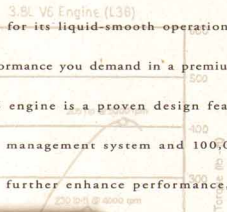
Ninety Eight gives you
 a rewarding balance of power, control
 and lasting refinement.

With a potent V6 engine, front-wheel drive and an automatic transmission renowned for its liquid-smooth operation, Ninety Eight provides the performance you demand in a premium sedan. The updated 3800 V6 engine is a proven design featuring a self-tuning electronic management system and 100,000-mile tune-up intervals. To further enhance performance, Ninety

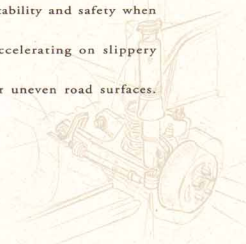


The durable, refined 3800 V6 engine provides authoritative power as well as remarkable fuel efficiency. Producing 205 horsepower, it's been rated as one of the world's "ten best engines" by Ward's Auto World, January 1995.

Eight offers an advanced electronic traction control system to help maximize stability and safety when accelerating on slippery or uneven road surfaces.



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To enhance Ninety Eight's ride and performance, standard features include a 4-speed electronic-shift automatic transmission, power rack-and-pinion steering, 15-inch aluminum wheels with all-season touring tires and an on-board diagnostic system (OBD-II).

Surrounded by leading-edge safety technology, there is a reassuring sense of security in a full-size Ninety Eight.



SAFETY

SAFETY IS A NEVER-ENDING PURSUIT AT OLDSMOBILE. THAT'S WHY EVERY 1996 NINETY EIGHT IS EQUIPPED WITH DAYTIME RUNNING LAMPS TO MAKE YOU MORE VISIBLE TO ONCOMING TRAFFIC. A NEW PANIC BUTTON ON THE KEYSLESS REMOTE TRANSMITTER HELPS ASSURE YOUR PERSONAL SECURITY, AND A PASS-KEY VEHICLE SECURITY SYSTEM HELPS PREVENT THEFT. EVEN THE BATTERY IS PROTECTED FROM RUNNING DOWN IF YOU LEAVE THE INTERIOR LIGHTS ON.



Lift the door handle or unlock with the keyless remote transmitter, and the interior lights up, making entry easier and more secure at night.

Oldsmobile Ninety Eight has been carefully designed and engineered to provide a feeling of confidence and security. That's why you'll find dual

air bags* and anti-lock brakes as standard equipment. And the steel safety-cage body construction with front and rear crush zones is designed to help absorb and guide crash energy away from the passenger cabin. It's the kind of comprehensive safety package that will give you peace of mind.

A push of a button unlocks the doors, opens the trunk or activates the horn and headlamps in an emergency. The system chirps when the doors are locked.



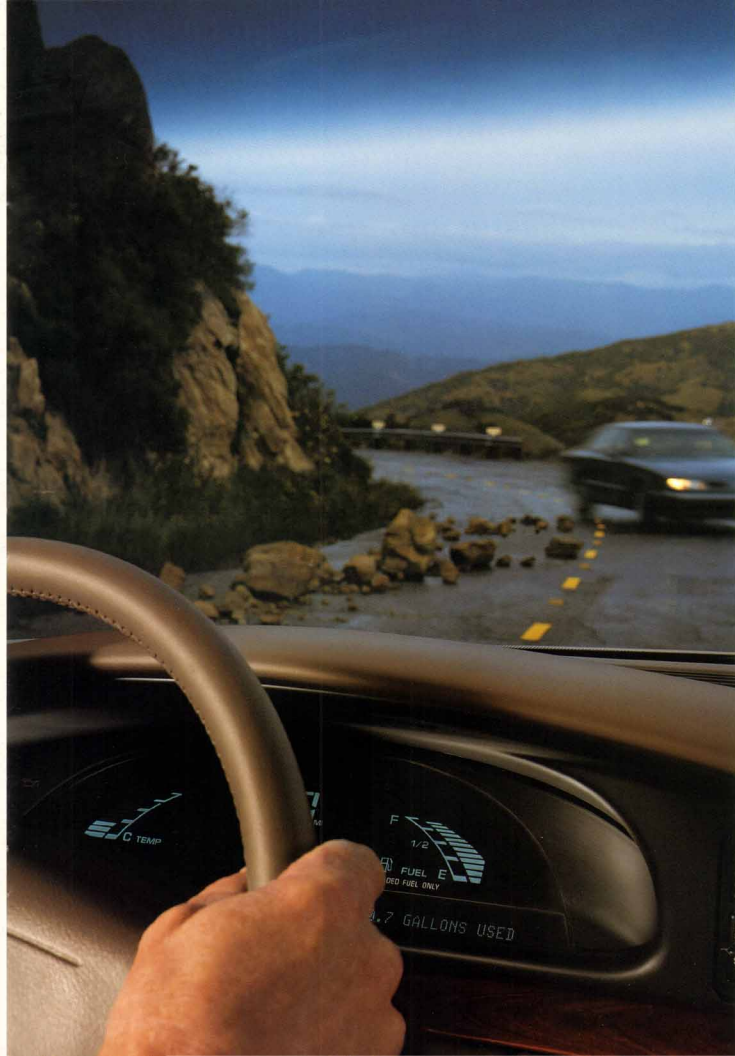
The standard 4-wheel anti-lock braking system (ABS) helps the driver maintain steering control even under maximum braking effort.

To help protect you and your vehicle, standard features include dual air bags, brake/transmission shift interlock, automatic programmable power door locks, rear door child-security locks, and a traction control system (standard on Series II, available on Series I).

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



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AT OLDSMOBILE, WE'RE
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Ninety Eight Equipment

SAFETY AND SECURITY			
SERIES	I II		
Anti-lock power front disc/rear drum brakes	■ ■		
Dual air bags	■ ■		
Brake/transmission shift interlock	■ ■		
Electronic traction control	□		
3-point front and rear outboard safety belts with front height adjustment and rear Child Conductor Guides, plus front and rear center lap belts	■ ■		
Automatic programmable power door locks with delayed locking feature	■ ■		
Rear door child-recovery locks	■ ■		
Remote-control keyless entry system with illumination features, retained accessory power, and two key-chain transmitters with panic button, personalization and chirp features	■ ■		
Illuminated entry system with theater dimming and inactivated load protection	■ ■		
PASS-Key vehicle security system	■ ■		
Daytime running lamps	■ ■		
Halogen headlamps with flush-to-paint feature	■ ■		
Teilight Sentinel automatic headlamp control	■ ■		
Cornering lamps	-		
Side and electric rear window defoggers	■ ■		
Dual power outside mirrors	■ ■		
Electrochromic heated driver's outside mirror	■ ■		

MECHANICAL			
3800 Series II V6 engine	■ ■		
4-speed electronic-shift automatic transmission	■ ■		
Power rack-and-pinion steering	■ ■		
4-wheel independent suspension	■ ■		
Automatic load leveling	■ ■		
On-board diagnostic system (OBD-II)	■ ■		
Engine block heater	□ □		

EXTERIOR			
15-inch aluminum wheels	■ ■		
P205/70R15 white sidewall all-season radial tires	■ ■		
Falco wipers	■ ■		
EZ-Key® solar-control glass	■ ■		
Power trunk pull-down	-		
Electric glass-panel Astroflex® (reduces headroom slightly)	□ □		

Color Combinations

EXTERIOR COLORS	INTERIOR LEATHER AND CLOTH* COLORS			
	GRAPHITE	BLUE	LIGHT GRAY	LIGHT BEIGE
Medium Gray Metallic (03)	■	■	■	■
Bright White (16)	■	■	■	■
Medium Blue Metallic (30)	■	■	■	■
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)	■	■	■	■

*Cloth trim available as a no-charge option in place of standard leather trim.



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

COMFORT AND CONVENIENCE			
SERIES	I II		
Air conditioning with CFC-free refrigerant	■ ■		
Dual-zone automatic climate control	■ ■		
Steering wheel touch controls for audio and climate control systems	■ ■		
TILT/TEE® heel adjustable steering column	■ ■		
Cruise control	■ ■		
Power windows with driver's auto-down and lockout	■ ■		
Analog gauge cluster	-		
Electronic instrument cluster with Driver Information Center	-		
Covered storage console	■ ■		
Front and rear storage armrests with cupholders	■ ■		
Lighting package (includes courtesy, ambient, glove box and trunk lamps, plus floodlit door-mounted controls)	■ ■		
Dual front and rear reading lamps	■ ■		
Inside day/night mirror	■ ■		
Electrochromic inside day/night mirror with compass	■ ■		
Dual lighted visor vanity mirrors	■ ■		
Headlamp and turn signal reminder chimes	■ ■		
Power trunk lock and fuel-filler door release	■ ■		
Trunk cargo net	■ ■		
Auxiliary 12-volt power outlet	■ ■		
Rear seat ventilation ducts	■ ■		

AUDIO SYSTEMS			
Delco ETR AM/FM stereo with cassette player, automatic tone control, seek/scan, digital clock and power antenna	■ ■		
Delco ETR AM/FM stereo with CD and cassette players, automatic tone control, seek/scan, digital clock and power antenna	□ □		
8-speaker Dimensional Sound system	■ ■		

SEATING AND TRIM			
5545S upholstered front seat with 8-way power adjusters and power lumbar support	■ ■		
Memory controls for driver's seat and outside mirrors	-		
Leather-trimmed seating areas	■ ■		
Cloth interior trim (no extra charge)	□ □		
Front and rear carpeted floor mats	■ ■		

■ Standard □ Optional - Not available

Ninety Eight Specifications

EXTERIOR DIMENSIONS		CAPACITIES	
Wheelbase (in)	110.7	Seating capacity (passengers)	6
Length (in)	205.7	Trunk volume (cu ft)	20.2
Width (in)	74.6	Fuel capacity (gall)	18.0
Height (in)	54.8	EPA ESTIMATED FUEL ECONOMY	
Curb weight (lb)	3593	3800 Series II V6 (mpg, city/hwy)	19/30
Tread width, front/rear (in)	61.5/60.3		
Turning circle (ft, curb-to-curb)	39.4 left/40.0 right		

INTERIOR DIMENSIONS		POWER TEAM	
Headroom, front/rear (in)	38.2/37.6	3.8.0 SERIES II V6	
Lap/shoulder, front/rear (in)	42.7/40.7	Displacement	3.8 liters (231 cu in)
Shoulder room, front/rear (in)	59.0/58.1	Horsepower	205 @ 5200 rpm
		Torque (lb-ft)	230 @ 4000 rpm
		Fuel delivery	Sequential port fuel injection
		Transmission	4-speed electronic-shift automatic

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-GM-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 1-800-947-3000 for more information.

SMARTLEASE BY GMAC

SmartLease lets qualified customers pay for the portion of the vehicle they use, rather than leasing 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 right front passenger Supplemental Inflatable Restraints
- Manual lap/shoulder safety belts, driver and right front passenger
- Manual lap/shoulder safety belts, outboard rear-seat position
- Manual lap safety belts, center seat position
- Safety belt use reminder system
- Energy absorbing steering column
- Energy-absorbing instrument panel
- Laminated windshield glass, urethane hood
- Tempered safety glass, side and rear windows
- Interlocking door latches
- Side door beams
- Passenger-guard inside door lock handles
- Safety armrests
- Head restraints, front adjustable, driver and right front passenger
- Dual sun visors
- Break-away inside rearview mirror
- Security door locks and door locking components
- Rear door child-security locks
- Automatic door retention system
- Front and rear crush zones
- Pressure lock radiator cap

FOR CRASH AVOIDANCE

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

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



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Aurora



Cutra Sedan



Ninety Eight



Cutra Wagon



ESS



Achieva Sedan



Eighty Eight



Achieva Coupe



Cutlax Supreme Sedan



Silhouette



Cutlax Supreme Coupe



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