



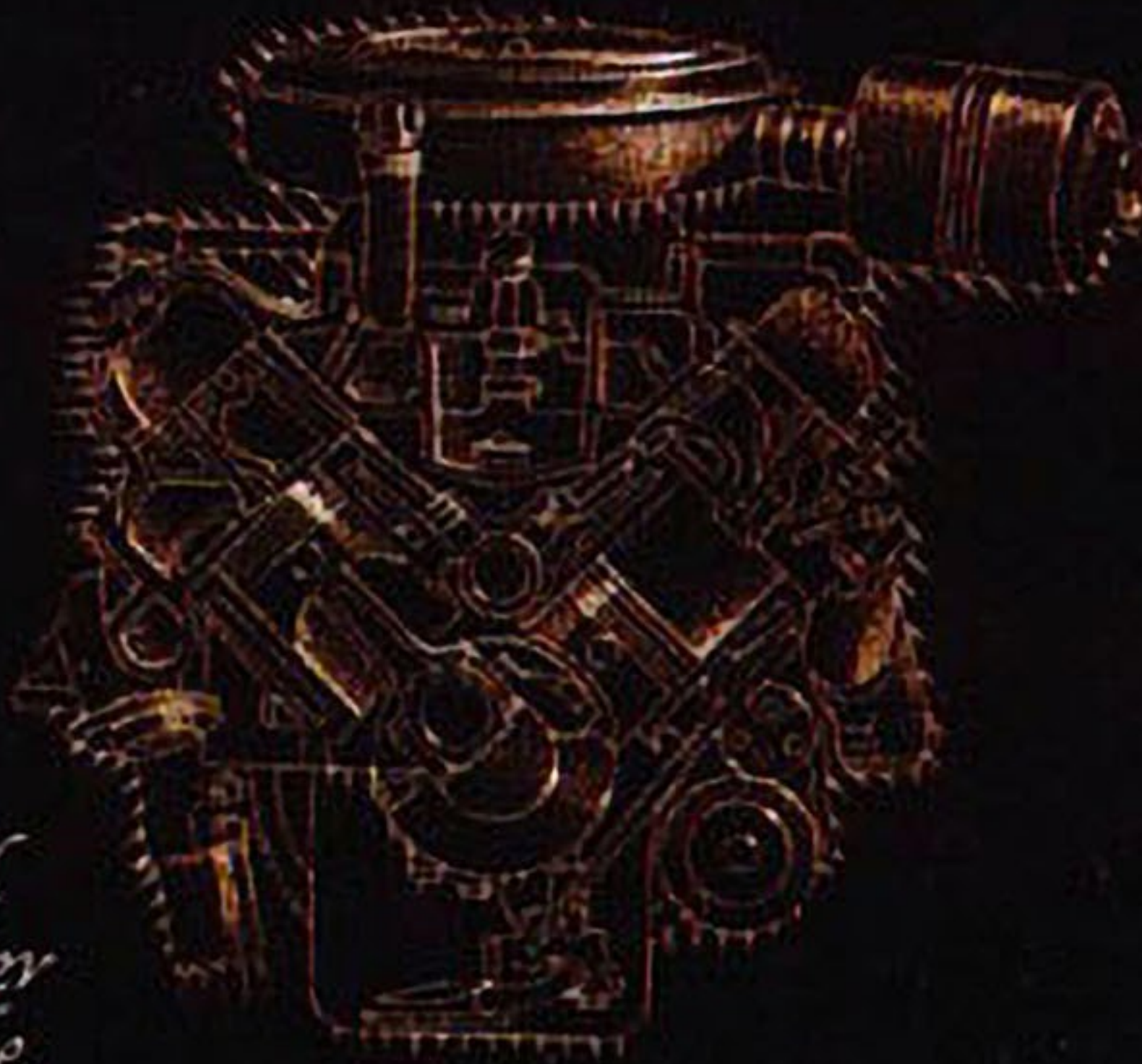
In man's search for a new measure of excellence...

# 1979 OLDSMOBILE

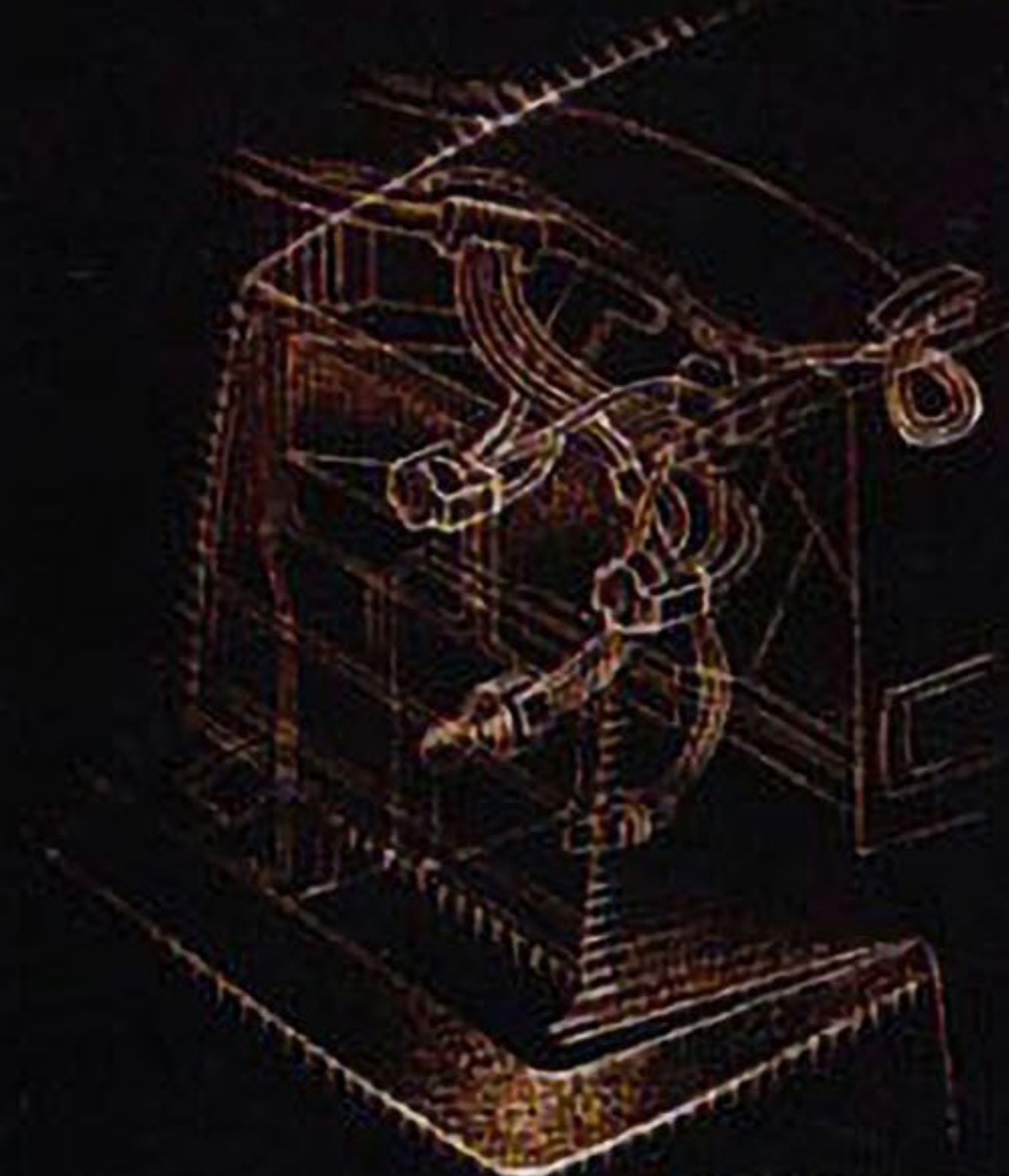
TORONADO · NINETY-EIGHT · DELTA 88 · CUSTOM CRUISER



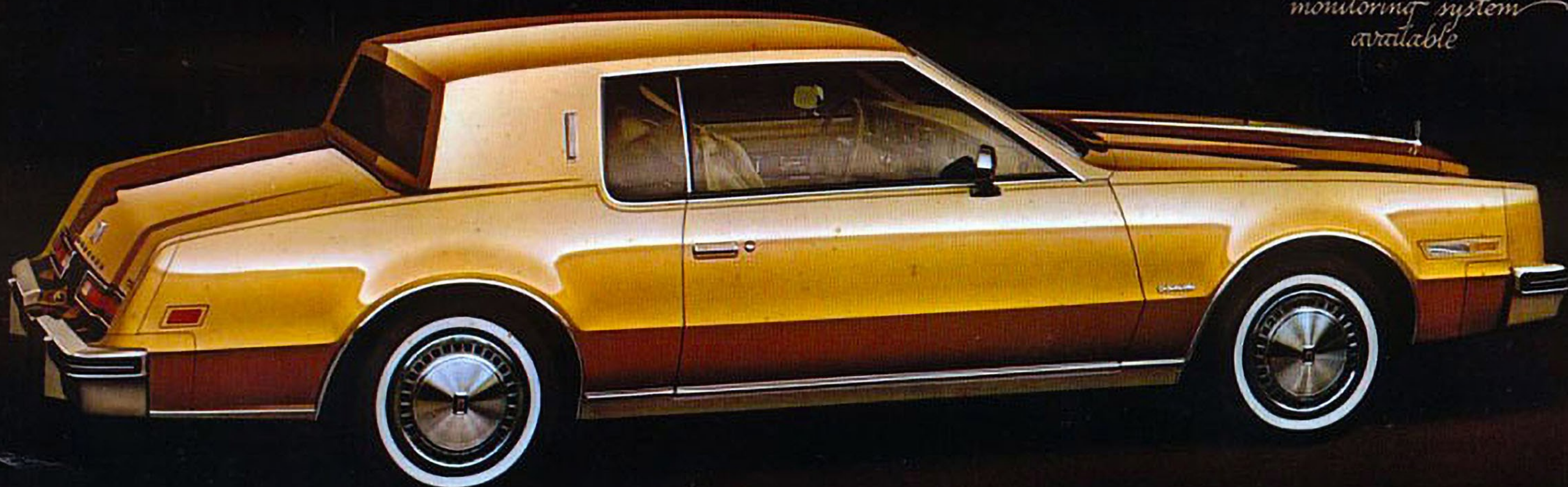
*Automatic  
level control*



*Diesel  
V8 power  
available*



*Fiber optic lamp  
monitoring system  
available*



*Independent  
4-wheel  
suspension*



*Front wheel  
drive*





## IN THE CONTINUING SEARCH FOR EXCELLENCE... OLDSMOBILE ENGINEERING CONTRIBUTES TO NEW ADVANCES IN THE 1979 OLDSMOBILES. ANOTHER STEP IN AMERICA'S LONGEST AUTOMOTIVE HERITAGE.

### "...TO BUILD ONE CARRIAGE IN AS NEARLY PERFECT A MANNER AS POSSIBLE..."

*From the minutes of the directors' meeting which established the Olds Motor Vehicle Company*

*August 21, 1897*

1979 begins our 82nd year of experience in designing, engineering and building cars to meet that criterion—more experience than any other American car name.

And through the years, Oldsmobile has participated in the development of innovation after innovation.

In the last two generations alone, Oldsmobile has led in these major developments:

The first fully automatic transmission, making driving easier than it had ever been before.

The first high-compression V8 production engine, making possible new levels of automotive performance.

Front-wheel drive for contemporary American automobiles.

New technology in developing and forming plastic components to improve weight efficiency in automobiles.

In the last two years, the introduction of a new generation of space- and fuel-efficient full-size and mid-size models. Plus, the world's first diesel V8 engine for passenger cars—available in full-size Oldsmobiles.

And this year, a new state of the art in personal luxury car design, the all-new Toronado. Plus, a new, fuel-efficient, 4.3-litre diesel V8 developed especially for mid-size cars—and available in Cutlass models—only from Oldsmobile!

So you can see why people have come to expect excellence in engineering in an Oldsmobile—and why Oldsmobile's reputation for fine cars continues to grow.

### TODAY'S OLDSMOBILES ARE DESIGNED AND BUILT TO MEET THE DEMANDS OF OUR TIMES.

It was a bold concept two years ago—but one America had been waiting for. Full-size and luxury cars which offered all the traditional qualities Oldsmobile owners had come to expect in their cars—but now in space-efficient, energy-efficient form.

It took new, computer-age approaches to achieve that result. New design concepts to pare off pounds and inches, yet leave the solid, big-car

feeling intact. New space efficiency to make them trimmer outside, yet offer more rear seat legroom inside. New weight-reducing materials, new anti-corrosion measures, new production processes. All this and much more was brought together through innovative engineering technology to produce new 98s and 88s which are better cars for our times—and good values for their owners.

Upon personal inspection you see the results of Oldsmobile's unending commitment to quality in every new Olds model.

America saw, and America approved. As a result, purchases of Delta 88 and Ninety-Eight by big-car buyers have substantially increased for two consecutive years.

For 1979, an all-new Toronado introduces the latest advanced concepts and technology in personal luxury car design. Now Toronado, Ninety-Eight and Delta 88 each offers its own set of new values to the buyer; what is equally important are the values they share because they are Oldsmobiles.

### AN EFFICIENT SIZE

These new-generation Oldsmobiles offer the advantage of space efficiency far advanced over their predecessors. They are shorter in wheelbase, reduced in overhang, easier to handle in crowded city traffic. Yet all have significantly improved headroom and legroom, front and rear, over their earlier-designed counterparts.

The trunk has been engineered to be space-efficient, too, with a flat floor and room to accommodate large pieces of luggage.



*Interior designed for space efficiency.*

### A SOLID, SECURE RIDE

An ultimate test of a big car traditionally has been its ride—its ability to gently cradle you over rough roads or boulevards with equal ease. So the

challenge was to maintain that composure in trimmer, more weight-efficient cars.

With the aid of sophisticated finite analysis computer technology, many components were "road tested" through computer simulation and fine-tuned at the design stage. Deep-travel suspension systems and front suspensions with inherent directional



*Many components were "road tested" by computer simulation.*

stability were developed to maintain the traditional big-car ride.

What you experience on the road is a sophisticated kind of luxurious ride, made even more impressive by the fact that it was achieved by ingenious engineering—reducing, not adding, weight.

### A RELAXING SENSE OF QUIET

A quiet, relaxing atmosphere is another prized hallmark of a finely engineered and built car. Shutting out the noisy outside world only heightens your sense of luxury as you drive along on the road.

Modern acoustics technology has been incorporated in the design of these cars. The ceiling above you is a specially designed acoustical barrier. Super-soft door seals help shut out the noise of passing traffic. Even the thick, lush carpeting is cut in a single piece to further help insulate you from road noise.

Try this little test when you first drive a 1979 Oldsmobile: once underway, turn the radio off and the fan down, and experience the sense of quiet. Then open the window a bit and listen to the noise of the outside world. Close it again and enjoy the peace advanced engineering has created for you. You can hold a quiet conversation here. Or, with a choice of available radios, enjoy the richness of stereo music.

### DEEP-SEATED COMFORT

The benefits of engineering are not limited to the mechanical aspects of your travel—you will enjoy them in the creature comforts of the 1979 Oldsmobiles as well.

Notice the seat height, and the angles of the seat cushion and back. Sit in the back seat and note the knee-room, legroom and footroom you have. If the car is a coupe, notice too, as you enter the back, there are no seat-back latches to fumble for—just tilt the seat-back forward, and step to the rear with ease.

### IMPRESSIVE DRIVEABILITY

Oldsmobile also believes that America expects a Delta 88, 98 or Toronado to be more than luxurious and comfortable—it must be a great road car that will maintain its poise in bad weather or on a difficult stretch of winding road.

So when you test-drive the Olds of your choice through a variety of situations, be alert to the total integration of all its engineering aspects. Steering agility, engine responsiveness and ride characteristics all work together to provide you with a comforting sense of control.

### AND—GOOD GAS MILEAGE\*

Today, the kind of gas mileage you expect from a car is probably a more important part of your buying



*Year-round testing for fuel efficiency.*

decision than ever.

That's why Oldsmobile has made fuel economy a high engineering priority in recent years—and the new-generation Toronado, 98, 88 and Custom Cruiser offer the kind of fuel efficiency you need today, with the room and comfort you want.

Furthermore, these cars offer still higher levels of fuel economy with an available 5.7-litre diesel V8—and only Oldsmobile offers it in all its full-size and luxury cars, and in a station wagon.



## A PROTECTED INVESTMENT

Zincrometal or galvanized metals are used extensively for body panels



Test models log thousands of miles during ride, handling, braking and acceleration evaluations.



in critical areas subjected to weather and road salt. Panels in many areas have been designed to eliminate weld joints in critical areas, and many joints are formed so as to shed water. The latest developments in primers and phosphates are used to protect hard-to-reach areas deep within the body.

The results are more thorough, more extensive corrosion defenses than were available just a few years ago.

## BETTER CARS FOR TODAY AND TOMORROW



Testing at Mesa, Arizona proving grounds.

Toronado, Ninety-Eight, Delta 88 and Custom Cruiser meet the space-efficiency fuel-efficiency needs of today — without sacrificing your needs for comfort, luxury and roadability.

Read about them now, then test-drive the one of your choice. Many Oldsmobile dealers offer the option of buying or leasing today — either way, your decision to have a great road car deserves to be made on the road.

## A WORD ABOUT THIS CATALOG

We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and, before ordering, you should ask him to bring you up-to-date.

## A WORD ABOUT ENGINES

The Oldsmobiles shown in this catalog are equipped with GM-built engines produced by various divisions. See the engine supplement sheet and your Olds dealer for complete details about engine sources and availability.

\*See EPA mileage estimates in the accompanying engine supplement sheet.

*V8 configuration for inherent balance, smoothness.*

*High-capacity intake manifolds, air filter.*

*Pump precisely meters fuel injected into each cylinder.*

*Pre-chamber permits stratified combustion.*

*Reinforced structures provide strength, durability.*

*Glow plugs pre-heat combustion pre-chambers.*

*Strong, compact short-stroke V-block design.*

THE 5.7-LITRE DIESEL V8.  
ONLY OLDS OFFERS IT IN EVERY FULL-SIZE AND LUXURY MODEL.

Last year, Olds introduced the 5.7-litre diesel V8 as the world's first in a passenger car. This year, Oldsmobile has expanded its availability to include the all-new Toronado as well.

What makes it so special? It saves like a diesel... runs like a V8... because it's both. The 5.7-litre diesel combines basic economy of a diesel with performance you might not expect from a diesel — thanks to its V8 configuration. And you may order it in Toronado or any Ninety-Eight, Delta 88 or Custom Cruiser.

## DIESEL MEANS FUEL ECONOMY

The EPA mileage estimates on the accompanying engine supplement sheet will demonstrate the substantially better mileage you can expect with a diesel, compared to the same Olds with a gasoline engine. But that's not all.

You can also expect less cost per gallon, based on the traditionally lower price for diesel fuel than for unleaded gasoline.

More miles per gallon... less cost per gallon. That's what this 5.7 diesel V8 is all about.

## SURPRISING PERFORMANCE

In the past, diesel cars have not been



known for their response, acceleration or smoothness. But you'll be pleasantly surprised by a 5.7-litre diesel V8 powered Oldsmobile.

The 5.7-litre diesel V8 delivers one of the highest power-to-weight ratios among diesel cars on the road today.

It responds with an acceleration and liveliness that expensive foreign diesel cars in America traditionally haven't offered. Merging into expressway traffic, you'll find you can accelerate easily into an opening. Traditionally, diesels haven't been known for quietness, either. But a diesel Olds is different. You'll find it unusually quiet for a diesel, especially when you're at cruising speeds.

## NO IGNITION SYSTEM TO TUNE UP

Unlike gasoline V8s, the diesel V8 has no spark plugs. No distributor. No carburetor. So it eliminates the need to service or replace these items. And it meets current emission standards without a catalytic converter.

Furthermore, its special requirements for regular maintenance are very simple. Just change oil and filter every 3000 miles, and check crankcase ventilation every 6000 miles. Other than that, its schedules are similar to other Oldsmobiles.

## ONLY OLDS OFFERS DIESEL V8s IN 19 DIFFERENT MODELS

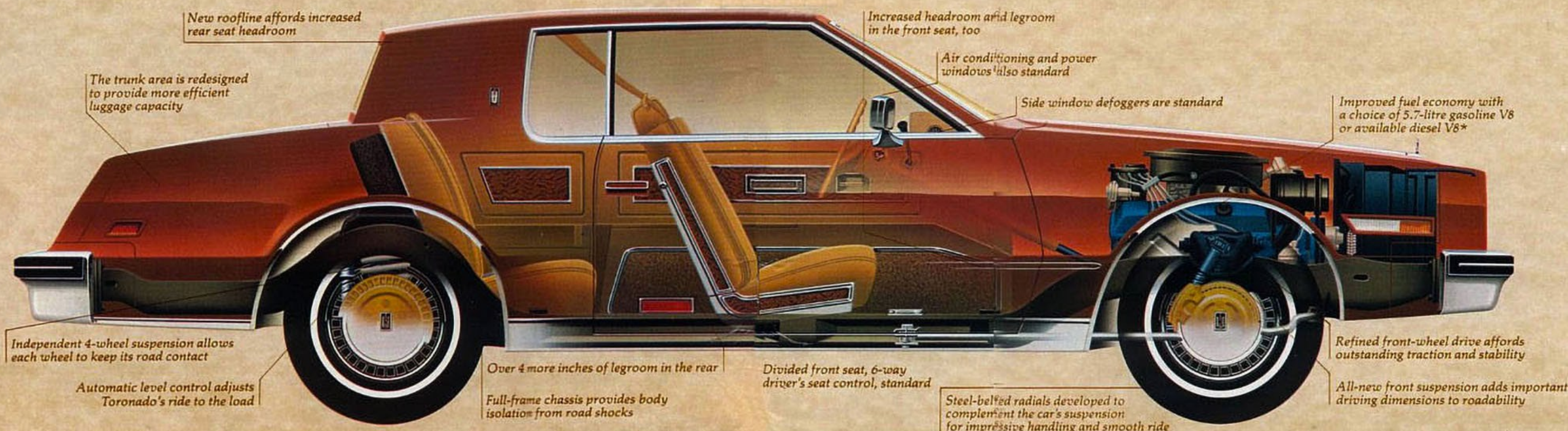
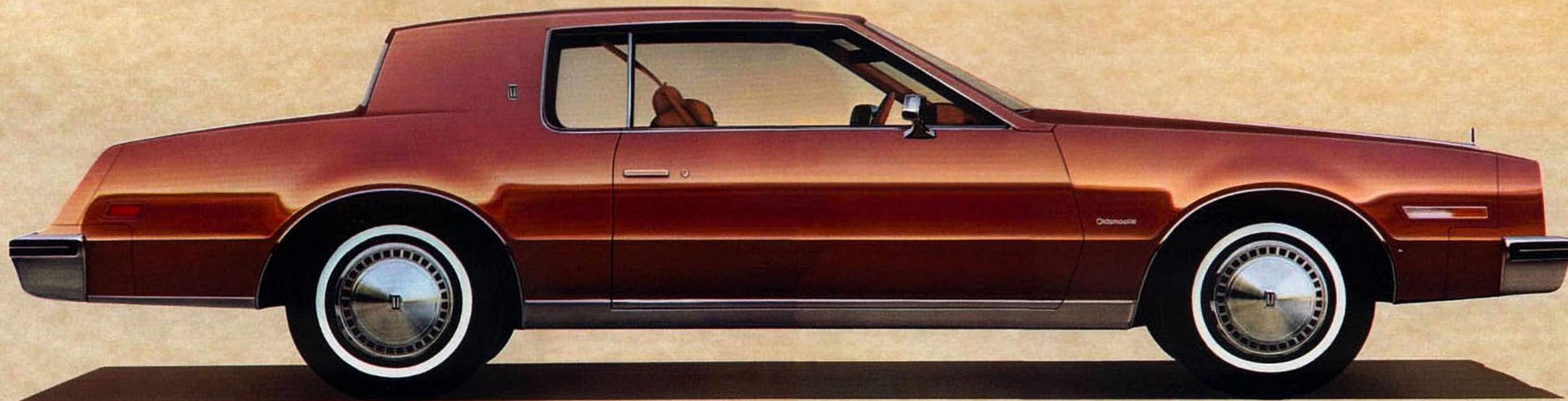
A diesel V8-powered Oldsmobile offers you a beautiful way to meet your needs in these energy-conscious times — without sacrificing the other qualities you want in a car.

It enables you to enjoy all the comforts of a full-size Oldsmobile, a new level of efficiency in big cars, a savings in fuel costs — and livelier performance than you've experienced in far more expensive foreign diesel cars in the past.

If all that seems too good to be true, convince yourself in a test drive.



# THE ALL-NEW TORONADO. A NEW LEVEL OF ENGINEERING EXCELLENCE.



## AN EXTRAORDINARY NEW DRIVING EXPERIENCE, BORN OF NEW ENGINEERING ADVANCEMENTS.

Fourteen years ago, Toronado reintroduced front-wheel drive to American cars, and a new state of the

art was born in personal luxury cars.

Today, Olds engineers have refined front-wheel drive and added new independent four-wheel suspension and an automatic ride leveling system for impressive roadability. They have shortened Toronado's

turning radius, trimmed it down for new weight efficiency, equipped it with steel-belted radial-ply tires to complement the suspension.

Result: A whole new driving experience in a car long famous for roadability. Impressive road-gripping

traction, cornering and straightaway stability. New quickness of response.

Moreover, Toronado gives you the rewards of new space and weight efficiency inside: more living room—especially in the rear seat. And it is equipped with the amenities you'd

expect in fine personal luxury cars.

In fact, Toronado is a magnificent new kind of personal luxury car—engineered to provide an unforgettable new driving experience. Your Olds dealer can arrange an appointment to enjoy it sometime soon.

### POWER TRAIN<sup>1</sup>

Engine—standard	5.7 litre (350 CID) V8
Available	5.7 litre (350 CID) Diesel V8
High-energy ignition system	Standard
Automatic transmission	Standard
Front axle ratio	2.41

### EXTERIOR DIMENSIONS

Length (in.)	205.6
Width (in.)	71.4
Height (in.)	54.2
Wheelbase (in.)	114.0
Tread—front (in.)	59.3
Tread—rear (in.)	60.0
Tire size, standard	P205/75R15
Fuel tank (gal.)	gas 20/diesel 22.8
Curb weight (lbs.)	3851

### INTERIOR DIMENSIONS

Front:	
Legroom (in.)	42.8
Headroom (in.)	37.9
Shoulder room (in.)	56.6
Rear:	
Legroom (in.)	39.4
Headroom (in.)	37.9
Shoulder room (in.)	55.9
Trunk capacity (cu. ft.)	16.5

### STANDARD EQUIPMENT:

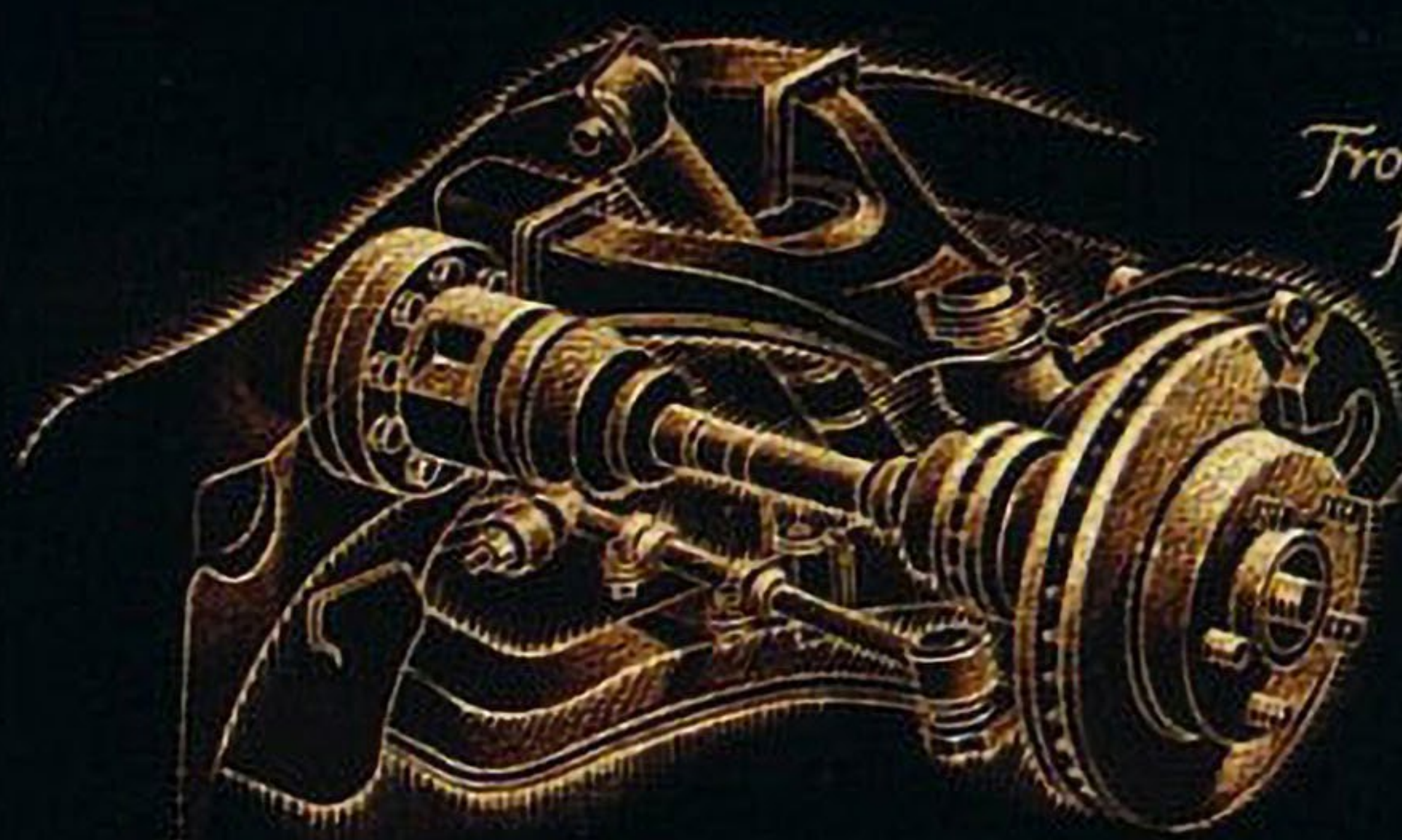
Power steering. Power brakes. Power windows. Four-Season air conditioner. Automatic level control. Side window defrosters. Temperature gauge and trip odometer. Cornering lamps. Remote control outside rearview mirrors. AM-FM stereo radio with power antenna. 6-way power driver's seat. And more.

\*<sup>1</sup> Check your engine supplement sheet for specific details—standard and available equipment may differ in California and high-altitude areas—and for EPA mileage estimates.



# TORONADO

A NEW STATE OF THE ART IN PERSONAL LUXURY CAR DESIGN.



*Front wheel drive—  
pioneered by Olds  
in contemporary  
American cars—  
now refined  
for 1979.*





In the new and private inner world of Toronado, you feel sheltered from the noises of the outer world. The atmosphere is serene and luxurious. The comfort is deep and spacious.

Your sense of luxury is further heightened by an incredible new array of standard equipment around you. Air conditioning. Divided front seat and 6-way driver's power seat

control. AM/FM stereo radio with 4-speaker fidelity and power antenna. Side-window defroster system. Power steering, brakes, windows and door locks. Automatic ride level control. Upholstered trunk and spare tire cover. And much more.

But beyond all else, there is the knowledge that beneath the luxury there is advanced engineering that

makes Toronado beautifully responsive on the open road. You drive with a reassuring feeling of confidence and command.

It's a magic experience that is yours to discover at your Oldsmobile dealer's. Once you've experienced the luxurious inner world of Toronado, you will find new meaning in the term personal luxury car.

(1) A private island of splendor and spaciousness—available with soft, lustrous leather in the seating areas. (2) Rich, textured velour is the standard trim. (3) A choice of metal or tinted safety glass electric sunroof is available for that open-air feeling (reduces headroom slightly). (4) Control center of the all-new Toronado with rich, simulated wood-grain inlays. (5) Firemist Gold is one of three special Toronado colors.

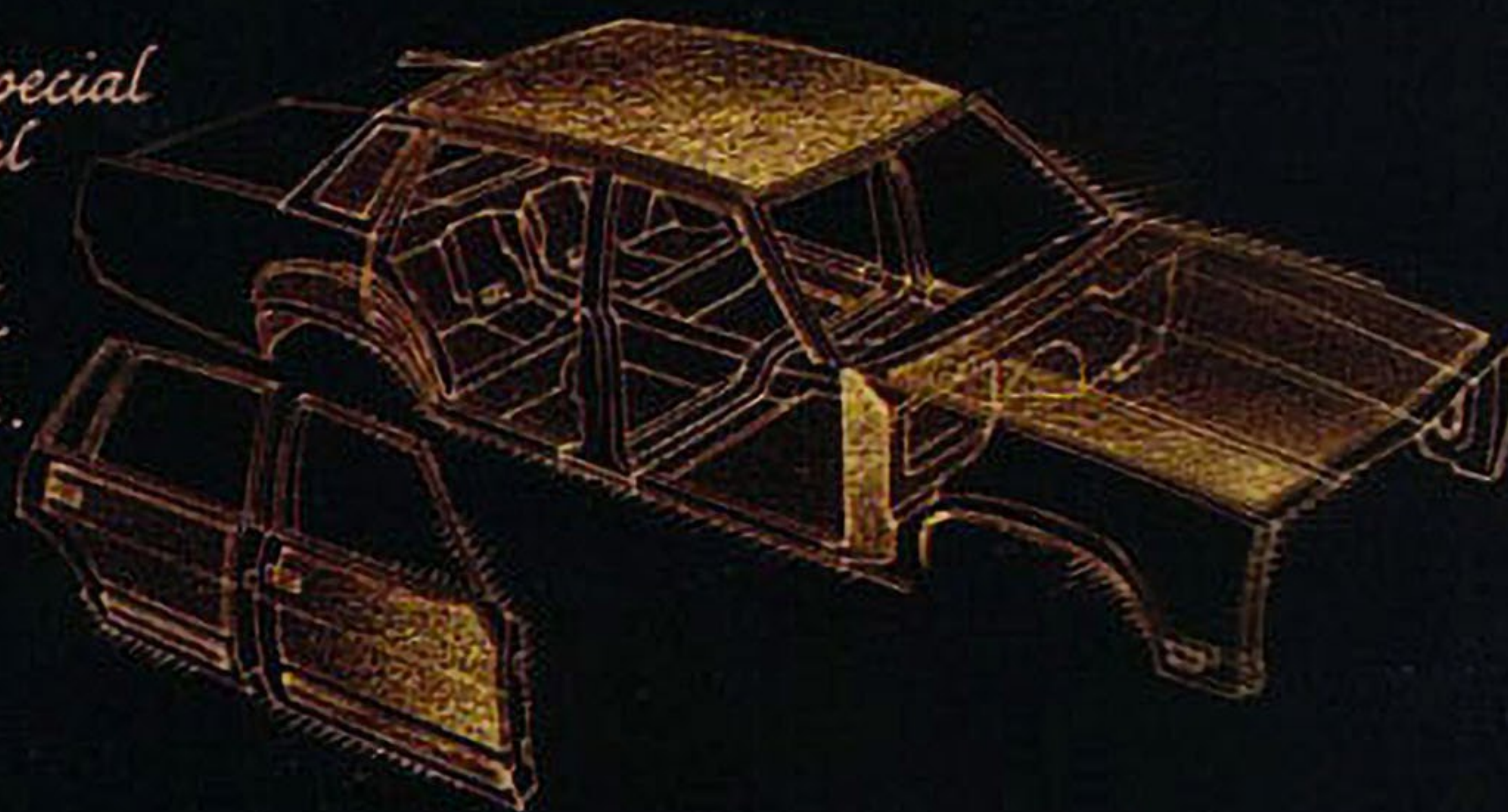




# NINETY-EIGHT REGENCY SEDAN

A BEAUTIFUL MARRIAGE OF LUXURY AND LOGIC—DESIGNED TO REFLECT YOUR GOOD TASTE, ENGINEERED FOR THE NEEDS OF OUR TIMES.

*A special  
acoustical  
package wraps  
you in an ambience  
of quiet, comfort  
and elegance.*





Ninety-Eight Regency is a visual experience in elegance. The roofline is sedate, formal. The body lines: sweeping, classic. The grille: proud, gleaming.

You slip inside and discover other pleasing delights. Opulent velour interiors. Inviting loose-cushion-look contoured seats.

Intriguing details catch your eye.

The sweeping expanse of simulated walnut wood-grain on the door panels. The digital clock with quartz movement. The thoughtful storage pouches on the front seat backs.

There are other niceties: Power seat and windows are standard—to make life a little easier.

If you were to follow the dictates of your heart alone, the Regency

Sedan would be an excellent choice. Oldsmobile's commitment to quality and luxury is reflected in every detail.

But there's more than just luxury; there's a lot of logic to reinforce your selection.

Because of advanced engineering, you get the economy you need today.

Its 5.7-litre V8 or available diesel V8 help conserve precious fuel.\*

Use your heart or use your head. Ninety-Eight Regency measures up either way.

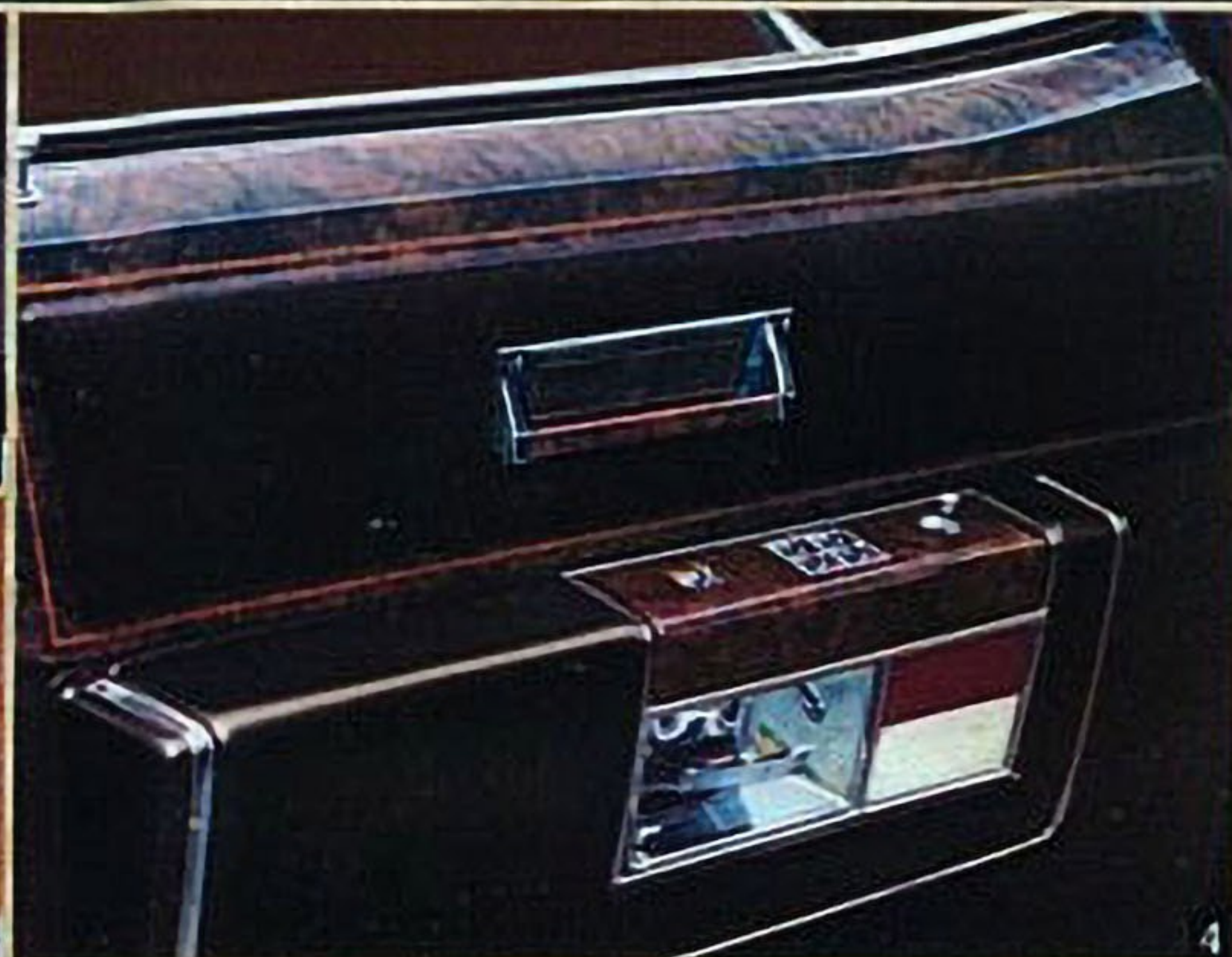
- (1) You're in the lap of luxury.  
(2) Landau lamps add a classic look.  
(3) Digital clock spells out the time accurately. (4) New Regency door-panel treatment combines elegance and function. (5) Distinctive Ninety-Eight crest. (6) Over 20 cubic feet of trunk space.



2



3



4



5



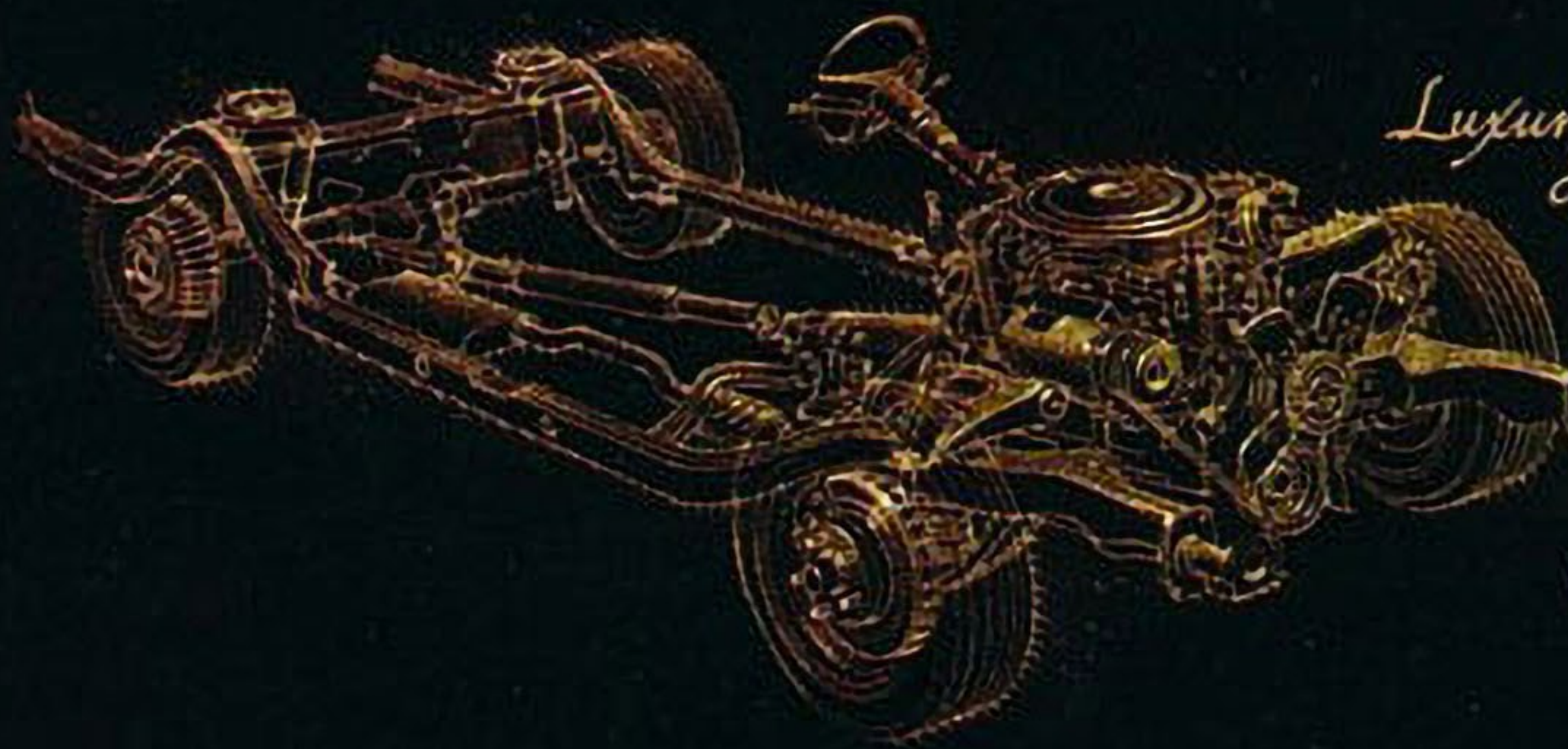
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\*See EPA mileage estimates in the accompanying engine supplement sheet.



# NINETY-EIGHT REGENCY COUPE

UNCOMMON LUXURY IN A BEAUTIFULLY ENGINEERED AUTOMOBILE.



*Luxury car ride  
created and  
"road-tested"  
in the design  
stage with  
the aid  
of computer  
technology.*





You should expect much of Oldsmobile's most luxurious series. And Regency does not disappoint.

The interior room within the Regency Coupe, for example, is more than generous, with impressive head- and legroom, front and rear. The inviting loose-cushion-look seats are specially padded, contouring them for a fit and feel much like your

favorite easy chair.

But greater pleasures greet you when the Regency Coupe takes to the road. It is carefully engineered to move with an ease you might not expect in a luxury car. It's surprisingly nimble in city traffic, quick and precise in its response to the wheel.

All of which makes its velvety, big-car ride just that much more

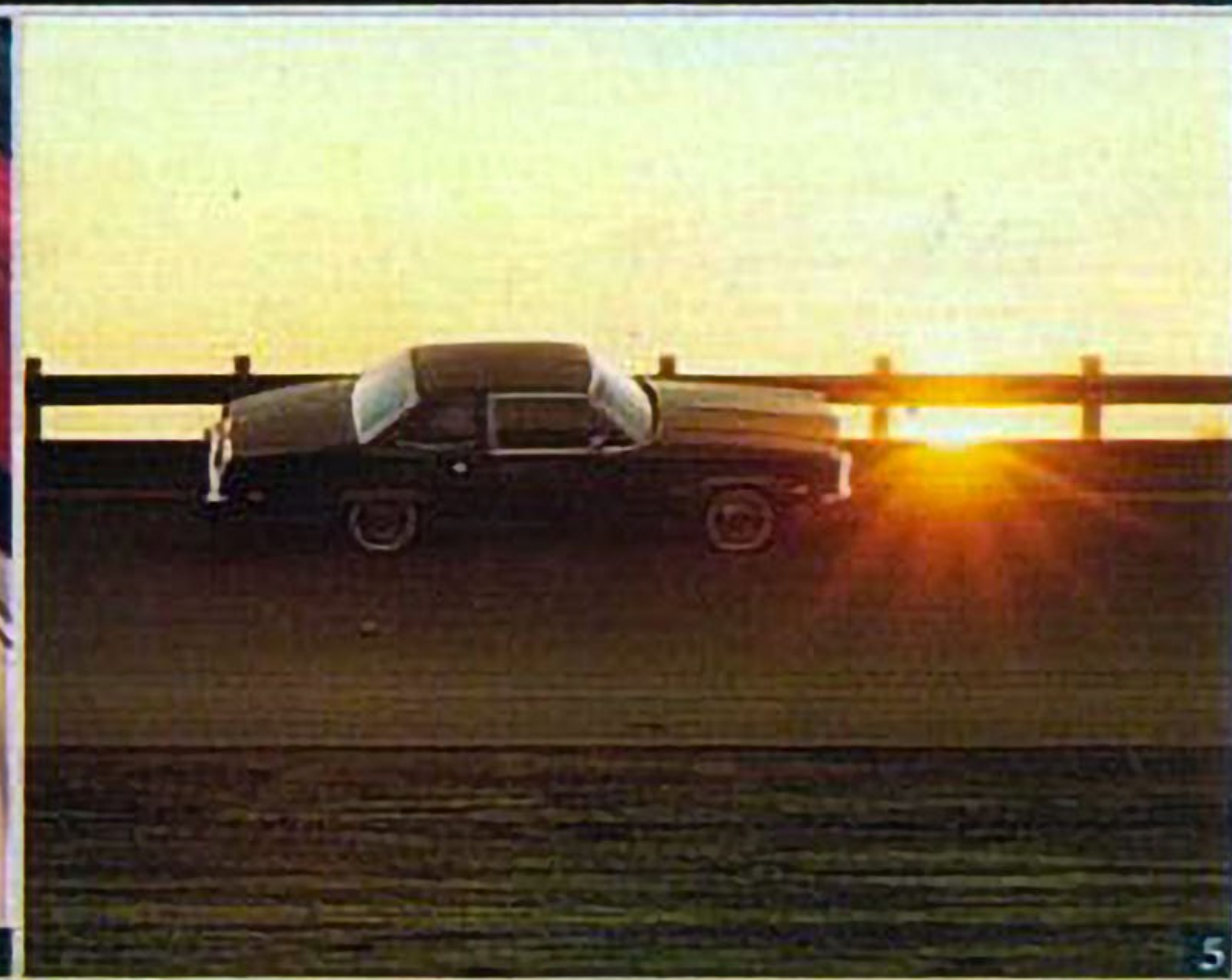
pleasurable. So pleasurable that on long trips you're there almost before you realize it.

In addition to Regency's long list of standard features, available accessories beautifully adapt Regency to your own particular taste and lifestyle. Choice of sunroofs, cruise control, adjustable steering wheels, impressive stereo radios—even

genuine leather in the seating areas, front and rear.

Uncommon luxury—in an uncommonly affordable luxury car.

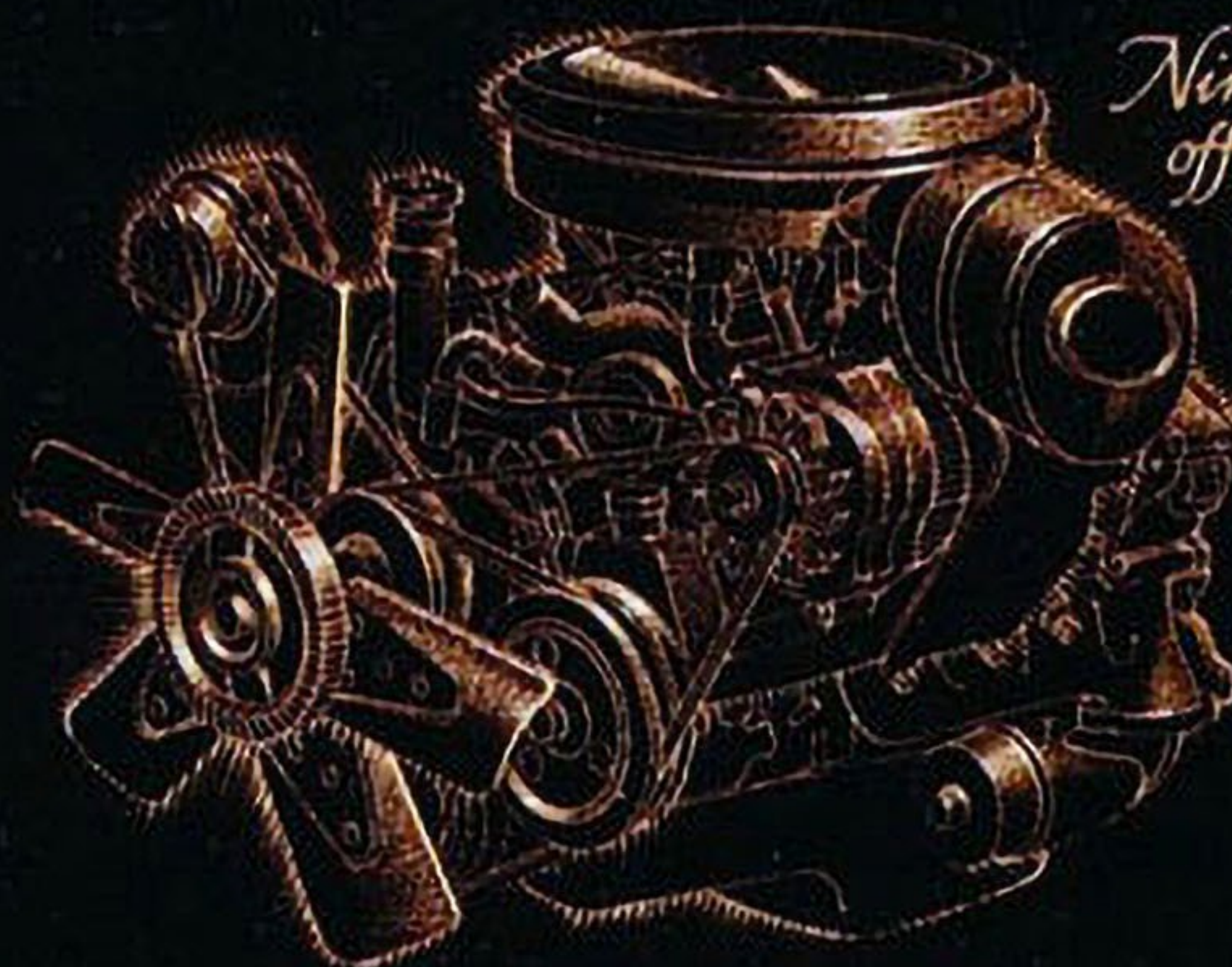
(1) Glove-soft leather in seating areas is available. (2) Diesel mark of distinction. (3) Metal or tinted glass electric sunroofs are available (reduce headroom slightly). (4) Reclining passenger seat available. (5) Luxury in motion.





# NINETY-EIGHT LS

THE THINKING MAN'S LUXURY CAR. QUIET COMFORT.  
TASTEFUL ELEGANCE. AND A REMARKABLY EFFICIENT DIESEL V8 IS AVAILABLE.



*Ninety-Eight  
offers a choice  
of gasoline  
or optional  
diesel V8  
fuel  
economy*





Your very first look tells you that the Ninety-Eight LS is an impressive luxury automobile. It offers solid engineering, tasteful attention to detail, and bountiful luxury and power features.

But in a changing world, even the most luxurious automobile should have its practical side as well.

And that is where Ninety-Eight LS

measures up most impressively.

The first thing that will impress you is the LS ride, a luxury-car ride in every respect—big, smooth, quiet. Yet this Ninety-Eight is surprisingly agile in the way it parks and maneuvers in city traffic.

The second thing that will impress you about this elegant Olds is its economy—especially with the avail-

able 5.7-litre diesel V8.

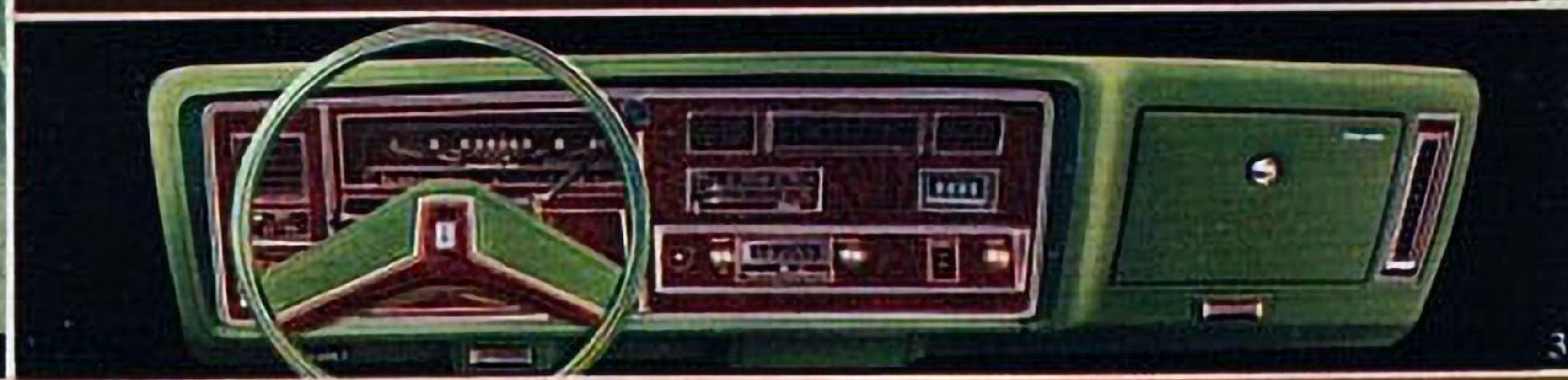
But perhaps the most impressive aspect of the new Ninety-Eight LS is the price. Compare it to that of other American luxury cars of its size and prestige. You may be startled to find how affordable it can be.

Ninety-Eight LS, the thinking man's luxury car. Test-drive one soon at your Olds dealer's. You'll

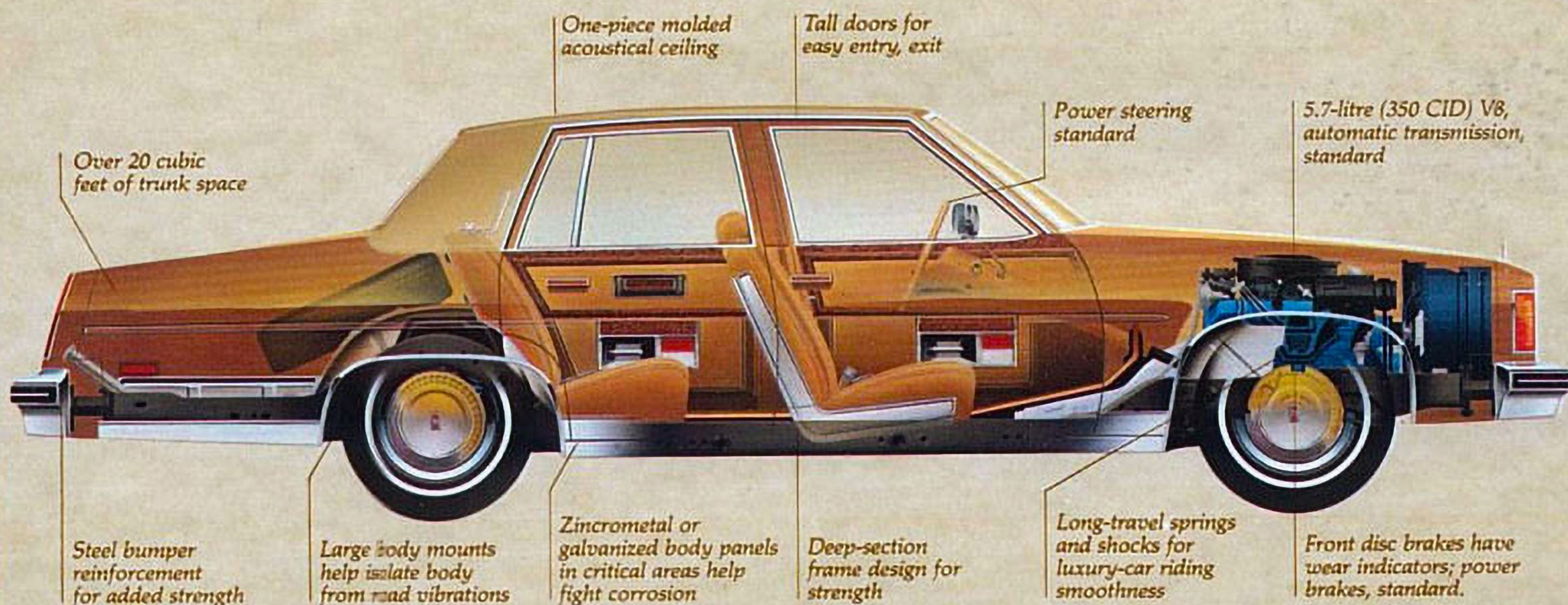
quickly discover just how logical a luxury car can be.

Then... have one built for you.

(1) Nice place to be; divided front seat is available. Center armrests standard, front and rear. (2) More accent on luxury: the Ninety-Eight LS Coupe. (3) Functional beauty sets off the instrument panel. It features the rich look of simulated walnut wood-grain.



## NINETY-EIGHT: UNDER ALL THAT ELEGANCE, A LOT OF SOLID ENGINEERING.



### POWER TRAIN<sup>1</sup>

Engine—standard	5.7 litre (350 CID)
	V8, 4-bbl.
Available	5.7 litre (350 CID)
	diesel V8
	6.6 litre (403 CID)
	V8, 4-bbl.
Carburetor (except diesel V8)	4-bbl.
Automatic transmission	std.
Rear axle ratio—standard	2.41

### DIMENSIONS (Sedan)

Length (in.)	220.4
Width (in.)	76.8
Height (in.)	55.5
Wheelbase (in.)	119.0
Tread—front (in.)	61.7
rear (in.)	60.7
Tire size—standard	GR78-15
Fuel tank (gal.)	gas 25.0/diesel 27.0
Curb weight (lbs.)	Regency 4021

### INTERIOR DIMENSIONS (Sedan)

Front:	
Legroom (in.)	42.4
Headroom (in.)	39.4
Shoulder room (in.)	60.9
Rear:	
Legroom (in.)	40.1
Headroom (in.)	37.6
Shoulder room (in.)	60.7
Trunk capacity (cu. ft.)	20.3

### 98 STANDARD EQUIPMENT

**INCLUDES:** Power steering. Power brakes. Power windows. Power driver's seat control (2-way). Driver's door armrest control console. Electronic message center on instrument panel. Electric clock. Fold-down center armrests, front and rear. Front ashtray, glove box and courtesy lamps. Steel-belted radial-ply tires. And more.

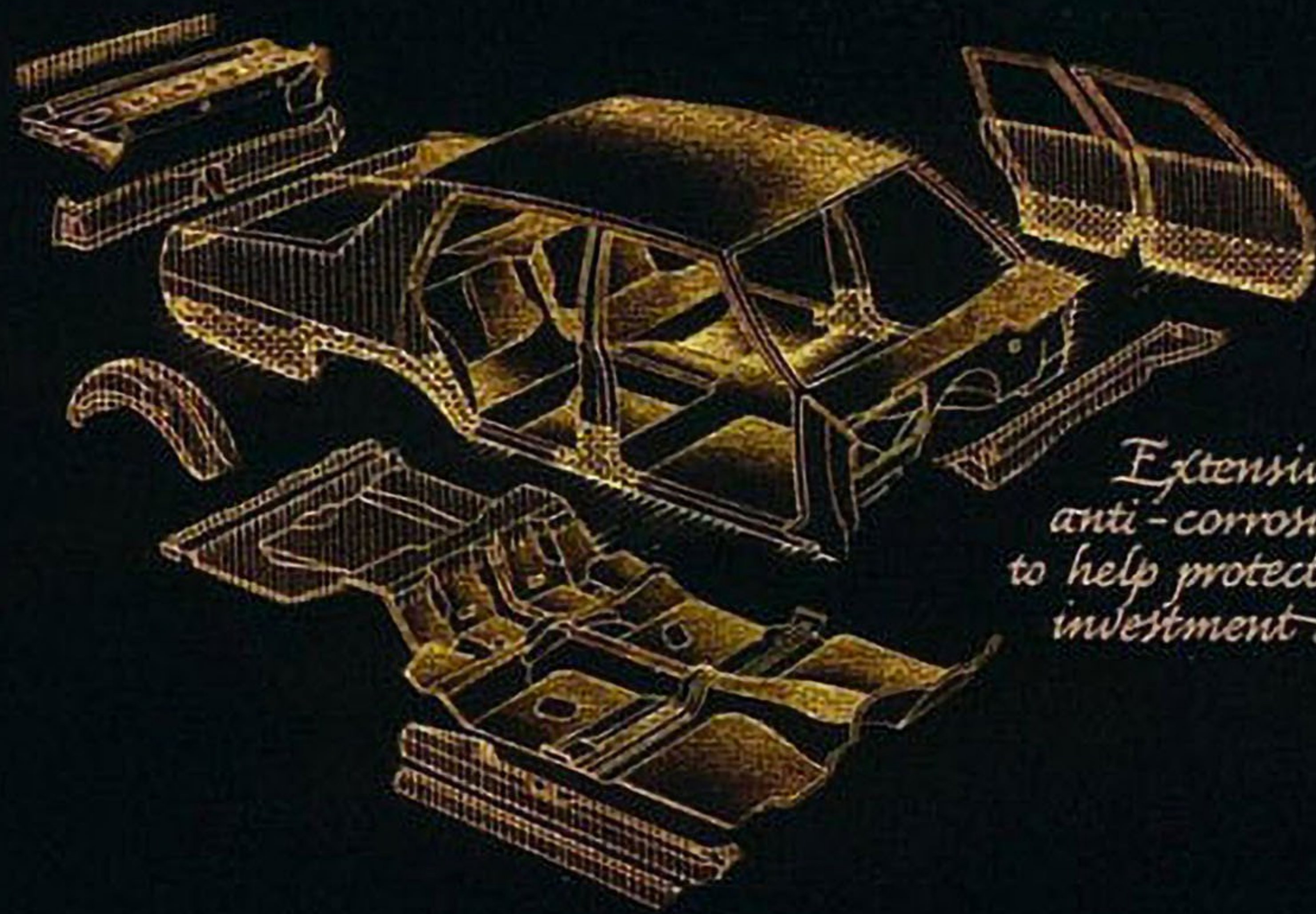
### 98 REGENCY EQUIPMENT

**INCLUDES:** Loose-cushion-look interiors. Velour upholstery. Divided front seat with dual seat controls. Digital clock. Door courtesy lamps. Front seat-back pouches. <sup>1</sup> Check your engine supplement sheet for specific details—standard and available equipment may differ in California and high-altitude areas.



# DELTA 88 ROYALE

AN AMERICAN BENCHMARK OF COMFORT  
AND AFFORDABLE LUXURY IN A FULL-SIZE CAR.



*Extensive  
anti-corrosion measures  
to help protect your  
investment.*





Maybe you're one of those people who won't settle for anything less than a big, roomy, full-size car.

Well, you're going to find a lot to like in the Delta 88 Royale. It has an enviable reputation for comfort, quality and affordable luxury.

One reason so many buyers gravitate to the Royale is that famous Olds big-car ride. That smooth and

effortless agility. Its maneuverability in busy city traffic.

They like those big-car interiors, too, with all that headroom and legroom. The roomy trunks.

And they certainly look to Royale to set a standard for luxury in full-size cars. The rich velour fabrics. The custom-tailored look in seat details and door panels.

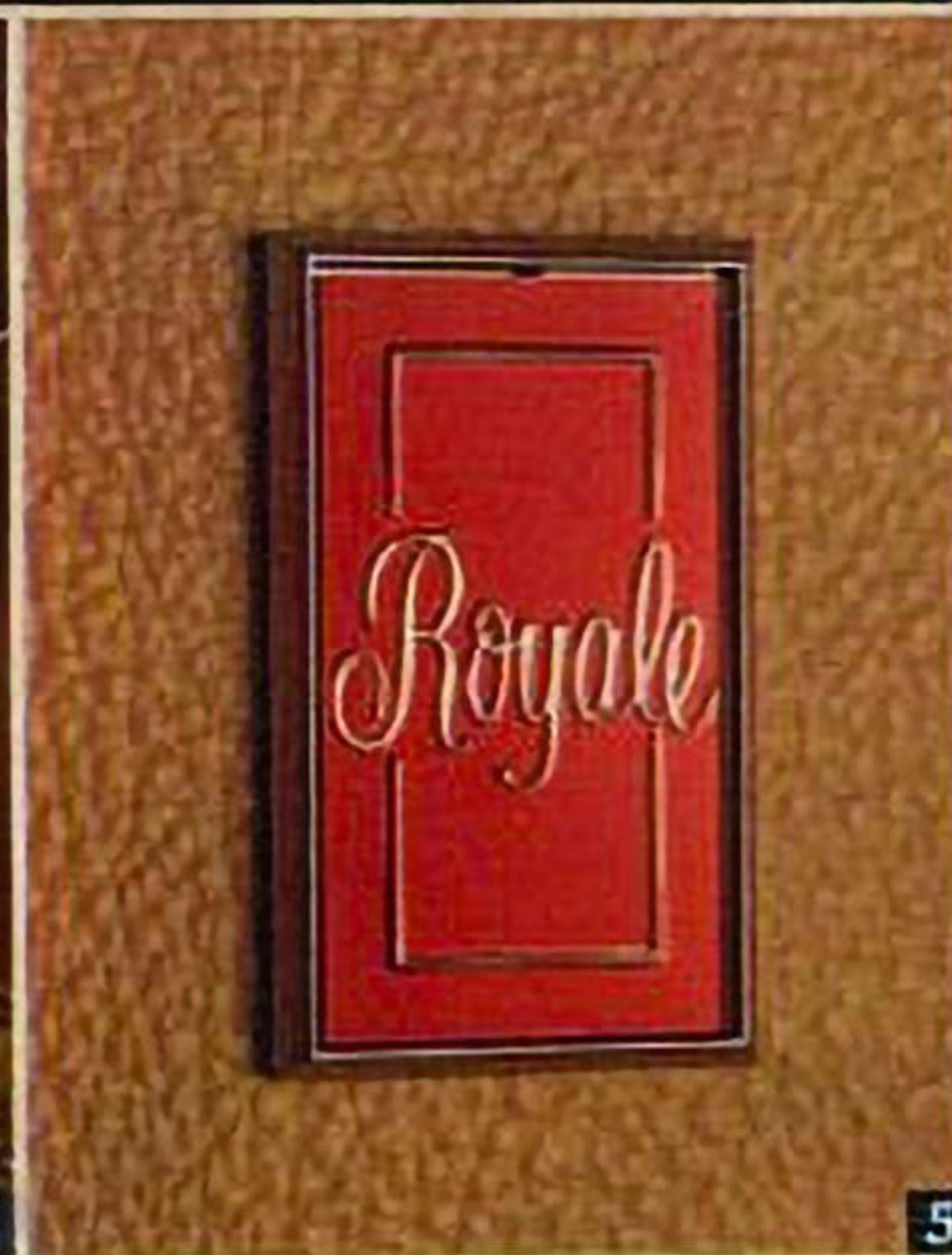
And there's something else they like. The fuel economy of the available 5.7-litre diesel V8.\* It delivers the kind of economy you might expect only in smaller cars.

Of course, power steering is standard. Ditto, power brakes and automatic transmission.

But perhaps the most appealing thing about the Royale is the price.

It's a lot of car for the money.

(1) Standard Royale interior. Nice. (2) Available Royale Brougham interior, for even more luxury. (3) Like leather? It's also available in the seating areas. (4) Room for luggage galore. (5) The Royale crest, a mark of luxury. (6) Royale Coupe, with available two-tone paint, wire wheel discs and sunroof (reduces headroom slightly).



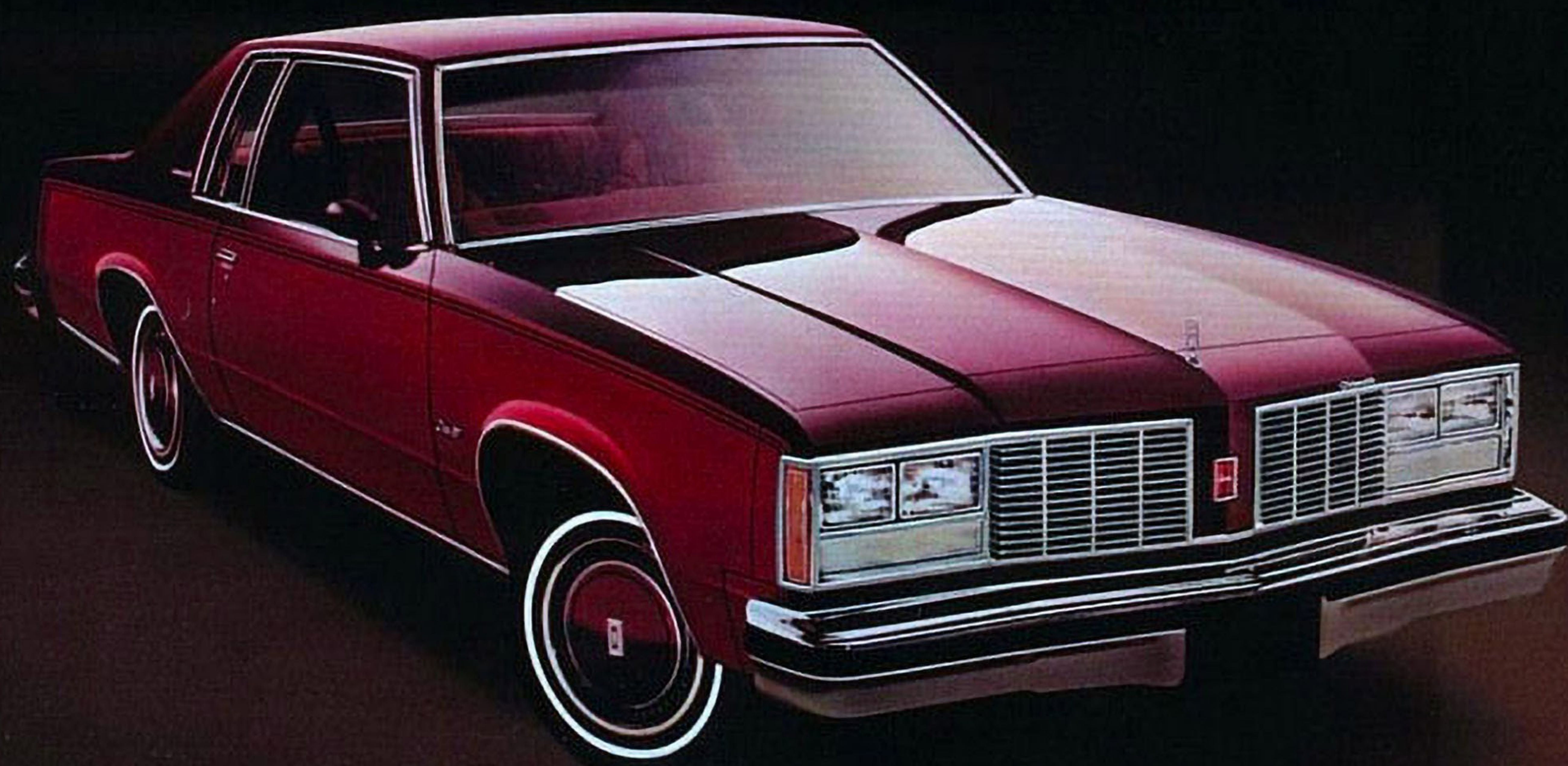
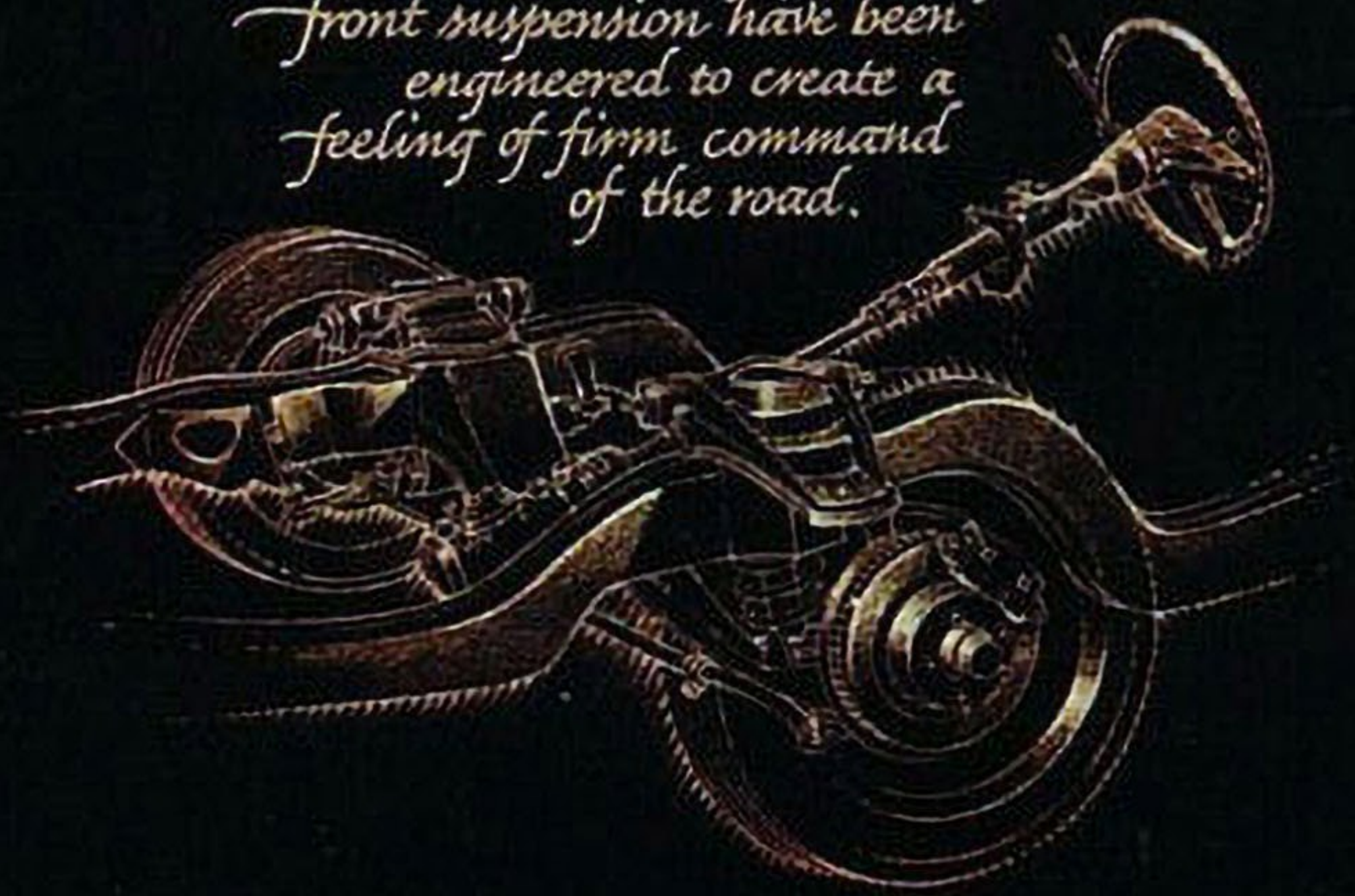
\*See EPA mileage estimates in the accompanying engine supplement sheet.



# 88 HOLIDAY COUPE

IF YOU STILL GET EXCITED ABOUT ROAD CARS.

*88's steering geometry and front suspension have been engineered to create a feeling of firm command of the road.*





If you take special pleasure in a big, solid car that feels born for the open road—any 88 will do.

What the Holiday Coupe does is give you the basics of a great road car with the extra sporty touches you love, but rarely find, in a big car.

You'll know it the minute you slip into those full-foam, contoured bucket seats. Wrap your hands

around the sport steering wheel with padded rim. And grip the T-handle shifter on the console.

You're not only feeling great—you're looking great, too. With custom wheel discs. Dual sport mirrors. And that special 88 Holiday insignia.

The 88 Holiday Coupe does more than go from point A to point B.

It gets you pleasantly involved in

the art of driving all along the way.

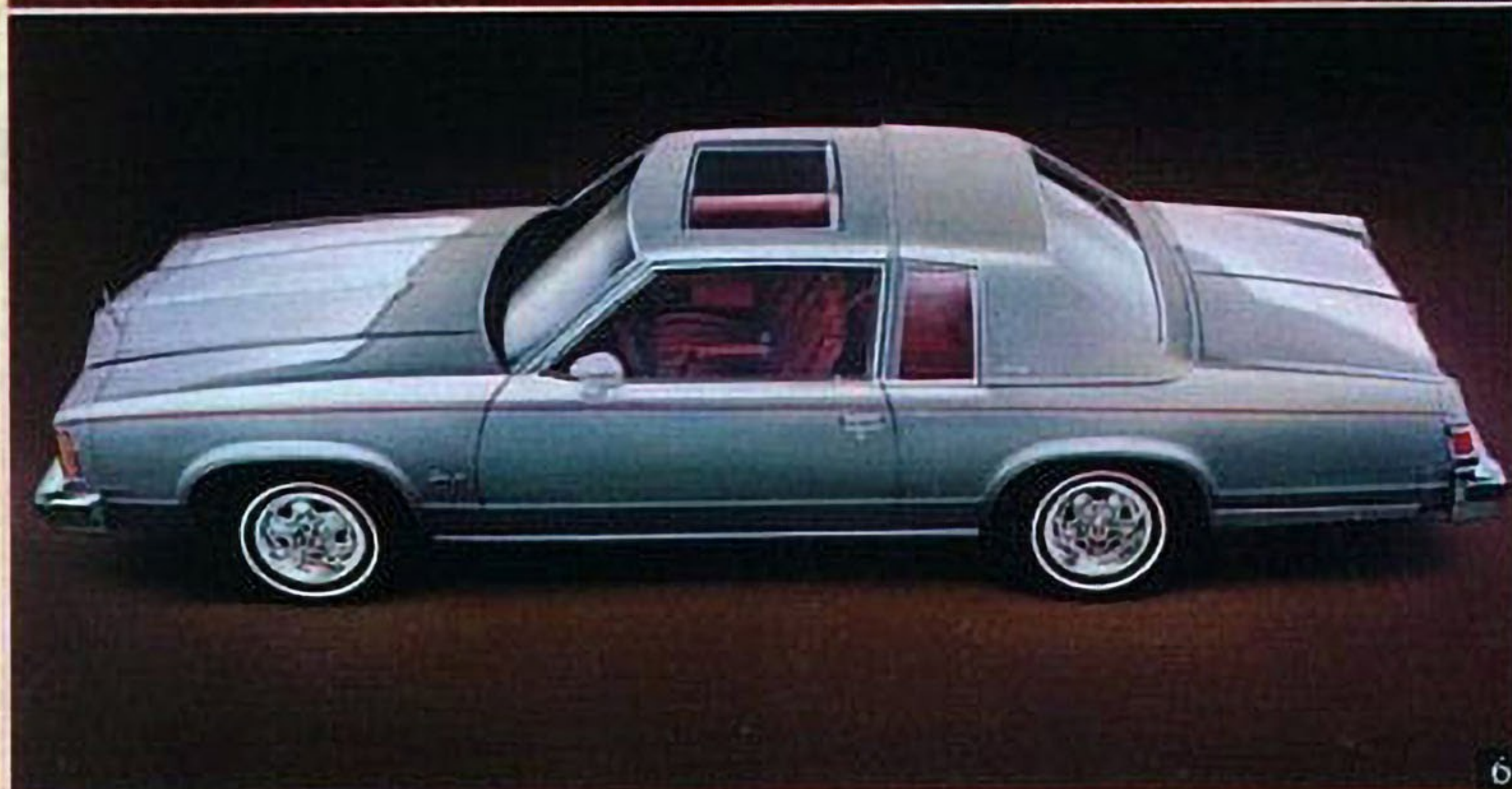
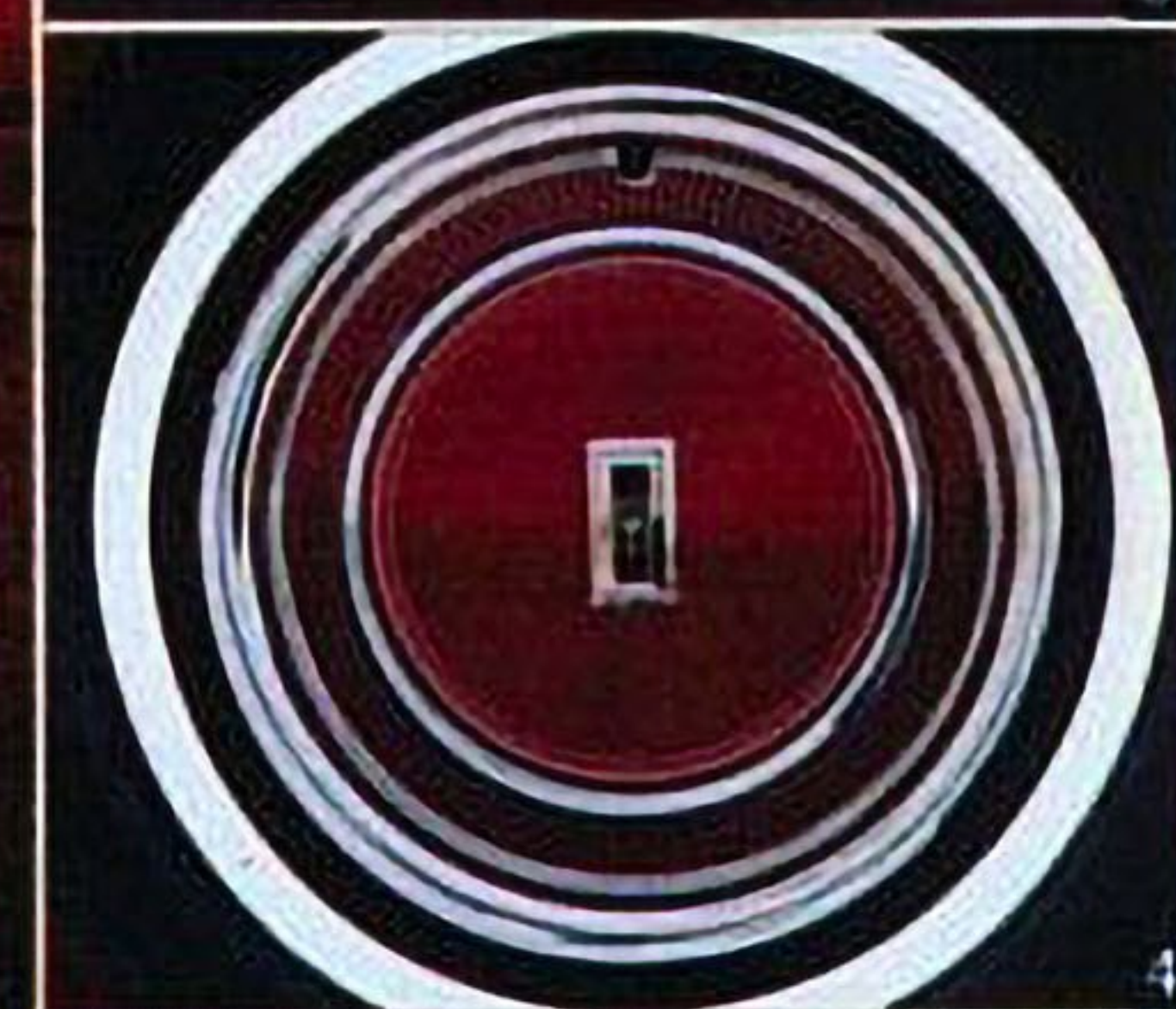
So... turn the key, slip the shifter into "Drive," and you're off and running—beautifully.

This is what a solid road car is all about. Smooth. Responsive. Steady all the way—on country road or the interstate. It's just you and the road and nothing else.

88 Holiday Coupe. A special kind

of car for a special kind of driver. You.

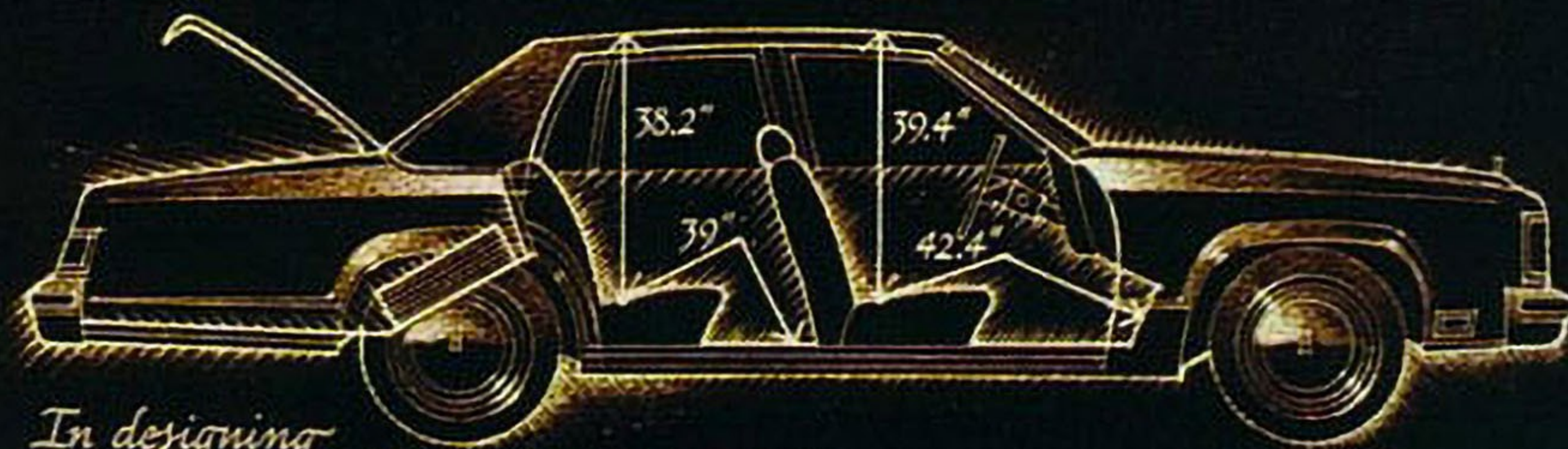
*Holiday Coupe standard equipment: (1) Sporty bucket seats. (2) Console, T-handle shifter. (3) Sport steering wheel. (4) Custom sport wheel discs. (5) Dual sport mirrors. (6) Also available: Super-Stock III wheels, padded landau roof, electric sunroof (reduces headroom slightly). (7) 88 Holiday Coupe—born for the road.*





# DELTA 88

SPACE. COMFORT. FUEL EFFICIENCY. NICE SURPRISES FOR FAMILIES WHO DIDN'T THINK THEY COULD AFFORD A FULL-SIZE OLDSMOBILE.



*In designing a family car, Oldsmobile began with impressive headroom and legroom for a family of six.*





Olds believes that the way to design a car for the American family is to begin with an understanding of what today's families need.

That's why Delta 88 was designed to provide:

**SPACE AND COMFORT.** It's there with room for six. Headroom. Legroom. Trunk room. And full-foam seats for family comfort. They come

in good-looking, long-wearing fabrics and vinyls.

**FUEL EFFICIENCY.\*** EPA estimates for the standard 3.8-litre V6 engine are very nice on family budgets. And the estimates for the available 5.7-litre diesel V8 are even nicer.

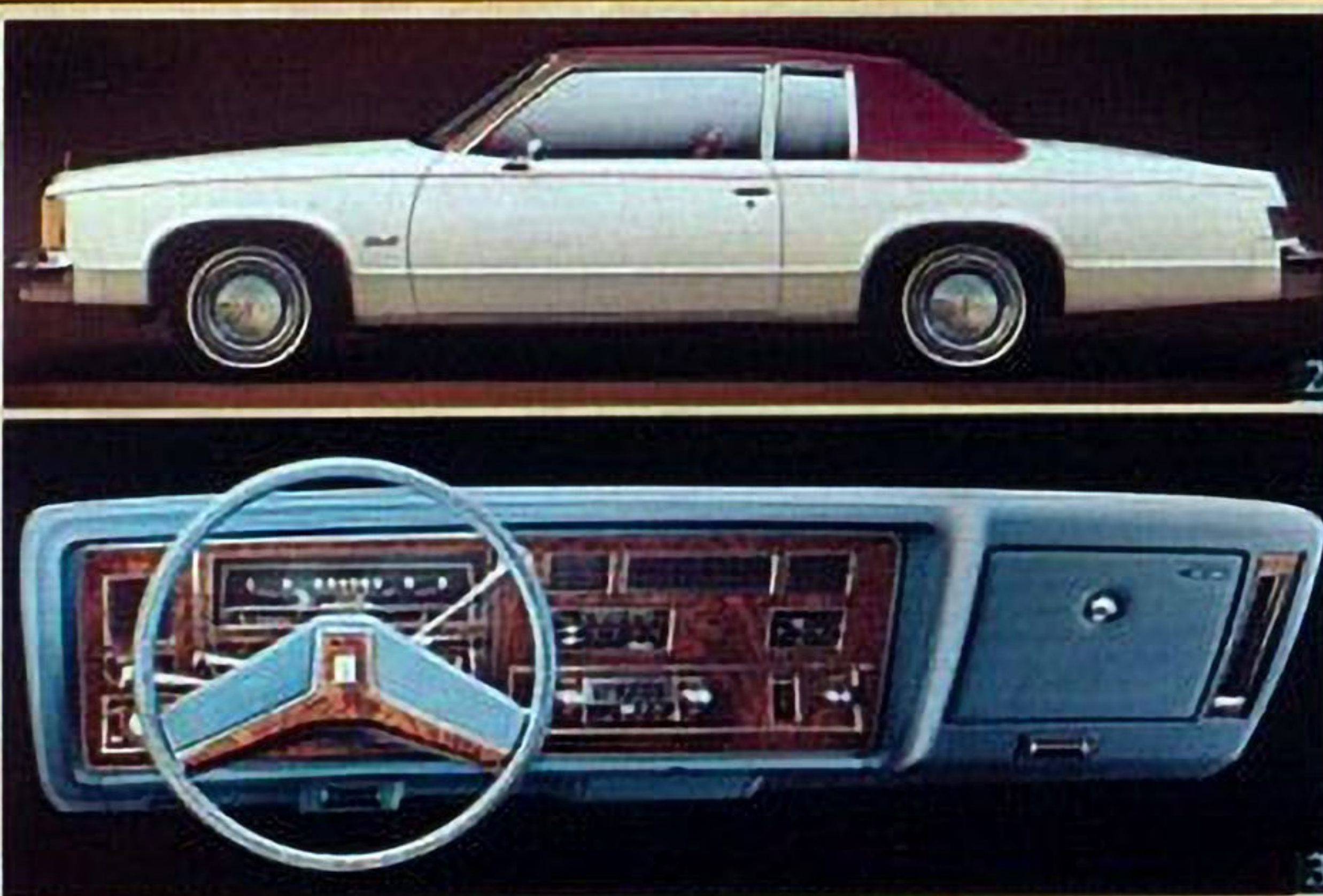
**DURABILITY AND SERVICEABILITY.** Delta 88 starts out with a durable Body by Fisher that protects

your investment with built-in anti-corrosion measures. And scheduled maintenance intervals spaced to help take some worry and expense out of your driving.

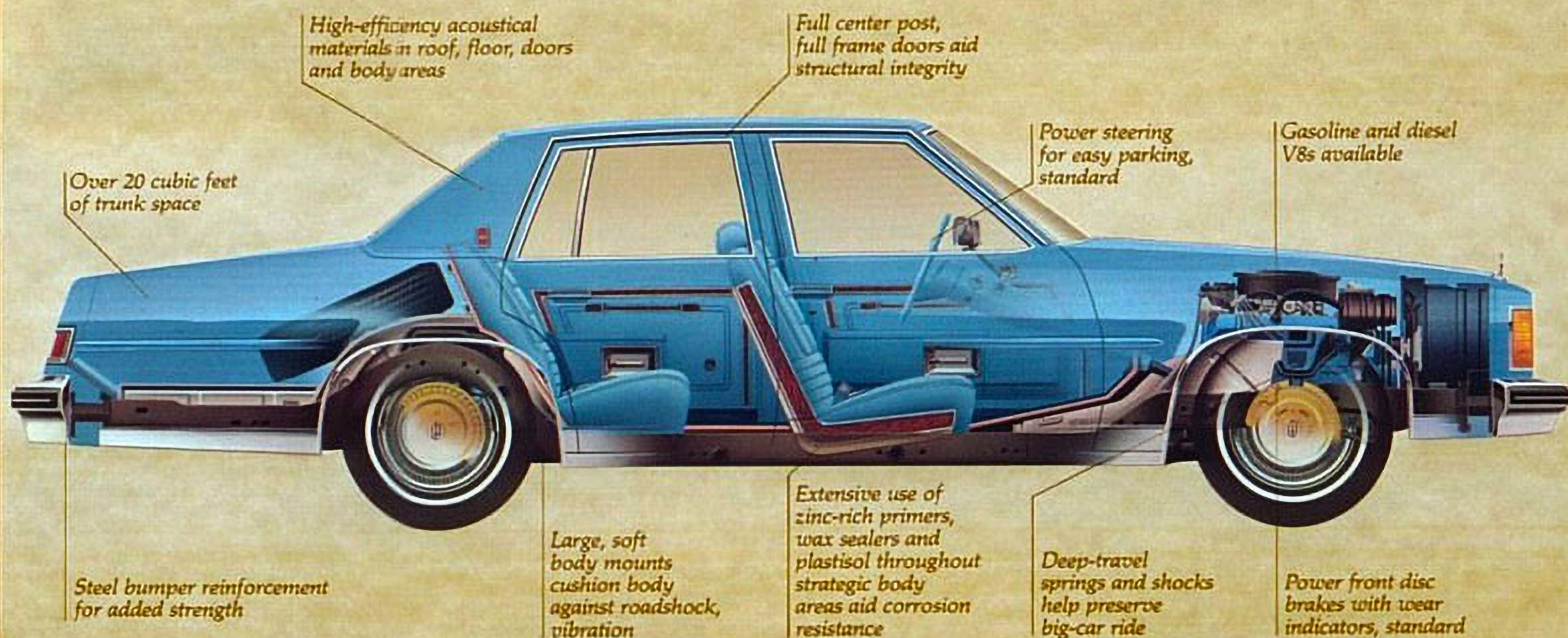
**AFFORDABILITY.** The bottom line. And Delta 88 obliges with a very affordable base price that includes power steering, power brakes and automatic transmission.

Delta 88. Solid engineering and quality at a price that's a nice surprise to budget-minded families.

(1) The spacious "family room" of the Delta 88. Roomy, comfortable. The way you like it. (2) Top your Olds Delta 88 Coupe with an available full vinyl roof. (3) The efficient control panel. (4) Compacolor interior in oyster white with six contrasting trims.



## DELTA 88: BUILT AND BACKED WITH A GREAT ENGINEERING HERITAGE.



### POWER TRAIN<sup>1</sup>

Engine — standard	3.8 litre (231 CID) V6, 2-bbl.
Available	4.3 litre (260 CID) V8, 2-bbl.
	4.9 litre (301 CID) V8, 2-bbl.
	5.7 litre (350 CID) V8 diesel
	5.7 litre (350 CID) V8, 4-bbl.
Automatic transmission	standard
Rear axle ratio — standard	2.73
Limited slip differential	available

### DIMENSIONS (Sedan)

Length (in.)	217.5
Width (in.)	76.8
Height (in.)	55.2
Wheelbase (in.)	116.0
Tread — front (in.)	61.7
rear (in.)	60.7
Tire size — standard	FR78-15
Fuel tank (gal.) <sup>2</sup>	gas 25.0/diesel 27.0
Curb weight (lbs.)	3624

### INTERIOR DIMENSIONS (Sedan)

Front:	
Legroom (in.)	42.4
Headroom (in.)	39.4
Shoulder room (in.)	60.8
Rear:	
Legroom (in.)	39.0
Headroom (in.)	36.2
Shoulder room (in.)	60.8
Trunk capacity (cu. ft.)	20.3

### 88 STANDARD EQUIPMENT INCLUDES:

Power steering. Power brakes. Electronic message center on instrument panel. Ashtray and dome lamps, automatic front door courtesy switches. Deluxe steering wheel. Bumper impact strips. One-piece wall-to-wall cut-pile carpeting, carpeted lower doors. Chrome wheel discs. Glass-belted radial-ply tires.

### ROYALE EQUIPMENT INCLUDES:

Custom sport bench front seat with fold-down center armrest. Velour upholstery. Glove box lamp. Combination reading-dome lamp. Door-pull straps. Body side moldings. <sup>1</sup> Check your engine supplement sheet for specific details — standard and available equipment may differ in California and high-altitude areas.

<sup>2</sup> Delta 88 and Royale models with 5.7-litre 350 V8 (L34) in California, and those in Federal and High-Altitude areas with Options A42 or AG1, have a 20.7-gallon tank.

\*See EPA mileage estimates in the accompanying engine supplement sheet.



# CUSTOM CRUISER

A WORKING WAGON WITH THE ELEGANCE,  
COMFORT AND RIDE YOU EXPECT FROM OLDSMOBILE.



*Custom Cruiser's  
ride benefits from  
a deep-travel  
suspension  
patterned after  
that in our  
luxurious  
98 Regency.*





Custom Cruiser delivers all the things you expect in a working wagon. And other pleasant surprises as well.

First, you expect room for people. And Custom Cruiser comes through with roomy comfort for six. There's also an available rear-facing third seat if you need more passenger room.

You expect room for cargo, too. And Custom Cruiser has 87 cubic

feet of it, with back seat down. And a 3-way tailgate that can swallow a 4-foot-wide plywood panel.

But Custom Cruiser is not just a working wagon. Engineers have carefully designed it so that in many ways it's like a luxury sedan.

The interiors, for example. You have your choice of rich velour or supple vinyl at no extra cost. Nice

for a night out on the town.

The ride. A soft, smooth Oldsmobile ride that has won over so many converts. Parking and maneuverability in city traffic are impressively easy, too.

Of course, you get good gas mileage from a standard 5.7-litre gasoline V8 or available diesel V8.\* Custom Cruiser is the only full-size wagon in

the world that offers this choice.

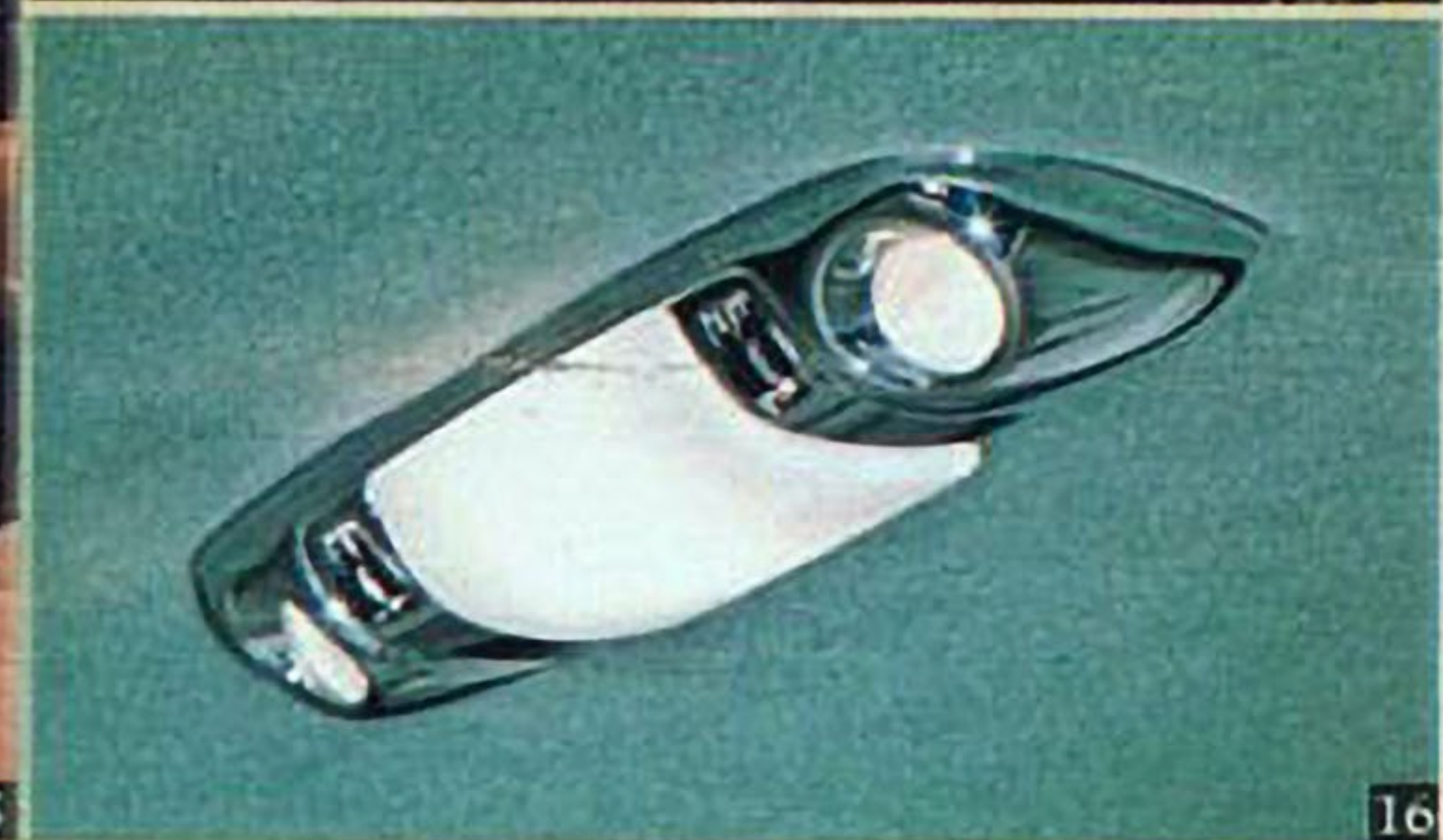
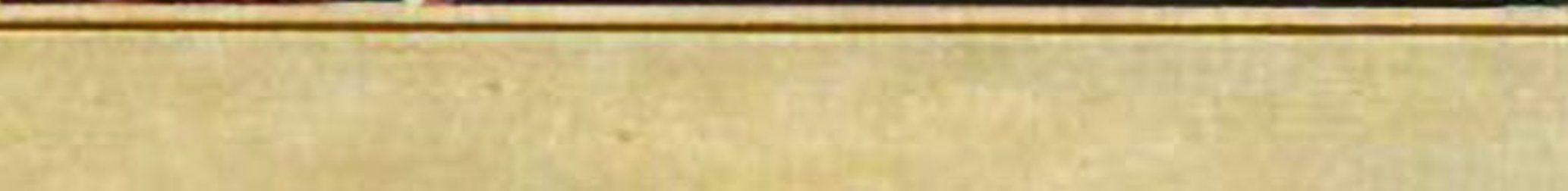
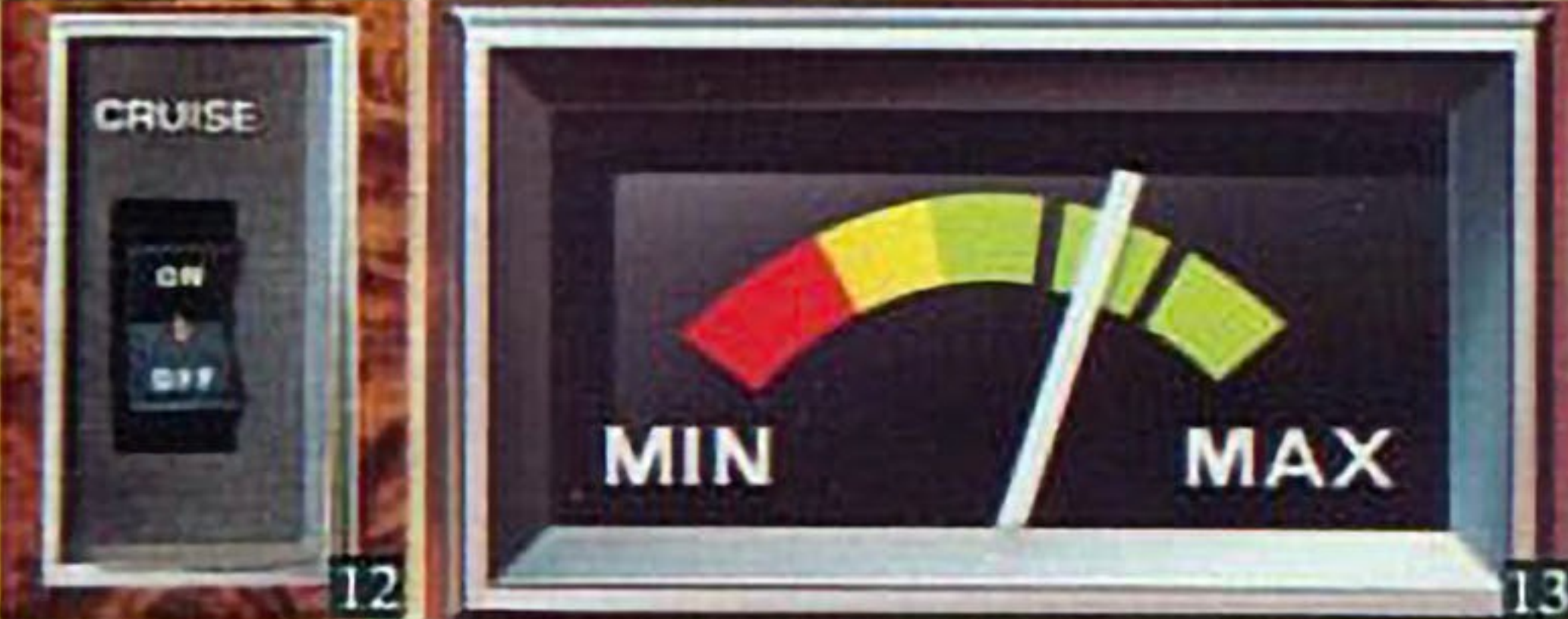
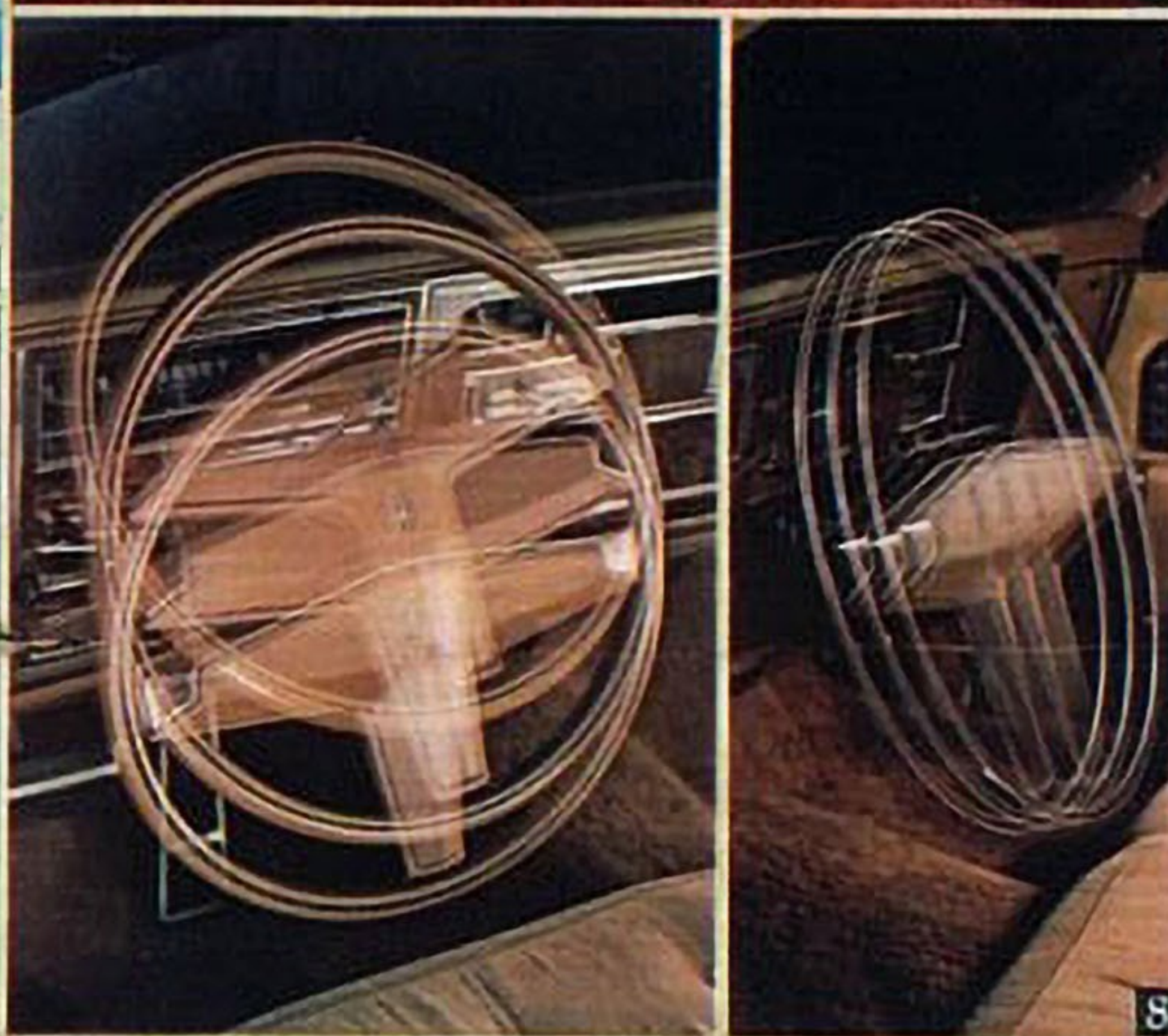
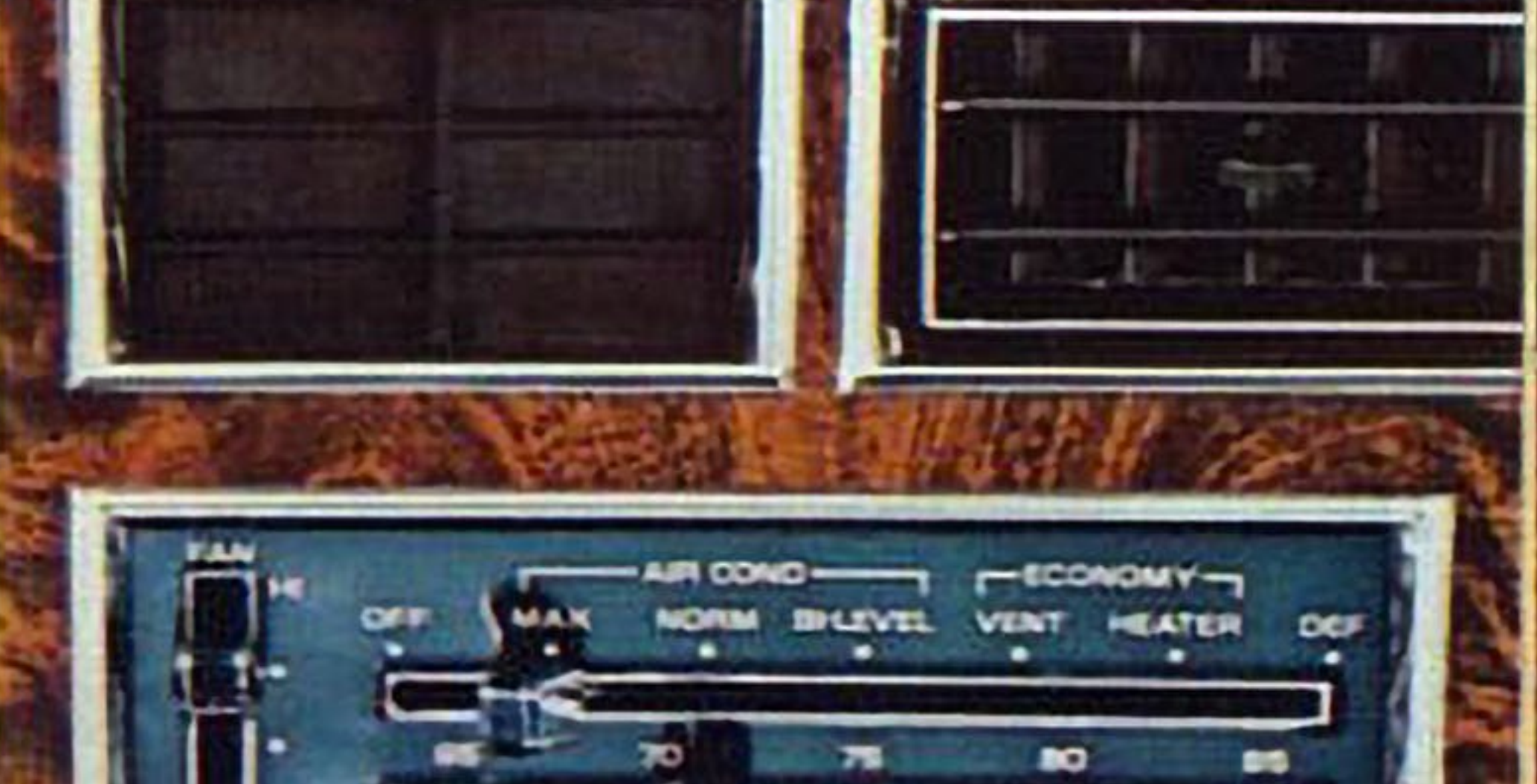
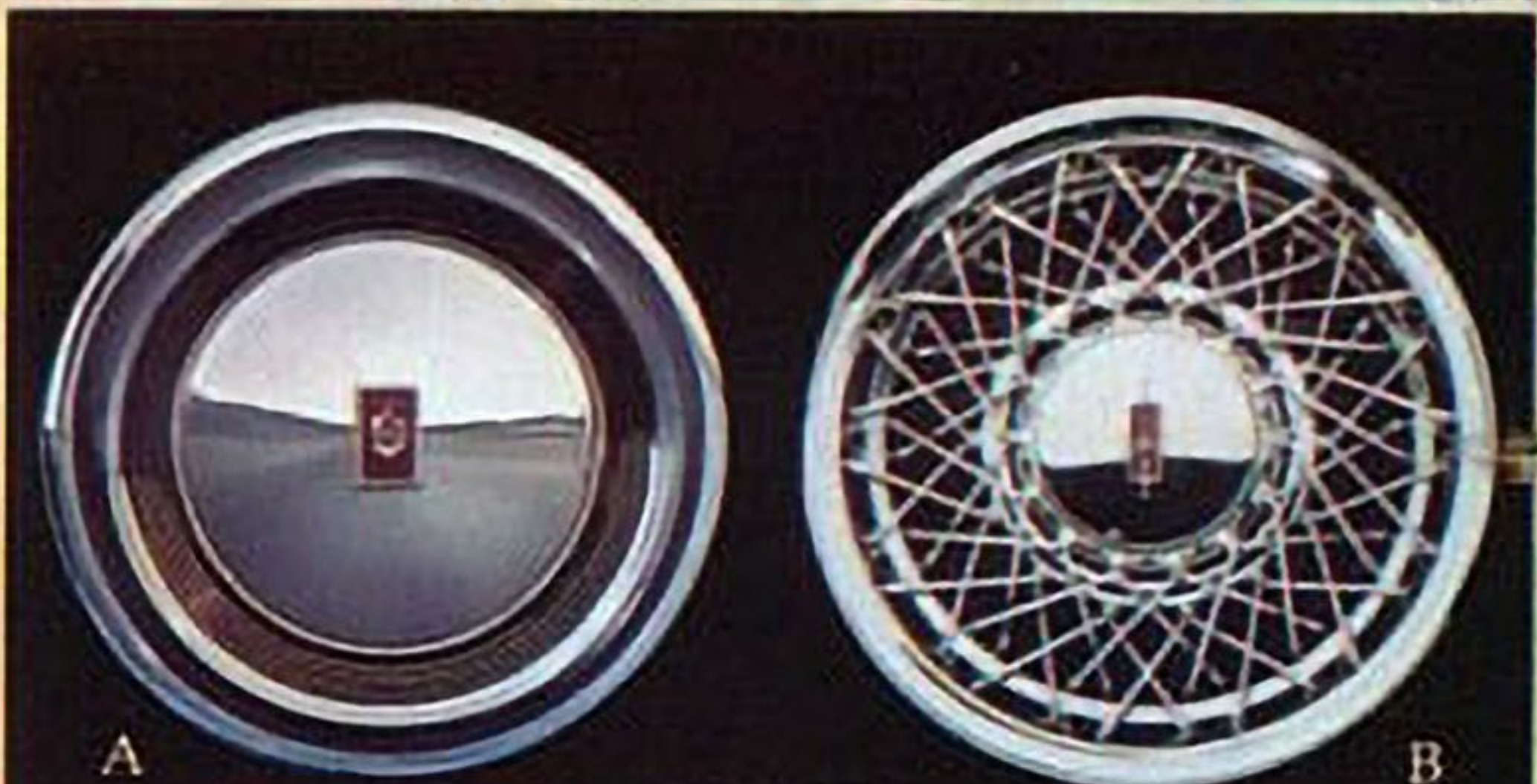
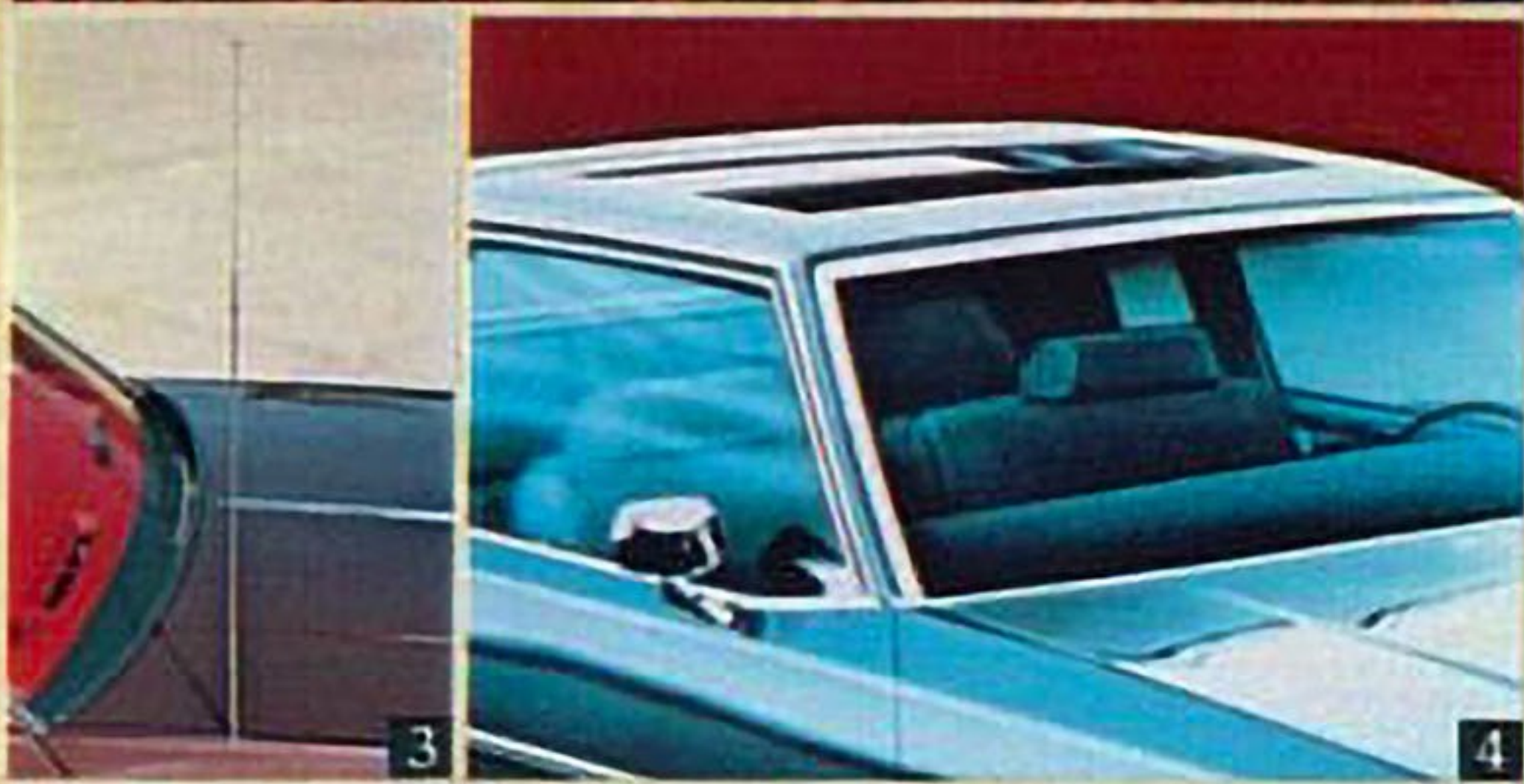
Drive a Custom Cruiser soon. You'll see and feel the difference solid engineering can make.

(1) Luxurious velour or (2) luxurious vinyl. (3) Tailgate opens from side or (4) drops down. (5) Available third seat. (6) Custom Cruiser without available paneling. (7) Diesel power available. (8) Lockable compartment.



\*See EPA mileage estimates in the accompanying engine supplement sheet.









## HAVE ONE BUILT FOR YOU... WITH THESE AVAILABLE PERSONAL TOUCHES.

Music to your ears... the news... CB messages... with these GM Delco radios.

1. CB/AM/FM Stereo, all integrated into the instrument panel. 40-channel CB with excellent reception via 4-speaker sound system. You can even listen to your favorite AM or FM station between strong-signal CB messages. The CB mike hangs out of the way below the instrument panel.
2. AM/FM Stereo/8-Track Stereo Tape. Enjoy your favorite 8-track tapes in 4-speaker stereo richness, or tune in the latest hits on the airways. Comes with treble-bass and front-rear balance controls.

3. Hideaway CB/AM/FM antenna. Antenna automatically raises when you turn on the radio, automatically lowers into the fender when you turn off the radio or the engine. Eliminates that telltale CB antenna.

Also available: Delco-quality AM, AM/FM Stereo, AM Stereo tape radios, AM/FM Stereo Cassette; also AM and AM/FM.

### FUN AND COMFORT TOUCHES

4. Sunroofs—two ways to let the sun shine in. The Astrorooft is silver-tinted glass, the metal sunroof is color matched to the roof color. Both slide open at the touch of a button (installation reduces headroom). Available for Ninety-Eight, Delta 88 and Toronado.
5. Special wheels and wheel discs can add personality to your car. You can choose (A) deluxe wheel discs, (B)

the wire-wheel look or (C) custom sport chrome wheels, 88, (D) custom chrome wheels, 98, (E) Super-Stock III wheels, 88, color-matched to lower body paint.

6. Tempmatic air conditioning helps maintain the temperature you set. Manually controlled Four-Season air conditioning also available.
7. Reclining seat back for the front seat passenger offers deluxe comfort that's adjustable from full upright to a variety of reclining positions. Available for all 98, 88 models and Toronado.
8. Tilt-and-Telescope wheel raises and lowers to several positions, moves closer or away as you wish. Adjusts the driving to you, makes getting in and out easier. Tilt-away wheel, which raises and lowers only, is also available.
9. Lighted vanity mirror is a favorite item; lift the protective shield and let the dual lights shine on you.

### DRIVING AIDS AND CONVENIENCES

10. Fiber Optic Lamp Monitor System. Indicators are located on each front fender to "keep an eye" on the headlamps and turn signals and warn you when they're not operating. An indicator is located above the backlight to monitor tail, stop lamp and rear turn signals. Available on Toronado, Ninety-Eight and Delta 88.
11. Six-way power seat for just the comfort you want with the touch of a switch. Seat moves up and down, for-

ward and back, tilts both forward and back.

12. Cruise control is very helpful today in our 55 mph world. Push this button when you've reached the speed you want to keep, and your car keeps it automatically; a touch of the brake pedal deactivates the cruise control whenever you wish.

13. Fuel economy meter is available for 88s and 98s to help you drive in an economical way. Stay in the green, stretch gas dollars.

14. Pulse-wipe lets you set the wiper speed for the job to be done, from clearing light mist to heavy down-pours, with a choice of settings.

15. Cornering lamps are controlled by your turn indicators whenever the headlamps are on, shed a beam of light sideways in the direction you're turning. Available for 88, 98, Custom Cruiser.

16. Three-way dome reading lamp gives you a choice of illumination: pinpoint reading beams for driver, front passenger (or both), or a main light for the whole interior.

### OTHER NICE TOUCHES...

17. Door handle "nite lite"—pull out the door handle of an 88, 98, Custom Cruiser or Toronado, the keyhole is illuminated and so is the interior for about 30 seconds, so you can easily unlock the door and enter.
18. Stowaway spare tire—neat and compact, it enhances the usable trunk space in an 88, 98 or Toronado.

### OTHERS TOO NUMEROUS TO ILLUSTRATE...

Automatic leveling system—levels the car by adjusting the rear suspension height to changes in load. For 98, 88, Custom Cruiser.

Reminder monitor system—signal lights on the instrument panel, or a sound signal, will warn you when you're low on fuel, and monitors four more driving functions.

Accent stripes—available in nine colors, including silver, gold.

Two-tone paint scheme is available on most Olds models.

### POWER ASSISTS:

Four-wheel power disc brakes on Toronado.

Power door locks. Power windows for 88s and Custom Cruiser. Power trunk-lid release.

### PERFORMANCE EQUIPMENT:

Limited-slip differential. Performance-ratio rear axles. Suspension packages.

### TRAILERING EQUIPMENT:

Check your Olds dealer—he can recommend the right model and equipment for your specific trailer-towing needs.

### AND MORE...

Tinted glass. Trip odometer. Remote-control outside mirror with outside thermometer. Convenience light packages. Digital clock. Body side moldings. Full vinyl roof. For full listing and for availability on specific models, check your Oldsmobile dealer.

## A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE OLDSMOBILE PRODUCTS.

The Oldsmobile products described in this brochure are assembled at facilities of General Motors Corporation operated by Oldsmobile Division, the GM Assembly Division or GM of Canada. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From

time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially

scheduled. All such components have been approved for use in Oldsmobile 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 un-

available 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 you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered, or if there are changes, that they are acceptable to you.

**YOUR OLDSMOBILE HAS THESE ACCIDENT-AVOIDANCE FEATURES:** Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Wide view inside mirror

(vinyl edged, shatter resistant glass and deflecting support) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latches.

**YOUR OLDSMOBILE HAS THESE OCCUPANT-PROTECTION FEATURES:** Seat belts with push-

button buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped steel hinges • Folding seat back latches • Energy-absorbing padded instrument panel

and front seat-back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

**YOUR OLDSMOBILE ALSO PROVIDES THESE BUILT-IN ANTI-THEFT FEATURES:** Anti-theft ignition key reminder buzzer • Anti-theft steering column lock.























# Oldsmobile

Discover that great Olds feeling. Test-drive the one that's right for you. 

<b>TORONADO</b>  <b>TORONADO BROUGHAM COUPE</b>	<b>DELTA 88</b>  <b>DELTA 88 ROYALE COUPE</b>	<b>CUTLASS SUPREME</b>  <b>CUTLASS SUPREME BROUGHAM COUPE</b>	<b>OMEGA</b>  <b>OMEGA BROUGHAM COUPE</b>
<b>NINETY-EIGHT</b>  <b>98 REGENCY COUPE</b>	 <b>DELTA 88 ROYALE SEDAN</b>	 <b>CUTLASS CALAIS COUPE</b>	 <b>OMEGA BROUGHAM SEDAN (2)</b>
 <b>98 REGENCY SEDAN</b>	 <b>DELTA 88 COUPE (7)</b>	 <b>CUTLASS SUPREME COUPE</b>	 <b>OMEGA HATCHBACK (3)</b>
 <b>98 LUXURY COUPE</b>	 <b>DELTA 88 SEDAN</b>	<b>CUTLASS SALON</b>  <b>CUTLASS SALON BROUGHAM 2-DOOR (1)</b>	 <b>OMEGA COUPE (3)</b>
 <b>98 LUXURY SEDAN</b>	<b>CUSTOM CRUISER</b>  <b>CUSTOM CRUISER (6)</b>	 <b>CUTLASS SALON BROUGHAM 4-DOOR</b>	 <b>OMEGA SEDAN</b>
<p>Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Printed in U.S.A. 8-78.</p> <p>NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost and available only on specific models. See page 23. For specific prices and availability, check your Oldsmobile dealer.</p> <p>(1) 4-4-2 package available.  (2) LS package available.  (3) SX package available.  (4) GT package available.  (5) GT and Firenza packages available.  (6) With available wood-grain vinyl.  (7) 88 Holiday package available.</p> 	<b>CUTLASS CRUISER BROUGHAM</b>  <b>CUTLASS CRUISER BROUGHAM (6)</b>	 <b>CUTLASS SALON 2-DOOR (1)</b>	<b>STARFIRE</b>  <b>STARFIRE SX SPORT COUPE (4)</b>
	<b>CUTLASS CRUISER</b>  <b>CUTLASS CRUISER</b>	 <b>CUTLASS SALON 4-DOOR</b>	 <b>STARFIRE SPORT COUPE (5)</b>

## 1979 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS

																			
WHITE	SILVER METALLIC	BLACK	LIGHT BLUE	DARK BLUE METALLIC	PASTEL GREEN	MEDIUM GREEN METALLIC	MEDIUM BEIGE	CAMEL METALLIC	DARK BROWN METALLIC	CARMINE RED METALLIC	PASTEL BLUE	PASTEL YELLOW	DARK CARMINE METALLIC	GOLD FIREMIST	CHARCOAL FIREMIST	RUSSET FIREMIST	BRIGHT BLUE METALLIC	BRIGHT YELLOW	BRIGHT RED

Printed colors are approximates only, and may vary from actual car paint colors.