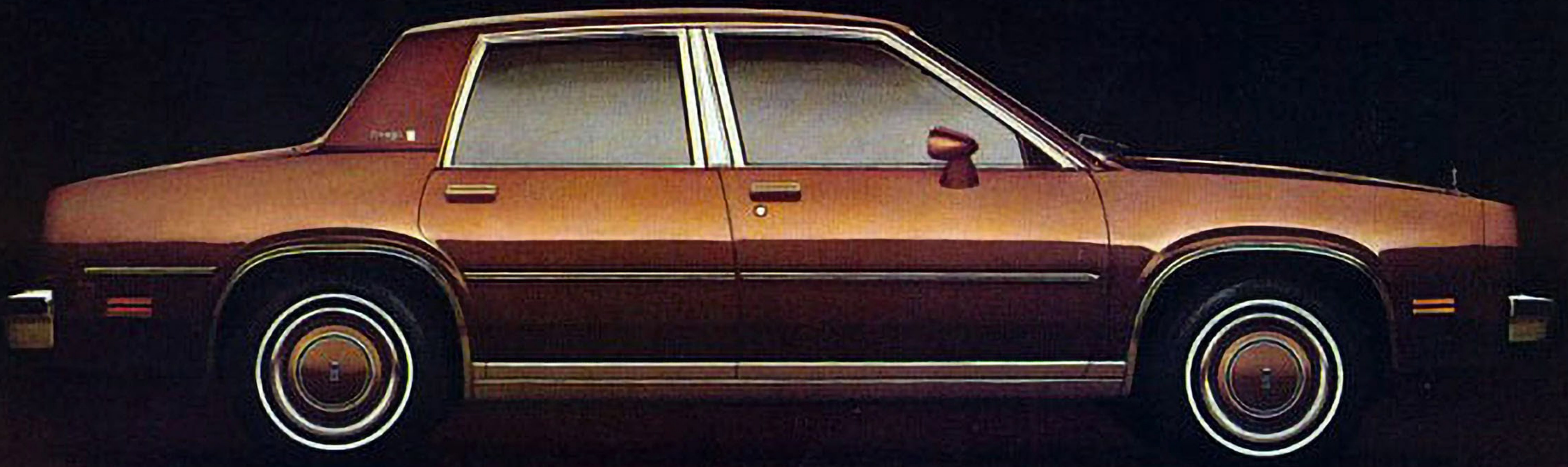


1980 OLDSMOBILE OMEGA

The Oldsmobile of small cars.



Introducing the Oldsmobile of small cars... 1980 Omega

The small car just grew up.

The 1980 Omega is what happens when Oldsmobile brings out a new small car. This one is revolutionary. New from the pavement up.

It's a small car with Oldsmobile looks, room and comfort. Different from other small cars you've known. So if you own a compact, a sub-compact or import—or if you're thinking of a new car of any size—read on.

You're gonna like our new Omega a lot.

Its inside size will startle you.

Omega has honest room for five. We mean five full-grown adults.

How it got that roomy is interesting. Waste space was engineered out, efficient space in. The engine was turned sideways and moved forward.

The driver's seat has one of the longest adjustment ranges of any domestic car of any size. So even if you're 6'3", you'll find stretch-out room to your liking.

What's even more startling is the rear seat room. There's more headroom, legroom and knee clearance than there was in last year's Omega—room you wouldn't expect in a smaller, trimmer car.

Another thing you'll like: Omega's seats. You sit big, up off the floor—front and back. And they're soft, yet firm. Because we want you to have both room and comfort.

The trunk space will startle you, too. It's wide. Flat. And 14.3 cubic feet big. With no spare tire to get in the way. Where's the spare? It's tucked neatly under the trunk floor in a compartment of its own.

Omega rides big, drives big.

No single engineering feature made it happen. A lot of them together did.

Front-wheel drive. It puts the weight of the engine over the wheels that both power and steer the car. And it works to your advantage in traction on the road.

You'll like the way it tracks you along a snowy street or a rain-slicked highway. You'll like the grip and steadiness it shows in crosswinds and curves. You may get the feeling Omega behaves like a bigger, heavier car than it is.

The engine feels big. The new Omega with standard L4 engine and available automatic transmission is actually quicker in 0-50 acceleration than last year's comparable model with

a V6! This helps you rev up and merge into expressway traffic with ease and confidence.

Yet it's economical. With standard L4 and 4-speed manual transmission, the EPA estimate is 24 mpg, and the highway estimate is 38 mpg!

Remember, the EPA estimate is for comparisons, and your mileage will depend on speed, trip length and weather. Actual highway mileage will probably be lower than highway estimate. (Comparable Calif. EPA estimate not available at date of publication. See your dealer.)

But as you see, you can expect good gas mileage as well as good performance.

A beautiful new quiet.

Small cars generally aren't known for their quiet ride. We think this one will impress you.

Sophisticated aerodynamic testing in early design stages helped streamline the body for substantially reduced wind resistance compared to last year.

Advanced acoustic technology also gave Omega new insulation materials and methods of installation.

The body and virtually every chassis component are insulated, one from another, to reduce metal-to-metal contact,

vibration and noise.

Finally, the MacPherson strut suspension was fine-tuned to produce a smooth and comfortable ride.

So what you have is the kind of riding enjoyment you might never have believed possible in a small car—until you've tried Omega.

Quick and agile on the road. Omega has quick rack-and-pinion steering and a tight turning radius. So its maneuverability in crowded city traffic or in parking will really please you.

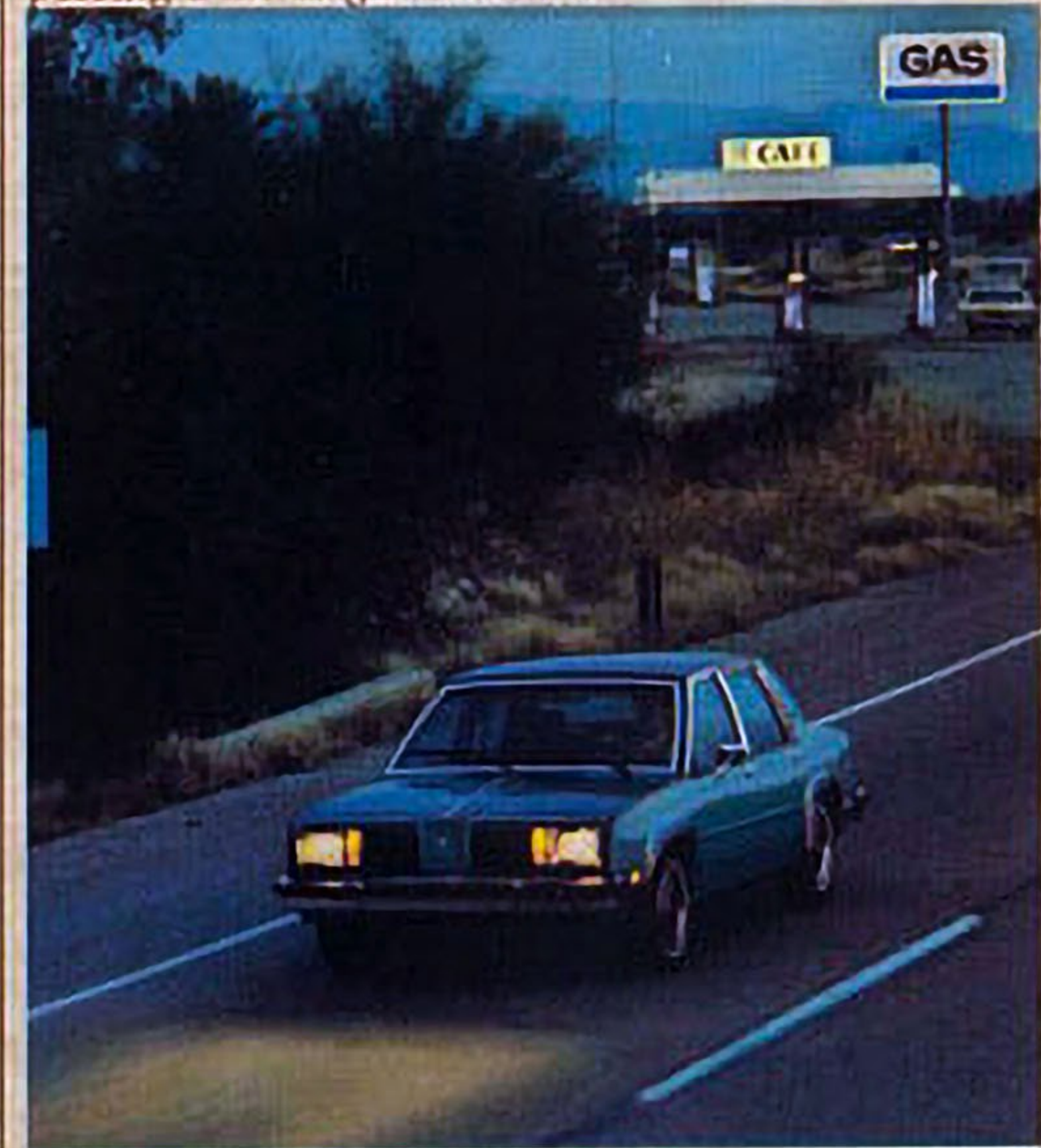
Improved anti-corrosion measures built in.

There's never been an Olds built with this high a proportion of galvanized metals. Special zinc-rich primers, sealers and waxes protect panels, seams and joints that get exposed to moisture. And special plastisol coatings on lower body areas even help protect against stone damage that can lead to rust. We want your new Omega to stay solid and good looking, just as you do.

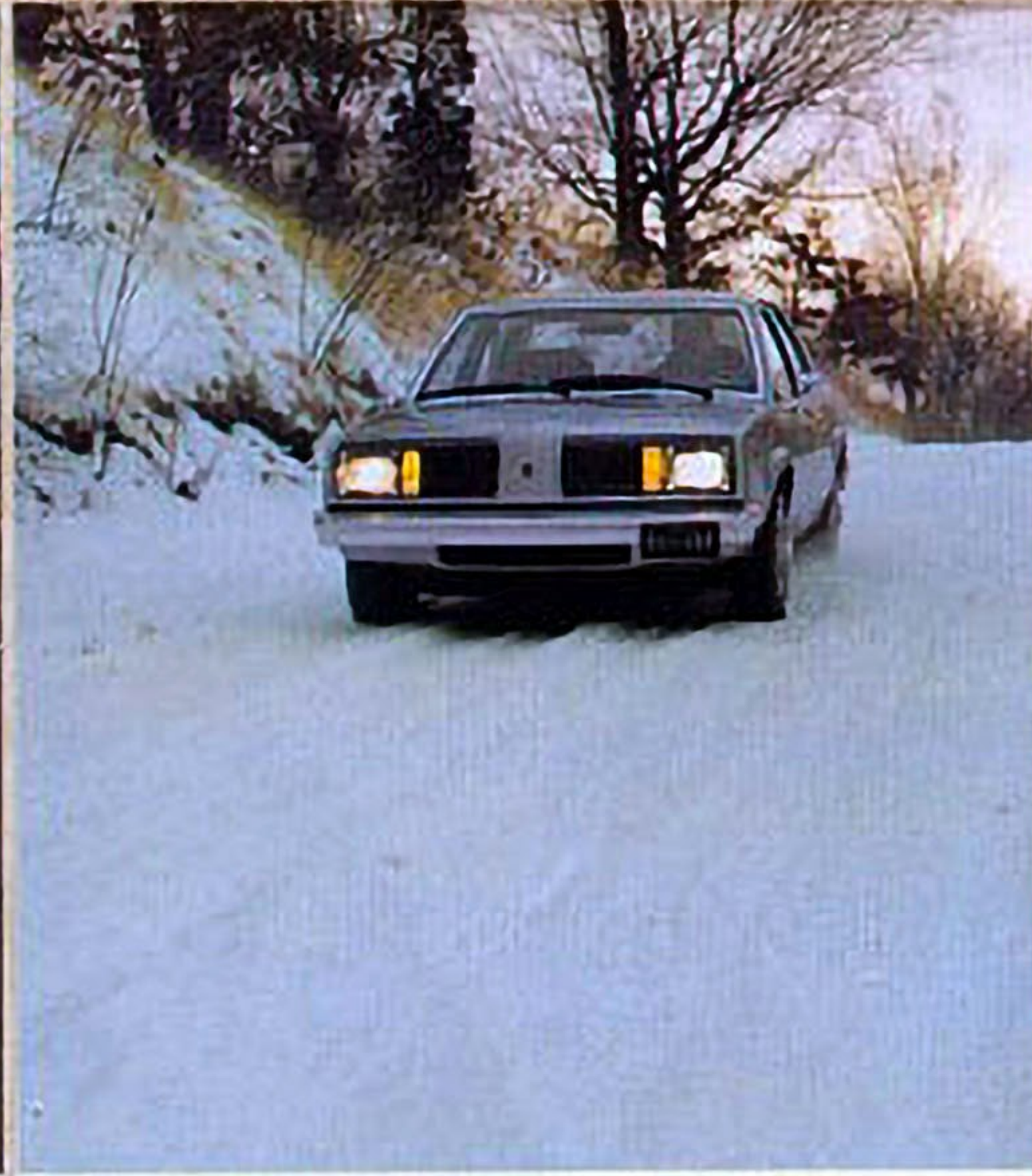
The Oldsmobile of small cars.

That says a lot. Between the room, the ride, the driveability

EPA estimates indicate you'll be passing a lot of gas stations.



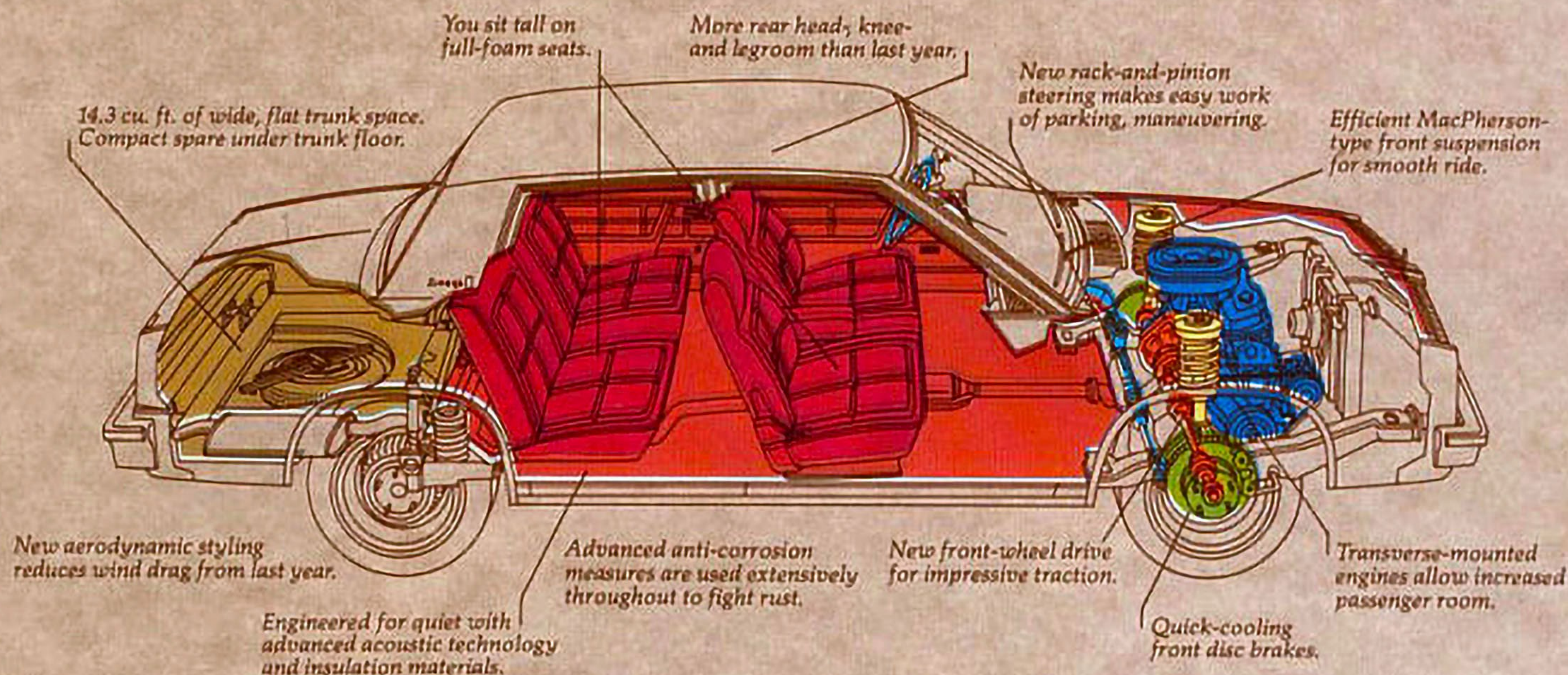
Let it snow. Omega digs in with front-wheel drive traction.



Merge into freeway traffic with confidence and ease.



Inside the Oldsmobile of small cars . . .



OMEGA POWER TEAMS

Standard Engine: LW9
 Litre/CID/Type 2.5/151/L4
 Carburetion 2-bbl.
 GM-built, Pontiac Motor Div.
 Standard Transmission:
 Manual 4-speed floor shift

Available Engine: LE2
 Litre/CID/Type 2.8/173/V6
 Carburetion 2-bbl.
 GM-built, Chevrolet Motor Div.
 Available Transmission:
 Automatic . . . 3-speed column shift

DIMENSIONS (Coupe/Sedan)

Overall length (in.) . . 181.1/181.1
 Wheelbase (in.) . . . 105.0/105.0
 Luggage Capacity
 (cu. ft.) 14.3/14.3
 Fuel Tank Capacity,
 gasoline (gal.) 14.0

Headroom;
 front (in.) 38.2/38.2
 rear (in.) 37.7/37.7
 Shoulder Room;
 front (in.) 56.2/56.1
 rear (in.) 55.7/56.2
 Legroom; front (in.) . . 42.0/42.0
 rear (in.) 34.6/35.5

and the comfort, the new Omega has become a whole new kind of small car.

You gotta drive it. You're gonna love it. And you can buy it or lease it.

The small car just grew up. See for yourself at your Olds dealer's. Soon.

A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. However, since the time of printing, some of the information you'll find here may have been updated. Also, some of the equipment shown or described throughout

this catalog is available at extra cost. And the right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment and models. Your Olds dealer has details and, before ordering, you should ask him to bring you up to date.

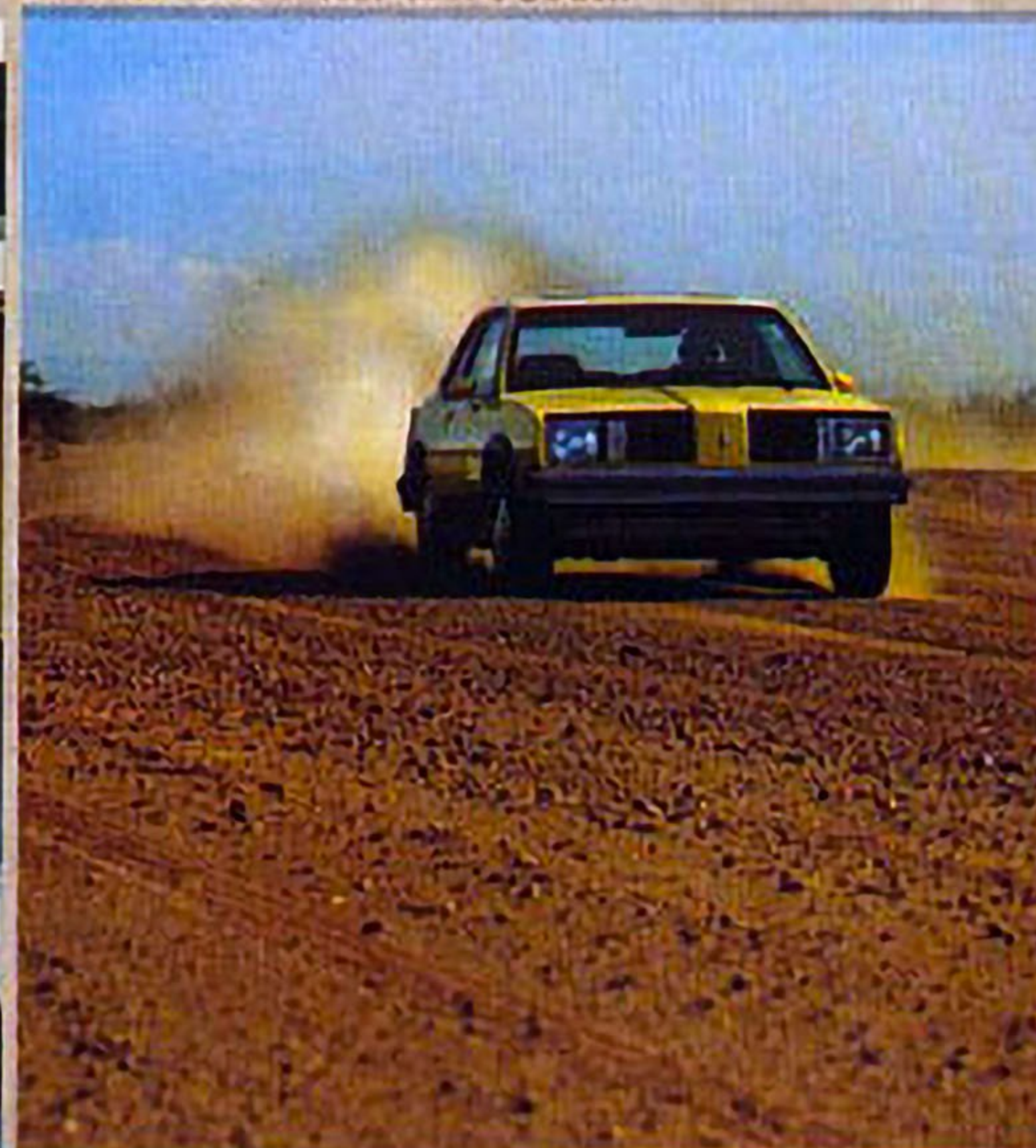
A word about engines.

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

Rack-and-pinion steering and trim wheelbase help make parking a pleasure.



You've gotta drive it. You're gonna love it. Take a test drive soon.

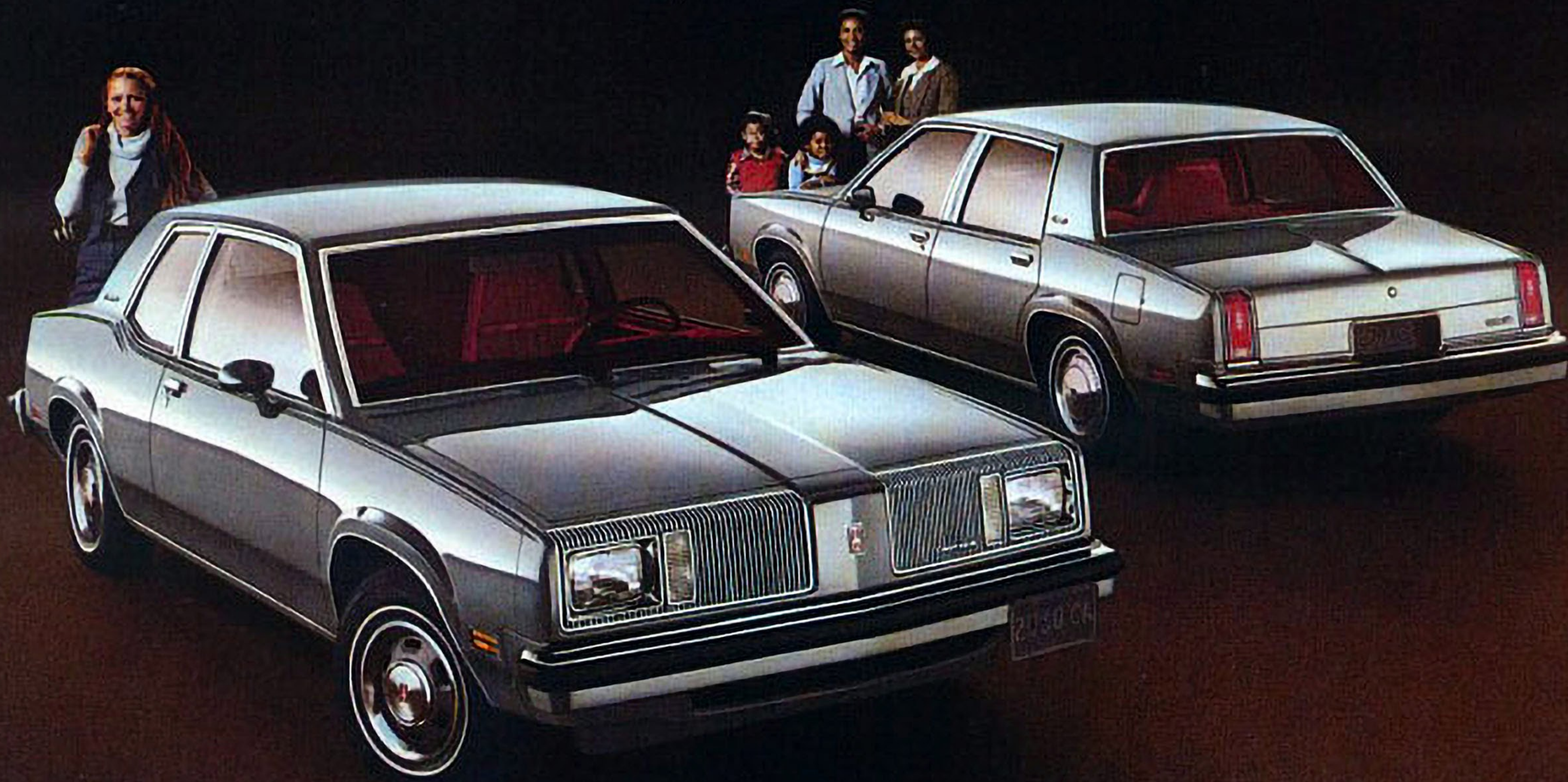


New MacPherson-type suspension helps Omega strut its stuff in the turns.



OMEGA

The very affordable
Oldsmobile of small cars.



This isn't just another small car. This is an Oldsmobile. With the kind of room, comfort and value you want in a small car, but maybe didn't think you'd find. Now you've got it.

The amazing new Omega sits big. And drives big. But it doesn't cost big. In fact, com-

pare its prices with those of some less-roomy imports you may have been considering, and you are in for a nice surprise.

So now you can think Oldsmobile. And everything the name stands for.

Next step? Test drive. You gotta try the small car with

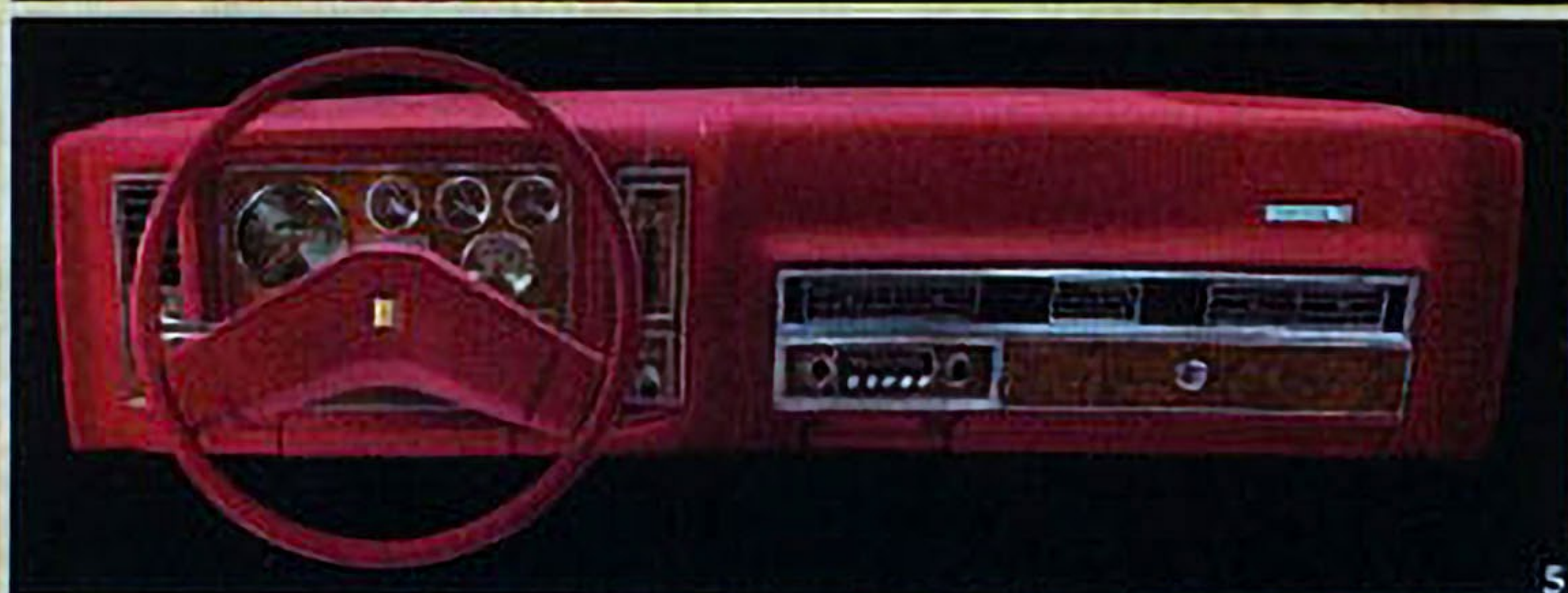
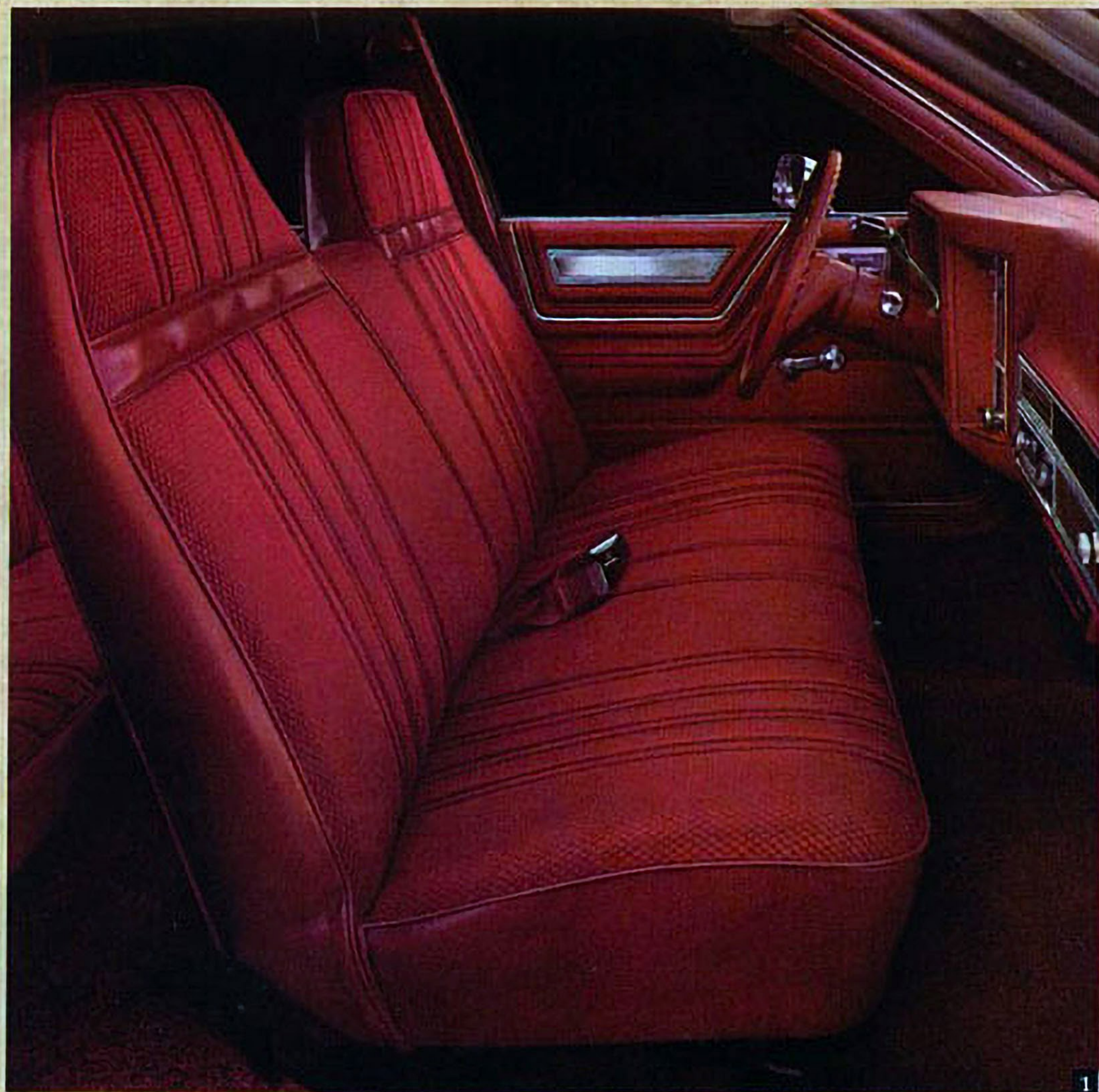
stretch-out space, transverse-mounted engine, front-wheel drive traction and the Oldsmobile name.

1980 Omega. You gotta drive it. You're gonna love it. The very affordable Oldsmobile of small cars.

Omega 2- and 4-door sedans (far left). 1. All the room you didn't

expect. Plus full-foam seats, 2. Bucket seats available.

3. Honest, adult-size room. Even in back! 4. Yes, Omega can handle all that luggage. 5. The instrument panel is more impressive than some full-size cars. 6. This little lever washes and wipes the windshield, signals your turns and dims your headlamps. 7. 4-speed manual standard.



Your Olds Omega 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. **Omega has these occupant-protection features:** Seat belts with pushbutton buckles for

all designated 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 • Laminated windshield • Safety armrests. **Omega also provides these built-in anti-theft features:** Anti-theft ignition key reminder buzzer • Anti-theft steering column lock • Anti-theft interior door lock controls • Anti-theft key system.

OMEGA BROUGHAM

It's what other small cars
might like to be—when they grow up.



When all the designing, testing and innovating was over, Oldsmobile had just upgraded the small car idea! Result: the kind of room, seating comfort and luxury you might expect in a bigger car—in a car that's trim outside. That's the new Omega Brougham.

When's the last time you slid

into an interior as luxuriously inviting as the one below—regardless of size? Full-foam seats, brushed knit fabric, even a fold-down center armrest.

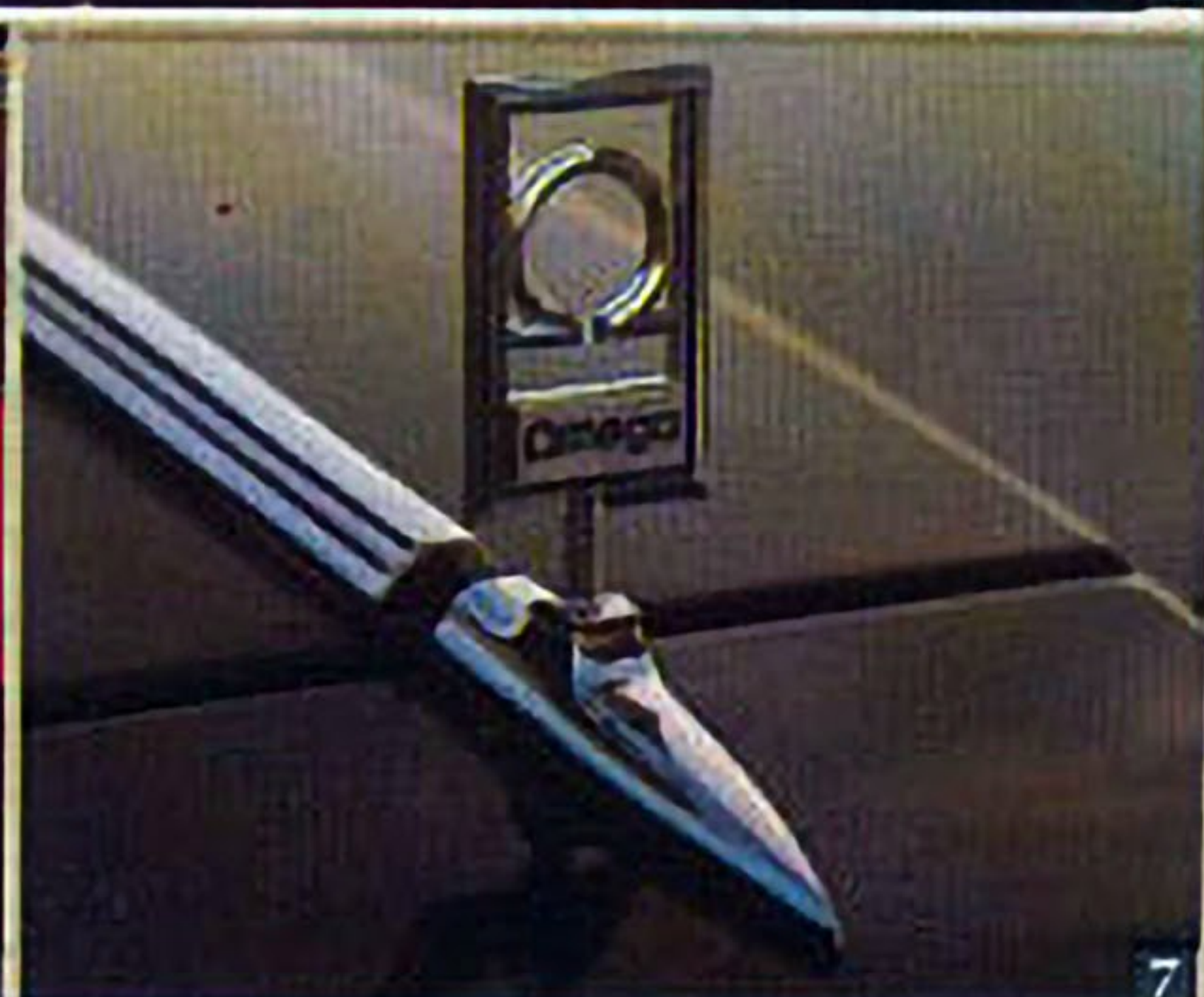
We took important steps to help make Brougham quiet, too. Advanced acoustic technology, special insulation materials and methods of

installation—all to help make Brougham seem like a little limousine.

As for available extras, the list is as long as your desire. Tilt steering wheel, cruise control, even a Delco 40-channel CB, good buddy.

The small car just grew up. And you can buy it or lease it.

Omega Brougham 2- and 4-door sedans (far left). 1. The lap of luxury. 2. Bucket seats available. 3. Removable sunroof for fun and air available. 4. Reclining seat backs available. 5. Two-tone paint available. 6. You can even order an integrated 8-track tape player. 7. The finishing touch.



OMEGA SX

All decked out to look as sporty as it drives.



Some small cars put up a good front. Omega SX backs it up. With available automatic transmission, its standard L4 engine out-accelerates last year's V6, 0-50; the new available V6

out-steps last year's 5.0-l V8.* Omega SX is a treat to drive. You'll know it the first time you head down a winding road — with quick rack-and-pinion steering, front-wheel drive

traction and MacPherson strut suspension. You gotta drive it. All this, plus a special look. Rear-deck spoiler, dual sport mirrors, sassy stripes, blacked-out moldings and more!

You're gonna love it.

Omega SX 2- and 4-door sedans (above). 1. Take a test drive. 2. Bucket seats. 3. Gages and sport steering wheel are available. *Unavailable in Calif. in 1979.



1980 OLDS OMEGA EXTERIOR COLORS



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

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 the GM Assembly Division. 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 unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise 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.