# 1982 OLD SMOBILE FIRE IN A



#### 1982 Firenza.

# This is what a small car can be... when it's an Oldsmobile!

Tou may have looked into a lot of small cars recently. Looked into them carefully. But so far, no sale. Fine for others maybe, but just not what you had in mind. Then, along comes this absolutely dazzling new car called "Firenza" and the adrenalin starts

pumping again.

Can this be real? It is. Here's a stylish small car and, better yet, an Oldsmobile. Fuel-efficient and affordable. With sophisticated sport styling.

That's Firenza, alright. And it's for real. All the new technology.

all the fine quality, they're all there in an exciting package that's great on style and great fun to drive.



while reducing exhaust emissions. Economy is what you get. With the standard

1.8-liter L4 engine and 4-speed manual transmission, Firenza does a great job of stretching a gallon of gas. The EPA

Driving the Firenza. The pleasure's all yours. Slide into those body-cradling reclining bucket

seats, slip the console-mounted "stick" into gear and you're on your way. Notice the way Firenza hugs the road and

takes corners. That's front-wheel-drive traction at work. It keeps you going in snow, sand or rain. Thanks to MacPherson strut suspension up



front and coil springs in the rear, the ride is smooth and level. The rack-and-pinion steering is sure and precise.

And room? Firenza is not your basic four-passenger small car. It carries five comfortably. D. Oldsmobile Division of General Motors Corporation

wheelbase, it provides the type of interior space of some cars longer in length. That's one example of what a small car can be when it's an Oldsmobile. Roomy. It is also very sophisticated. Your engine's

functions are monitored by an on-board computer which fine-tunes Firenza's performance as you drive Computer Command Control continuously adjusts the air-fuel mixture in the carburetor. The result is smooth performance with fuel economy

How does Firenza rate in fuel economy?" Just beautifully.

mileage estimates are impressive. For buyers who prefer a larger, 4 engine will be available in April of 1982.

more responsive engine, a new optional 2.0-liter This engine will be teamed up with an available automatic transmission. Whichever way you elect

'all business" with easy-to-read gages.

to go, good mileage goes with you.

dynamics. The stylists and engineers designed

that's not only sophisticated and sporty but

aerodynamically efficient.

the Firenza to be decidedly wedge-shaped, a look

Firenza quality.

It's almost out of this world.

Aerodunamically designed for good looks and good mileage.

ago helped shape and form the new Firenza.

Gamma rays. Laser scanners. Optic probes.

Big computers, Small microprocessors.

And robots! Robots that do all manner of precision

Result? Firenza is an extremely "tight" car. You

iobs - welding, painting, assembly, inspection.

can see it in the fit of the hood, doors, fenders

and trunk lid. Snug and straight. It's there in the

in-one unibody construction, the meticulous

precision of the brazed metal seams, the welded-

match of the window moldings.

Then, the crowning touch,

a lustrous acrylic

paint. It is applied so richly and uniformly that Firenza's quality and beauty come shining through. Naturally, this is the kind of beauty you want to preserve a long, long time. So do we. That's why every Olds Firenza receives such deep and thorough

treatments to fight corrosion (see page 9). Our new quality-built Firenza. Four

sporty, sophisticated models which are out to prove that, even in these practical times, there's still room to do it with style. Test-drive a Firenza today.

Being weight-efficient is another way to help provide good economy. So, Firenza utilizes unitized body construction which integrates the body and frame while offering more alternatives for the design of interior space. We've had one built for you. Here's something else that contributes to Firenza's impressive mileage figures: aero-

Although it rests on a maneuverable 101.2-inch gleam in an engineer's eye just a few short years

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Techniques and technology that were only a \*See EPA mileage estimates in accompanying Fuel Economy Estimate/Engine Supplement She



Olds Firenza SX and LX. This is what a small car interior can be ... when it's an Oldsmobile. Sporty but elegant. The standard console is flanked by the reclining front seats.

Important: A word about this catalog. We and factual as possible and we hope you find it helpful. However, since the time of printing. some of the information you will find here may shown or described throughout this Olds

catalog is available at extra cost. Your dealer have tried to make this catalog as comprehensive has details and, before ordering, you should ask him to bring you up-to-date. The right is reserved to make changes at any time, without worldwide. See your dealer for details. Please notice, in prices, colors, materials, equipment, refer to the "Fuel Economy Estimate/Engine have been updated. Also, some of the equipment specifications and models. Check with your Olds dealer for complete information.

A word about engines: Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies. Supplement Sheet" provided to your dealer for EPA mileage estimates.





The Firenza SX and LX: Olds small-car quality and luxury in two distinctive styles. So different, like it with a sophisticated touch. vet so much alike. There's the sleek Firenza SX

who like exciting, sporty style, but Then, there's the Firenza LX Sedan, and vive la difference!

sport sedan with a "grand touring" car feeling. Elegant, but still sporty. Of course, there's one place all Oldsmobile luxury, the tasteful

Coupe. It's the hatchback for people Definitely for people who want a trim agree on things - inside that roomy. elegant Firenza interior. Here they all can enjoy the high level of Firenza buyers can get together and fabrics and appointments, the plush cut-pile carpeting underfoot. Take the wheel and other pleasing discoveries reveal themselves. A level of quiet you may not have expected in so small a car. Sound-

extensively to help reduce noise. A level of comfort also. Seats are full-foam - and very relaxing. A smooth ride with sporty handling

absorbing materials have been used that's contagious. All built in for But, then, driving pleasure is what the Firenzas are all about. Whether

And now that we've whet your appetite, why not do a little driving? After all, a test drive is the only way to fully appreciate the newest and smallest of Oldsmobiles.



so much to like. Want a sporty, fun- front suspension, rack-and-pinion to-drive small car that's easy on gas? Firenza comes through with an eco- front bucket seats and convenient nomical 4-cylinder engine.\* Want

Firenza, The new small Olds with front-wheel drive, MacPherson strut steering? They're yours. Want reclining 30,000 miles between spark plug fold-down rear seats in coupes? Also transmission fluid replacement (in

yours standard Want infrequent scheduled maintenance? How about and value for the money? Want fit changes, 100,000 miles between

normal use)? Want reliability, quality and finish with a stylish flair? That's Firenza, It's what a small car can be - when it's an Oldsmobile.

## Firenza. The inside story.



The newest look of Oldsmobile quality. And how it got to be this way. The sleek. aerodynamic Olds new car. It is the product of the latest ance - and quality.

It's what a small car can be - when it's an Oldsmobile.

Quality-right from the start. Even before metal touched metal or pencil touched paper. the new Oldsmobile Firenza was taking shape - line by line, piece by piece - on the viewing screen of a computer.

and finally the entire car. That's where planning began, where innovative

approaches and design techniques first applied. One example, Firenza models feature one-piece door frame units for preci

Putting it all together.

parts were assembled, on-line adjustments were studied and analyzed, along with materials that parts or components are matched, a proper fit exposed body surface of Firenza is treated is assured. Many adjustments are eliminated and precision quality is improved. That means



ly as a result.

sound of an Oldsmobile.

often required. Now computers locate and drill counteract or block such chemical action on at exact and critical locations. So when holes of metal. As a result, virtually every square inch of that the new Firenza is everything you want

fact, assembly tolerances on the hoods and

Close a hood or slam a door - that's the

Welds are made with a new precision, too.

In the early stages of the body assembly com

puter-controlled robots perform an average of

arms, laser beams are

used to determine, with

Impressive anti-corro-

sion treatments. Chem-

corrosion were carefully

trunk openings have been reduced substantial-

The entire body for example, is chemically a better fit for doors, hoods and trunk lids. In treated for corrosion resistance and primer

adhesion. In addition, zinc-rich coated metals are used throughout the body. Galvanized metals, thermoplastic front fender liners and waxes are also used.

Finally, a thick plastisol barrier is applied to critical lower body areas to help fight nicks

The finishing touch. Before Firenza sees a pre-paint process. Body parts are coated with a special solution that shows off even

can then be spotted and removed. Then the painting begins - with a seven-step



Passing inspection. All in all, each Firenza and inspections before it passes muster.

uses 27 probes - and gamma rays - to check

and other underbody points that are seen - and unseen. Thorough as they are, we go beyond these inspections.

out every phase of performance, tightness.

The name is Firenza. The word is quality. And that's what the newest, smallest Oldsmobile is really all about.

#### Firenza.

# When a small car is an Oldsmobile, it's got a lot to offer.







How sporty can you get? As sporty as you like. These available wheels will help you decide. (A) Super stock wheels (B) Simulated wire wheel discs with locks (C) Rallye wheels.



things to add to your comfort. Like an assist handle above the passenger doors.



Sideview mirror is color-matched to the body. framed in black to match the window moldings. Standard on Firenza SX and LX models.



Firenza coupes put 16 cubic feet of cargo area at your disposal. Yet allows you to keep things. out of view with an available cargo hatch cover.





four-speed manual transmission. Economical!\*

liter I 4 engine with

Firenza's standard AM radio (may be deleted for credit). Other available radios include AM-FM

### Continuous Protection Plan



GM's Continuous Protection Plan offers service protection in addition to that provided by GM's New Vehicle Limited Warranty. Ask your dealer about it. Coverage available only in U.S.A. and Canada

\*See EPA mileage estimates in accompanying Fuel Economy Estimate/Engine Supplement Sheet

#### FIRENZA STANDARD FOCUPMENT Chassis and Body:

Computer Command Control # High-Energy Electronic Ignition System - Rackand-Pinion Steering . Low-Drag Power Front Disc Brakes MacPherson Strut Front Suspension Front and Reveal Moldings = Rocker Panel and Wheel-Opening Moldings ■ Extensive Anti-

Corrosion Treatments # Space-Trunk Space ■ Compact Spare Tire Stored Beneath Floor ■ Maintenance-Free Battery ■ Delcotron ■ 4-Speed Manual Fully Synchronized Transmission with Floor Shift . Easy Roll Tires, P175/80R13 Glass

Belted Radial-Ply Blackwall Rear Quarter Swing-Out Windows (Hatchback Models)

■Full-Foam Seat Construction ■ Armrests. Front and Rear ■ Assist Grips above Passenger Doors ■ Ashtray with Lamp in Console ■ Side Window Defoggers ■ Interior Operated Hood Lock Release # Headlamp-On Warning ■ Cigar Lighter ■ Inside Day/Night Mirror ■ Contour Reclining Front Bucket Seats Deluxe Seat Belts Color-Keyed to Individual Interior 
Flo-Thru Ventilation System 
Sport and Front Fender Fixed Mast Antenna (may be deleted for Side Manual ■ Body Side Moldings ■ Rallye Wheels with Lower Door Panels # Automatic Front Door Lamp Switches Firenza LX Sedan:

#### STANDARD EQUIPMENT BY MODEL Firenza S Coupe:

4 Vinyl Trims ■ Full-Folding Rear Seats ■ Carpeted Load Floor Rallye Wheels with Stainless Steel Trim Rings ■ Patch-Style Outside Rearview Mirror Driver Side

equipment in these Oldsmobile products: The

facilities of General Motors Corporation operated by

Oldsmobile Division and General Motors Assembly

General Motors and by various suppliers to General

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

Oldsmobile products with different components or

All such components have been approved for use in

formance associated with the Oldsmobile name.

economy requirements, or for other reasons, to produce

differently sourced components than initially scheduled

With respect to extra-cost optional equipment, make

Motors. From time to time during the manufacturing

Division. These vehicles incorporate thousands of

Oldsmobiles described in this catalog are assembled at

Aword about assembly, components and optional certain you specify the type of equipment you desire on

1.8-liter L4 engine with Full-foam seat Low-drag Easy-roll tires FIRENZA POWER TEAMS

iter/Type/Code. 20/L4/LR9** arburetion. 2Barrel	DIMENSIONS:	(Coupe/Sedan) (in.)174.3/176.2	Headroom
Produced by Chevrolet Motor Divisio	in.	*Available with Auto	omatic Transmiss
_			

■ Contour Reclining Bucket Front Seats, with 4 Cloth and EQUIPMENT: 4 Vinvl Trims Patch-Style Outside Rearview Mirror, Driver

#### Firenza SX Coupe:

Side - Deluxe Wheel Discs

#### Contour Reclining Bucket Front Seats with 5 Velour Trims . Carpeted Load Floor Full-Folding Rear Seat

Space-efficient interior, front and rear,

Convenience Group, Lamps, Visor Vanity Mirror and Chime Tones # Instrument Panel Rallye Cluster # Custom Sport Steering Wheel . Color-Coordinated Outside Rear-Stainless Steel Trim Rings Power Steering

Contour Reclining Bucket Front Seats with 5 Velour Trims Convenience Group, Lamps, Visor Vanity Mirror and hime Tones # Deluxe Steering Wheel # Color-Coordinated Contour Reclining Bucket Front Seats, with 4 Cloth and Outside Rearview Mirrors - Driver Side Remote Control, Passenger Side Manual ■ Body Side Moldings ■ Deluxe Wheel Discs ■ Power Steering ■ Instrument Panel Rallve Cluster with Tachometer, Trip Odometer and Gages.

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.

Standard occupant-protection features: Manual

lap/shoulder belts with pushbutton buckles for driver

and right front passenger (driver side includes visual &

button buckles for rear passenger positions 

Energy-

absorbing steering column 
Passenger quard door

locks Safety door latches and stamped steel hinges

audible warning system) [ Manual lap belts with push-

#### Available with Automatic Transmission in April: (Not Available in California) FIRENZA AVAII ARI F

Rack-and-pinion steering

MacPherson strut front suspension

High-energy electronic ignition

☐ 6-Way Power Seat Adjuster Driver Side

# Removable Tempered Glass

Solit-Folding Rear Seat

T Power Door Locks Soft-Ray Tinted Glass Power Side Windows

Custom Interior Trim (S Cpe.)

Auxiliary Floor Mats (F. & R.)

Trip Odometer 2.0 liter L4, 2-Barrel Engine (See Page 2)

and Oil Pressure Gages

Two-Tone Paint Scheme Three-Speed Auto, Trans.

Custom Sport Steering Wheel

Combination Dome and

Remote Control Outside

Airrors Driver Side Remote

Passenger Side Manual

Engine Block Heater

Fuel Filler Door Lock

Matched with Trim Rings

Tilt-Away Steering Wheel

☐ Simulated Wire Wheel Discs.

Vanity Mirror and Chime Tones

Instrument Panel Rallye Cluster

Tachometer, Trip Odometer,

Rallye Wheels with Trim

☐ Puncture-Sealing Tires

Rings (Std. on Coe.)

Airror, Driver Side

☐ Four-Season Air Conditioner

#### padded instrument panel and front seat back tops and displays Standard accident-avoidance features: Side

nate with headlamps - Four-way hazard warning flasher signal control [ ] Windshield defrosters, washer and dualspeed wipers □ Vinyl-edged inside mirror □ Outside rearview mirror 

Dual master cylinder brake system with warning light □ Starter safety switch □ Dual-action safety hood latches

Laminated windshield/tempered side and rear glass

Safety armrests | Identification symbols for controls

Standard anti-theft features: Anti-theft ignition key reminder buzzer 
Anti-theft steering column lock ☐ Inside hood release ☐ Anti-theft key system (one key for ignition only, other key for glove compartment,

doors, trunk and tailgate)





# The Newest, Smallest Oldsmobile.

Firenza. It offers economy...comfort...style...quality
— all the things you have a right to expect in a small car.
A lot of care and attention has been put into the new

