

1982 OLDSMOBILE FIRENZA



1982 Firenza.

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

You 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.



Firenza fit and finish. The quality comes shining through.

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-wheel drive provides impressive traction, while permitting more spacious interiors.

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.

Although it rests on a maneuverable 101.2-inch 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 while reducing exhaust emissions.

How does Firenza rate in fuel economy? Just beautifully.

Economy is what you get.

With the standard 1.8-liter I-4 engine and 4-speed manual transmission, Firenza does a great job of stretching a gallon of gas. The EPA mileage estimates are impressive.

For buyers who prefer a larger, more responsive engine, a new optional 2.0-liter I-4 engine will be available in April of 1982. This engine will be teamed up with an available automatic transmission. Whichever way you elect



The available international-style instrument panel is "all business" with easy-to-read gauges.

to go, good mileage goes with you.

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.

Here's something else that contributes to Firenza's impressive mileage figures: aerodynamics. The stylists and engineers designed the Firenza to be decidedly wedge-shaped, a look that's not only sophisticated and sporty but aerodynamically efficient.

Firenza quality.

It's almost out of this world.

Techniques and technology that were only a

gleam in an engineer's eye just a few short years ago helped shape and form the new Firenza.

Big computers. Small microprocessors. Gamma rays. Laser scanners. Optic probes. And robots! Robots that do all manner of precision jobs — welding, painting, assembly, inspection.

Result? Firenza is an extremely "tight" car. You can see it in the fit of the hood, doors, fenders and trunk lid. Snug and straight. It's there in the precision of the brazed metal seams, the welded-in one unibody construction, the meticulous match of the window moldings.

Then, the crowning touch, a lustrous acrylic



Aerodynamically designed for good looks and good mileage.

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).

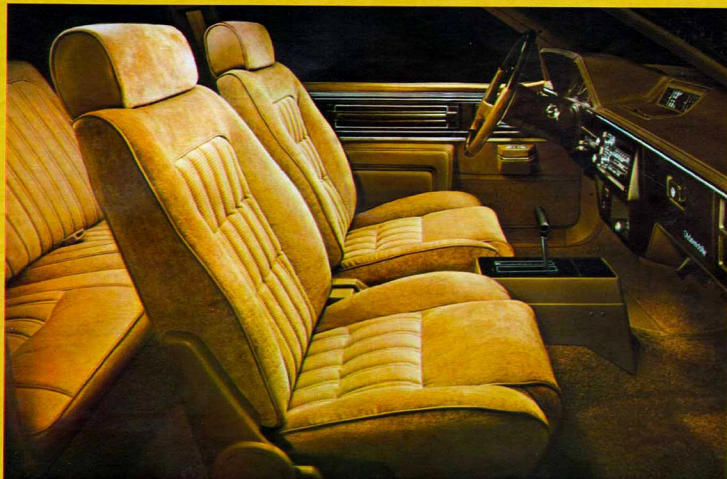
Our new quality-built Firenza. Four sporty, sophisticated models which are out to prove that, even in these practical times, there's still room to do it with style. Test-drive a Firenza today.

Oldsmobile

We've had one built for you.

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



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 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 will find here may have been updated. Also, some of the equipment shown or described throughout this Olds

catalog is available at extra cost. Your dealer 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 notice, in prices, colors, materials, 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 worldwide. See your dealer for details. Please refer to the "Fuel Economy Estimate/Engine Supplement Sheet" provided to your dealer for EPA mileage estimates.

*You love the excitement,
the free-as-the-wind feeling as you
take the helm. That's living.
That's for you.*

To you we present
**FIRENZA
SX COUPE**



You've been everywhere and seen everything. But you've never lost your appreciation of quiet pleasures, quiet places, values with solid substance.

To you we present
**FIRENZA
LX SEDAN**



The Firenza SX and LX: Olds small-car quality and luxury in two distinctive styles. So different, yet so much alike. There's the sleek Firenza SX

Coupe. It's the hatchback for people who like exciting, sporty style, but like it with a sophisticated touch. Then, there's the Firenza LX Sedan, and *vive la difference!*

Definitely for people who want a trim sport sedan with a "grand touring" car feeling. Elegant, but still sporty. Of course, there's one place all Firenza buyers can get together and

agree on things — inside that roomy, elegant Firenza interior. Here they all can enjoy the high level of Oldsmobile luxury, the tasteful 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-

absorbing materials have been used extensively to help reduce noise. A level of *comfort* also. Seats are full-foam — and very relaxing. A smooth ride with sporty handling

that's contagious. All built in for your driving pleasure. But, then, driving pleasure is what the Firenzas are all about. Whether it's the SX or the LX.

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.

See EPA mileage estimates in accompanying Fuel Economy Estimate, Engine Supplement Sheet.

Others may take the dull, accepted route, but that's not your style. You go where the action is, always finding new ways to challenge yourself.

To you we present

FIRENZA COUPE AND SEDAN



Firenza. The new small Olds with so much to like. Want a sporty, fun-to-drive small car that's easy on gas? Firenza comes through with an economical 4-cylinder engine.* Want

front-wheel drive, MacPherson strut front suspension, rack-and-pinion steering? They're yours. Want reclining front bucket seats and convenient fold-down rear seats in coupes? Also

yours, standard. Want infrequent scheduled maintenance? How about 30,000 miles between spark plug changes, 100,000 miles between transmission fluid replacement (in

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

*See EPA mileage estimates in accompanying Fuel Economy Estimate, Engine Supplement Sheet.



Computer graphics help assure quality long before metal meets metal.

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.

That's where engineers and stylists projected the image of components 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 precision fit.

Putting it all together.

In the past, when various parts were assembled, on-line adjustments were often required. Now computers locate and drill at exact and critical locations. So when holes of parts or components are matched, a proper fit is assured. Many adjustments are eliminated and precision quality is improved. That means a better fit for doors, hoods and trunk lids. In

The newest look of Oldsmobile quality. And how it got to be this way. The sleek, aerodynamic Oldsmobile Firenza is more than just a new car. It is the product of the latest technology and innovation, designed for impressive reliability, economy, performance — and quality.



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

fact, assembly tolerances on the hoods and trunk openings have been reduced substantially as a result.

Close a hood or slam a door — that's the sound of an Oldsmobile.

Welds are made with a new precision, too. In the early stages of the body assembly, computer-controlled robots perform an average of 450 precision spot welds per body. Many welds are then carefully checked ultrasonically.

You may think of lasers as something from the world of tomorrow. But they are here now. Mounted on rotating arms, laser beams are used to determine, with amazing accuracy, the fit of pre-selected openings in the body.



A robotic arm welding system makes spot welds quickly, precisely and automatically.

Impressive anti-corrosion treatments.

Chemical actions that cause corrosion were carefully studied and analyzed, along with materials that counteract or block such chemical action on metal. As a result, virtually every square inch of exposed body surface of Firenza is treated during manufacture to help resist corrosion. The entire body, for example, is chemically 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 and chips.

The finishing touch. Before Firenza sees a single drop of paint, it goes through a new pre-paint process. Body parts are coated with a special solution that shows off even slight sheet-metal scratches and marks, which can then be spotted and removed. Then the painting begins — with a seven-step procedure, finished off with a deep-shining Diamond Luster lacquer coat. Beautiful.



A programmed cyclic scanner checks openings around doors, windows, trunk lids and tail lamps for accuracy.

Passing inspection.

All in all, each Firenza is subjected to more than 1,000 tough tests and inspections before it passes muster.

One such check is the 100% computerized underbody inspection system. It uses 27 probes — and gamma rays — to check critical suspension and other underbody points that are seen — and unseen. Thorough as they are, we go beyond these inspections.

Randomly selected models are subjected to miles of rigorous on-road tests to check out every phase of performance, tightness, comfort and maneuverability. All to make sure that the new Firenza is everything you want it to be.

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



*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

Firenza and that's why we'd like to put you in the driver's seat. Take a test drive and see for yourself what a small car can be when it's an Oldsmobile.

Oldsmobile

We've had one built for you.