



ALBUM NO. 3: CALAIS · FIRENZA · FIRENZA CRUISER





There is  
a special feel in  
an Oldsmobile.



Welcome to a 1985 Olds album of fine cars, where you can sample a medley of our newest hits. Every one a masterwork of style, performance and value. Each a harmonious blend of attributes that give that special feel to an Oldsmobile. First, enjoy

our newest hit. Olds Calais...once it gets in your mind, it will stay in your mind. It's designed for today's quality conscious/style conscious buyers. Next...Olds Firenza and Firenza Cruiser, front-wheel-drive, fun-to-drive cars that let you easily

step up to Olds in style. Like all Oldsmobiles—each has been meticulously orchestrated by people who care about the quality of what they do. Yes, there is a special feel in an Oldsmobile and for 1985, it goes like this...



Olds Calais Supreme Coupe



Olds Firenza LX Sedan



Olds Firenza Cruiser



Olds Firenza SX Coupe





*Calais  
Supreme*

No matter how  
you look at it,  
it will get in  
your mind and  
stay in your mind.

From every angle, its  
styling is the epitome of  
contemporary. The new  
Calais from Oldsmobile is  
a sporty, sophisticated,  
4-cylinder, five-passenger  
coupe that's sized for pre-

cise handling and built  
with world class quality.  
It is built with the most  
advanced technology,  
tools and processes in the  
industry. You must drive  
it. Until you've experienced

the electronically fuel-  
injected spirit of its 2.5-liter  
I4 engine or available 3.0-  
liter V6, you haven't begun  
to get the Calais feeling.





# Calais Supreme

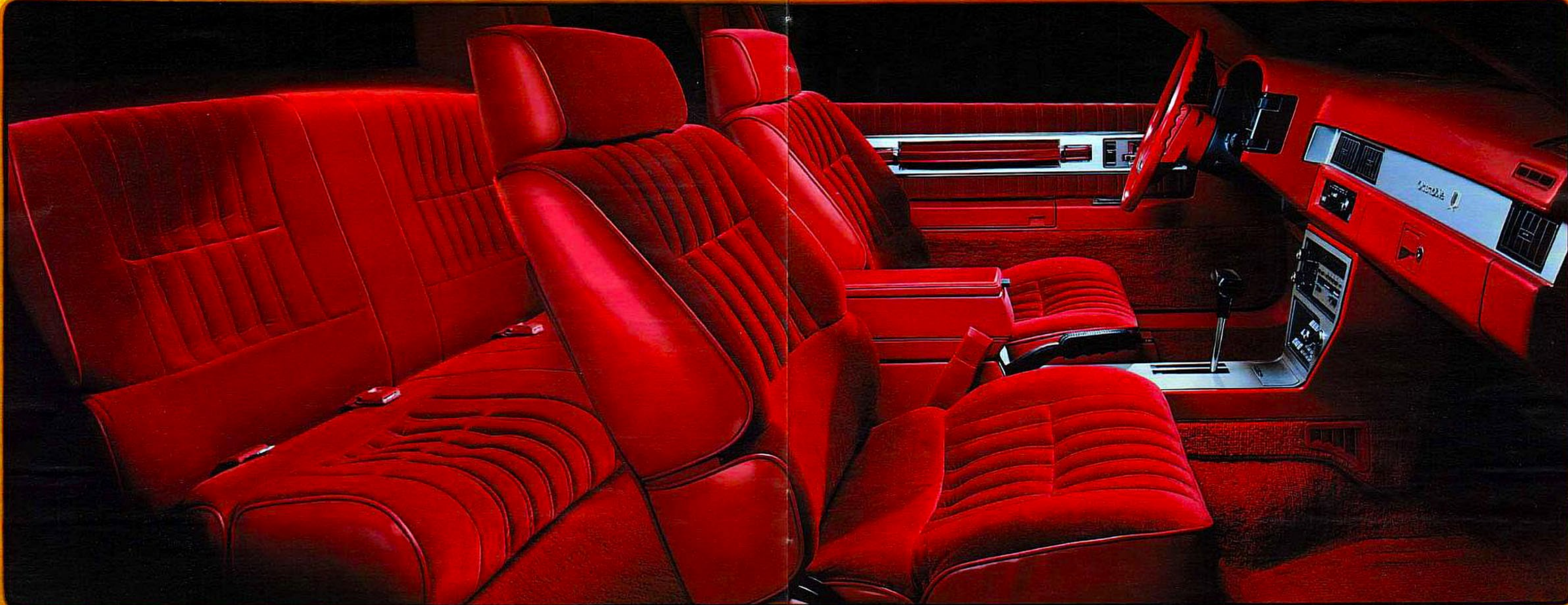
The look tells you it's new. The quality tells you it's Oldsmobile.

Quality makes Olds Calais very special. Inside and out! From its superb fit to its gleaming multi-coat/high-gloss enamel finish to its elegant interior. Look inside and you discover five-passenger comfort with full reclining front

bucket seats. They are covered in soft Stafford velour and have both lateral and lumbar support built in. To make getting in easy for rear passengers, Calais has an "easy-entry" passenger side front seat that slides forward. Now

get behind the wheel and take hold of Calais' deluxe steering wheel. You're surrounded by cockpit-styled instrumentation. Speedometer and odometer, in blue backlight graphics, read easily. An instrument pod includes wiper, washer

and headlamp controls. Plus available auto trip calculator...all within fingertip reach. Yes, Calais Supreme's look tells you it's new...its quality tells you it's Oldsmobile.







An unmistakable  
flair for style—  
and value.

You know who you are.  
Confident and competent.  
On the way up. You plan  
for tomorrow and tomor-  
row is here—in the new  
Olds called Calais. But  
don't let Calais' high-

styled appearance deceive  
you. Calais is a value you can  
afford. And... appreciate.  
Front-wheel drive, elec-  
tronically fuel-injected  
performance, power rack-  
and-pinion steering are

standard. So is a ride that  
is Oldsmobile smooth.  
World class quality beauti-  
fully wrapped in unmistak-  
able style. That's the new  
Calais from Oldsmobile.







Its interior taste is matched only by its exterior styling.

Swing open the door and Olds Calais welcomes you with its own distinct brand of quality and comfort. Notice the full-length console with courtesy lamps and storage space. Relax and sample the rich, soft velour or supple vinyl. Ease into the full-foam

seat. Feel the comfort with lateral and lumbar support built in. Touch a lever and recline. The instrument panel surrounds you like a cockpit. All very impressive! Especially considering that this is the lowest priced Olds Calais of all.



Calais is stylish. It's youthful. It's Oldsmobile. Any way you look at it, it measures up.

Take a good look. Then look even closer. You'll find that the new Calais measures up to any car being built today. Styling: Calais has a look all its own. Comfort: The ride is pure Oldsmobile. Quality: The fit and finish of doors, hood and trunk are precise. The

multi-coat/high-gloss enamel finish looks a foot deep. Value: It's even there in things you can't see like corrosion protection and sound absorption—the new Olds Calais is not only a beautiful car, but a beautifully built value, too!







The Calais Story.  
It's the quality  
that makes an  
Olds worth owning.

Before Calais could be built, the way cars are built had to be revolutionized.

There is a transformation taking place in the American automobile industry.

A rebirth that is literally redefining the way world class quality cars are designed and built. And Oldsmobile's Calais is at the very core of it.

Oldsmobile's goal for the Calais was to go beyond your expectations of what a quality car should both look like and behave like. The new Oldsmobile Calais is what a world class quality car should be.

But before Calais could be built, the way cars are built had to be revolutionized.

Where does Calais' quality come from?

From quality people working together as a team—pooling their resources into one, everyone an expert at their chosen craft.

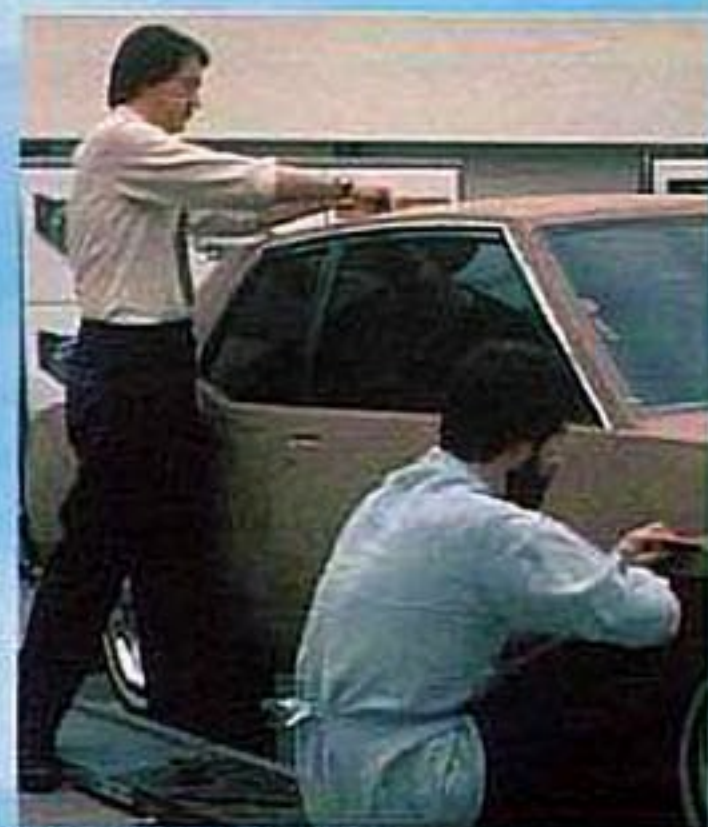
They are stylists who, from the very beginning, understood that design engineers have to be able to implement what they envisioned. And manufacturing and production engineers, who know how to build what the stylists and designers created.

Plus, teams of workers—each with 40-100 class hours of preparatory Calais training, using their skill and knowledge to make sure that the quality that was designed into Calais... was, in fact, built into Calais.

It takes quality tools to create a world class quality car! Space-age tools. High-tech tools. The same type of tools that have helped America reach further and further into outer space.

These state-of-the-art devices are the keys that allowed a high standard of quality to be designed into Olds Calais.

Calais was designed so that all the ingredients that go into manufacturing, production and quality assembly match Calais' personal requirements exactly.



Quality starts with design.

From the start, "mind tools" called computers were used by designers to aid in Calais' design and manufacture.

Robots—some as big as a two-story building, others as small as a personal computer—provided exact body dimensional control.



1. Computers aid in design and manufacture. 2. Robogate body framing. 3. Precision check of all body parts. 4. Worker team. 5. Instrument panel checking station. 6. ELPO bath of rust-resistant primers. 7. Master body cube with precision scanner. 8. Wind tunnel.

Over two hundred robots, the highest number in any GM facility, apply their precise, predetermined welds in the same exact place—accurately!

A master body "cube" with a precision scanner, the first to be used in the automobile industry, checks Calais' metal surfaces and compares them to a numerically "perfect" Calais. It helps ensure that each part, as well as the entire car, is built to the Calais master formula for quality.

Down the line, optic laser scanners keep an incredibly close eye

on Calais' tight quality tolerance levels throughout manufacture and assembly.

And every electrical device is checked both before and after it goes into Calais. Making sure it works the way it was designed to work.

New quality programs, processes and techniques were developed.

For instance, to fight off the effects of weather, Calais' body is totally drenched in an ELPO bath of rust-resistant primers.

Even a special paint process was added using lustrous multi-coat/high gloss enamels. These luxurious paints are not only more

weather resistant but also more radiant and brilliant to look at... virtually mirror perfect.

And to make sure that all of Calais' parts meet Calais' specifications, "just-in-time" inventory sourcing and statistical process control procedures were instituted.

Automated Guided Vehicle Systems were created—the most sophisticated in North America—to bring parts on moving workbenches to worker teams.

These unique individualized quality worker teams use their training in the new technologies to not only set, but meet Calais' world class quality goal.

Now workers who join wheels with tires, assemble engines, bumpers, brakes, rear axles and front suspension systems have greater control over the critical work that they perform.

And when each team's work is finished, it's tested by the workers themselves and their computers to make sure nothing was overlooked.

Even after Calais is built, the quality process is further heightened by using Dynamic Vehicle Testing. Here Calais is computer directed and monitored on dynamometer rolls. All critical functions are checked to make sure that everything meets Calais' world class quality standards.

See, hear and feel Calais' quality for yourself.

You can see Calais' quality in the even, precise fit where trunk lid meets quarter panel, quarter panel meets door, door meets fender, and fender meets hood.

You can get a feeling for Calais' quality every time you close its trunk. All it takes is two fingers.

You can hear Calais' quality every time you close its doors. Solid. And if you look closely, you'll notice the little things that add up to quality.

For instance, all of Calais' exterior trim is rubber backed so metal never touches metal.

And there are fewer body joints on Calais, which mean fewer places where "fit" problems might occur.

Calais also makes use of more one-piece component units than ever before. They are held firmly in place thus reducing the chance for annoying rattles to occur. Quiet.



Quality that was designed in... is, in fact, built in.

Yes, Calais' quality even shows up under its hood. The engine compartment is not only laid out to project a neat orderly appearance, but also to make serviceability a lot easier.

Quality is what makes an Olds worth owning.

Quality is the essential character of the new 1985 Olds Calais. But, Oldsmobile offers quality in Toronado, Ninety-Eight Regency, Delta 88 Royale, Cutlass Supreme, Cutlass Ciera, Olds Firenza and our Cruiser wagons.

Ransom E. Olds stated our goal best, "to build a carriage in as nearly a perfect manner as possible." And after 87 years we're proud to be living up to those words.

Now we invite you to test drive, inspect, and completely check to your heart's desire the new world class quality of the new Calais from Oldsmobile... a car built for the '80s.

Experience for yourself that special feeling of quality that makes this Olds worth owning.

There is a special feel in an



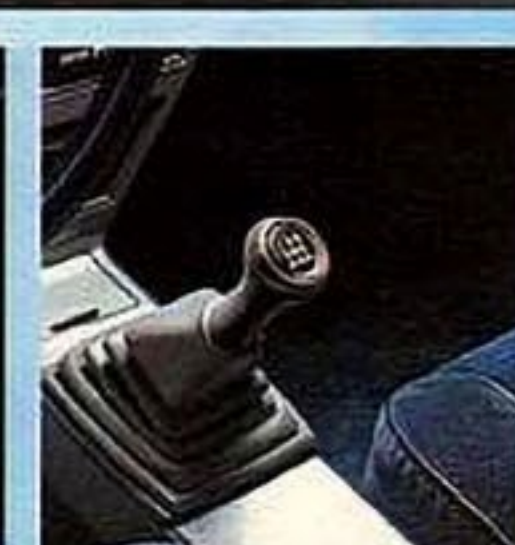
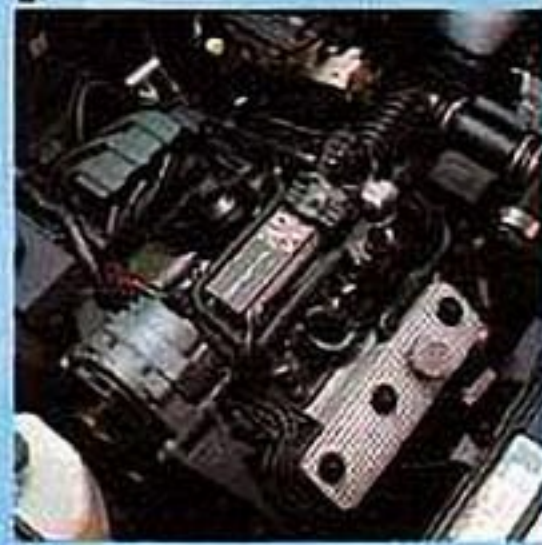




Calais facts,  
figures and  
features



1. The Calais instrument panel features a contemporary look and podular instrumentation. Headlamp, wiper and washer controls are within fingertip reach. Deluxe steering wheel and trip odometer are also standard. 2. Full-length console shows the available auto calculator. It computes estimated time of arrival, elapsed time, fuel economy and more—in an instant. 3. For extra performance a 3.0-liter V6 engine with multi-port fuel injection is available. 4. A convenient Calais touch, an overhead storage area for your garage door opener or sunglasses. 5. The seats provide lateral and lumbar support. And they recline! 6. Distinctive two-tone paint scheme available. 7. Genuine leather-wrapped steering wheel available. 8. A sporty 5-speed manual transmission is standard. The fifth gear is overdrive. 9. Deluxe wheel disc standard. 10-12. Available wheel trim.



#### CALAIS/ CALAIS SUPREME STANDARD EQUIPMENT Chassis and Body:

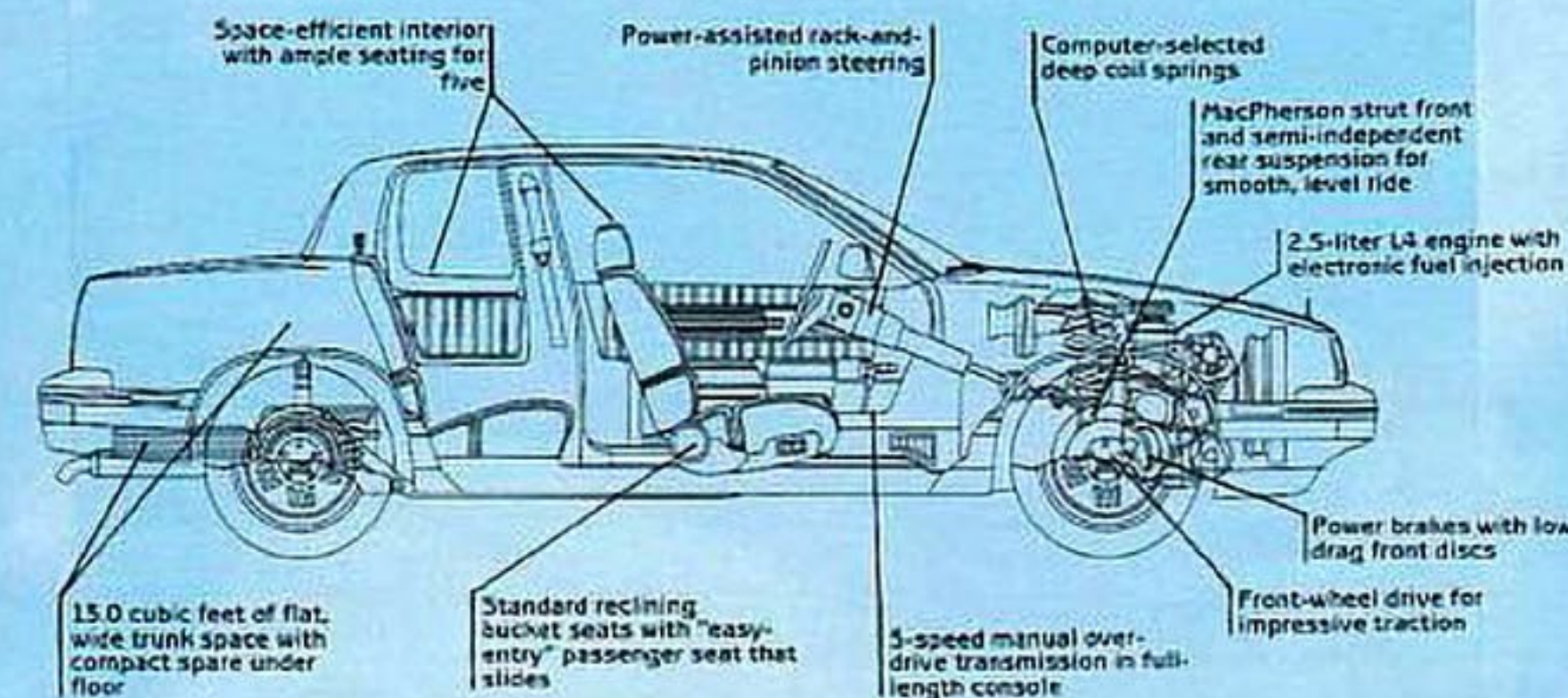
■ Computer Command Control ■ Electronic Fuel Injection ■ High-Energy Ignition System ■ Delco-tron ■ Power-Assisted Rack-and-Pinion Steering ■ Low-Drag Power Front Disc Brakes ■ MacPherson Strut Front Suspension ■ Integral Body/Frame Construction ■ Transverse-Mounted Engine with Front-Wheel Drive ■ Multi-Coat/High-Gloss Enamel Finish ■ Hood Center Molding and Stand-Up Ornament ■ Space-Efficient Trunk ■ Compact Spare Tire ■ Black Side Window Frames ■ Dual Fluidic Windshield Washers ■ Soft-Ray Tinted Glass ■ Easy-Rolling P185/80R13 Steel-Belted Radial-Ply, Blackwall Tires—All-Season ■ Tungsten Halogen Headlamp High Beams ■ Deluxe Wheel Discs ■ Patch-Style Rearview Mirror, Driver Side

**Interior:**  
■ Full-Foam Seat Construction ■ Armrests, Front and Rear ■ Cut-Pile Carpeting, Wall to Wall ■ Color-Coordinated Brushed Texture Instrument Panel Accents ■ Side Window Defoggers ■ Full-Length Operating Console with Storage, Integral Armrest, Ashtray and Rear Lamp ■ Interior-Operated Hood Lock Release ■ Headlamp-On Warning ■ Cigar Lighter ■ Inside Day-Night Rearview Mirror ■ Deluxe Seat Belts Color Matched to Interior ■ Flo-Thru Ventilation ■ Deluxe Steering Wheel ■ AM Push-button Radio with Dual Front Speakers and Fixed Mast Fender Antenna (may be deleted for credit)

**STANDARD EQUIPMENT BY MODEL**  
**Calais Coupe:**  
■ Engine, 2.5-liter L4 with Electronic Fuel Injection ■ Transmission, 5-Speed Manual Floor Shift in Console ■ Reclining Front Bucket Seats in Choice of 3 Velour and 2 Vinyl Trims ■ Carpeted Lower Door Panels ■ Automatic Door Courtesy Lamp Switches ■ Header Panel Courtesy Lamp ■ Instrument Panel Rallye Cluster with Trip Odometer ■ Lower Body Side Molding ■ Color-coordinated Outside Mirrors — Driver Side Remote Control, Passenger Side Manual ■ Deck-Lid Lock Escutcheon ■ Deluxe Wheel Discs ■ Tires, P185/80R13 Steel-Belted Radial-Ply, Blackwall—All-Season ■ Specific Door Panel Model Identification

**Calais Coupe:**  
■ Engine, 2.5-liter L4 with Electronic Fuel Injection ■ Transmission, 5-Speed Manual Floor Shift in Console ■ Reclining Front Bucket Seats in Choice of 3 Velour and 2 Vinyl Trims ■ Carpeted Lower Door Panels ■ Map

#### An inside look at Calais...



CALAIS POWER TEAMS		Carburetion	Multi-Port Fuel Injection	Overall Length (in.)	178.6	Shoulder Room	
Standard Engine*				Wheelbase (in.)	105.4	(front, in.)	55.9
Liter/Type	2.5/L4	Electronic	5-Speed Floor Shift	Luggage Cap. (cu. ft.)	15.3	(rear, in.)	55.1
Carburetion	Electronic	5-Speed Automatic	Headroom (front, in.)	Fuel Tank Cap. (gals.)	15.6	Legroom (front, in.)	42.9
Available Engine*	3.0/V6	5-Speed Automatic	Headroom (rear, in.)			(rear, in.)	34.3
Liter/Type	3.0/V6						

Storage in Driver's Side Armrest ■ Automatic Door Courtesy Lamp Switches ■ Convenience Group, Lamps, Visor Vanity Mirror and Chime Tones ■ Header Panel Courtesy Lamp ■ Instrument Panel Rallye Cluster with Trip Odometer ■ Lower Body Side Molding ■ Color-coordinated Outside Mirrors — Driver Side Remote Control, Passenger Side Manual ■ Deck-Lid Lock Escutcheon ■ Deluxe Wheel Discs ■ Tires, P185/80R13 Steel-Belted Radial-Ply, Blackwall—All-Season ■ Specific Door Panel Model Identification

**Calais Coupe:**  
■ Engine, 2.5-liter L4 with Electronic Fuel Injection ■ Transmission, 5-Speed Manual Floor Shift in Console ■ Reclining Front Bucket Seats in Choice of 3 Velour and 2 Vinyl Trims ■ Carpeted Lower Door Panels ■ Automatic Door Courtesy Lamp Switches ■ Header Panel Courtesy Lamp ■ Instrument Panel Rallye Cluster with Trip Odometer ■ Outside Patch-Style Mirror, Driver Side ■ Deluxe Wheel Discs ■ Tires, P185/80R13 Steel-Belted Radial-Ply, Blackwall—All-Season ■ Specific Door Panel Model Identification

**CALAIS/CALAIS SUPREME AVAILABLE EQUIPMENT:**  
□ 6-Way Power Seat Adjuster (Bucket Seat, Driver Side)  
□ Removable Sunroof, Tempered Glass Panel  
□ Power Door Locks  
□ Power Side Windows  
□ Power Trunk-Lid Lock Release  
□ Auxiliary Floor Mats with Carpet Inserts  
□ Door-Edge Guards  
□ Pulse Wiper System  
□ Four-Season Air Conditioner  
□ Color-Coordinated Mirrors, Remote Control Driver and Passenger Side (Std. on Supreme)  
□ Tilt-Away Steering Wheel  
□ Rear Window Defogger

□ Body Side Accent Stripes  
□ Engine Block Heater  
□ Cruise Control with Resume and Acceleration Feature  
□ Automatic Transmission  
□ Super Stock Wheels w/Body Color  
□ Wire Wheel Discs with Locks  
□ Tires, P185/80R13 Steel-Belted Radial-Ply, White-Stripe—All-Season  
□ Tires, P205/70R13 Steel-Belted Radial-Ply, Blackwall—All-Season  
□ Tires, P205/70R13 Steel-Belted Radial-Ply, White-Stripe—All-Season  
□ Tires, P205/70R13 Steel-Belted Radial-Ply, Blackwall with Raised White Letters—All-Season  
□ Convenience Group—Lamps, Visor Vanity Mirror and Chime Tones (Std. on Supreme)  
□ Firm Ride and Handling Package  
□ High-Capacity Cooling  
□ High-Capacity Battery  
□ Two-Tone Paint Schemes (5 combinations to choose from)  
□ Radios and Tape Players (See Page 26)  
□ Deluxe Body Side Moldings—Bright with Gray Inserts (Std. on Supreme)  
□ Front Header Lamp with Dual Reading Features  
□ Roof Rail Reading and Courtesy Lamp  
□ Fuel Filler Door Lock Remote Control  
□ Leather-Wrapped Steering Wheel  
□ Aluminum-Styled Wheels  
□ High-Center Mounted Stop Lamp  
□ Instrument Panel Auto Calculator  
□ Custom Leather Trim (Supreme model only)  
□ 3.0-liter V6 with Multi-Port Fuel Injection

\*See EPA mileage estimates in accompanying Fuel Economy Estimate Sheet.

Let's get it together... buckle up.





Get in on  
the fun—and  
excitement!

The look of youth—with a spirit to match. That's Firenza SX, sleek and sassy, with fold-down rear seat and room for your gear. The fun begins with 2.0-liter L4 engine with

electronically fuel injection performance. Its standard running mate is a 4-speed manual transmission with sporty console-mounted shifter. To heighten the action, a 1.8-liter L4 with

overhead cam and 5-speed or automatic transmission are available. The special feel in this affordable Oldsmobile? It's pure fun. And excitement.



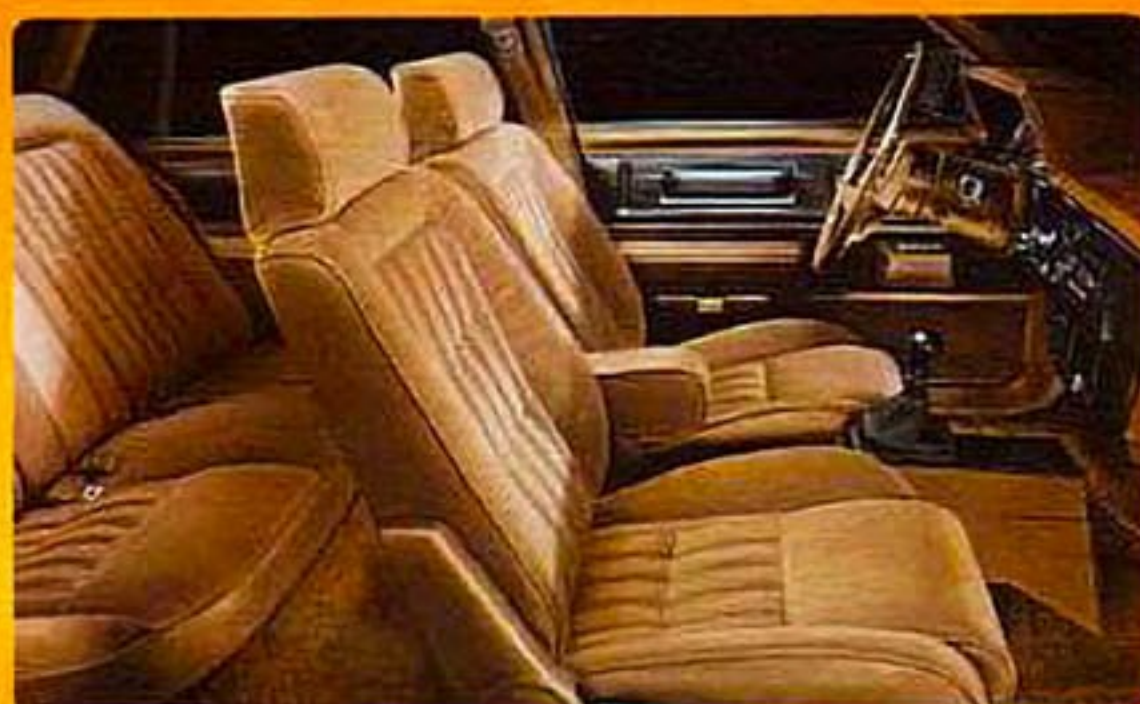




Its twin  
qualifications:  
Style and  
affordability.

Firenza LX Sedan is handsome and sporty—with surprising room that makes it a wise and most affordable choice for today's first families. Full-foam reclining front seats for comfort. Storage pockets in the doors for convenience. Front-wheel drive, rack-and-

pinion steering, MacPherson struts up front for handling. Smooth Oldsmobile ride. Plus a quieting acoustical package to help make it even more a sound value. The sporty Olds Firenza LX Sedan. Include it in your family planning.



When your first  
Olds is a winner,  
you come back  
for more.

Because Firenza models are the most affordable Oldsmobiles, and because they are loaded with quality features, they are often a new-car buyer's first Oldsmobile. Bucket seats, sport console, 4-speed shifter, front-wheel drive and AM radio are all stan-

dard. (Radio may be deleted for credit.) From the fit-and-finish to the impressive fuel economy, every Firenza is built to be a rewarding experience. Oldsmobile is dedicated to the proposition that your first Olds won't be your last.





# FIRENZA GT

Its numbers  
speak louder  
than words.

Acceleration, 0-60...9.5  
seconds.\* Displacement...  
2.8 liters. Configuration...  
V6. Horsepower...130 at  
4800 R.P.M. Lateral accel-  
eration...0.81g.\* Tires...  
14" Eagle GT. Torsion bars  
...28mm front, 19mm rear.  
Braking...60-0...3.58  
seconds.\* The numbers go

on but the point is this—  
with 2.8 V6, contoured  
hood, special grille, GT  
paint scheme, rallye sus-  
pension, leather-wrapped  
steering wheel, special  
interior, available rear window  
louvers and more—Firenza  
GT is one hot number!  
\*Based on proving ground tests.

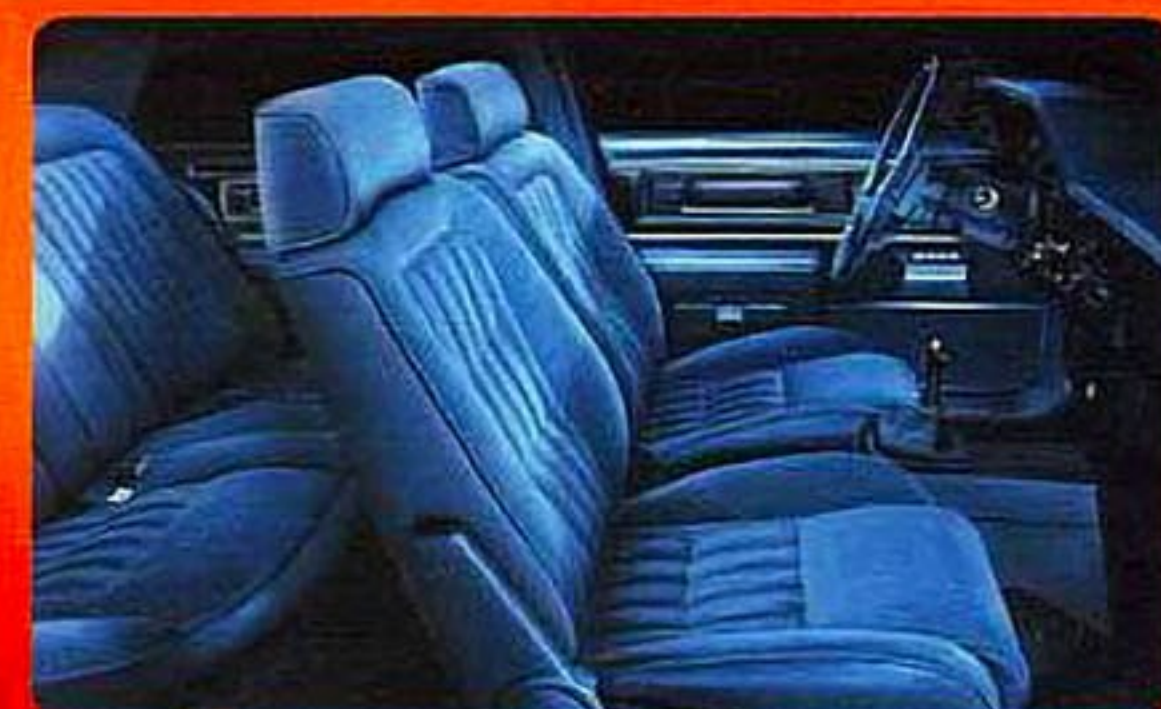


# FIRENZA LES

A sporty way  
to tame the  
open road.

It's what a sporty, front-  
wheel-drive road car can  
be when it's an Oldsmobile.  
Quick. Agile. Competent.  
With sophisticated blacked-  
out trim, accent stripes and  
aerodynamic styling,  
it has a look all its own.  
With electronically fuel-  
injected 1.8-liter overhead

cam engine, console-  
mounted 5-speed shifter,  
rallye gauges, leather-  
wrapped steering wheel,  
14" Eagle GT tires and  
more—it has a feel all its  
own, too. For even more  
performance, a 2.8-liter  
multi-port fuel injected V6  
is available.





# OLDS FIRENZA

Firenza facts,  
figures and  
features



1. Instrument panel with brushed metal and easy-to-read instruments. Leather-wrapped steering wheel, standard on coupes. Gauge cluster available.

2. 5-speed manual transmission standard with available 1.8-liter overhead cam L4 engine. Standard on ES model.

3. Available 2.8-liter multi-port fuel injected V6 for outstanding performance, standard on GT.

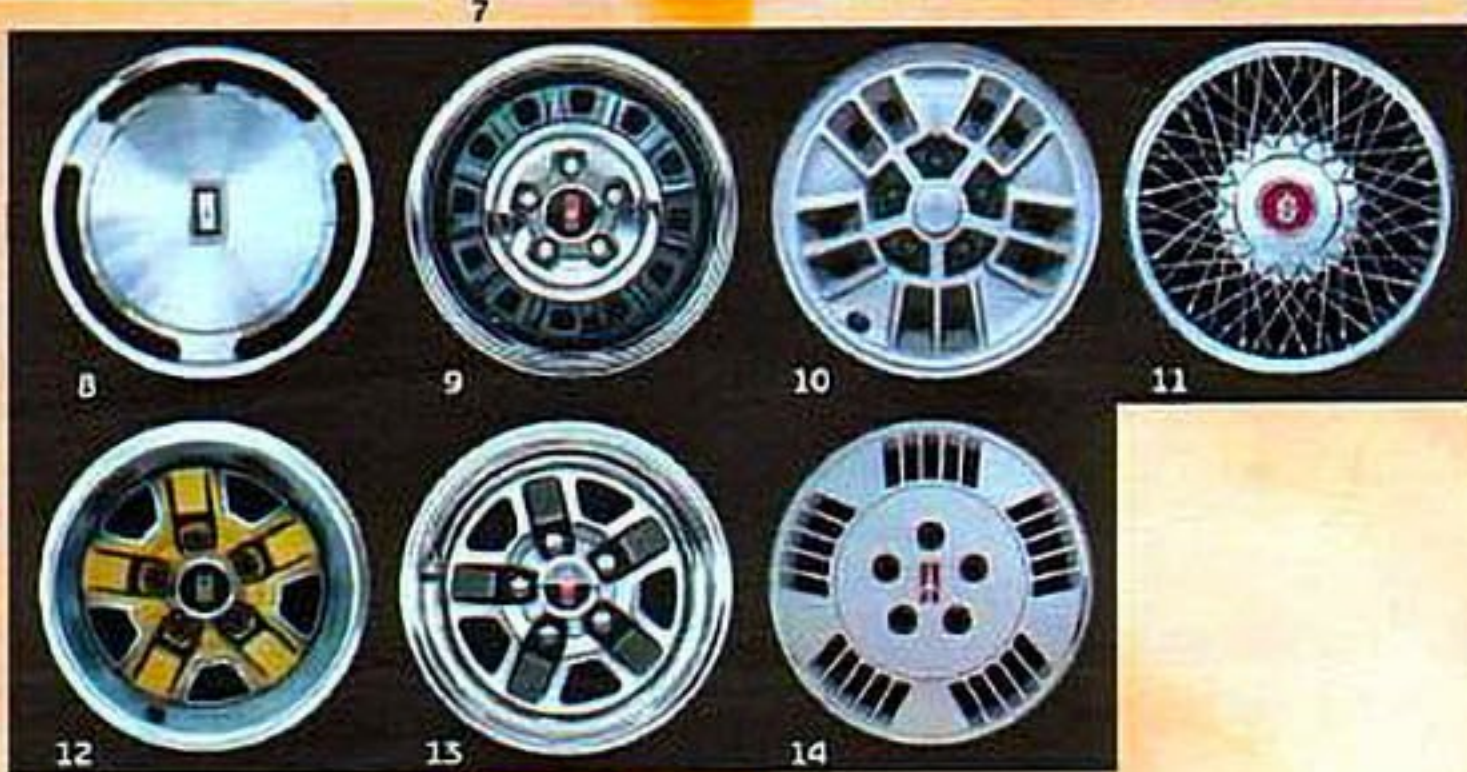
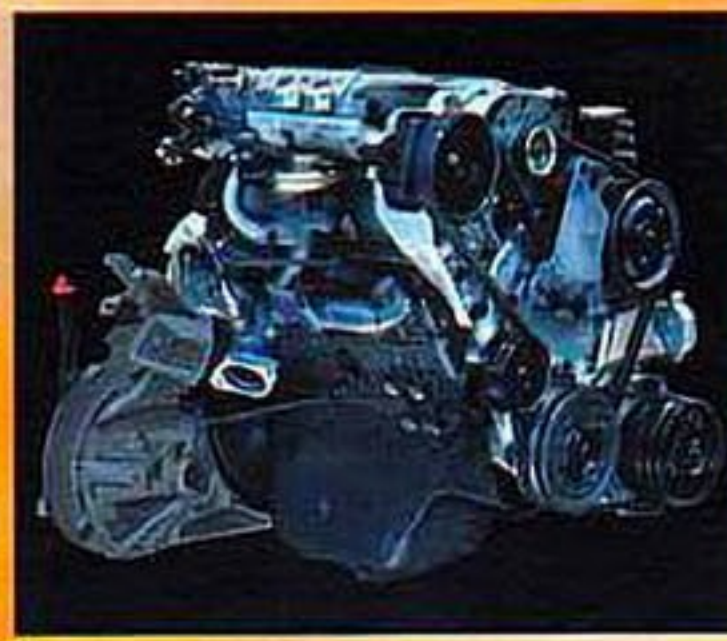
4. Full instrumentation available. Standard on GT and ES. 5. Special contoured hood comes with the available V6. 6. Coupe has lots of load space with the split rear seat down.

7. Convenient map pockets in the front doors.

8. Deluxe wheel disc standard on sedan.

9. Standard on SX coupe, available on other models. Center hub cover only, standard on S coupe.

10-13. Available wheel trim. 14. Available on ES and GT models only.



## FIRENZA STANDARD EQUIPMENT

### Chassis and Body:

■ Electronic Fuel Injection  
■ Computer Command Control  
■ High-Energy Ignition System  
■ Rack-and-Pinion Steering  
■ Low-Drag Power Front Disc Brakes  
■ MacPherson Strut Front Suspension  
■ Front and Rear Bumper Moldings  
■ Bright Roof Drip and Belt Reveal Moldings  
■ Wheel-Opening Moldings  
■ Extensive Anti-Corrosion Treatments  
■ Space-Efficient, Full-Width Flat 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 Steel-Belted Radial-Ply, Blackwall  
■ Rear Quarter Swing-Out Windows (Hatchback Models)

### Interior:

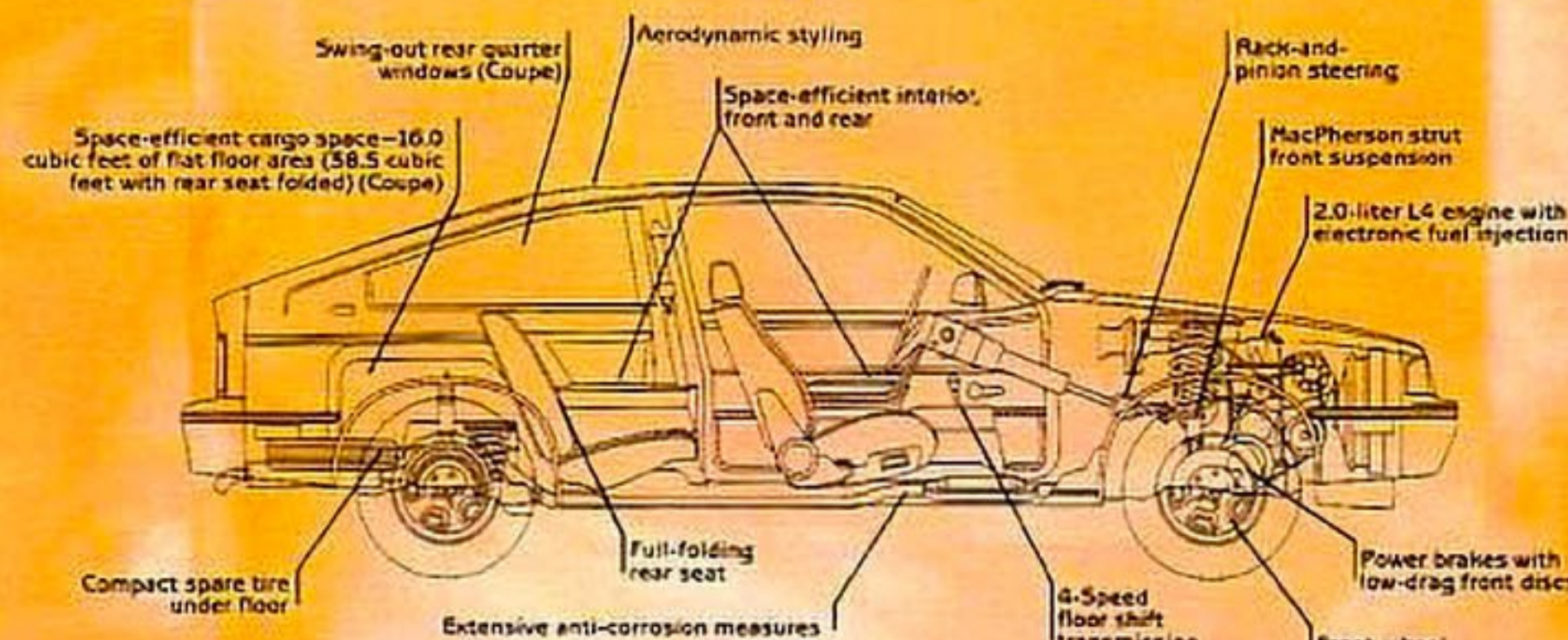
■ Full-Foam Seat Construction  
■ Armrests, Front and Rear  
■ Ashtray with Lamp in Console  
■ Side Window Defoggers  
■ Interior-Operated Hood Lock Release  
■ Cigar Lighter  
■ Inside Day-Night Mirror  
■ Contour Reclining Front Bucket Seats  
■ Deluxe Seat Belts Color Keyed to Individual Interior  
■ Flo-Thru Ventilation System  
■ Console  
■ AM Push-button Radio with Two Front Speakers and Front Fender Fixed Mast Antenna (may be deleted for credit)  
■ Cut-Pile Carpeting, Wall to Wall with Carpeted Lower Door Panels  
■ Automatic Front Door Lamp Switches  
■ Interior Dome Lamp

### STANDARD EQUIPMENT BY MODEL

#### Firenza S Coupe:

■ Contour Reclining Bucket Front Seats, with 4 Cloth and 2 Vinyl Trims  
■ Full-Folding Rear Seats  
■ Carpeted Load Floor  
■ Assist Grips above Passenger Doors  
■ Passenger Side Manual  
■ Wheels with Center Hub Cover

## An inside look at Firenza...



### FIRENZA POWER TEAMS

**Standard Engine:**  
Liter/Type..... 2.0/L4  
Carburetion  
..... Multi-Port Fuel Injection  
**Available Engines:**  
Liter/Type..... 1.8/OHC L4  
Carburetion

..... Electronic Fuel Injection  
Liter/Type..... 2.8/V6  
Carburetion  
..... Multi-Port Fuel Injection  
**Standard Transmission:**  
Manual..... 4-Speed Floor Shift  
**Available Transmission:**  
Automatic..... Floor Shift  
Manual..... 5-Speed Floor Shift

**DIMENSIONS: (Coupe/Sed.)**  
Overall Length (in.)..... 174.3/176.2  
Wheelbase (in.)..... 101.2/101.2  
Luggage Capacity (cu. ft.)<sup>†</sup>  
Manual..... 16.0/13.7  
±38.5 with rear seat down  
Fuel Tank Capacity..... 13.6/13.6 (Gals.)

**Headroom**  
(front, in.)..... 37.2/38.2  
(rear, in.)..... 36.1/37.6  
**Shoulder Room**  
(front, in.)..... 53.5/53.0  
(rear, in.)..... 52.0/52.8  
**Legroom**  
(front, in.)..... 42.2/42.2  
(rear, in.)..... 31.8/34.3

### ■ Patch-Style Outside Rearview Mirror, Driver Side

**Firenza Sedan:**  
■ Contour Reclining Bucket Front Seats, with 4 Cloth and 2 Vinyl Trims  
■ Assist Grips above Passenger Doors  
■ Patch-Style Outside Rearview Mirror, Driver Side  
■ Deluxe Wheel Discs  
■ Deluxe Steering Wheel

### Firenza SX Coupe:

■ Contour Reclining Bucket Front Seats with 5 Velour Trims  
■ Carpeted Load Floor  
■ Full-Folding Rear Seat  
■ Assist Grips above Passenger Doors  
■ Instrument Panel Rallye Cluster  
■ Leather-Wrapped Steering Wheel  
■ Color-Coordinated Outside Rearview Mirrors—Driver Side Remote Control, Passenger Side Manual  
■ Rocker Panel Moldings  
■ Rallye Wheels with Stainless Steel Trim Rings  
■ Power Steering

### Firenza LX Sedan:

■ Contour Reclining Bucket Front Seats with 5 Velour Trims  
■ Assist Grips above Passenger Doors  
■ Deluxe Steering Wheel  
■ Color-Coordinated Outside Rearview Mirrors—Driver Side Remote Control, Passenger Side Manual  
■ Rocker Panel Moldings  
■ Deluxe Wheel Discs  
■ Power Steering

### FIRENZA AVAILABLE EQUIPMENT:

□ 6-Way Power Seat Adjuster, Driver Side  
□ Removable Tempered Glass Sunroof  
□ Split-Folding Rear Seat Back (Cpe.)  
□ Power Door Locks  
□ Soft-Ray Tinted Glass  
□ Power Side Windows  
□ Rear Compartment Power Lock Release  
□ Auxiliary Floor Mats (F. & R.)  
□ Body Side Moldings  
□ Door-Edge Guards  
□ Pulse Wiper System  
□ Electric Rear Window Defogger  
□ Four-Season Air Conditioner  
□ Leather-Wrapped Steering Wheel (Std. on SX Coupe)  
□ Rear Window Washer/Wiper  
□ Sunshade, Rear Window (Coupes)

□ Deck Lid Luggage Carrier (Sedans)  
□ Combination Dome and Dual Lens Reading Lamp  
□ Fold-Down Console Armrest  
□ Rear Storage Compartment Cover (Cpe.)  
□ Remote Control Outside Mirror  
□ Color-Coordinated Outside Mirrors, Driver Side Remote, Passenger Side Manual  
□ Body Side Accent Stripes  
□ Engine Block Heater  
□ Cruise Control with Resume and Acceleration features  
□ Fuel Filler Door Lock  
□ Tilt-Away Steering Wheel  
□ Power Steering  
□ Super Stock Wheels—Color Matched with Trim Rings  
□ Polycast-Styled Wheels with Trim Rings  
□ Super Stock Chrome Wheels  
□ Simulated Wire Wheel Discs with Locks  
□ Rallye Wheels with Trim Rings (Std. on SX Cpe.)  
□ Tires, P195/70R13 Steel-Belted Radial-Ply, Blackwall, White Stripe or White Letters  
□ Convenience Group—Lamps, Visor Vanity Mirror, Headlamp-On Chime Tones  
□ Tungsten Halogen High Beams  
□ High-Capacity Battery  
□ Dual Horns  
□ Instrument Panel Rallye Cluster—Tachometer, Trip Odometer, Voltmeter, Temperature and Oil Pressure Gages  
□ Two-Tone Paint Scheme  
□ Firm Ride/Handling Package  
□ Radios and Tape Players (See Page 26)  
□ 1.8 OHC L4, Electronic Fuel Injected Engine  
□ 2.8-liter V6 with Multi-Port Fuel Injection  
□ 3-Speed Auto. Trans.  
□ 5-Speed Overdrive Manual Trans.

Let's get it together... buckle up.

<sup>†</sup>See EPA mileage estimates in accompanying Fuel Economy Estimate Sheet.



# FIRENZA CRUISER

Caters to people and cargo and all that jazz!

With the utility of a cruiser plus the comfort and ride of an Oldsmobile, Firenza Cruiser is in tune with today's active life styles. Full-foam seat comfort for you. Over 63 cubic feet of room for cargo, with the rear seat down. With the functional one-piece

tailgate up, there is no loading deck, so you can load directly into the completely carpeted cargo area. Front-wheel drive, rack-and-pinion steering and a choice of available engines make Firenza one great wagon for today.



63.4 cubic feet of cargo area with rear seat down



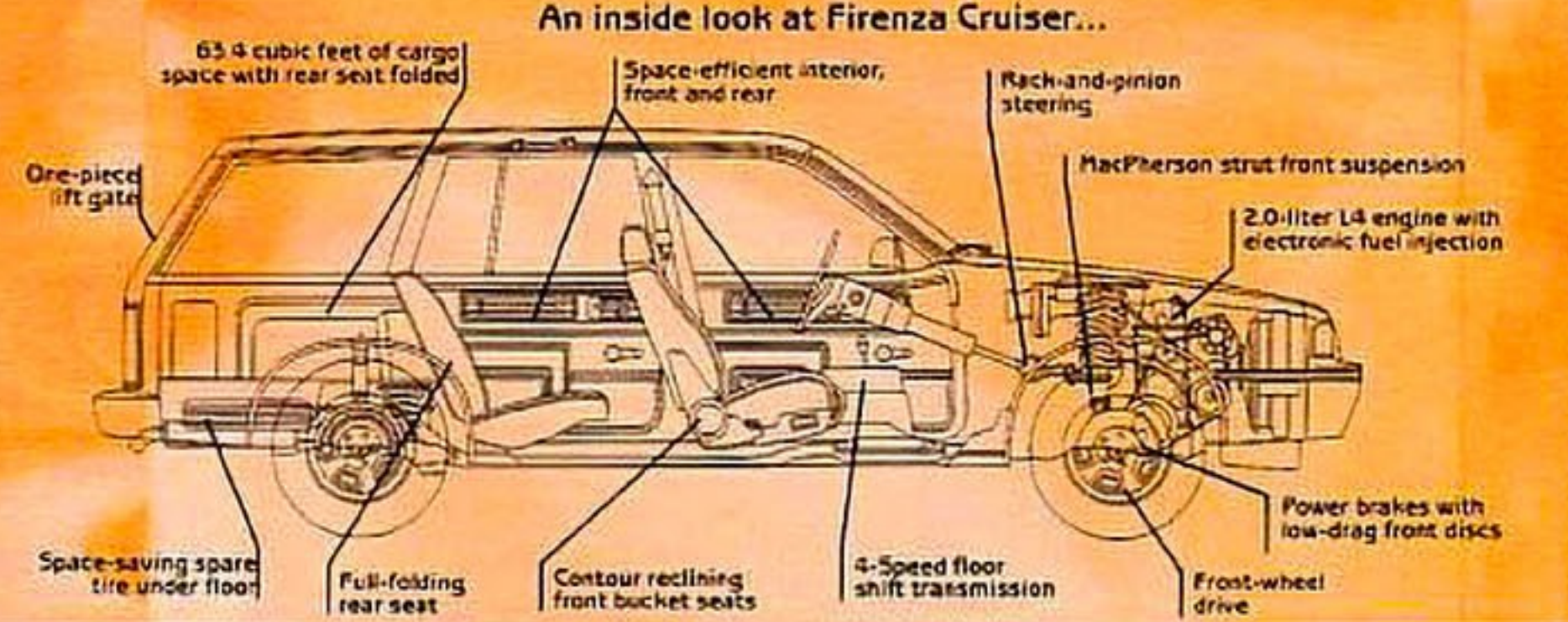
Top off your Cruiser with available luggage rack.



Hidden storage area under the floor. Out of sight.

## FIRENZA CRUISER STANDARD EQUIPMENT

**Chassis and Body:**  
 ■ Electronic Fuel Injection  
 ■ Computer Command Control  
 ■ High-Energy Ignition System  
 ■ Rack-and-Pinion Steering  
 ■ Low-Drag Power Front Disc Brakes  
 ■ MacPherson Strut Front Suspension  
 ■ Front and Rear Bumper Moldings  
 ■ Bright Roof Drip and Belt Reveal Moldings  
 ■ Wheel-Opening Moldings  
 ■ Extensive Anti-Corrosion Treatments  
 ■ Space-Efficient, Full-Width Flat Cargo Space  
 ■ Compact Spare Tire Stored Beneath Floor  
 ■ Maintenance-Free Battery  
 ■ Delcotron  
 ■ 4-Speed Manual Fully Synchronized Transmission with Floor Shift  
 ■ Easy-Roll Tires, P175/80R15 Steel-Belted Radial-Ply, Blackwall Interior:  
 ■ Full-Foam Seat Construction  
 ■ Armrests, Front and Rear  
 ■ Ashtray with Lamp in Console  
 ■ Side Window Defoggers  
 ■ Interior-Operated Hood Lock Release  
 ■ Cigar Lighter  
 ■ Inside Day-Night Mirror  
 ■ Contour Reclining Front Bucket Seats  
 ■ Deluxe Seat Belts Color Keyed to Individual Interior  
 ■ Flo-Thru Ventilation System  
 ■ Deluxe Steering Wheel  
 ■ Console  
 ■ AM Push-button Radio with 2 Front Speakers and Front Fender-Fixed Mast Antenna (may be deleted for credit)  
 ■ Cut-Pile Carpeting, Wall to Wall with Carpeted Lower Door Panels  
 ■ Automatic Front Door Lamp Switches  
 ■ Interior Dome Lamp



FIRENZA POWER TEAMS		LITER/TYPE		DIMENSIONS (Cruiser)	
Standard Engine*	2.0/L4	Carburetion	Multi-Port Fuel Injection	Overall Length (in.)	176.2
Available Engines*	1.8/OHC L4	Carburetion	Electronic Fuel Injection	Wheelbase (in.)	101.2
		Automatic	5-Speed Floor Shift	Cargo Capacity (cu. ft.)	63.4
		Manual	4-Speed Floor Shift	Fuel Tank Capac. (Gals.)	15.6
		Automatic	5-Speed Floor Shift	Headroom (front, in.)	42.2
		Manual	5-Speed Floor Shift	Headroom (rear, in.)	35.7
				Shoulder Room (front, in.)	55.3
				Shoulder Room (rear, in.)	52.8
				Legroom (front, in.)	42.2
				Legroom (rear, in.)	35.7

## STANDARD EQUIPMENT BY MODEL

### Firenza Cruiser:

■ Contour Reclining Bucket Front Seats, with 4 Cloth and 2 Vinyl Trims  
 ■ Assist Grips above Passenger Doors  
 ■ Full-Folding Rear Seats  
 ■ Carpeted Load Floor  
 ■ Deluxe Wheel Discs  
 ■ Patch-Style Outside Rearview Mirror, Driver Side  
**Firenza LX Cruiser:**  
 ■ Reclining Bucket Front Seats with 5 Velour Trims  
 ■ Assist Grips above Passenger Doors  
 ■ Deluxe Steering Wheel  
 ■ Color-Coordinated Outside Mirrors  
 ■ Driver Side Remote Control, Passenger Side Manual  
 ■ Rocker Panel Moldings  
 ■ Deluxe Wheel Discs  
 ■ Power Steering

## FIRENZA CRUISER AVAILABLE EQUIPMENT:

■ 6-Way Power Seat Adjuster, Driver Side  
 ■ Split-Folding Rear Seat Back  
 ■ Power Door Locks  
 ■ Soft-Ray Tinted Glass  
 ■ Power Side Windows  
 ■ Fold-down Armrest Console  
 ■ Rear Compartment Storage Cover  
 ■ Door Edge Guards  
 ■ Moldings, Exterior Ornamentation (Std. on LX)  
 ■ Body Side and Tailgate Simulated Wood Grain Panels

■ Pulse Wiper System  
 ■ Electric Rear Window Defogger  
 ■ Four-Season Air Conditioner  
 ■ Engine Block Heater  
 ■ Two-Tone Paint Scheme  
 ■ Rear Window Washer/Wiper  
 ■ Combination Dome and Dual Lens Reading Lamp  
 ■ Lock Release Power, Tailgate  
 ■ Remote Control Outside Mirror  
 ■ Color-Coordinated Outside Mirrors, Driver Side Remote, Passenger Side Manual  
 ■ Rooftop Luggage Carrier  
 ■ Body Side Accent Stripe  
 ■ Cruise Control with Resume and Acceleration features  
 ■ Fuel Filler Door Lock  
 ■ Tilt-Away Steering Wheel  
 ■ Power Steering  
 ■ Super Stock Wheels—Color Matched with Trim Rings  
 ■ Polycast-Styled Wheels with Trim Rings  
 ■ Super Stock Chrome Wheels  
 ■ Simulated Wire Wheel Discs with Locks  
 ■ Rallye Wheels with Trim Rings  
 ■ Convenience Group—Lamps, Visor Vanity Mirror, Headlamp-On Chime Tones  
 ■ Tungsten Halogen High Beams  
 ■ Instrument Panel Rallye Cluster—Tachometer, Trip Odometer, Voltmeter, Temperature and Oil Pressure Gages  
 ■ Firm Ride/Handling Package  
 ■ Radios and Tape Players (See Page 26)  
 ■ 1.8 OHC L4, Electronic Fuel Injected Engine  
 ■ 2.8-liter V6 with Multi-Port Fuel Injection  
 ■ 3-Speed Automatic Transmission  
 ■ 5-Speed Overdrive Manual Transmission

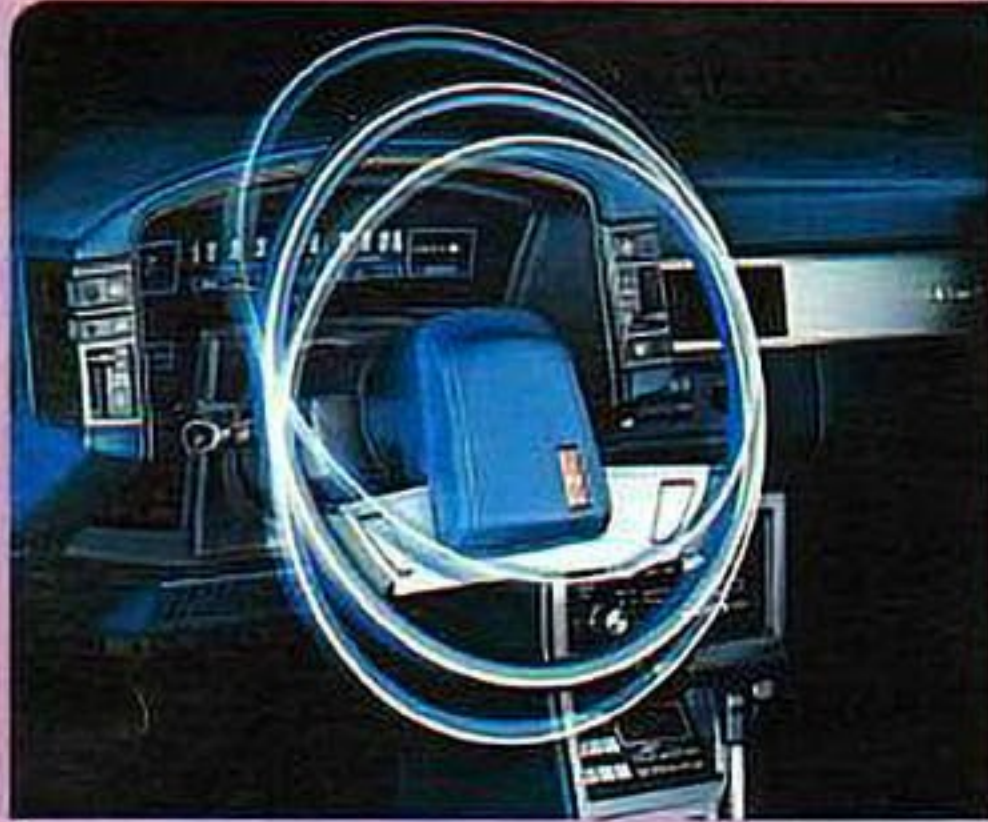
\*See EPA mileage estimates in accompanying Fuel Economy Estimate Sheet.

Let's get it together... buckle up.





Options and accessories add to the feeling of pride.

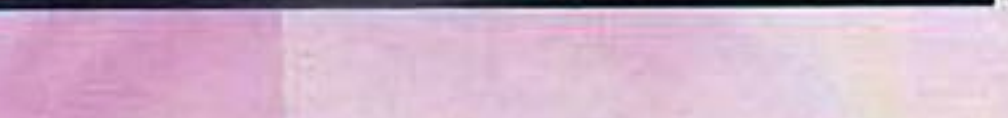


1. Tilt-wheel Steering. Adjusts to six different driving positions. Swing up for easy entry and exit. 2. Automatic Cruise Control. Lets you select the cruising speed you want and automatically maintains it. Includes "Resume" and "Accel" features. 3. Illuminated vanity mirror. Lights at each end when the cover is opened. 4. Add a fresh feeling with a Vista-Vent sunroof. For sun, fun and air! 5. Pulse wiper system. Offers a variety of delay-interval wipes. 6. Dual sport patch mirrors. Driver's side with remote control. 7. Radio availability chart. 8. Electronically tuned AM/FM stereo cassette with Seek and Scan, plus digital clock. 9. Four-Season air conditioner. Heats, cools, dehumidifies and filters for year-round comfort. 10. Stylish two-tone paint scheme adds a "custom" look to Firenza. Also available on Calais. 11. Trunk luggage rack. Adds a look of distinction and extra-cargo capacity. 12. Rear window washer, wiper. Clears window quickly on Firenza coupe or wagon. 13. High-center mounted stop lamp, Calais. This distinctive eye-level lamp supplements the tail lamps. 14. GM's Protection Plan offers service protection in addition to that provided by GM's Vehicle Limited Warranty. Ask your dealer for details. Coverage available only in U.S.A. and Canada. Why drive without it?



DELCO-GM SOUND SPECIALIST RADIOS	CALAIS	FIRENZA
Delco-GM/Bose Music System	A	
ETR AM/FM Stereo/Cassette/Auto-Reverse/Seek & Scan/Noise Reduction/CRO <sub>2</sub> Metal Tape/Search	A	
ETR AM/FM Stereo/Cassette/Auto-Reverse/Seek & Scan/Noise Reduction	A*	A*
ETR AM/FM Stereo with Clock	A	A
ETR AM/FM Stereo		A
AM Monaural	S	S

S=Standard, may be deleted for credit. A=Available. \*Extended Range Speakers



**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 at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide. See your dealer for details. Please refer to the "Fuel Economy Estimate Sheet" provided to your dealer for engine source and EPA mileage estimates.

**A word about assembly, components and optional equipment in these Oldsmobile products:** The Oldsmobiles described in this catalog are assembled at facilities operated by General Motors or GM of Canada. These vehicles incorporate thousands of different components produced by car groups or various component divisions of General Motors and by various suppliers to GM. 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 the option you ordered is unavailable. We suggest that you verify that your car included the optional equipment you ordered or if there are changes, that they are acceptable to you.

**Standard occupant-protection features:** Manual lap/shoulder belts for driver and right front passenger (driver side includes visual and audible warning system) • Manual lap belts at each rear seat position • Energy-absorbing steering column • Energy-absorb-

ing instrument panel • Energy-absorbing tops, front seats • Laminated safety windshield glass and tempered safety side and rear window glass • Safety interlocking door latches • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs • Safety armrests • Safety strength seat attachments • Head restraints, driver & right front pass. (adjustable/integral).

**Standard accident-avoidance features:** Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Directional signal control • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror ("right" also standard on some models) • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system • Low glare finish on instrument panel top, inside windshield moldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls • Tires with built-in tread-wear indicators.

**Standard built-in, anti-theft features:** Audible reminder for ignition key removal • Anti-theft steering column lock • Visible vehicle identification number.

**Every new 1985 Oldsmobile delivered by an Oldsmobile dealer in the United States comes with a one year, \$10,000 seat belt insurance certificate from MIC General Insurance Corporation at no additional charge. \$10,000 will be paid to the estate of any occupant who suffers fatal injuries as a result of an accident involving that vehicle while wearing a GM seat belt. Buckle up every time you drive.**

**A word about updated service information:** Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll free 1-800-551-4123.



EBERSON PONTIAC, OLDSMOBILE,  
GMC TRUCK, INC.  
19th & Cumberland Sts.  
P.O. Box 530  
Lebanon, PA 17042  
717-273-7611

THE 1985 OLDSMOBILES:

TORNADO BROUHAM COUPE  
NINETY-EIGHT REGENCY BROUHAM SEDAN  
NINETY-EIGHT REGENCY BROUHAM COUPE  
NINETY-EIGHT REGENCY SEDAN  
NINETY-EIGHT REGENCY COUPE  
CUSTOM CRUISER  
DELTA 88 ROYALE BROUHAM LS SEDAN  
DELTA 88 ROYALE BROUHAM SEDAN  
DELTA 88 ROYALE BROUHAM COUPE  
DELTA 88 ROYALE SEDAN  
DELTA 88 ROYALE COUPE

CUTLASS SALON COUPE  
CUTLASS SUPREME BROUHAM COUPE  
CUTLASS SUPREME BROUHAM SEDAN  
CUTLASS SUPREME COUPE  
CUTLASS SUPREME SEDAN  
CUTLASS CRUISER  
CUTLASS CIERA BROUHAM SEDAN  
CUTLASS CIERA BROUHAM COUPE  
CUTLASS CIERA LS SEDAN  
CUTLASS CIERA LS COUPE

CALAIS SUPREME COUPE  
CALAIS COUPE  
FIRENZA SX COUPE  
FIRENZA LX SEDAN  
FIRENZA COUPE  
FIRENZA SEDAN  
FIRENZA LX CRUISER  
FIRENZA CRUISER

There is a special feel  
in an

