



THE TIME HAS COME TO CHANGE YOUR PERCEPTION OF WHAT AN AMERICAN TOURING CAR CAN BE.

The mission we set for ourselves was clear, but clearly not easily accomplished: offer an American touring car to not only equal, but to surpass, such renowned European nameplates as BMW 735i, Mercedes 190 and 300, and others of similar high repute. Formidable competition indeed.

Where to start? The ingredients that constitute a world-class touring car. And so we went at it.

THEIR RIDE AND HANDLING VERSUS OUR FE3 SUSPENSION.

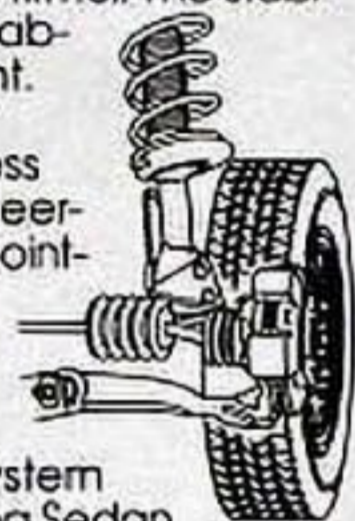
European touring cars pride themselves on ride and handling, and rightly so. So we took them on—head to head—with our FE3 Touring Sedan Ride and Handling Suspension.

FE3 is the most sophisticated of all the suspension systems Oldsmobile offers. It brings together the advantages of MacPherson front struts with 4-wheel independent suspension. Here each wheel has its own coil spring to individually neutralize any irregularities of road.

With FE3, the spring rates have been increased. The bushings are firmer. The stabilizer bars, larger. The shock absorber valving, more resilient.

What can you expect? Improved cornering, with less heel and sway. Improved steering control, precise and pinpoint-accurate. Improved ride control, sure and steady all the way.

There's more. An automatic electronic leveling system keeps the Oldsmobile Touring Sedan on an even keel, number of passengers or amount of luggage notwithstanding. You get the same great ride whether there is one or five people aboard.



ANTI-LOCK BRAKING: TAKING THE PANIC OUT OF PANIC STOPS.

You're cruising along a rain-slicked freeway, the traffic heavy and moving fast. Suddenly, the 18-wheeler in front of you slams on its brakes. Do you panic?

Worry about loss of control? No longer. Oldsmobile Touring Sedan is equipped with an advanced ABS—the Teves

equipped with an advanced ABS—the Teves

electronic anti-lock braking system. A sensor at each wheel monitors the speed of the wheel and feeds the data to a microprocessor.

Hit the brakes in an emergency situation, and the microprocessor assists by sending commands to apply brake pressure up to 15 times per second to make corrections and to provide stable lock-up-free stopping power when you need it most.

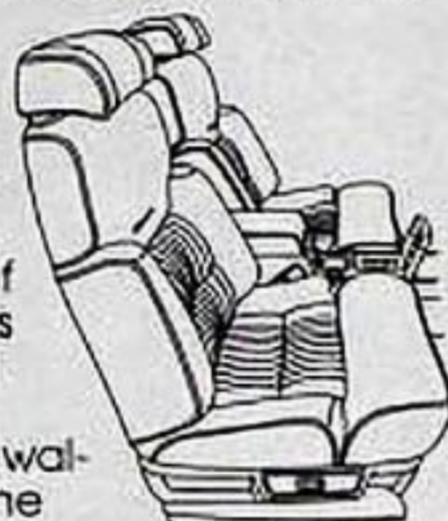
RAISING ERGONOMICS TO NEW HEIGHTS OF EASE AND COMFORT.

Consider those Lear Siegler bucket seats, which flank the floor console. They feature individual controls for 6-way power adjustments, plus power recliners, power side bolster adjustments, power lumbar and thigh adjustments, and power articulating headrests.

Change the seating adjustments as you drive, as often as you wish, for tailor-made support. The back. The shoulders. The neck. The thighs.

As you would expect, these luxurious foam seats are trimmed in fine perforated leather in the seating areas.

Also, only a handful of world-class automobiles provide genuine wood interior trim. On Touring Sedan, it's genuine burl walnut. Even the inside of the trunk lid is carpeted.



ABOUT 84 TIMES A SECOND, A CENTRAL MICROPROCESSOR MONITORS ENGINE FUNCTIONS.

The engine: a 3800 V6 with Bosch sequential port fuel injection. Each injector is sequentially activated by electronic sensors on camshaft and crankshaft to determine the exact timing of fuel input. The engine's ECM (Electronic Control Module) determines the precise amount of fuel to inject, based on incoming air mass, engine speed and temperature, throttle position, and oxygen content in the exhaust.

The 3800 V6 features a counterrotating balance shaft for smoothness of operation. Its tuned intake manifold and larger diameter exhaust piping reduce back pressure and increase engine power—as much as 15 hp. and 15 additional ft.-lbs. of torque.

An international full-analog-gage instrument panel reports engine performance—

speedometer, tachometer, fuel, oil pressure, coolant temperature and voltmeter gages.

UNRELENTING EYES AND AN UNCOMPROMISING ATTITUDE ABOUT QUALITY.

Quality is checked thoroughly, meticulously, both on-line and end-of-line. Inspectors inspecting inspectors. Engineers inspecting the work of other engineers. They're there to ferret out the slightest imperfection.



Never has an Oldsmobile been so thoroughly inspected, so thoroughly probed, analyzed, evaluated, screened, tested and driven to ensure the quality that was designed in. Only then—only after the most exhaustive inspection procedures imaginable—is a hand-signed approval sticker affixed to each Touring Sedan.

We said *driven* and we meant *driven*. The fact is, every Oldsmobile Touring Sedan is test driven after passing all the other rigorous tests and inspections. Not one out of every hundred. Or one out of every fifty. Or even one out of every five. Every Touring Sedan without exception.

That's why Touring Sedan owners enjoy the benefits of the Quality Commitment Plan—6 years/60,000 miles on the drivetrain, 6 years/100,000 miles against rust-through. See your Oldsmobile dealer for the terms and conditions of this limited warranty.

ENTERING THE 10TH DECADE.



This year marks the 90th Anniversary of the founding of Oldsmobile, and a fitting opportunity to examine first hand our long-standing reputation for automotive excellence.

Visit your Oldsmobile dealer, and compare this limited edition Oldsmobile Touring Sedan for all the quality and qualities you associate with its European counterparts. Check it over as we do, with unrelenting eyes. Drive it as we do, with uncompromising scrutiny.

If you do, we sincerely believe it will change your perception of what an American touring car can be.

W. W. Lane
Vice President
General Motors Corporation
General Manager
Oldsmobile Division

