

FIRENZA • FIRENZA  
CRUISER • OMEGA  
CUTLASS CIERA  
CUTLASS SUPREME  
CUTLASS CRUISER  
DELTA 88 ROYALE  
CUSTOM CRUISER  
NINETY-EIGHT  
REGENCY  
TORONADO

THERE IS A SPECIAL FEEL IN AN OLDSMOBILE



# 1984 OLDSMOBILE





**A NIGHT ON THE TOWN. IT TAKES A SPECIAL CAR THAT FITS THE MOOD, THE PLACE AND THE PEOPLE.** There are those special places and special occasions that demand a special kind of car—the Ninety-Eight Regency Brougham Sedan. Smooth and sophisticated. Thoroughly at ease in fine surroundings. It makes for both a dramatic entrance as well as exit. The next time there's a special affair, look around you. You'll find other Regency owners enjoying that same feeling of pride. All things considered, it is a most logical luxury choice.



■ **NINETY-EIGHT REGENCY BROUGHAM SEDAN**





NINETY-EIGHT REGENCY SEDAN

YOU KNOW WHAT IT TAKES TO MAKE THINGS RIGHT. FOR YOU THE "THINKING MAN'S LUXURY CAR" MAKES SENSE. Sure, you like impressive lines, but what about the bottom line? Are you getting what you pay for? You like lavish interiors, but what about quality and solid engineering? Good performance, of course, but what about economy? The more you think about these things, the more a Ninety-Eight Regency makes sense. It's a logical luxury car choice. Why not get all the facts at your nearest Oldsmobile dealer?



▣ NINETY-EIGHT REGENCY COUPE



**IT'S SO POPULAR WITH FAMILIES BECAUSE IT TAKES SUCH GOOD CARE OF FAMILIES.** Year after year, families just like yours go out and buy a Delta 88 Royale Brougham. It's a perennial favorite, one of the most popular full-size cars in America. Why? Despite all its style and luxury, its plush room-for-six interiors, a Delta 88 Royale Brougham is very affordable. And, it has traditionally high resale value. A nice feeling. So is the ride—with velvety smooth coil springs at each wheel. The family car. For *your* family. Try one on for size soon.



**DELTA 88 ROYALE BROUGHAM COUPE**



**THIS FAMILY CAR IS AS GENEROUS WITH THE FAMILY AS YOU ARE.** Here's a car that goes all out to provide your family with everything you could ever hope to find in a family car. Just look at all that style outside, all that luxury and comfort inside. It carries six with lots of stretch-out room. And the trunk carries over 20 cubic feet of luggage. Wouldn't your family feel right at home in those elegant velour interiors? Enjoying that smooth coil spring ride? When it comes to families, Delta 88 Royale Brougham is generous to a fault.



■ DELTA 88 ROYALE BROUGHAM SEDAN





DELTA 88 ROYALE COUPE

AFTER LONG, BUSY DAYS, YOU APPRECIATE THE COMFORT OF A SMOOTH, QUIET FAMILY CAR. A trip to Disney World. Or a visit to Grandma's house. At the end of the day with a long ride ahead, everyone looks forward to the comfort of the Delta 88 Royale. Those full-foam seats are just the ticket for tired bodies. So is the gentle action of the Pliacel shock absorbers and the coil spring suspension. Extensive sound-absorbing materials add to the quiet and relaxing comfort. The value is comforting, too, and so is Delta 88 Royal's affordable price.



DELTA 88 ROYALE SEDAN





TORONADO CALIENTE

**IN A WORLD OF LOOK-ALIKES, THIS PERSONAL LUXURY CAR NOT ONLY STANDS APART, IT STANDS ALONE.** Here's the car that pioneered the modern day version of front-wheel drive with its impressive traction on snow and rain. Olds Toronado has always set the pace—with high style, an uncommon look, spacious flat-floor interiors and distinctive personal luxury. A 4.1-liter V6 is standard, a 5.0-liter V8 is available. A zesty 5.7-liter diesel V8 is also available (except in California). 4-speed overdrive automatic transmission is standard on all engines.



▣ TORONADO BROUGHAM COUPE





CUTLASS SUPREME BROUGHAM SEDAN

**YOU KNOW FROM THE STYLE, GRACE AND UNEQUALLED TRACK RECORD THAT THIS IS A THOROUGHbred.** Cutlass Supreme Brougham comes from classic stock—bred from a proud heritage of style and grace. And from a great winning tradition. In fact, over the last nine years, Cutlass Supreme has outsold every other mid-size car in America, regardless of price. Here's a contemporary classic with the look of a thoroughbred and the class of a champion. And you feel it—every time you take a ride. Plan to take a ride real soon.



⌘ CUTLASS SUPREME BROUGHAM COUPE





CUTLASS CALAIS



CUTLASS SUPREME INTERIOR

**IT'S ALL HERE. THE STYLE. THE ELEGANCE. THE TRADITION. ALL AT A PRICE THAT MAKES THEM ALL THE MORE ENJOYABLE.** Every Cutlass has its own way to win you over. With Cutlass Supreme Coupe and Sedan, it just might be affordability. Because, for all their elegance, they offer the easiest ways of all to enjoy the style, quality and value of a Supreme. With prices as attractive as the cars themselves, it's very easy to see why Cutlass Supremes are the most popular Oldsmobiles—ever. Take a test drive—and get that Supreme feeling.



▣ CUTLASS SUPREME COUPE & SEDAN





CUTLASS CIERA BROUGHAM COUPE

**IT FEELS LIKE STEPPING INTO THE FUTURE—IN STYLE AND TECHNOLOGY.** It's the most advanced front-wheel-drive, mid-size ever offered by Oldsmobile. Designed with the aid of computers, built and tested with robots and lasers, it is a high technology front-wheel-drive car that lives up to your most rigorous expectations. You can even order the available electronic instrumentation with analog graphs and digital readouts. Cutlass Ciera Brougham—latest edition in the Cutlass tradition. No wonder it's one of America's fastest-growing mid-size cars.



■ CUTLASS CIERA BROUGHAM SEDAN



**QUIET AND SPACIOUS. A NATURAL SETTING FOR DOWN-TO-EARTH FAMILIES.** It's designed and built with the benefits of modern automotive technology. Cutlass Ciera LS surrounds you with a feeling of strength and solid value. You feel it when the doors, hood and trunk lid "thunk" with authority. There's a feeling of comfort, too, in a ride that is pure Oldsmobile—smooth, quiet and relaxing. The custom-sport front seat, rich velour, center armrest and convenience tray are standard. Yet Cutlass Ciera LS models are the lowest priced Cutlasses of all.



▣ CUTLASS CIERA LS SEDAN & COUPE



**THE STYLE, LUXURY AND INDIVIDUALITY YOU'VE BEEN LOOKING FOR—ALL UNDER ONE VERY SPECIAL ROOF.** Cutlass Ciera Holiday Coupe stands out from ordinary cars like a holiday stands out from ordinary days. Oldsmobile topped it off with an exclusive roof for a look and feel all its own. It features a special padded landau vinyl top and distinctive striping. It's a look that has no lookalike. Add the luxury you'd expect in a Cutlass Ciera Brougham and you've got the feeling you're ready to celebrate your Holiday—in grand style.



**CUTLASS CIERA HOLIDAY COUPE**



**THE EYE GLEAMS, THE PULSE QUICKENS—WITH SPECIAL LOOKS, SPECIAL SUSPENSION AND A FEELING THE ROAD IS YOURS.** The available ES package can quicken the pulse as easily as it turns heads. Outside...the distinctive ES look that sets you apart. Black grille, black moldings and styled sport wheels set the tone, while electronic fuel injection, front-wheel drive and special suspension set the pace. Reclining front bucket seats, sport console with shifter, rallye instrumentation, dual sport mirrors, and more—all included.



**⌘ CUTLASS CIERA ES COUPE & SEDAN**





OMEGA BROUGHAM COUPE



**THIS ELEGANT OLDS DELIVERS COMFORT AND VALUE YOU CAN FEEL GOOD ABOUT...MILE AFTER FRONT-WHEEL-DRIVE MILE.** Omega Brougham Sedan is compact in size and rich in appointments. Luxurious on the inside with plush full foam seats upholstered in handsome fabrics. Contemporarily tailored on the outside. And with front-wheel drive and its standard 2.5-liter L4 electronic fuel injected engine pulling for you, nothing need stand in your way—not rain, snow or sand. And that's a nice feeling to have, both day and night.



Ω OMEGA BROUGHAM SEDAN





OMEGA ES SEDAN

**WHEN IT'S COMFORTABLE ON THE ONE HAND, AND AFFORDABLE ON THE OTHER, IT MAKES FOR A GREAT MATCH.** Choose either front-wheel-drive Omega Coupe or Sedan and get a level of comfort and quality that's strictly Oldsmobile. Little things that mean a lot like: Olds Omega's comfortable custom bench seating with full-foam and fold-down center armrest, plus fuel efficient 2.5-liter L4 electronic fuel injected engine. Comfortable on the one hand, affordable on the other; it's been an Olds Omega hallmark for years.



Ω OMEGA COUPE & SEDAN





FIRENZA LX SEDAN

**THIS SPORTY FUN-TO-DRIVE CAR NEEDS NO COACHING WHEN IT COMES TO HAVING A GOOD TIME.** From the first feel of the wheel, you'll perceive a special kind of excitement that Firenza SX brings to the road. Feel the steady power of its standard 2.0-liter electronic fuel injected engine, or available 1.8-liter overhead cam engine, also with electronic fuel injection. Feel the precision of its 4 on the floor or available 5-speed manual transmission...and you've just shifted one step further along the road to driving enjoyment.



▣ FIRENZA SX COUPE





FIRENZA GT



FIRENZA COUPE & SEDAN



**NOW THAT YOU'VE FOUND YOUR WAY TO FUN AND COMFORT... RELAX AND ENJOY IT.** This is what a front-wheel-drive, grand-touring sedan can be when it's an Oldsmobile. Extra special—with black body side moldings and accent trim, special accent stripes, styled wheels and more. Under the hood, spirited engines that really know how to scramble. Like the optional 1.8-liter L4 electronic fuel injected overhead cam engine that you can team with the available 5-speed manual transmission. If you love driving, you've got to get your hands on this one.



**FIRENZA ES SEDAN**



**ROOM FOR A TEAM. STYLE AND COMFORT FOR THE COACH. A WINNING COMBINATION THAT HAS YOU FEELING LIKE #1.** Why give up the feel of an Olds just to get the utility of a wagon? You don't have to. Because the new Cutlass Cruiser gives you the comfort and ride you like in an Olds, plus the space, toughness and utility of a wagon. The new Cutlass Cruiser also gives you the added attraction of front-wheel-drive traction. So handling is nice and easy. Big on team spirit? Eight-passenger capacity is available (except with diesel).



**CUTLASS CRUISER**





FIRENZA CRUISER INTERIOR.



CUSTOM CRUISER INTERIOR.

**GET THE WAGON CAPACITY YOU WANT WITH ELEGANT CUSTOM OR SPORTY FIRENZA CRUISER.** Custom Cruiser is famous for doing the work and the town with the same elegant flair. It has 87.2 cubic feet of cargo space with second seat down. And up front full-foam seats with rich velour fabrics (or glove-soft vinyl). Like it sporty? Try Olds Firenza Cruiser. You'll take to it as naturally as it takes to the road. Inside, with back seat folded down, 63.4 cubic feet of carpeted cargo area. Plus, both wagons offer a choice of available engines. Go cruising . . . Olds style.



▣ CUSTOM CRUISER



▣ FIRENZA CRUISER



# 1984 DIESEL OLDSMOBILE

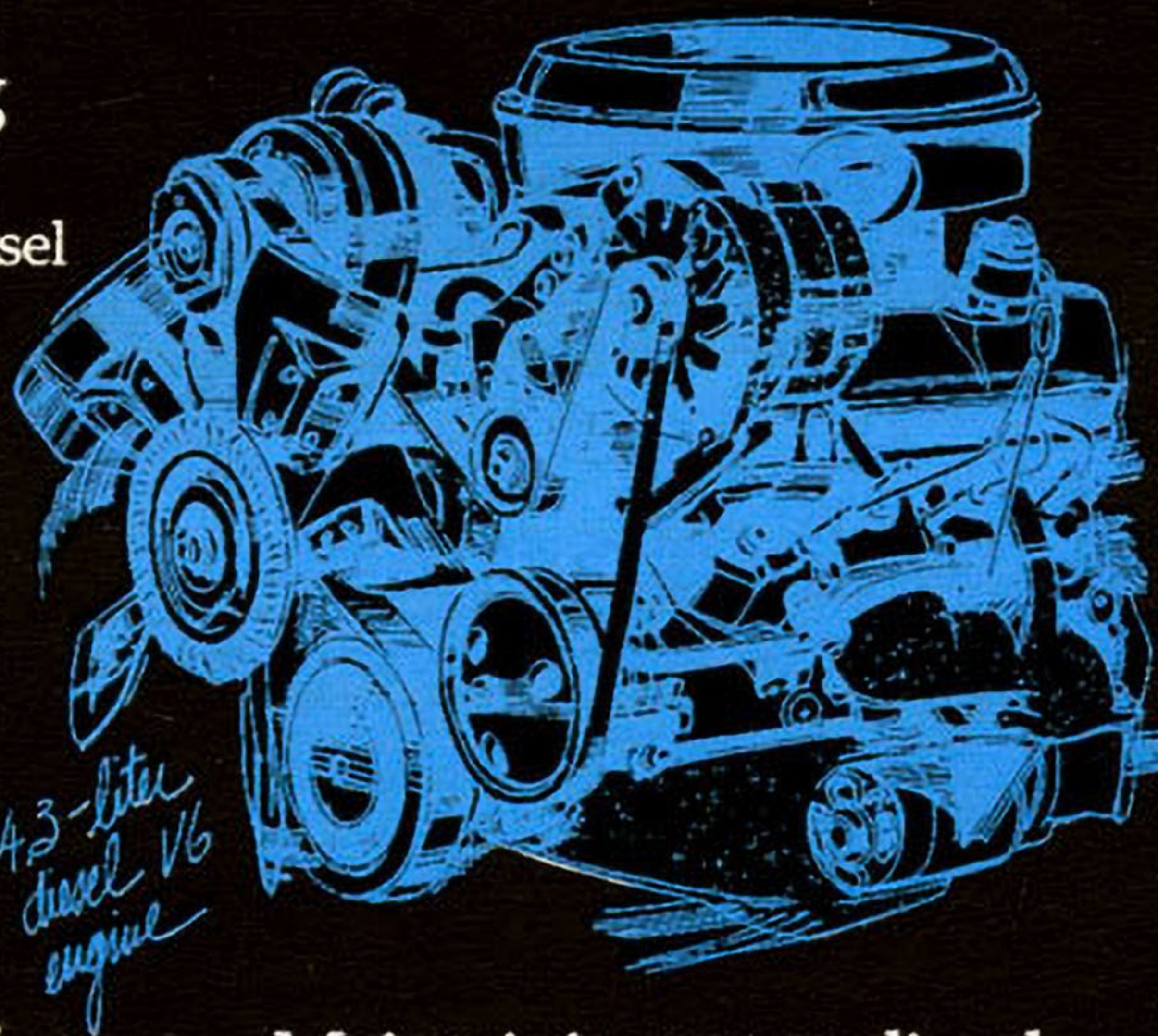
There is a special feel that goes with owning a diesel Oldsmobile.

More people have bought diesel Oldsmobiles than any other American diesel-powered cars—nearly 600,000 thus far.

Why diesel automobiles? Because a diesel Olds does more than just deliver impressive fuel economy, which you expect of any diesel.

Drive a diesel Olds and you'll notice a real smoothness of operation and a "quiet as you go" feeling that's strictly Oldsmobile in stature. All this is the result of the advanced V-type design. And to further make the going nice and easy there's a 4-speed overdrive automatic transmission on some models and a water/fuel separation system with warning light and roller hydraulic lifters...on tap at all times.

For quick starting in cold, damp weather, every diesel-equipped Oldsmobile features a Fast-Start Glow Plug System. For instance, at 0° Fahrenheit a diesel Olds is ready to start in about eight short seconds or less.



## Maintaining your diesel Olds is easy, too.

The only special maintenance attention recommended for your diesel Oldsmobile is an oil and oil filter change every 5,000 miles, an air filter change every 5,000 miles, and crankcase ventilation check every 15,000 miles. Other than that, its service schedules are similar to other Oldsmobiles—except that there are no spark plugs, no carburetor and no distributor to replace. Easy maintenance, another reason why a diesel Olds is so easy to own.

## A choice of two diesel engines—and 19 diesel models.

For 1984, Oldsmobile offers two V-type diesel engines and 19 diesel models to choose from. A 5.7-liter V8\* diesel is available on Toronado, Ninety-Eight Regency, Delta 88 Royale, Custom Cruiser and Cutlass Supreme. A 4.3-liter V6 diesel is available on Cutlass Supreme, Cutlass Ciera and Cutlass Cruiser.

With a diesel V6 or diesel V8 Oldsmobile, you don't choose between economy and performance. You simply lean back—and enjoy both.

## Today, diesel Oldsmobiles are America's #1 domestic diesel choice.

See your dealer soon and test drive the diesel Oldsmobile of your choice. That's when you'll discover the special feeling that comes with driving a diesel Oldsmobile.

There is a special feel in an

**Oldsmobile**



\*Not available in California

**Important:** A word about this brochure. Since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and, before ordering, ask him to bring you up-to-date.

**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. Refer to the "Fuel Economy

Estimate/Engine Supplement Sheet" provided to your dealer for engine source and EPA mileage estimates. About models illustrated: Some equipment shown may be available only at extra cost, and only on specific models.