

2003

Oldsmobile.



Catalog & DVD Experience



Clean, crisp, taut body lines.

Responsive, powerful engines

and agile, quick suspensions.

Standard features you won't

find anywhere else. These are

the signatures of Oldsmobile.

And for 2003, they're all here.

Alero. Bravada. Aurora. And

Silhouette. Four exceptional

vehicles, backed by General

Motors. In pictures. In words.

And for the first time ever, on

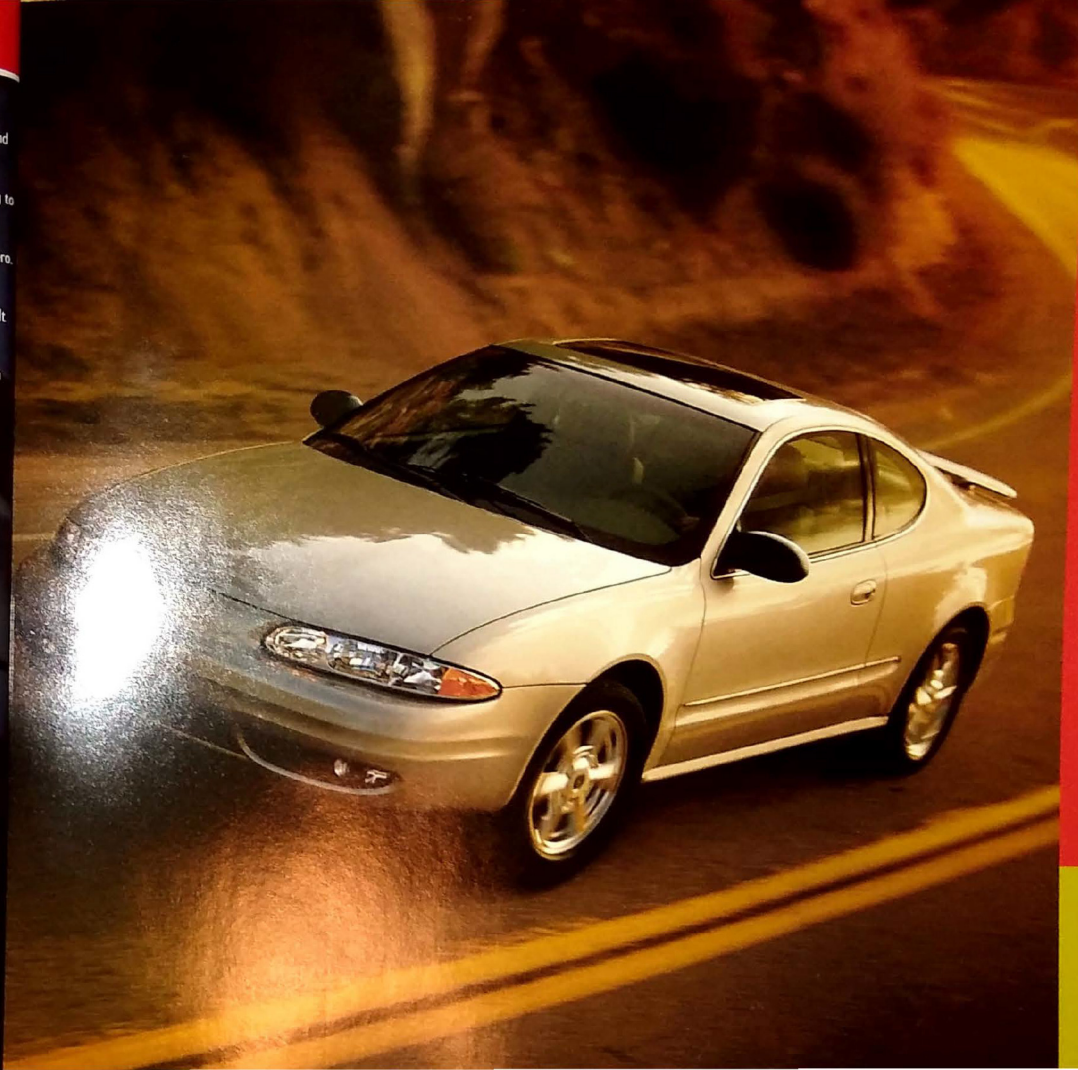
DVD. Turn the pages. Pop in the

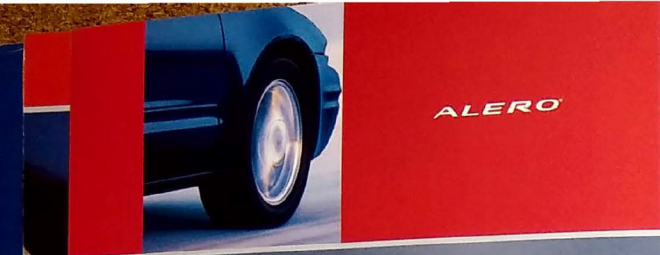
DVD. Find your Oldsmobile.



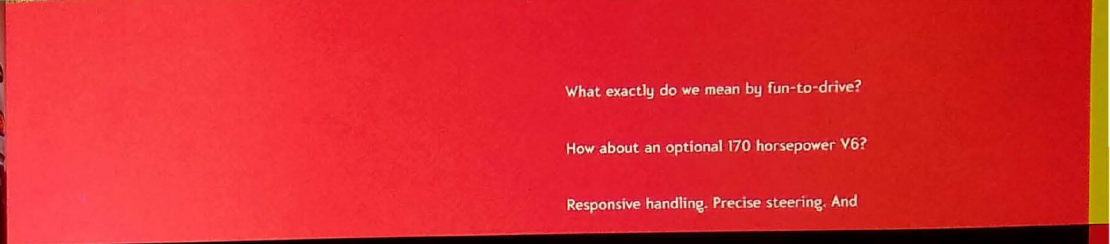
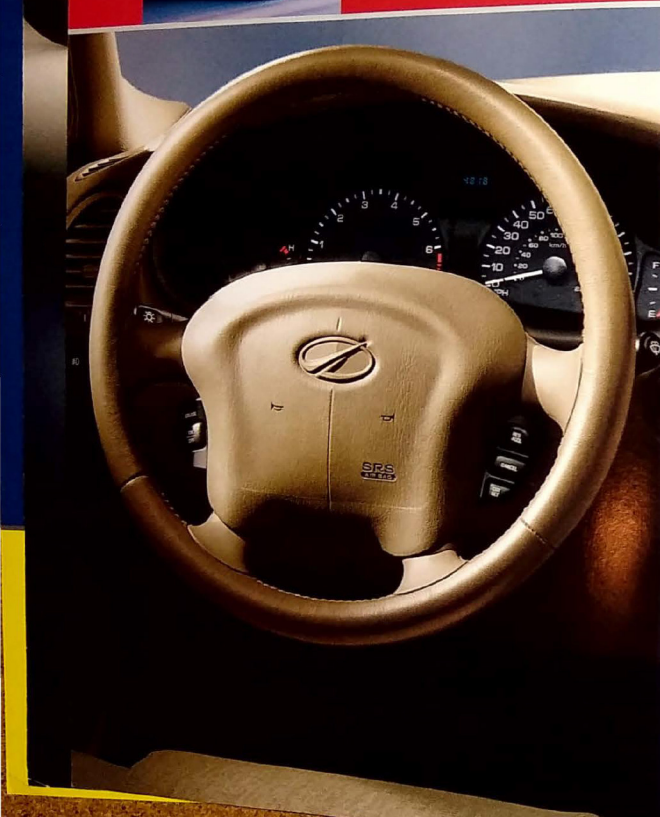
ALERO

More fun starting. More fun stopping. And
more fun in between. That's the best way to
describe the fun-to-drive Oldsmobile Alero.
Get inside this sculpted, powerful, asphalt
magnet and get connected to the road in
an entirely new way.





ALERO



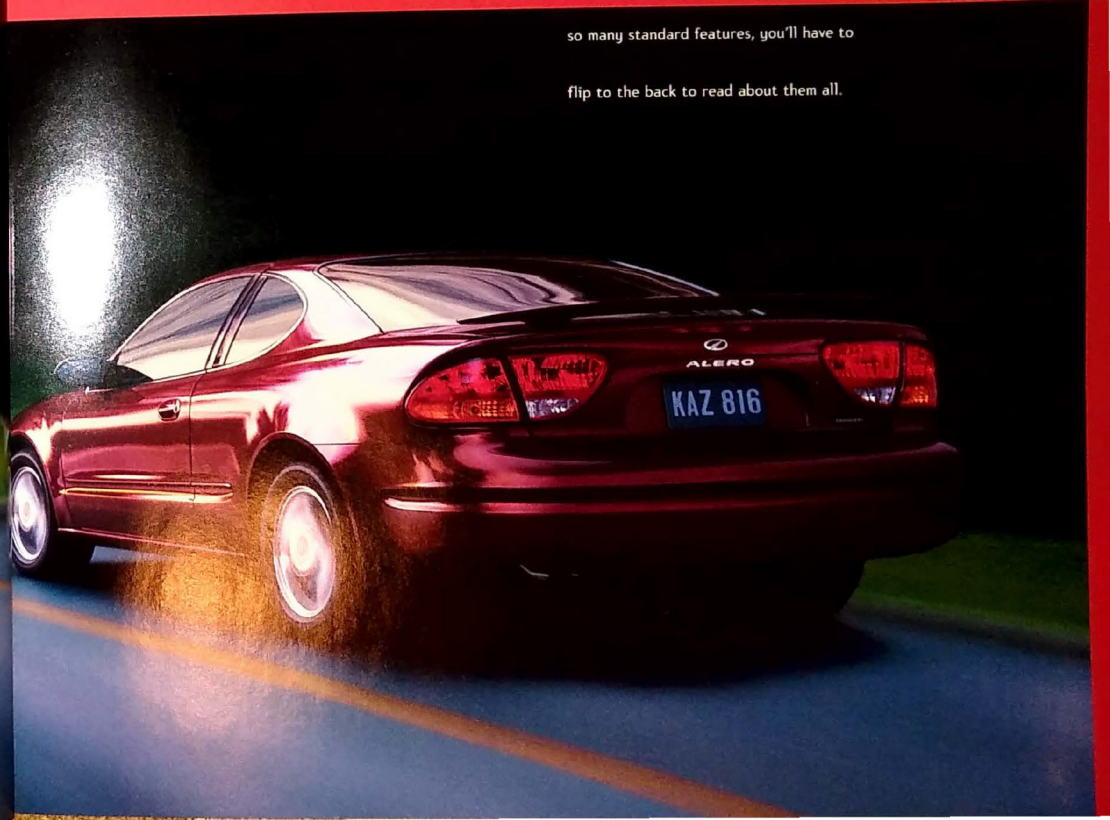
What exactly do we mean by fun-to-drive?

How about an optional 170 horsepower V6?

Responsive handling. Precise steering. And

so many standard features, you'll have to

flip to the back to read about them all.

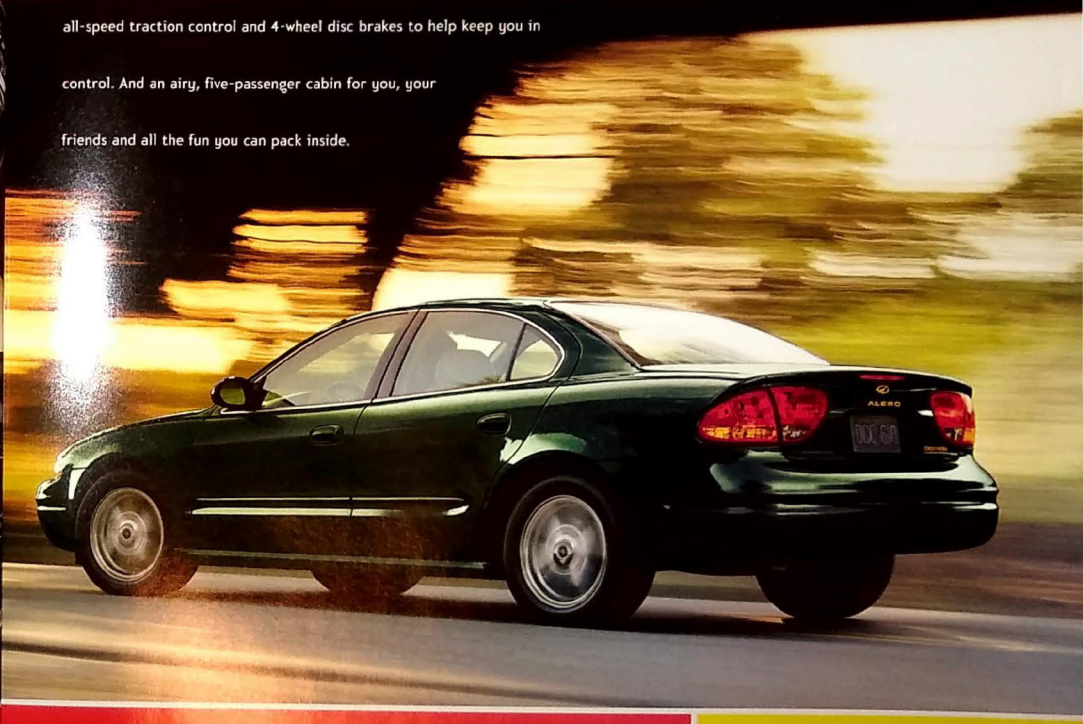
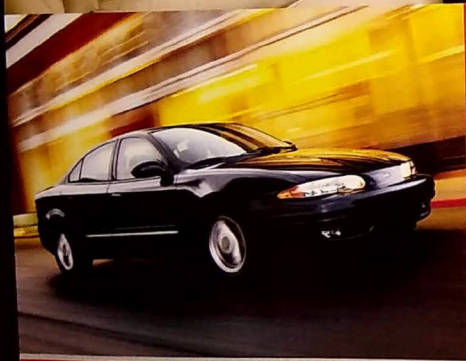




Alero's impressive list of features all boils down to this. Power when you want it. Handling when you need it. And confidence throughout. You get CD player, air conditioning and power locks standard. Your choice of the 170 hp V6 or 4-cylinder engine. Optional



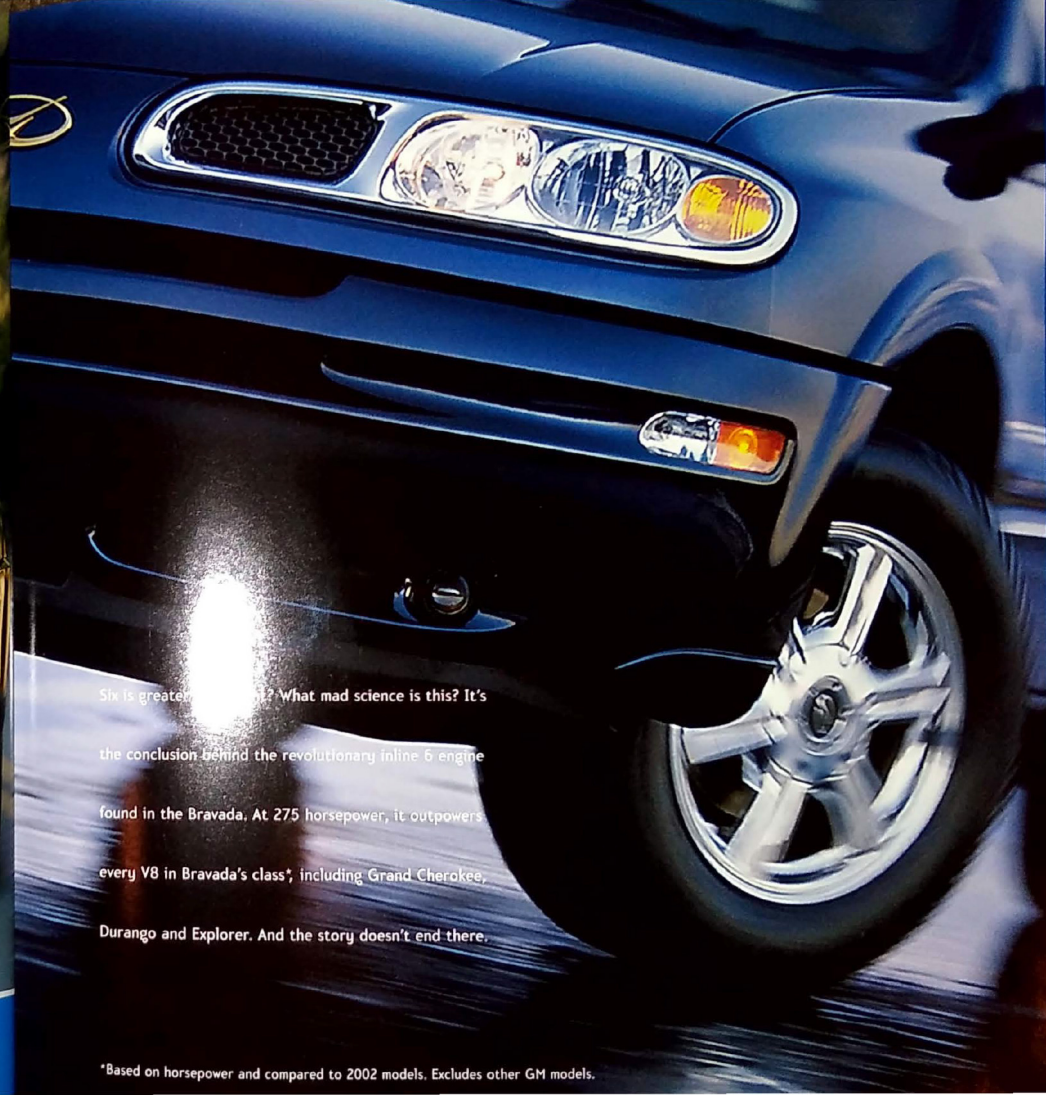
all-speed traction control and 4-wheel disc brakes to help keep you in control. And an airy, five-passenger cabin for you, your friends and all the fun you can pack inside.



ALERO



BRAVADA



Six is greater than eight? What mad science is this? It's the conclusion behind the revolutionary inline 6 engine found in the Bravada. At 275 horsepower, it outpowers every V8 in Bravada's class*, including Grand Cherokee, Durango and Explorer. And the story doesn't end there.

*Based on horsepower and compared to 2002 models. Excludes other GM models.

Imagine a powerful engine that's also responsible for an impressive ride and silky-smooth acceleration.

And did we mention good fuel economy* as well? Get in the 2003 Bravada and experience road-handling suspension, a luxurious leather-trimmed interior and available full-time, all-wheel drive.



*Estimated MPG: (2WD) 16 city/22 highway; (AWD) 15 city/21 highway
Official EPA estimate not yet available. Fuel economy estimate based on GM testing.



BRAVADA



BRVADA



Put simply, the 2003 Bravada is designed to be the most powerful, best-mannered, smoothest-riding SUV in its class.* Its 275 hp inline 6 engine is worth mentioning again (for those not reading closely) and not just for its power, but for its smooth acceleration. Add to that a smooth-riding suspension, standard leather trim, and the available onboard DVD entertainment system, and you'll find Bravada is an SUV with a taste for the finer things.

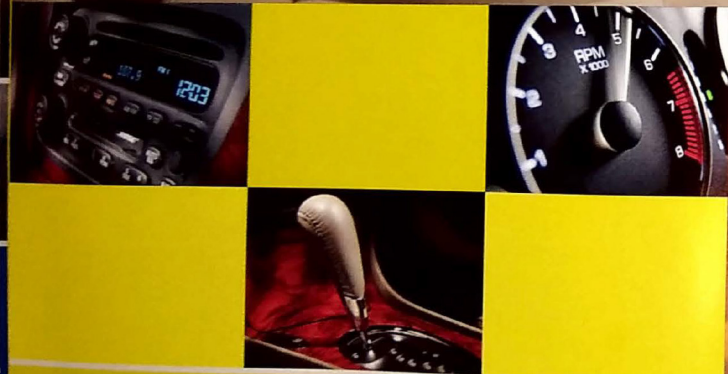
*Based on horsepower and compared to 2002 models. Excludes other GM models.



An almost scandalous affair between luxury and performance. A renewed
desire to drive, if only to the dry cleaners. And a curious feeling like
this car has been waiting for you, your entire life.




AURORA



AURORA

The pictures are very nice, but you really have to sit inside the 2003 Aurora to experience what it's all about. Standard leather-trimmed seats. Standard burled walnut trim. Standard dual-zone climate control. And that standard feeling like all other cars are inferior to your new Aurora.



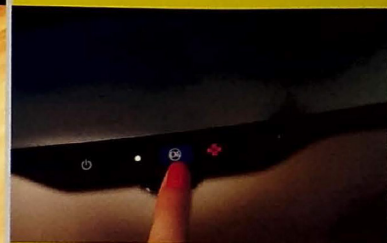
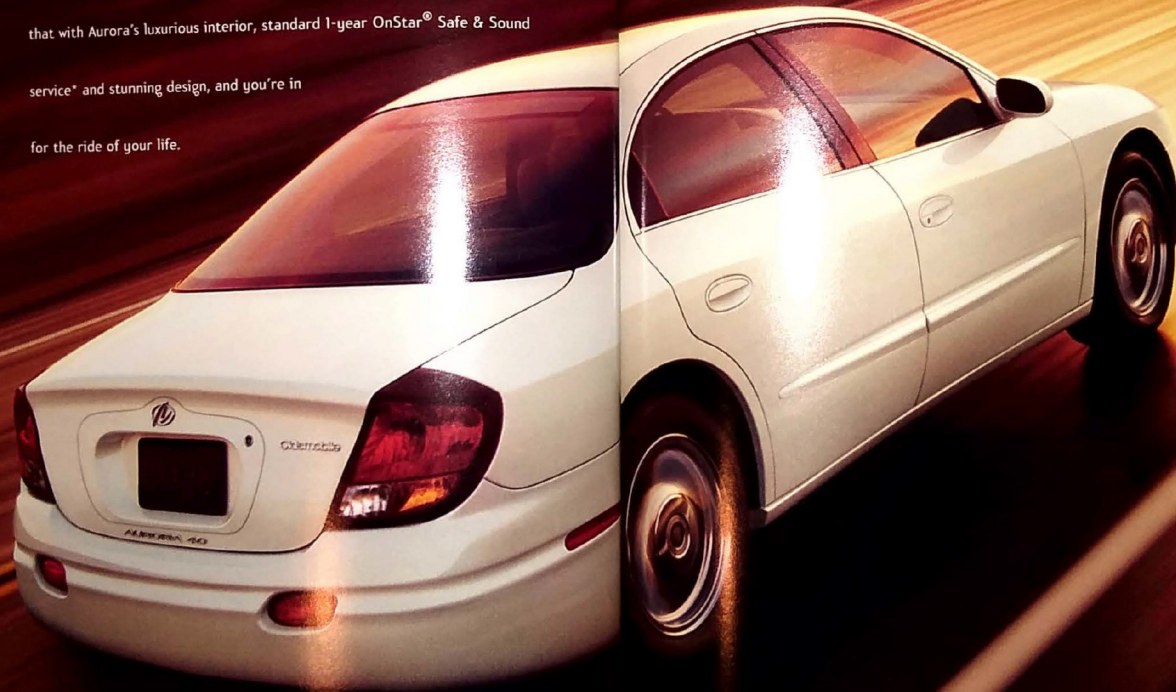


The body is long, lean and taut. There's no grille, so the sweeping lines flow without interruption. And the first time you enter a curve, you'll learn what Aurora does best. The Enhanced Agility System responds instantly to your every move, keeping you connected to the road, no matter how twisty it gets. The legendary 4.0 liter V8 in the Aurora produces

250 horsepower to give you an equally responsive feel on the open road. Combine all that with Aurora's luxurious interior, standard 1-year OnStar® Safe & Sound service* and stunning design, and you're in for the ride of your life.

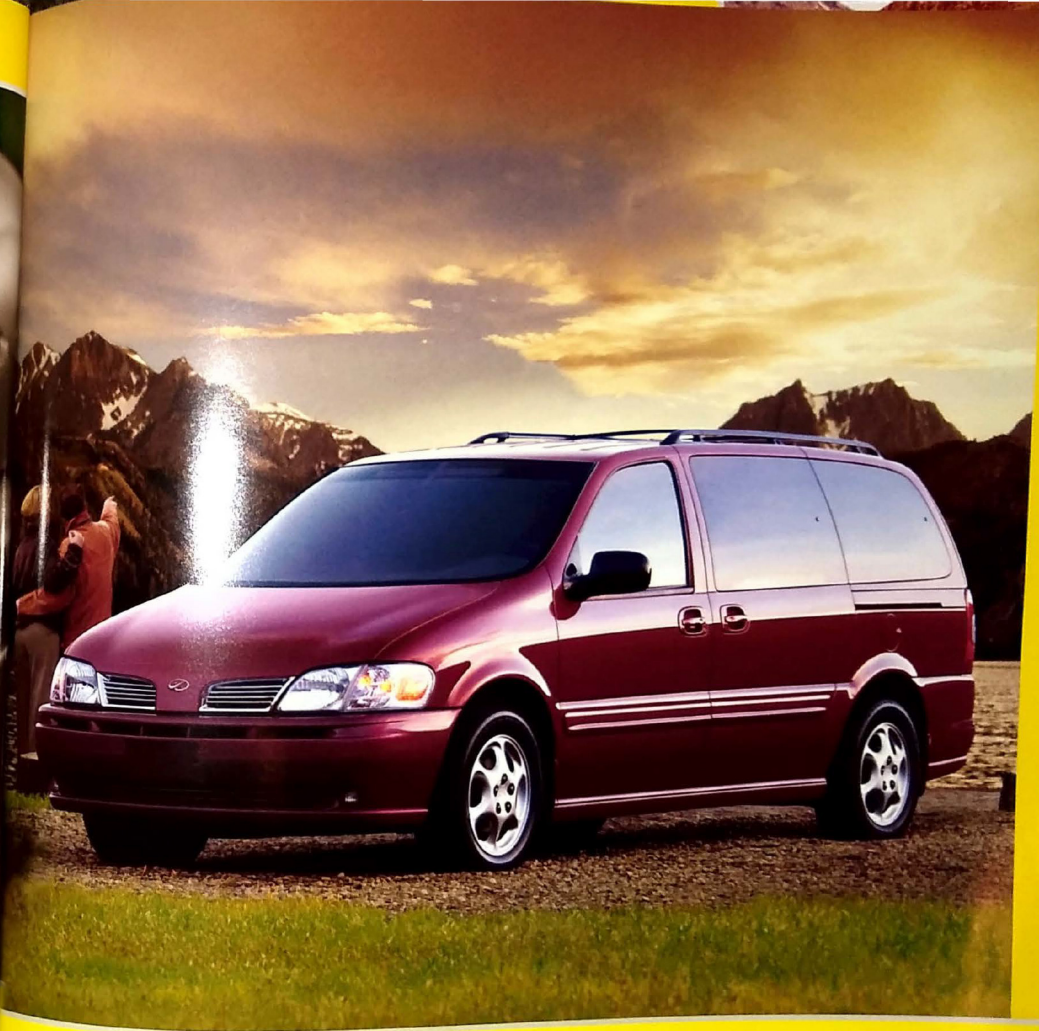


AURORA



*1-year OnStar Safe & Sound service agreement is standard on Aurora. Call 1-800-ONSTAR-1 for system limitations and details or visit www.OnStar.com.

For over a decade, Oldsmobile Silhouette has been making the ride as enjoyable as the destination. We've set the standard for the luxury minivan and incorporated a variety of standard safety features to ensure your family is well-protected on the road.





Get your family in the 2003 Silhouette and enter an interior so well designed you might spend more time here than your own family room. The Silhouette Premiere comes with a complete DVD entertainment system built in, which also gives you some of the quietest backseats you'll find in a minivan.



SILHOUETTE

The Silhouette story begins with safety. Standard driver and front-passenger side-impact air bags, 4-wheel antilock brakes and standard 1-year OnStar® Safe & Sound service* are designed to help keep you safe wherever the road takes you. Next you'll notice the luxurious interior that is a Silhouette signature. Front and rear climate controls, power seats, available leather trim and an available flip-and-fold third-row bench seat make even the longest journey more comfortable.

Always wear safety belts and proper child restraints, even with airbags. Children are safer when properly secured in a rear seat. See the Owner's Manual for more safety information.



*1-year OnStar Safe & Sound service agreement is standard on Silhouette. Call 1-800-ONSTAR-7 for system limitations and details or visit www.OnStar.com.



SILHOUETTE



SILHOUETTE



BRAVADA



AURORA



ALERO



DRIVE WITH CONFIDENCE

Oldsmobile has always been a leader in the automotive industry, gaining the confidence of its owners by delivering quality vehicles and service. Now that confidence is even stronger.

Every new 2003 Oldsmobile comes with the confidence of a 5 year/60,000 mile GM Protection Plan, or you can choose additional cash in lieu of the GMPP.

The GM Protection Plan Major Guard provides premium, comprehensive coverage against failure on virtually every mechanical and electrical component of your Oldsmobile—even if it results from wear and tear.* The GM Protection Plan even provides you with 24-hour roadside assistance anywhere in the 50 United States, Washington, D.C., and Canada.

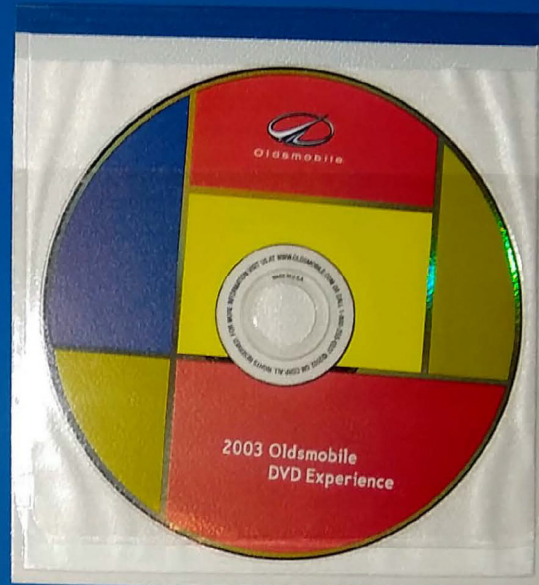
Take a look over the list of coverages and we think you'll agree—for 2003, Oldsmobile continues to deliver outstanding performance, value and protection.

Oldsmobile. Backed by GM.



* Take delivery by 10/01/03. General Motors Protection Plan Major Guard® coverage for 5 years/60,000 miles (whichever comes first) effective from the date of delivery and 0 miles. Excludes normal maintenance. Some restrictions apply. See dealer for complete details of Major Guard and cash alternative. In Florida, coverage is provided under Oldsmobile 60-month/60,000 mile limited warranty. See Florida dealer for complete limited warranty details.

In California and Kentucky, coverage is limited to defects in materials and workmanship.





Oldsmobile.



www.oldsmobile.com

1-800-255-6537