

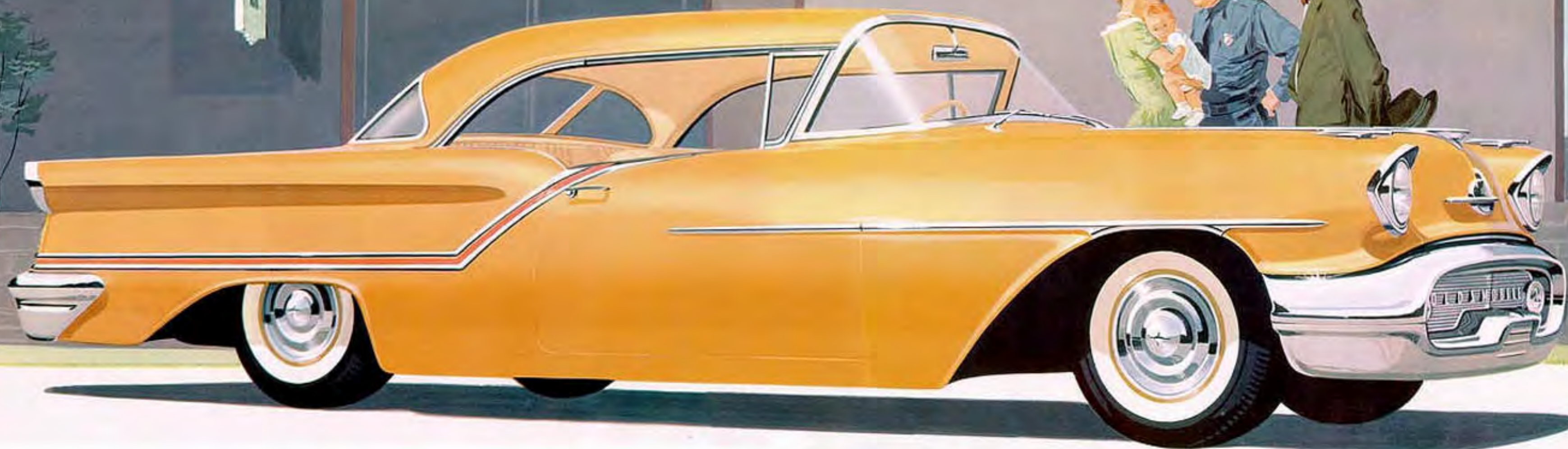
1957

OLDSMOBILE



OLDSMOBILE





For '57...The Accent's on OLDSMOBILE -the car that puts the accent on You !

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It's the year of the Golden Rocket! From GM's new Technical Center comes Oldsmobile's new low look . . . new wide ride! Molded by minds gifted with vision . . . sculptured by hands that shape the future. Result: a car that puts the accent on your safety and pleasure—Oldsmobile's Golden Rocket 88 Series . . . the value-car of the year! Dreamlined for low-level beauty . . . vividly highlighted by Oldsmobile's distinctive new Accent Stripe . . . and ready for action with the scintillating response of 277 high-compression horsepower, 400 foot pounds of torque from the new Rocket T-400 Engine.

GOLDEN ROCKET **88** HOLIDAY COUPE



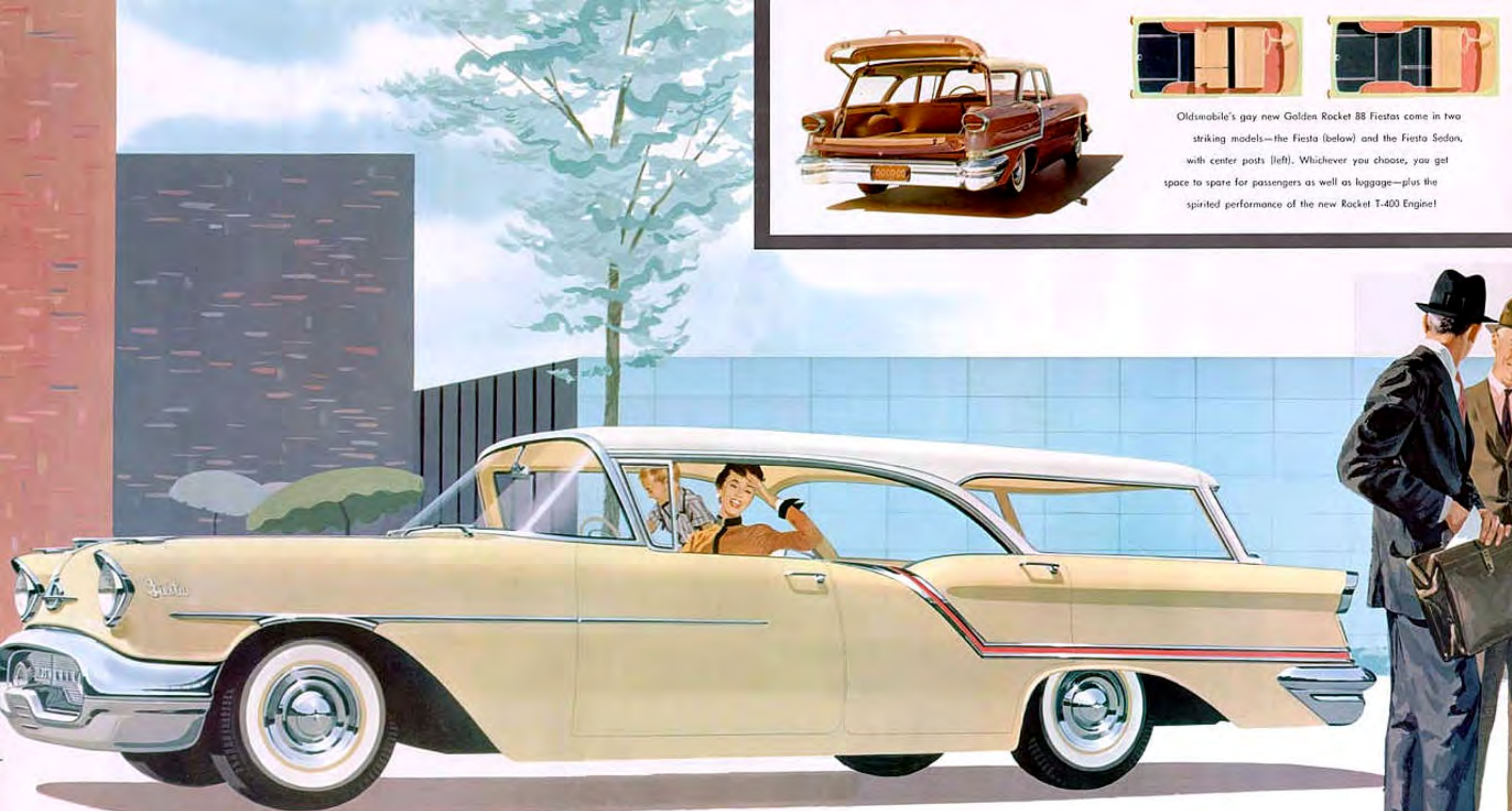
GOLDEN ROCKET 88
HOLIDAY SEDAN

Here's value with the accent on YOU! This Golden Rocket 88 Holiday Sedan offers all-around new styling . . . new features throughout. Inside . . . with beautiful new Tech-Style Interiors to bring you Fashion-Firm seats, new resiliency and comfort. Outside . . . with the exclusive Accent Stripe and higher, wider Spon-A-Ramic Windshield.



Fun-flaired for a future of golden days and carefree driving! Now for the first time . . . a convertible in the budget-priced Golden





Oldsmobile's gay new Golden Rocket 88 Fiestas come in two striking models—the Fiesta (below) and the Fiesta Sedan, with center posts (left). Whichever you choose, you get space to spare for passengers as well as luggage—plus the spirited performance of the new Rocket T-400 Engine!

GOLDEN ROCKET **88** *Fiesta*

Oldsmobile introduces hardtop styling to station wagon design . . . with this trend-setting new body model . . . the Fiesta! Designed for all-around beauty . . . all-around duty! Combining Holiday glamor with station wagon utility, Oldsmobile's spacious 4-Door Fiesta offers plenty of room for 6 passengers. For hauling duty, with rear seat folded down, this area presents a neat, sturdy floor with ample space for loads of items—will even hold a single-size mattress. What's more, there's a distinctive air of sophistication in the low silhouette and sweeping, sports-car lines of this Golden Rocket 88 Fiesta that graces every scene of activity from countryside to country club.



GOLDEN ROCKET 88 2-DOOR SEDAN

Only Olds could be so new! The Golden Rocket 88 is engineered from the ground up to give you more . . . with rugged Wide-Stance Chassis for cornering ability and sure-footed stability. Oldsmobile's new Pivot-Poise Suspension with Counter-Dive means smooth, level steps . . . new L-Bow Propeller Shaft allows a lower center of gravity . . . and the new Hi-Lo Bumper gives you double protection up front. Choose either the 2-Door or 4-Door Sedan and make this your year for the Golden Rocket!



GOLDEN ROCKET 88 4-DOOR SEDAN



SUPER 88 CONVERTIBLE COUPE

SUPER

88



... GEARED FOR SUPER PERFORMANCE!

The accent's on action . . . in Oldsmobile's thrilling Super 88 Series! And this Convertible invites you to steer a course to magic moments of wide-open adventure. The top lowers neatly—out of sight—to reveal rich leather interiors in your choice of four stunning color combinations. And poised beneath the hood there's all the surging might of the new Rocket T-400 Engine! Road-hugging lines and new Wide-Stance Chassis tell you this Olds is solidly grounded for skimming the highway safely and securely. What's more, you get the added benefit of dual exhausts, De Luxe Deep-Recessed Safety Steering Wheel, Safety-Padded Instrument Panel, courtesy and brake-signal lights, and oil filter as standard equipment.





SUPER 88 HOLIDAY SEDAN

You'll know you're traveling in high style when you take over this action-packed Super 88 Holiday Sedan. New Tech-Style Interiors are deep-cushioned for comfort . . . with rich new Airweave Triflok fabrics and leather colorfully matched to provide a setting that's restful, relaxing, resplendent with luxury.



SUPER 88 HOLIDAY COUPE



Enjoy motoring that's brimming with excitement from the very start! Take command of the thrilling power of the new Rocket T-400 Engine . . . drive with new ease and new safety with such outstanding Oldsmobile features as the new Safety-Padded Strut-Mounted Instrument Panel and Deep-Recessed Safety Steering Wheel.





A geared-to-the-road stability is yours with Oldsmobile's Wide-Stance Chassis. New suspension, front and rear, gives you secure mastery of curves . . . an even-keel ride at all times.

You're in for real fun . . . no matter which Super 88 you choose.
 For here's styling that's poised for action . . . from the flowing lines of Oldsmobile's distinctive new Skyline Roof Beading . . . to the exclusive Accent Stripe that offers a new concept in color toning!
 You're set apart from the ordinary when you step out in an Olds!

SUPER 88 2-DOOR SEDAN



SUPER 88 4-DOOR SEDAN

Even the gas port is unique . . . and uniquely Oldsmobile! The deep-chrome tail-door conceals the gas cap . . . blends into the smooth, sweeping design of the car . . . glamorous, accessible, completely practical!



SUPER 88 *Fiesta*



Sparkling chrome roof ribs on the Super 88 Fiesta add a high note to the sleek hardtop styling . . . provide tie-down space for extra luggage.

It's Fiesta Time! And time to heed the call to fun and festivities aboard Oldsmobile's new Super 88 Fiesta!

Here, Oldsmobile's original hardtop styling eliminates center posts and provides a clearer, more enjoyable view.

And what a ride! With Olds' new Wide-Stance Chassis and extra-wide frame, there's not only ample room for six 6-footers, but the Fiesta gives you incomparable comfort and safety, too . . . and effortless, sure-footed handling ease.

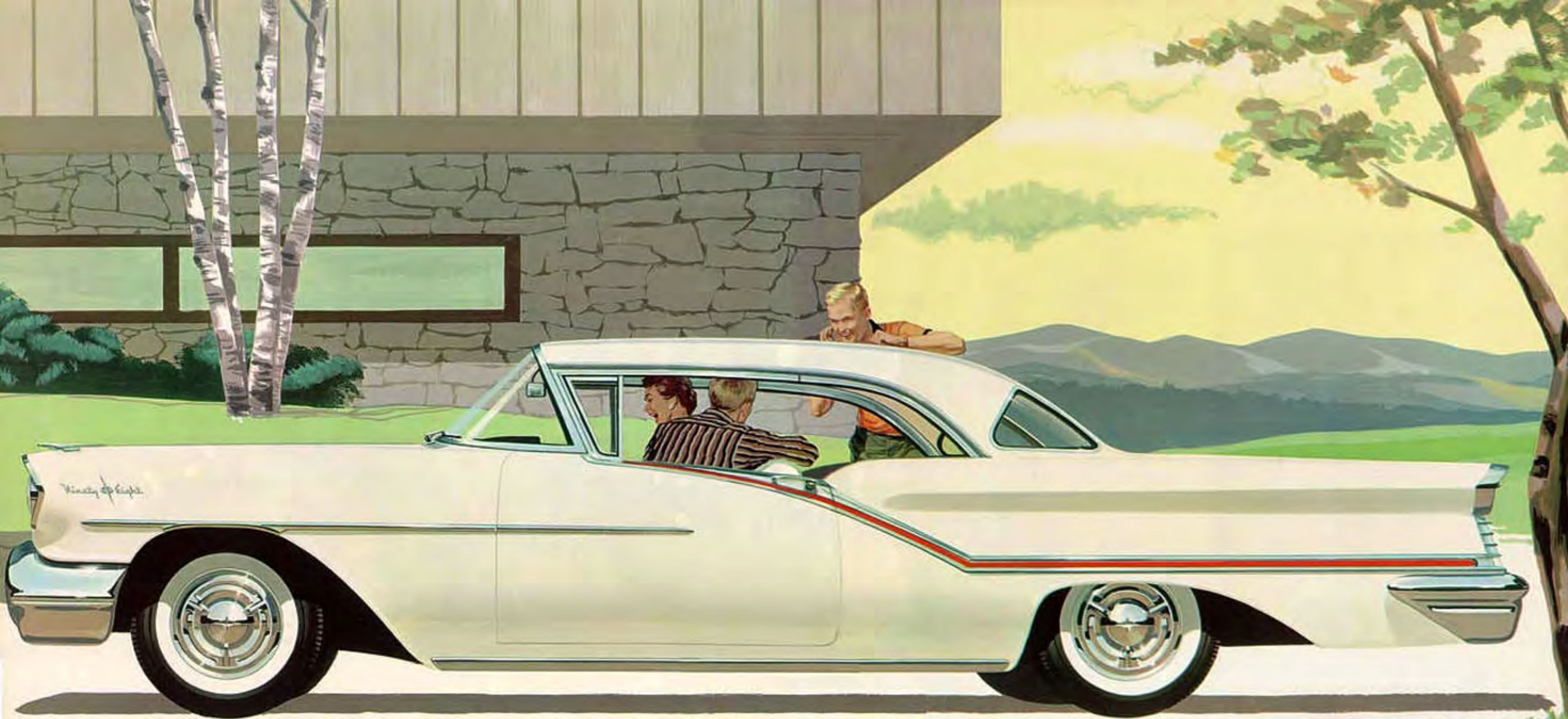
Action? All you could ask for in the new Rocket T-400 Engine . . . with economy when you want it . . . power when you need it!



Swing wide the doors—here's breathtaking beauty! That's Fiesta . . . with Tech-Style Interiors fashioned in Airweave Trilok and handsome leather!

Packing for a trip? It's a breeze with the Fiesta! Just fold down the seats and nearly 65 cubic feet of storage space is instantly and handily available.





Starfire 98

HOLIDAY COUPÉ

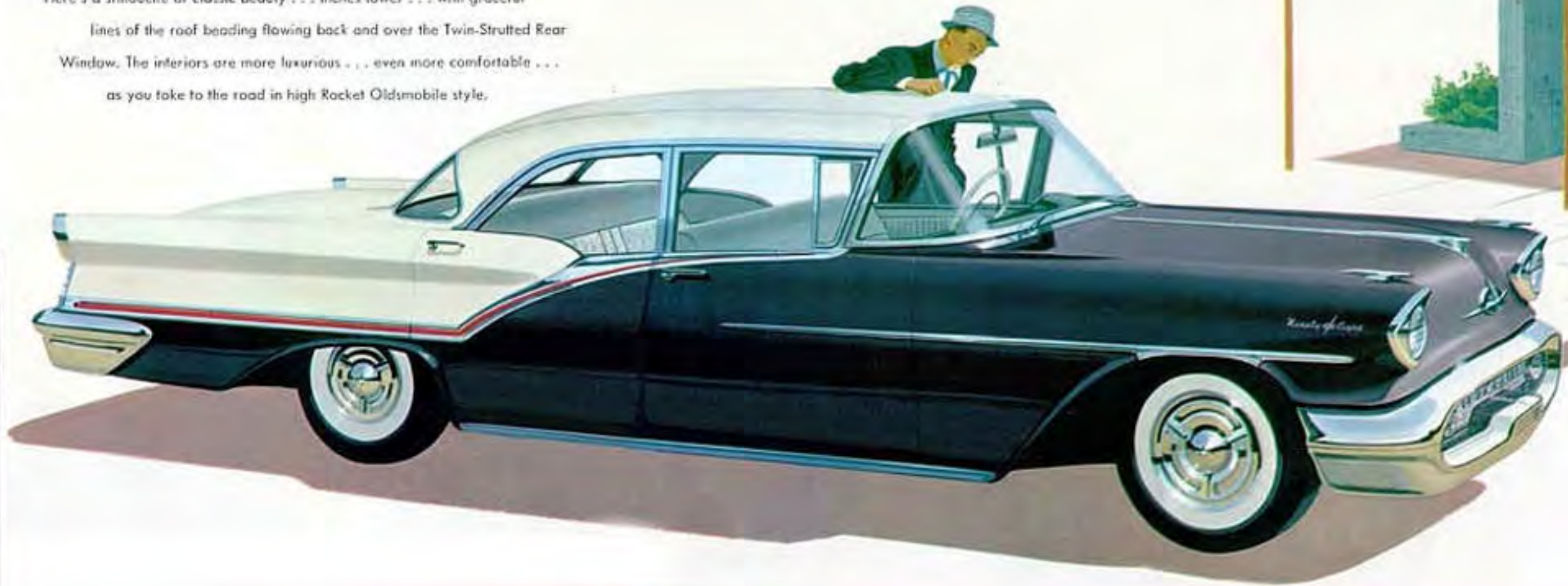
Oldsmobile puts the accent on luxury . . . in the Starfire 98 Series! Lavish interiors with Custom-Lounge Cushions . . . rich combinations of hand-buffed leather and handsome new pattern cloth . . . deep-pile carpeting front and rear . . . and highlighted by such features as new Deep-Recessed Safety Steering Wheel. Plus the safe, sure response of the new Rocket T-400 Engine and Jetaway Hydra-Matic! And fully equipped with Safety Power Steering and Power Brakes! Nowhere else will you find anything quite like it! Nothing else will so completely satisfy your desire for the very finest!



Starfire 98

4-DOOR SEDAN

Here's a silhouette of classic beauty . . . inches lower . . . with graceful lines of the roof beading flowing back and over the Twin-Strutted Rear Window. The interiors are more luxurious . . . even more comfortable . . . as you take to the road in high Rocket Oldsmobile style.



Starfire 98

HOLIDAY SEDAN

Spacious sedan interiors bedecked with beauty . . . bejeweled with sparkling appointments . . . and the wide-open styling of hardtop design! A thrilling combination introduced by Oldsmobile and brought to perfection in this Starfire 98 Holiday Sedan.



Starfire 98

CONVERTIBLE COUPE

Skipper this Starfire 98 Convertible to new realms of pleasure. Ride with the wind . . . with the sun . . . or cabin-stug in summer squalls. You'll be spellbound by its breath-taking beauty . . . its hand-buffed leather interiors . . . its "eager-to-go" styling. The Rocket T-400, Jetaway Hydra-Matic and Oldsmobile's new Wide-Stance ride assure you of the smoothest sailing on the road.



OLDSMOBILE'S NEW ROCKET T-400 ENGINE

400 TORQUE

277 HORSEPOWER

9.50 TO 1 COMPRESSION RATIO

371 CUBIC INCHES DISPLACEMENT

Oldsmobile's new Rocket T-400 Engine launches a new era in high-compression efficiency! With greater torque, greater horsepower, greater compression . . . Oldsmobile's Rocket T-400 bursts forth as the most powerful, most efficient engine in Oldsmobile history. Again in '57 there's nothing like a Rocket for quick, responsive action with a wealthy reserve of power through every driving range . . . for efficiency and economy.

Oldsmobile rockets ahead again with major improvements like these: LARGER CYLINDER BORE and NEW CYLINDER HEAD DESIGN—for increased

horsepower and torque through every speed range. HEAVIER CRANK-SHAFT AND LARGER-DIAMETER BEARINGS—for smoother operation. REDESIGNED CAMS—help provide optimum power. NEW COMBUSTION CHAMBER—extracts more power from fuel. NEW FOUR-BARREL CARBURETOR, NEW INTAKE MANIFOLD, LARGER AIR CLEANER, BIGGER VALVES and NEW EXHAUST SYSTEM—improve breathing, increase power output. NEW PISTONS AND RINGS—minimize power loss, reduce oil consumption. LARGER FUEL LINE—improves fuel flow. TWO FILTERS—keep fuel supply clean and free of water. ELECTRICAL SYSTEM—has faster-cranking starter motor, higher-output generator and higher-capacity, 11-plate battery.

Smooth partner for Rocket Power

Jetaway HYDRA-MATIC DRIVE



Perfectly matched to the new Rocket T-400 Engine, Oldsmobile's new Jetaway Hydra-Matic gives you the flashing action of positive gears, the liquid smoothness of two fluid couplings! Employing the most efficient means of torque amplification known today, Jetaway delivers more of the engine's power to the wheels, eliminates waste of fuel. The flow of power is silk-smooth and steady from take-off to top speed. And in "Super" and "Low" ranges, Jetaway Hydra-Matic gives you effective engine braking action for safe descent of steep hills!



There are two fluid couplings to smooth your going. The second coupling blends the different ratios into a steady flow of power.



Smooth getaway . . . with Jetaway! The drive takes hold the instant you touch the throttle, with the efficiency of positive gears. And you can start in either "Park" or "Neutral."

There's still nothing like a Rocket . . . to put the accent on your kind of performance!

OLDSMOBILE'S NEW WIDE-STANCE CHASSIS

There's a solid foundation to Oldsmobile's new wide ride . . . it's Oldsmobile's new Wide-Stance Chassis . . . setting new standards for riding comfort, stability, handling ease and safety. Major advances such as heavier frame construction, advanced front and rear suspension, and larger tires give you a ride that's nestled closer to the road . . . to improve cornering ability and stability at all times.



New L-Bow Propeller Shaft . . . the secret of Oldsmobile's new low look! Two-piece, three-joint construction permits a lower center of gravity and eliminates whip and vibration.



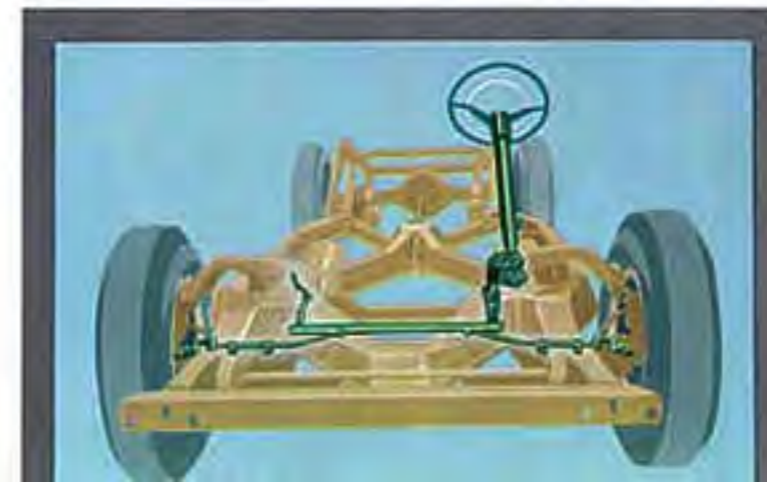
New Pivot-Poise Front Suspension features ball-and-socket pivots for easier steering, a wider spring base for increased stability. **Redesigned rear suspension** puts shock absorbers outside rear springs for a firmer, better-balanced, road-hugging ride.



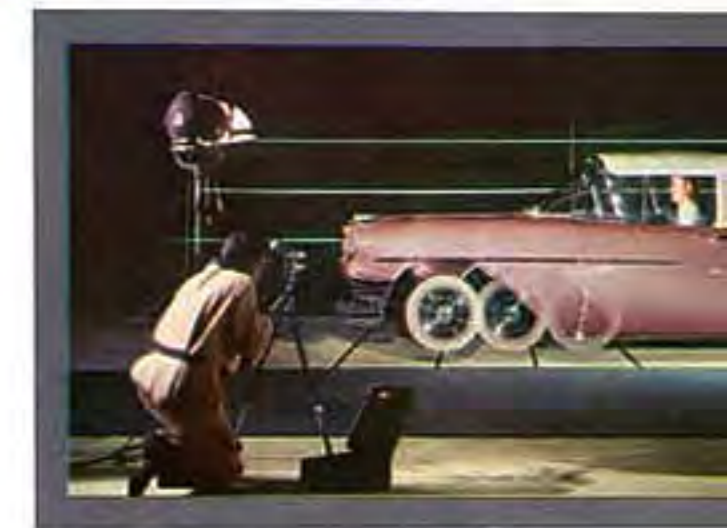
Larger Tires and 14-Inch-Diameter Wheels give you a smoother, softer ride. New tubeless tires on special all-welded rims put more tire tread on the road for increased traction in braking, a softer ride, and improved steering control.



New Extra-Wide Frame takes a new shape for greater sturdiness and resistance to weaving and twisting. This frame is of much heavier construction and is full 8 inches wider on all Oldsmobile series, providing a broad base for smoother cornering, steadier handling, more solid body mounting. Deep-channel, "I-beam X-member" design adds the final touch of rugged strength and stability to an all-new Oldsmobile engineering masterpiece.



Dual Center-Control Steering assures positive, balanced steering under all road and load conditions. This balanced linkage reduces "wheel fight" . . . and makes the '57 Oldsmobile easier to handle.



Counter-Dive . . . takes the dip out of stops . . . and gives you smooth, on-the-level braking. Counter-Dive reduces the forward-downward thrust of the car body in braking applications by as much as 60%.



New Sweeping Hooded Headlight design sets the style for the low-silhouetted lines of the '57 Oldsmobile. Headlamps are new T-3 Safety-Aim for safer night driving for you and others.



Higher, Wider Span-A-Romic Windshield puts a new slant on style and offers greater around-the-corner visibility . . . better view of overhead traffic lights. Glass area is increased by 17%.



Deep-Recessed Safety Steering Wheel on the '57 Oldsmobile adds new safety to your driving . . . keeps steering column a safer distance away . . . offers a clearer view of instruments.



Oldsmobile puts the accent on safety and convenience with a completely new concept in instrument panel design

Oldsmobile's new Strut-Mounted Instrument Panel gives a clean, graceful, uncluttered appearance to the new Oldsmobile interior . . . introduces new rigidity to body design. All controls are located up and out of the way of driver and passengers for greater comfort and safety. Everything is within easy sight . . . within easy reach. You will find new features such as a self-adjusting electric clock . . . super-spacious glove compartment (a full 27 inches wide) . . . illuminated ash receivers, heater and ventilator controls. Plus the extra safety of all recessed control knobs and many, many other features to make traveling in your '57 Oldsmobile a constant pleasure.

New Oval Taillights with a concealed gas filler are truly functional. Dual exhausts feature down-draft vents built into the rear bumper and twin resonators.



Twin-Strut Rear Window carries the flowing lines of the roof beading to the longer rear deck. The smart side panels give you a wider, safer angle of vision for congested traffic situations.



Wide Metal Strip on the sides of front seats prevents marring and unsightly damage . . . and sets the lustrous pattern for Oldsmobile's traditional quality the moment you open the door.



Beautiful Instrument Cluster allows split-second reading of car speed, fuel gauge, Jetaway Hydro-Matic selector and safety signal lights for ammeter, oil pressure, water temperature.





Safety Power Steering takes over 80% of the work in the '57 Oldsmobile . . . lets you drive and park with new ease and safety, yet retains the true "feel of the wheel." When the engine is not in operation, a simple bypass switches you to conventional steering.



Pedal-Ease Power Brakes give you safe, sure stops with just a light touch on the pedal. The new king-size pedal is mounted lower . . . near the accelerator . . . making it easier and faster to pivot the foot from "gas" position to a safe, quick, straight-line "stop."



Six-Way Electric Power Seat Control gives you full-power seat adjustment, not only forward-and-backward, up-and-down, but tilt-forward and tilt-backward positions, too. You select your most comfortable position — effortlessly, automatically!



Oldsmobile's Air Conditioning for '57 provides cool, fresh air in the passenger compartment in a matter of minutes . . . for the most comfortable summer driving ever. Heat, dust, dirt, humidity and pollen are kept out. New simplified controls let you turn unit on and off with one button. Front-mounted, lowered ball-ducts allow you to direct air where you want it . . . giving you a draft-free circulation of refreshing cool air. All components are mounted up front under the hood . . . out of sight . . . out of the way. There's nothing to take up space in the luggage compartment . . . no exposed ducts to obstruct your view through the rear window or detract from your Oldsmobile's clear, uncluttered interior beauty.



Oldsmobile's De Luxe Radio provides simple volume and bass-treble controls . . . a handy push-button selector for finger-tip tuning . . . and powerful six-tube, full-fidelity reception. Front speaker is centrally located beneath the opening at the base of the Span-A-Ramic Windshield, which acts as a sound reflector.

New Bi-Phonic Speaker System lets you dial the blend of sound that suits you best! An extra-value option, it enables you to channel sound from either the front or rear speakers—or any mixture of the two! It's the newest sensation in car radio reception . . . an exciting new dimension in sound!



All-Electric Power Window Lifts on the '57 Oldsmobile raise and lower windows at the touch of a finger. There are separate controls for each window with the master control located in a convenient position . . . to the left of the instrument panel.



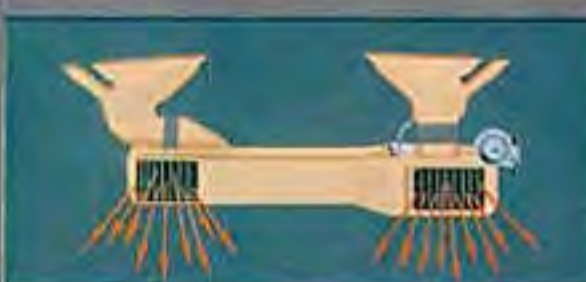
New Electrically Controlled Radio Antenna can be lowered or raised automatically at the driver's convenience for the best reception . . . eliminates the annoying necessity of getting out of the car in traffic or inclement weather to make antenna adjustments.



Oldsmobile's Autronic-Eye automatically dims your headlights when oncoming cars approach, then switches them back to bright when traffic has cleared. Saves you up to 200 "steps" an hour in average highway driving. An over-ride permits manual control.



New for '57! Oldsmobile introduces the new Dual-Range Power Heater (and Ventilation System for more effective heating and defrosting in winter . . . more efficient fresh-air ventilation in summer) for the first time you can select your desired heat setting with the flick of a finger . . . power controls do all the rest! You can concentrate the flow of warm air wherever you desire—in the front compartment or distributed uniformly throughout the car. No more fumbling with complicated knobs and levers! The control panel is conveniently located near the steering column, and illuminated for easy selection at night. Heat capacity has been increased 12% for greater passenger comfort.



Just flick the button for direct heat . . . and you get a quick flow of warm air on front seat passengers.



Flick the button for indirect heating. Power-controlled louvers direct heat around the sides . . . into the rear.

OLDSMOBILE SPECIFICATIONS

GENERAL

Golden Rocket 88 Series—Wheelbase, 122" • Over-all Length, 208.2" • Over-all Width, 76.38" • Over-all Height (5-passenger load): 4-Door Sedan, 2-Door Sedan, Holiday Sedan—58.2"; Holiday Coupé—56.97"; Convertible Coupé—57.46"; Fiesta—58.10" • Tire Size, 8.50 x 14 • Shipping Weight (4-Door Sedan, approx.), 4000 Lbs.

Super 88 Series—Wheelbase, 122" • Over-all Length, 208.2" • Over-all Width, 76.38" • Over-all Height (5-passenger load): 4-Door Sedan, 2-Door Sedan, Holiday Sedan—58.2"; Holiday Coupé—56.97"; Convertible Coupé—57.46"; Fiesta—58.10" • Tire Size, 8.50 x 14; Convertible, 9.00 x 14 • Shipping Weight (4-Door Sedan, approx.), 4049 Lbs.

Starfire 98 Series—Wheelbase, 126" • Over-all Length, 216.7" • Over-all Width, 76.38" • Over-all Height (5-passenger load): 4-Door Sedan and Holiday Sedan—58.2"; Holiday Coupé—56.97"; Convertible Coupé—57.46" • Tire Size, 8.50 x 14; Convertible, 9.00 x 14 • Shipping Weight (4-Door Sedan, approx.), 4347 Lbs.

Dual-Range Power Heater, Radio, Bi-Phonic Speaker System, Six-Way and Four-Way Electric Power Seat Controls, Autronic-Eye, Air Conditioning, Electrically Controlled Radio Antenna, White Sidewall Tires and all accessories described are optional at extra cost.

ENGINE

Type.....Rocket T-400; High Compression 90°-V Type; 8 Cylinders
Horsepower.....277 @ 4400 R.P.M.
Taxable Horsepower.....51
Torque (Foot-Pounds).....400 @ 2800 R.P.M.
Compression Ratio 9.50 to 1
Bore and Stroke...4" x 3 1/4"
Piston Displacement.....371 Cu. In.
Pistons (Auto-Thermic Type)...Aluminum
Carburetor.....Quadri-Jet
Valves.....Overhead; Hydraulic Lifters
Cooling System (Capacity, with Heater).....21.0 Qts.
Lubr. System.....Full Pressure
Electrical System...12-Volt

CHASSIS

Frame.....I-Beam, with X-Center-Member and 5 Cross Members
Front Suspension...Pivot-Point, with Counter-Dive; Independent Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar
Rear Suspension...58" x 2 1/2" Leaf Springs; Outboard-Mounted, Direct-Acting Shock Absorbers
Brakes.....Super-Hydraulic; 191.7-Sq.-In. Lining Area; Pedal-Operated Parking Brake; Power Brakes Standard on Starfire 98 Series, Optional on other Series
Transmission.....Synchro-Mesh, Standard on Golden Rocket 88 and Super 88 Series
Jetaway Hydraulic Drive....Standard on Starfire 98 Series; Optional on other Series
Steering.....Dual Center-Control, Recirculating Ball-Nut Gear, Power Steering Standard on Starfire 98 Series, Optional on Golden Rocket 88 and Super 88
Steering Turning Circle (diam.)...Golden Rocket 88 and Super 88—42 Ft.; Starfire 98—43 Ft.
Rear Axle.....Semi-floating; Hypoid Gear

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Accessories, as illustrated, optional at extra cost. LISTED IN U.S.A. In export territories, engine compression ratios are usually lower than for domestic use and items of optional equipment are not always available.