

OLDSMOBILE
NOW SHOWING
**YOUNGMOBILE
THINKING 1969**



For 1969, Oldsmobile recreates scenes from the classic movies.

Copyright 1968 • Oldsmobile Division • General Motors Corporation

FAIRBANK CONGDON CO.
6 SOUTH ST., FOXBORO, MASS.
PHONE KINGSWOOD 3-5410

Escape from the ordinary STARRING THE 1969 OLDSMOBILES

Toronado

For great car lovers pages 4-7

Ninety-Eight

Strong, silent, and in the classic tradition pages 8-13

Delta 88

The cars with the come-closer look

Delta 88 Royale pages 14-17

Delta 88 Custom pages 18-19

Delta 88 pages 20-23

4-4-2

Makes everything else look tame pages 24-27

Cutlass

For action! Adventure! Excitement!

Cutlass Supreme pages 28-29

Cutlass S pages 30-33

Cutlass page 34

F-85

Easiest way of all to escape from the ordinary page 35

Station wagons

Takes you away from it all without leaving anything behind

Vista-Cruiser pages 36-39

Cutlass page 39

Engines and transmissions

The performers of the year pages 40-41

Chassis and body

Destined for stardom—right from the ground up page 42

Safety features

Travel with confidence—
with all of the GM safety features page 43

Options and Accessories

Extra added attractions pages 44-46

Glossary

A fabulous roster of brilliant new stars page 47

Specifications

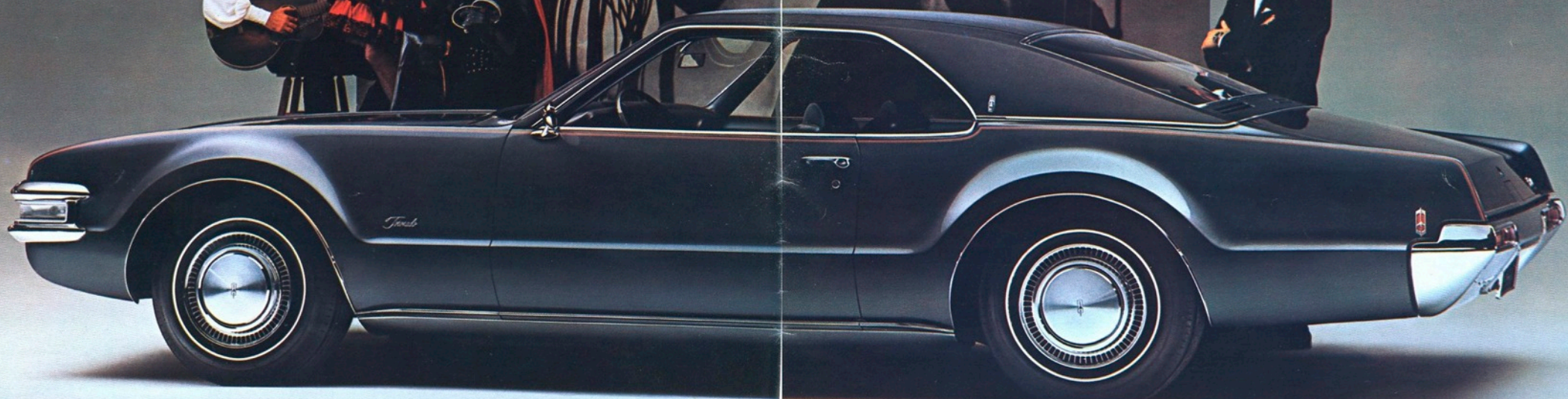
Great stars are made, not born page 48

All featuring youngmobile thinking:

Youngmobile thinking is keeping the oldest name in the business—the youngest name in the business. It's thinking that takes you out of the ordinary—with extraordinary new styling, luxury, performance, and value. It's fresh, young thinking that keeps you—not just with the times—but ahead of the times. That's what youngmobile thinking is all about. It's what the 1969 Oldsmobiles are all about. Read about them! See them! Drive them! This is your year to escape from the ordinary. This is your year to go Olds!

Toronado
For great car lovers.

Oldsmobile recreates a scene from the classic movies.



Every great car has had something extra going for it.

Toronado's outstanding achievements are almost too numerous to list.

This is the automobile that brings a youthful, sporting vigor to the full-size luxury-car field. It's the Oldsmobile that made front-wheel driving famous.

It's an automobile that tracks, maneuvers, and parks with exceptional ease, obedience, and precision.

For 1969, Toronado is longer and

more luxurious than ever. Its sculptured styling is impressively refined. But there's no mistaking that great look. It's still strictly Toronado.

A 375-hp Rocket 455 V-8, 3-speed Turbo Hydra-Matic 400 Transmission, Vari-Ratio power steering and power brakes are standard.

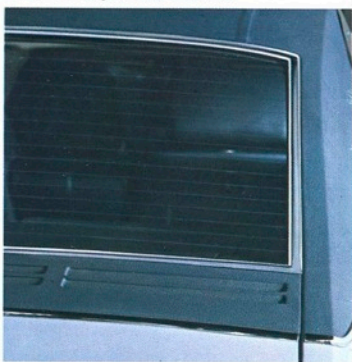
It looks like great car lovers will have a lot in common this year. Namely, the spirited luxury of the great new Olds Toronado.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.

Toronado grille features distinctive headlamps that hide by day, come out at night when headlamps are illuminated. How smart and stylish can you get? Now you know.

Innovations seem to be a habit with Toronado. This year, you can add an electrically heated rear window to Toronado's many firsts. Defogs silently without a draft. You'll want to order it in your new Toronado.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



The Toronado dash features an impressive array of easy-to-read, easy-to-operate instruments. Lighted dash ashtray is centrally relocated for driver convenience. Simulated Elm-grain applique, standard. Tilt-and-Telescope Steering Wheel available.

The great Toronado look. Impressively refined. The longest, sportiest, most luxurious Toronado to date. This is your year to escape from the ordinary, in a front-wheel-drive Toronado. Big, family-size trunk will take on a couple of weeks' worth of vacation luggage. With room to spare.



The popular Toronado Strato Bench interior in Excelsa pattern, available. Beautiful and functional. With center armrest down, you've got bucket-type comfort for two. Armrests up, you've got room and exceptional comfort for three. Strato Bucket Seats also available. Either way, the luxury of front-wheel driving is pure pleasure. Toronado's flat floors, front and rear, offer exceptional room and comfort.

Ninety-Eight

Strong, silent and in the classic tradition.

Oldsmobile recreates a scene from the classic movies.



Ninety-Eight Holiday Coupe

The 1969 Olds Ninety-Eight is a masterwork of classic elegance. Smart. Subtle. Yet, completely contemporary. The new Ninety-Eight waits on you

hand and foot. Quietly. Politely. The standard power assists include power steering, brakes, windows and seat (except seat in the Town Sedan).

For your convenience, Ninety-Eight provides four ashtrays, three lighters, an armrest in each door, a map light, a self-regulating electric clock, and

more. All are standard, of course. Ninety-Eight's concept of classic luxury is equally evident when you take the wheel. Handling is surpris-

ingly precise. The ride is smooth and awesomely silent. With a standard Rocket 455 V-8, you move with all the authority you deserve.

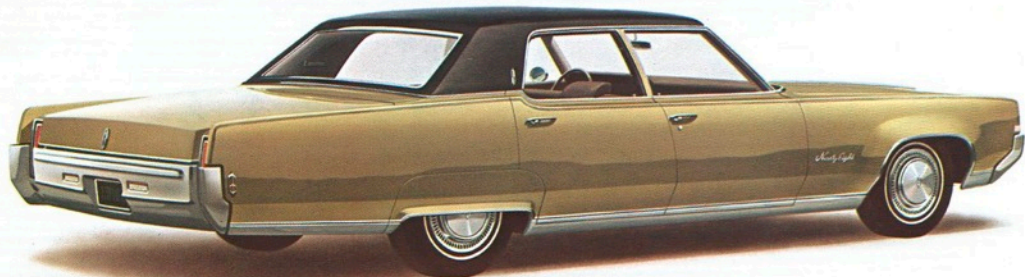
From the LS Hardtop, new luxury leader for 1969, to Town Sedan, Olds Ninety-Eight offers a most elegant way to leave the ordinary far, far behind.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46

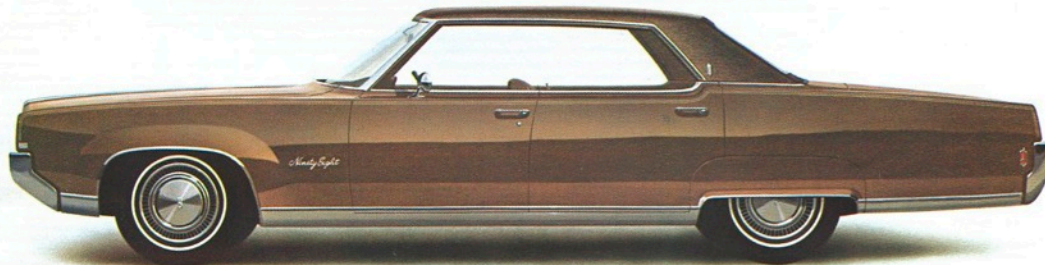


Ninety-Eight LS Sedan and Hardtop interior in Eden body cloth and Moroccan vinyl, standard. Wide, embroidered armrests front and rear. For especially easy entry and exit, chromed assist handles on the back of the front seat. For your convenience, storage pockets in the back of the front seat. For milady, a recessed vanity mirror and tissue-towellette dispenser. Black, all-Moroccan vinyl trim is also standard, if you prefer.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



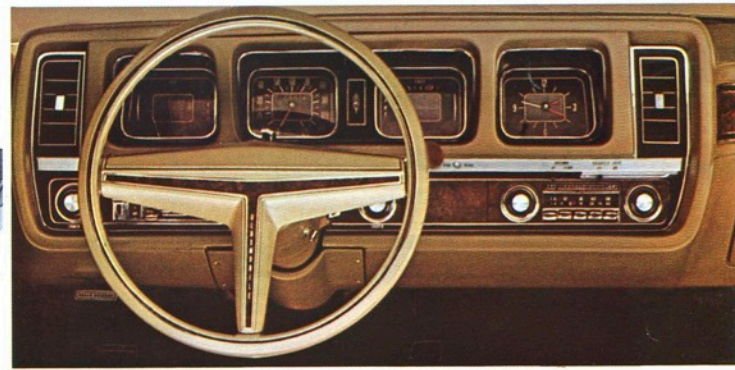
Ninety-Eight LS Sedan



Ninety-Eight LS Hardtop



Available in the LS Hardtop is a new Divided Front Seat with Dual Controls. When aligned, with armrest up, sumptuous comfort for three. Or each side may be separately adjusted for the ultimate in individual comfort. Try it. You'll want to order it in your LS Hardtop.



The new Ninety-Eight instrument panel is recessed and deeply padded. Gauges are tilted for easy glare-free reading. Control knobs are smoothed and easier to operate. Large self-regulating electric clock, standard. Accessories you may order include: AM or AM-FM radio, stereo radio or tape player, Four-Season or completely automatic Comfortron air conditioner, Tilt-and-Telescope Steering Wheel with the Instant-Horn that sounds when you squeeze the wheel.

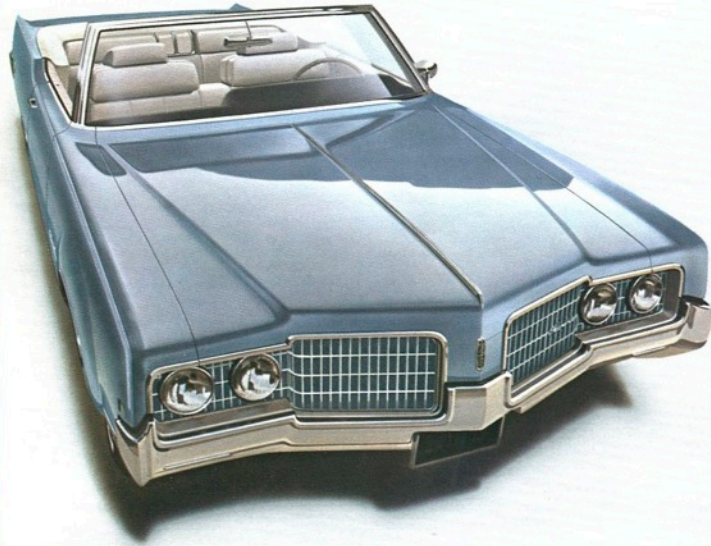
Standard 15-inch wheels add to the plushness of Ninety-Eight's big ride. For a tasteful finishing touch, you can order full wheel covers with a louvered look and whitewall tires.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Ninety-Eight Holiday Sedan



Ninety-Eight Convertible



Ninety-Eight Town Sedan



Ninety-Eight Holiday Coupe interior in Flair pattern. A smooth pleated body cloth, trimmed in fine-grain Moroccan vinyl. Accented with chrome and vinyl button inserts. Center armrest and simulated Elm-grain applique in doors and across dash, standard. Black, all-Moroccan trim is now also standard, if you prefer. Deluxe Steering Wheel with twin horn bars, standard.

Delta 88 Royale

The car with the come-closer look.

Oldsmobile recreates a scene from the classic movies.



If a big, beautiful car with sporting spirit is your weakness—you're in big, beautiful trouble. Because that's exactly what Delta 88 Royale is all about.

The name is brand-new. So is the come-closer look. And that smart, youthful roof, featuring a privacy rear window, is a one-and-only. You won't

even see it in another Oldsmobile! And its vinyl covering, by the way, comes gratis. So do the custom pin-striping, chromed front-fender louvers,

and Custom Sport Seat. Or go all out by ordering a pair of all-Moroccan Strato Bucket Seats—with a beautiful sports console front and center!

How spirited does this 88 get? As spirited as you'd like to go! 4-barrel carb, power disc brakes, dual exhaust system . . . they're all available.

As for model choice, you're looking at it. You might say that the big new Delta 88 Royale is a limited edition . . . of unlimited sporting spirit.

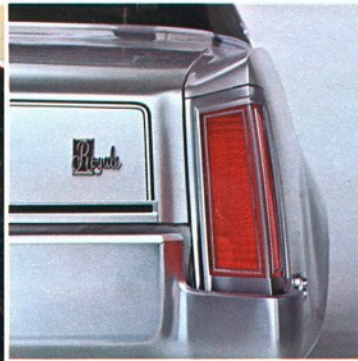
Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.

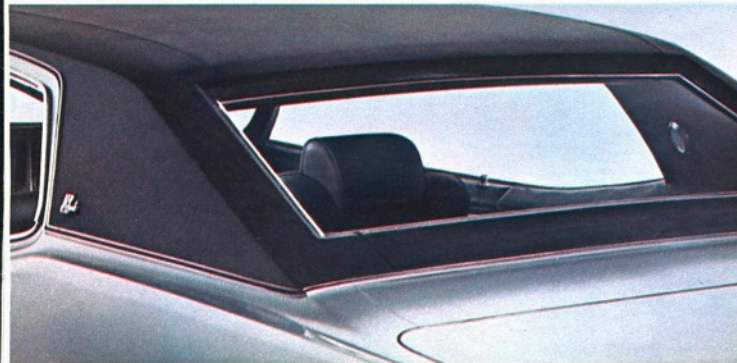
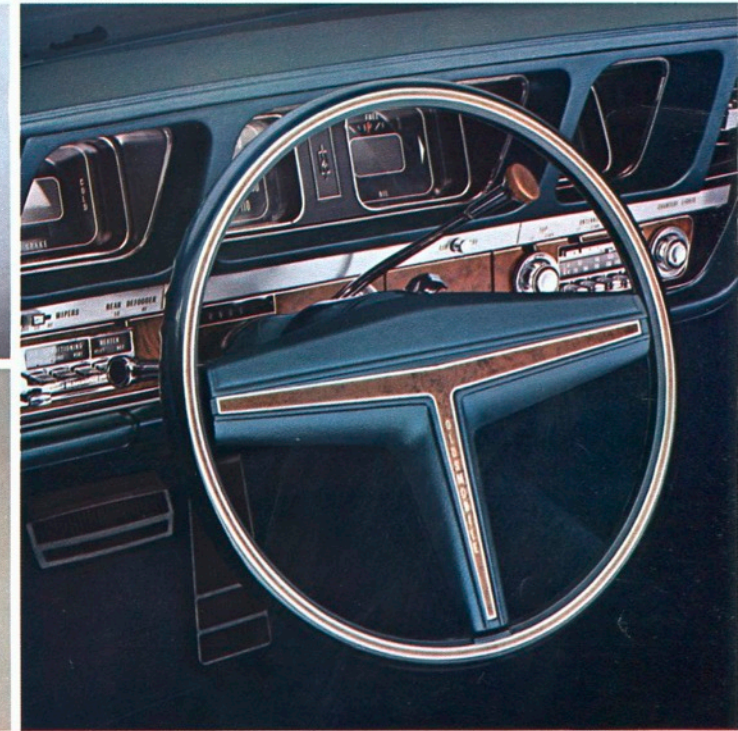


Delta 88 Royale interior is in Excella, a rich, coarse-woven body cloth with metallic-yarn highlights. Trim is in supple saddle-grain Moroccan vinyl. Embossed center armrest, standard. Is every new Olds a luxury model? If kind of looks that way, doesn't it? The Royale door features a standard horizontal warning light, mounted in the carpeted kickpad at the bottom of the door. Automatically illuminates when door is opened. A convenience to you. A safety warning signal to others. Deluxe Steering Wheel with center horn bar, standard.

Put your foot to those self-adjusting brakes with dual master cylinders and you turn on as handsome a pair of taillights as there is in the business.



Deeply padded Royale instrument panel with the warmth of simulated-burl Elm-grain applique. Low-luster paints that reduce glare, and hideaway wipers for clear, panoramic vision make it a complete pleasure to take the Royale wheel. Plan on doing just that. Real soon. Air conditioning, AM-FM radio, Tilt-and-Telescope Steering Wheel, automatic transmission, rear window defogger (shown) are available.



Like privacy? Delta 88 Royale delivers it... elegantly... with a new and exclusive rear window. Standard with vinyl top in Royale only.



Sport it up! Order your new Royale decked out with smart, new Strato Bucket Seats — with a lighted, lockable sports console as a beautiful go-between. Buckets in all-Moroccan. Beautiful. Just beautiful.

Oldsmobile recreates a scene from the classic movies.



Delta 88 Custom Holiday Sedan

If you set out to build a car that completely vanquished the everyday—you'd probably end up with a Delta 88 Custom. Everything you'd want is

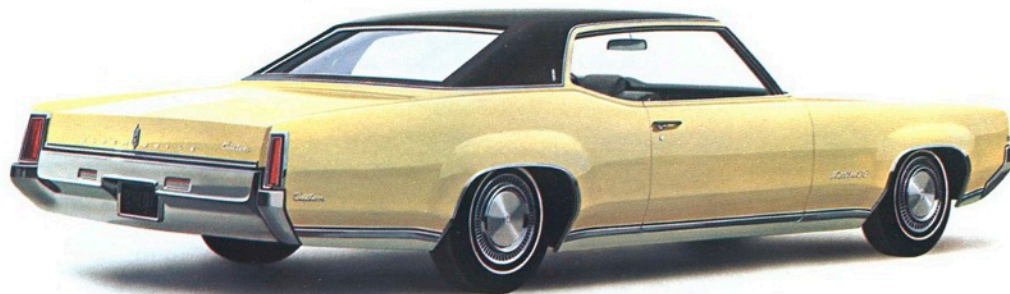
here. Spacious interior. Seats that run nearly five feet wide. Rich upholstery that treats your family regally. A strong, capable Rocket 455 V-8. A

trunk that takes a vacation-size load—with return-trip room for souvenirs. This year, escape to happy-ever-aftering in a new Delta 88 Custom.

Delta 88 Custom

Our champion in the crusade against ordinary.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Delta 88 Custom Holiday Coupe



Delta 88 Custom Town Sedan



With a car as beautiful and comfortable as the Custom, you'll want to do a lot of traveling. Great! You'll have even more baggage room this year to do just that. And a new, lower trunk sill makes loading a whole lot easier, too. We think of everything.



Ever look at a closed ashtray and wonder whether to push, pull, slide, or tilt it to get it open? Olds has the answer. Now, you just push a button! Pop. It's open. Simple as that.



But, you don't want pushbuttons everywhere. So we replaced the one on the glove compartment door with a new lockable, easy-open, easy-close rotary latch. The compartment, incidentally, is deeper and will take on a lot more paraphernalia this year.

Delta 88

Easiest way to bag the big one.

Oldsmobile recreates a scene from the classic movies.



Delta 88 Holiday Sedan

If you're hunting for big-car size, performance, and luxury that are well within your means — your safari is over. You've just turned up the new

Delta 88 — lowest priced of all the beautiful new full-size Oldsmobiles. No. Just being lowest priced doesn't make it a great value. But being an

Oldsmobile with such an impressive array of standard finery sure does! Full wheel discs. Wall-to-wall carpeting. Deep-cushioned seats. Dual

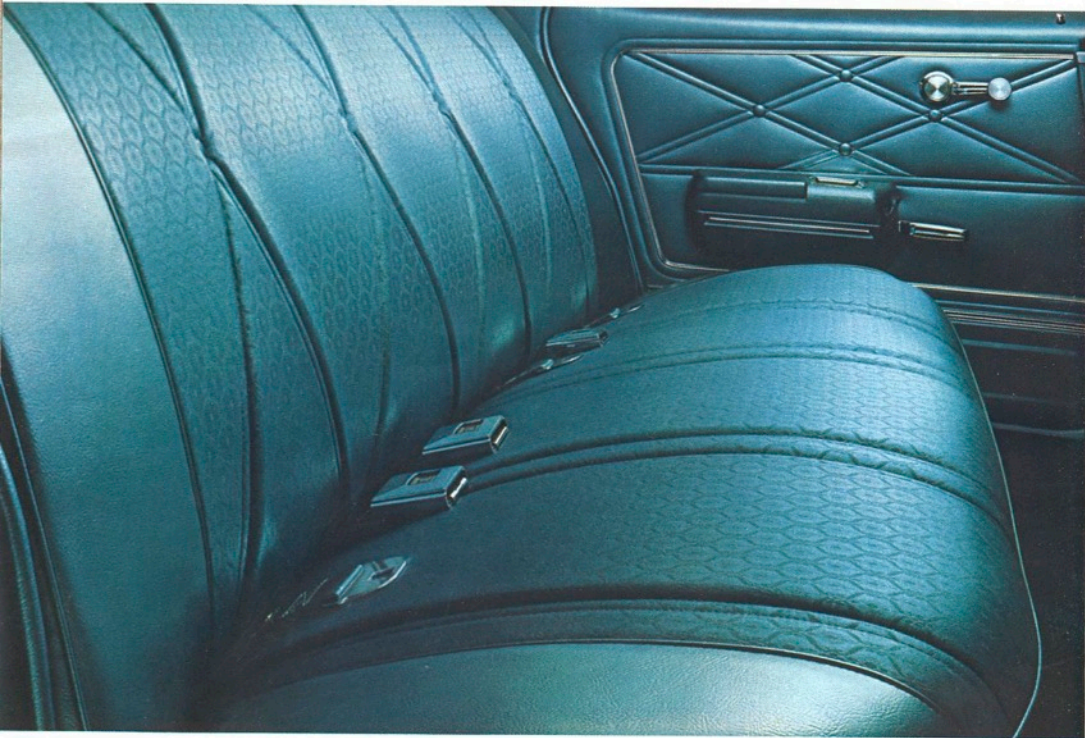
front-seat head restraints. New upper level Flo-Thru Ventilation. All standard in every Olds Delta 88. There's even a light in the pushbutton ashtray.

How's that for thoughtfulness? Standard power plant is thoughtful, too. It's a Rocket 350 V-8 that gets along just great — on regular gas!

Big room. Big ride. Big comfort. Big value. This one's got them all! This year, shoot high, but spend low. Bag a big, beautiful Delta 88!

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.

Delta 88 Holiday Sedan interior in Essex pattern. Richly woven body cloth with saddle-grain Moroccan vinyl trim. Extra cost? No sir! It comes standard. So do the thick, wall-to-wall, loop carpeting and all-Moroccan door panels. Try to beat that for beauty and value at—or anywhere near—the Delta 88 price! Good luck.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Delta 88 Town Sedan



Delta 88 Convertible



Delta 88 Holiday Coupe



Good-bye nicks, dings, and pings. A new molding, with a handsome-but-tough vinyl insert, helps protect against those parking lot blues. Available on all Delta 88 models. And well worth having.

4-4-2

Makes everything else look tame.

Oldsmobile recreates a scene from the classic movies.



How do you match looks like these?

There's only one way we know of — and that's with unimpeachable credentials like these! Special 400-cu.-in.

Rocket V-8. Special 4-barrel carb. Fully synchronized, heavy-duty transmission, floor-mounted. High-performance rear end up to 4.66-to-1. Dual

low-restriction exhausts. Wide-boot red-stripe tires. Plus heavy-duty underpinnings underneath it all: H-D shocks, H-D wide-rim wheels, and

stabilizer bars — front and rear. No other car in 4-4-2's class comes so fully and capably equipped. And that's just our standard 4-4-2!

If you care to, you can order your 4-4-2 with a special Force-Air Induction Package (W-30) with functional air scoops—the ultimate head-turner.

Last year, 4-4-2 earned the crown as Performance-Car-Of-The-Year.

This year, quite obviously, we intend to keep it.

4-4-2 Holiday Coupe.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



4-4-2 Convertible with GT Rally Stripes on hood.

Give the ordinary the brush-off—by ordering 4-4-2's wide, brushed stainless Custom Sport wheels. Or you can roll with 4-4-2's wide-boot Red-Line nylon cords (or whitewalls) on heavy-duty wide-rim wheels, standard.



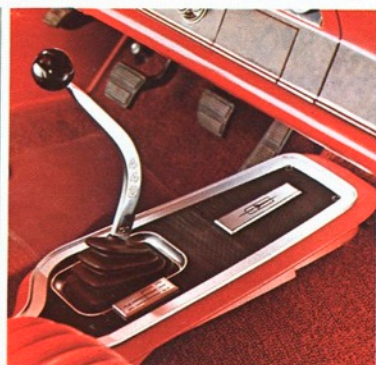
Why not order your 4-4-2 Sports Coupe with Force-Air Induction (W-30). It crams cooler air into the carburetor and increases performance. Package includes largest factory air scoops in the business; special air cleaner; special heads and cam; special 2" intake and 1½" exhaust ports; and special Dual Hood Stripes. Strictly for the man who has everything.



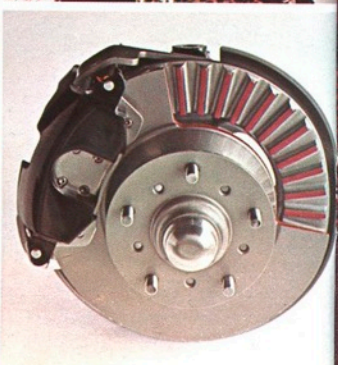
4-4-2 Sports Coupe



The sound of music—to a car buff's ear. And if you think this "trumpet" sounds great, wait till you hear the one under 4-4-2's other taillight!



Knob hill. Classy Hurst shifter takes root in 4-4-2's nifty, optional sports console. 4-speed fully synchronized manual (shown) or 3-speed Turbo Hydra-Matic 400 at extra cost. A floor-mounted, fully synchronized, heavy-duty 3-speed manual, standard. And away you go!



Now available! New front disc brakes with single piston design. Combine with standard centrifugally cast-alloy rear drums (which dissipate heat rapidly) for excellent braking balance and durability.

Drop in. You'll land in one of the cushiest buckets ever: 4-4-2's standard Strato Buckets. Well padded, but firm. Carefully contoured for maximum support and comfort. Or you may order a bench seat, if you wish. It's standard too. The console, and console-mounted transmission, aren't standard but they are available. Be sure to order yours.

Oldsmobile recreates a scene from the classic movies.



Cutlass Supreme

For action! Adventure! Excitement! Join now!

Had it with the ordinary? Then enlist the excitement of Cutlass Supreme. With 310 V-8 horsepower and a quick-handling wheelbase, you get a new

lease on liveliness. And lavishness. Richly tailored seats. Full carpeting. Hideaway wipers. The look of buried Elm across the dash. Even new upper

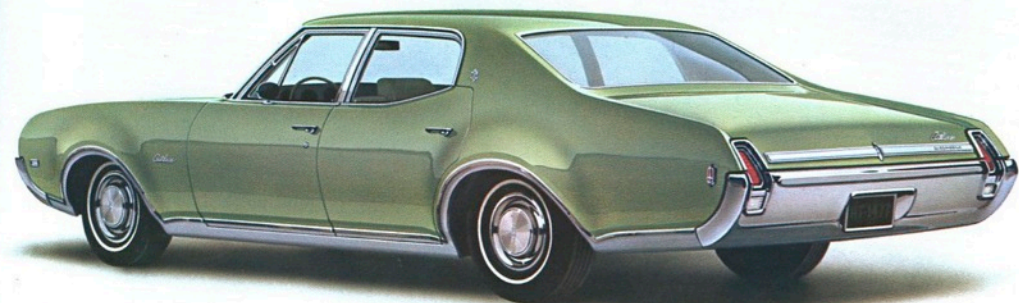
level Flo-Thru Ventilation in the Holiday Coupe. All standard. Escape to the lively, lavish life. Join forces with Cutlass Supreme.

Cutlass Supreme Holiday Sedan

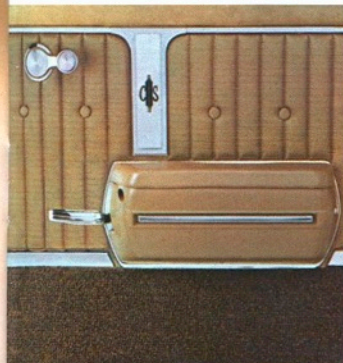
Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Cutlass Supreme Holiday Coupe.



Cutlass Supreme Town Sedan.



The richly tailored door panel continues the Holiday Sedan's interior luxury. Padded Moroccan sill. Stuffed vertical piping. Loop carpeted kick panel. Standard armrest features out-of-the-way door handle that guards against accidental opening of the door.



Cutlass Supreme Holiday Sedan interior in Empire pattern. A handsome, easy-care fabric with luxuriantly stuffed piping. Embossed center armrest and trim in fine-grain Moroccan. Custom Sport Seat (shown), standard. You'll find this beautiful interior is as easy to live with as it is to look at.

Cutlass S

Great way to go Olds
without going overboard.

Oldsmobile recreates a scene from the classic movies.



Cutlass S Holiday Coupe.

Take a good look at that new beautifully sculptured Cutlass S. Does it have you thinking . . . high price . . . expensive . . . extravagant?

Then your eyes have just deceived you. Because Cutlass and Cutlass S models carry an easy-to-take and oh-so-welcome low price.

Hard to believe, isn't it? Especially when you consider the lengthy list of standard luxuries — Rocket 350 V-8 or big Action-Line Six. Fully synchro-

nized transmission. Full carpeting. Front-seat head restraints. Lighted ashtray. Locking glove compartment. Things like that. And that's going

some! Even for Oldsmobile, which has always made it a habit of combining such honest luxury and solid value — on the same set of Olds wheels!

So, if you've been wondering how far a sensible low price can take you . . . now you know. All the way to a beautiful, action-packed Olds Cutlass!

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Bucket! Bucket! Who's got the bucket? You do, if you order them in your new Cutlass S. Standard in Convertible. Tailored in pleated all-Moroccan vinyl. Snug. Sumptuous. Sporty. Start ordering. And while you're at it, you might as well include that Deluxe Steering Wheel and that Hurst shifter, console-mounted.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



Cutlass S Sports Coupe.



Move out! On Super Stock Mag-Type wheels! You can specify them with whitewalls or Red-Line tires. They're both available. Decisions. Decisions. Which way are you going to order your wheels?



Cutlass S Convertible.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



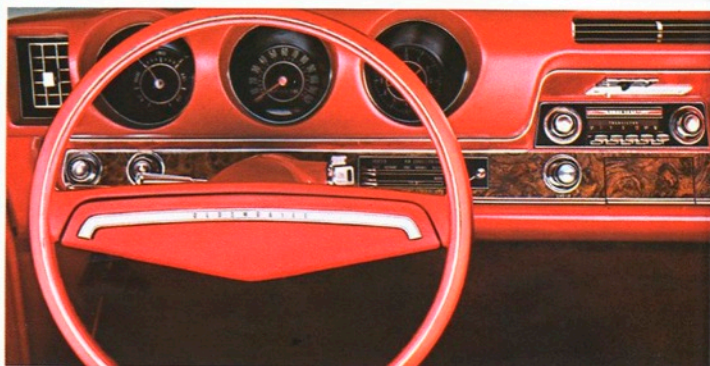
Cutlass Holiday Sedan.



Cutlass Town Sedan.



Hideaway windshield wipers are standard. The chromed hood louvers? You guessed it. They're standard, too. Cutlass S seems to have everything, doesn't it? Get one. And you will too!



The padded, simply designed Cutlass dash makes for easy reading. Self-regulating clock, air conditioning, radio, Deluxe Steering Wheel, along with many other popular Olds accessories, are available.

Oldsmobile recreates a scene from the classic movies.



F-85

Easiest way of all— to escape from the ordinary.

F-85 Sports Coupe

Olds quality, luxury, and pride start right here. And they don't tail off after a few superfluous touches.

Front head restraints, glove com-

partment lock, lighter, heater-defroster, even such a recent innovation as a turn-signal lever with built-in lane-changer, are standard. As are all

of the many GM safety features. 250-cu.-in. Six or Rocket 350 V-8. Either way, your escape from the ordinary will be quick. And easy.

Vista-Cruiser

Get away from it all
without leaving anything behind.

Oldsmobile recreates a scene from the classic movies.



2-seat Vista-Cruiser

Vista-Cruiser for 1969 is what we call catering to the carriage trade. In style! There's almost enough simulated-wood-grain elegance gracing its sides

and tailgate to start your own simulated forest.

And if you thought wagons were just work, work, work. Meet the one

that's pleasure, pleasure, pleasure.

If you didn't know better, that smooth, quiet ride could lull you into thinking it's an Oldsmobile Sedan.

But one look at Mammoth Cave behind you—and you know different!

There's over 100 cu. ft. of anything-you've-a-hankering-to-haul space back

there. So everything goes!

And that goes for 2-seat or the 3-seat model. Either way you'll have more pulling power than a mile-long mule

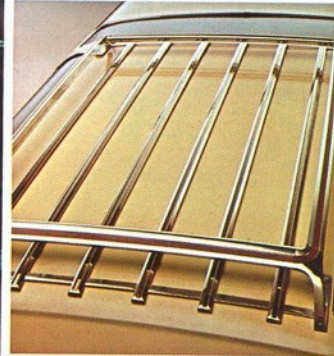
train. From a standard Rocket 350 V-8 . . . to a 400-cu.-in. job you can order with special axle ratio for turnpike cruising. So start packin', pardner!

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46. 37



You wouldn't think an interior that looked so great could be so tough. But it is! And it's standard in Vista-Cruiser. Spilled soda pop? Dripping ice cream? Gooey candy? No problem. With this handsome all-Moroccan upholstery, the only cleanup kit you'll need is a damp cloth! Something else that's standard—Vista-Cruiser's eleven windows. The view is great. And cool. The three windows overhead are specially tinted and heat-resisting.

Handsome, sturdy rooftop luggage carrier is available to add even more capacity to your big Olds wagon. Special ski-rack adapter also available as an accessory to your carrier.



To make life especially easy—a special feature on the second seat in 3-seat models. When you lean the back of the seat forward, the passenger side slides forward—increasing entry and exit room. Third seat faces forward, folds down quickly and easily for extra cargo space.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 41, 44, 45 and 46.



3-seat Vista-Cruiser.



Cutlass Station Wagon.



Psssst. Don't look now, but we've got a sizable secret compartment for you in both Vista-Cruiser and Cutlass 2-seat wagon models. And it's standard! Just the place to stash away your briefcase, camera, or the family jewels. A compartment lock is available.



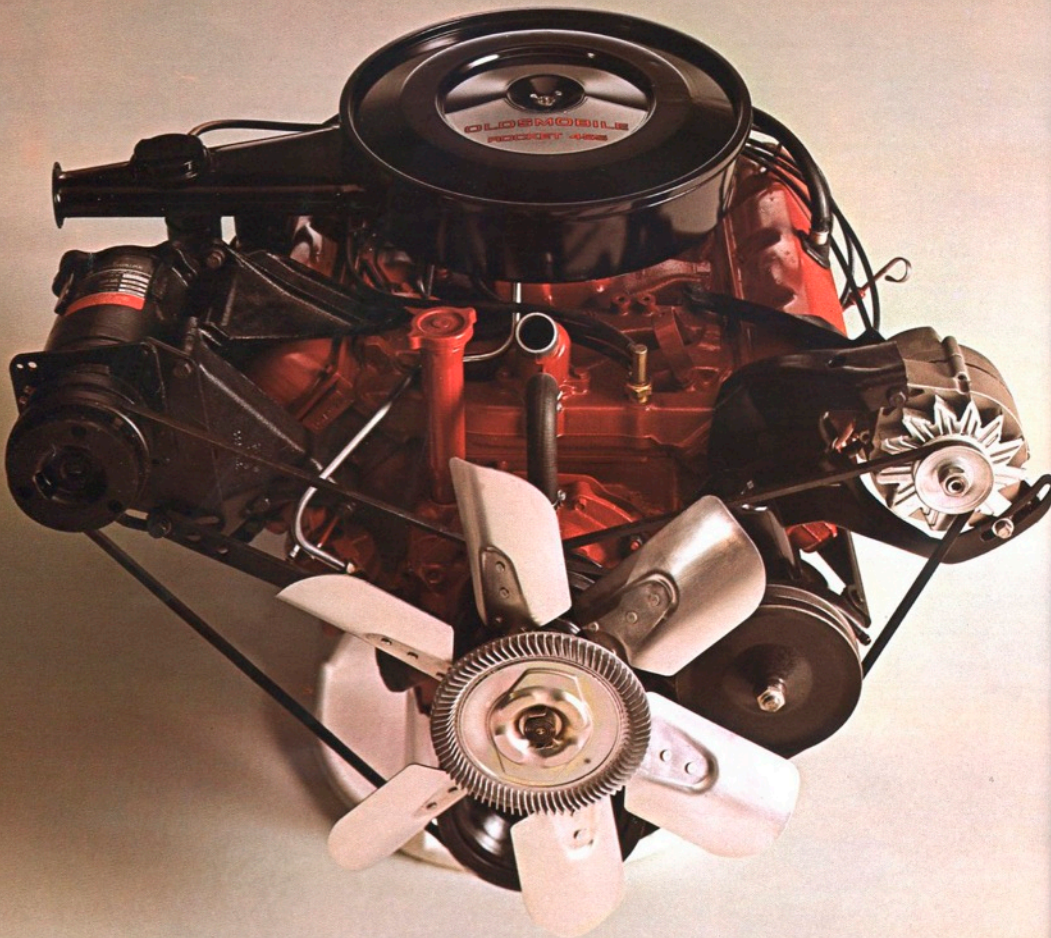
It's a door.



No... it's a tailgate. No... it's both! Available on Vista-Cruiser and Cutlass wagons. Electric tailgate window is also available on all wagons.

Olds Engines & Transmissions:

The performers of the year



Olds engines and transmissions are built to do a whole lot more than just generate and transmit power. They are carefully designed and selected to

work together—to form a perfectly balanced power team. So no matter which model Oldsmobile you choose, or which engine/trans-

mission combination you select—you know you'll be sure of getting the best possible balance of performance, economy, and handling.

Engines:

400-hp Rocket 455 V-8

Horsepower: 400 at 4800 rpm
Torque: 500 lb.-ft. at 3200 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Available in Toronado only.

390-hp Rocket 455 V-8

Horsepower: 390 at 5000 rpm
Torque: 500 lb.-ft. at 3200 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Available in all 88 models.

375-hp Rocket 455 V-8

Horsepower: 375 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Toronado.

365-hp Rocket 455 V-8

Horsepower: 365 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Ninety-Eight. Available with Turbo Hydra-Matic 400 in all 88 models.

310-hp Rocket 455 V-8

Horsepower: 310 at 4200 rpm
Torque: 490 lb.-ft. at 2400 rpm
Displacement: 455 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard with manual transmission in Delta 88 Royale, Delta 88 Custom. Available in Delta 88.

360-hp Rocket 400 V-8 (Force-Air W-30)

Horsepower: 360 at 5400 rpm
Torque: 440 lb.-ft. at 3600 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Package includes large under-bumper air scoops, special heads, special air cleaner, special high-output cam, special 2" intake and 1½" exhaust ports, low-friction engine bearings, low-restriction dual exhausts. Available with Turbo Hydra-Matic 400, or 4-speed close-ratio manual transmission in 4-4-2 only.

350-hp Rocket 400 V-8

Horsepower: 350 at 4800 rpm
Torque: 440 lb.-ft. at 3200 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Exhaust manifold with individual branches for improved tuning, less restriction.
Fuel: Premium gasoline
Standard with manual transmission in 4-4-2.

325-hp Rocket 400 V-8

Horsepower: 325 at 4600 rpm
Torque: 440 lb.-ft. at 3000 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Exhaust manifold with individual branches for improved tuning, less restriction.
Fuel: Premium gasoline
Standard with Turbo Hydra-Matic 400 in 4-4-2. Available with Turbo Hydra-Matic 400 in Vista-Cruiser.

325-hp Rocket 350 V-8 (Force-Air W-31)

Horsepower: 325 at 5400 rpm
Torque: 360 lb.-ft. at 3600 rpm
Displacement: 350 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Specially calibrated Quadrajel (4-barrel)
Package includes large under-bumper air scoops, special heads, special air cleaner, special high-output cam, special 2" intake and 1½" exhaust ports, low-friction engine bearings, low-restriction dual exhausts. Available with Turbo Hydra-Matic 350, or 4-speed close, or wide ratio manual transmission in F-85, and Cutlass S.

310-hp Rocket 350 V-8

Horsepower: 310 at 4800 rpm
Torque: 390 lb.-ft. at 3200 rpm
Displacement: 350 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajel (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Cutlass Supreme. Available in Vista-Cruiser, Cutlass, Cutlass S, and F-85 V-8

250-hp Rocket 350 V-8

Horsepower: 250 at 4400 rpm
Torque: 355 lb.-ft. at 2600 rpm
Displacement: 350 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard in Delta 88, Vista-Cruiser, Cutlass, Cutlass S, and F-85. Available in Cutlass Supreme.

155-hp Action-Line 6

Horsepower: 155 at 4200 rpm
Torque: 240 lb.-ft. at 2000 rpm
Displacement: 250 cu. in.
Compression ratio: 8.50-to-1
Carburetion: Single-barrel carburetor
Fuel: Regular gasoline
Standard in Cutlass Six, Cutlass S, and F-85 Six.

Transmissions:

Turbo Hydra-Matic 400. Perhaps the smoothest, most refined transmission available today. Three speeds for maximum performance and economy. Standard in Toronado and Ninety-Eight. Available in 88, Vista-Cruiser and 4-4-2 models. A new Turbo Hydra-Matic 350 version is also available in all Cutlass, and F-85 V-8 models.

Jetaway Automatic. A quick, efficient light-weight 2-speed automatic specifically designed for economical operation. Available in Delta 88, Cutlass (except wagon), Cutlass S, and F-85 models.

Fully synchronized 3-speed manual. Easy-shifting gear lever is located on steering column. Standard in all 88, Vista-Cruiser, Cutlass, and F-85 models.

Fully synchronized heavy-duty 3-speed manual. With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass, and F-85 V-8 models.

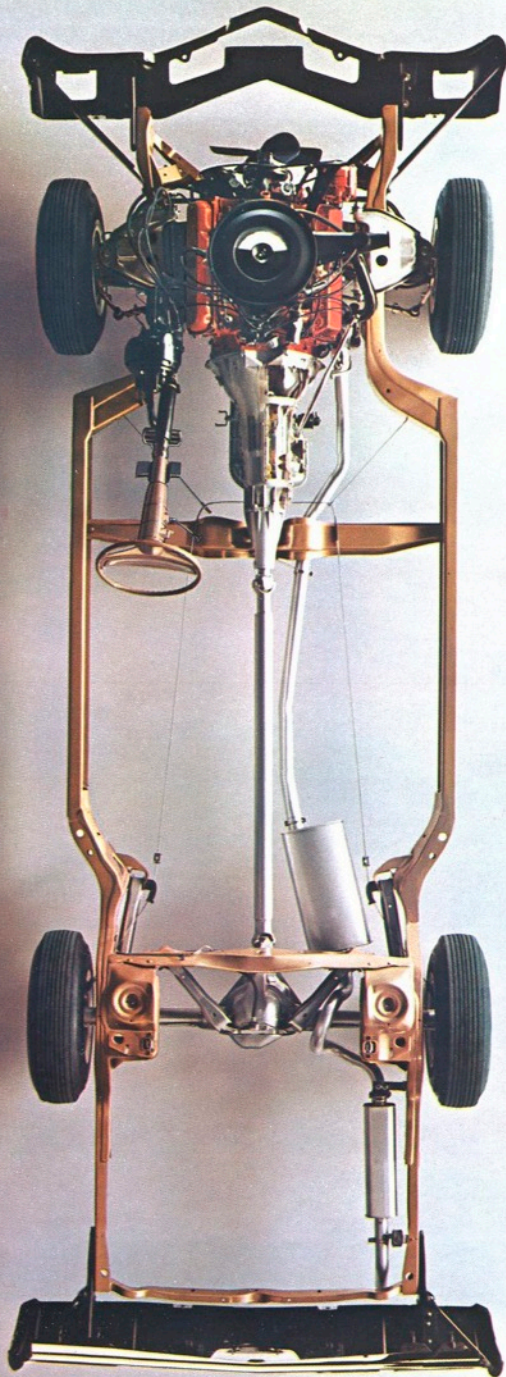
Fully synchronized 4-speed manual (Wide Ratio). Floor-mounted Hurst Competition Shifter. Available in 4-4-2, Vista-Cruiser, Cutlass, and F-85 V-8 models.

Fully synchronized 4-speed manual (Close Ratio). For quick, short-throw shifts. Floor-mounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2, Cutlass, and F-85 V-8 models.

Axle Ratios

We've got them. To match whatever type of driving you do most. From top economy (2.56-to-1) . . . to all-round (3.23-to-1) . . . to heavy-duty maximum performance (4.66-to-1). Plus six more in-between. Availability, depending on engine and model choice.

NOTE: Special Anti-Spin Rear Axle available. Automatically directs power to wheel with best traction. Especially important if you do a lot of driving in snow or sand, or on soft ground.



Chassis & Suspension

Destined for stardom—right from the ground up.

Oldsmobile quality runs deep. And it pays off for you in comfort, dependability, safety, and lasting value. Further example of what youngmobile thinking is all about.

Rugged Torque-Beam Frame. Consists of K-braced front crossmembers, channel-section side members and frame torque boxes. Permits a lower body floor, a strong base for all body and drive members. Virtually eliminates body twist.

Independent front suspension features Pivot-Poise ball joints with stabilizer bar. New lower rate front springs combine with higher rate rear springs for flatter, smoother ride. Even with heavy loads, headlight aiming and line of vision through inside rearview mirror remain exceptionally stable. The effect on car handling due to load changes is minimized.

Rear suspension features a Twin-Triangle characteristic that Olds pioneered. Today, it is widely copied. Deep coil springs and direct, double-acting shock absorbers—front and rear. A combination that is hard to equal for ride and handling ease.

Close to a hundred insulators, some double and triple thick, are used throughout the chassis and body to soak up and dampen noise and vibration. A smooth, quiet ride results.

Self-adjusting, dual master cylinder brakes. Centrifugally cast-alloy drums, front and rear, for cool operation. Riveted linings for quiet, durable service.

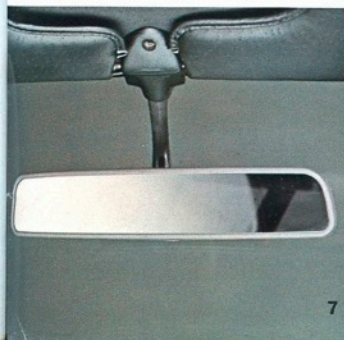
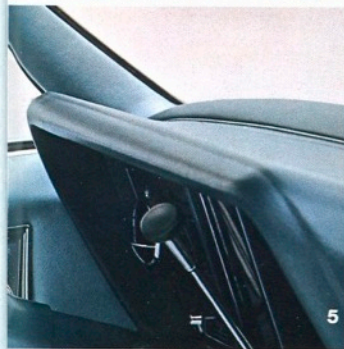
Olds steering system incorporates a low-friction design to reduce steering effort to a minimum.

Energy-absorbing steering column has collapsible sections that telescope up to 8¼ inches upon severe impact for added safety.

Rear axle is expertly designed and matched to engine and transmission for maximum performance and economy—and smooth, dependable operation.

Exhaust system. Rust- and corrosion-resisting aluminum coats all inner and outer walls, baffles, and tubing of the muffler, resonator, and tailpipe—for longer exhaust-system life.

NOTE: Heavy-duty or trailer towing suspensions are available on all models. Packages can include heavy-duty springs, shock absorbers, rear axles, cooling systems, brakes, electrical wiring hookup for trailer, plus many other special-duty accessories to meet your needs.



Safety Features

Travel with confidence—with all of the GM safety features.

We not only care how your Oldsmobile looks and handles, we also care how it cares for you.

1 Brand-new anti-theft lock on the steering column. Remove the key and steering wheel and transmission are firmly locked in place. Buzzer reminds you to remove key.

2 Dual front-seat head restraints. Deeply padded. Provides an extra measure of protection as well as comfort.

3 Pushbutton seat belts and shoulder belts, front and rear. Buckle up. Color-keyed to match or contrast with the interior trim.

4 Whoa! That's what our seat-back locks do for all split-back and bucket seat-backs. Won't come forward if you should have to make a quick stop.

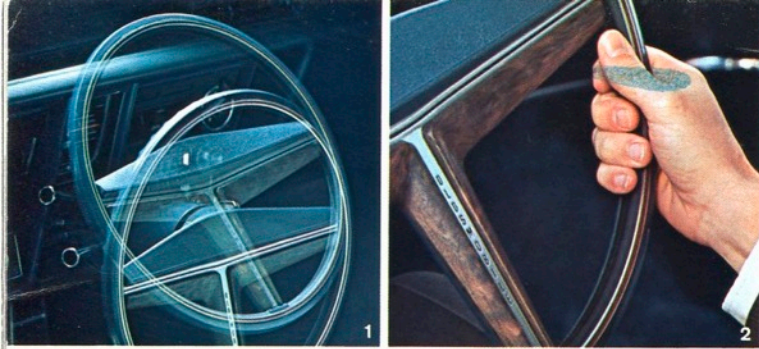
5 Thick, energy-absorbing padding across every Olds dash and on sun visors. Knobs and switches are recessed and smoothed. Painted surfaces are non-glare. All adding to your safe, pleasant Olds motoring.

6 Door handles are recessed behind padded armrests to protect against accidental opening of the door. Low-profile window knobs have a soft finish. The features shown are only a sampling of what every Olds has to offer.

7 Inside rearview mirror with day/night adjustment. Mounted on breakaway ball joint. A full 2 inches wider this year.

8 Outside left rearview mirror. Gives you a wide panoramic view—use it when passing or entering traffic.

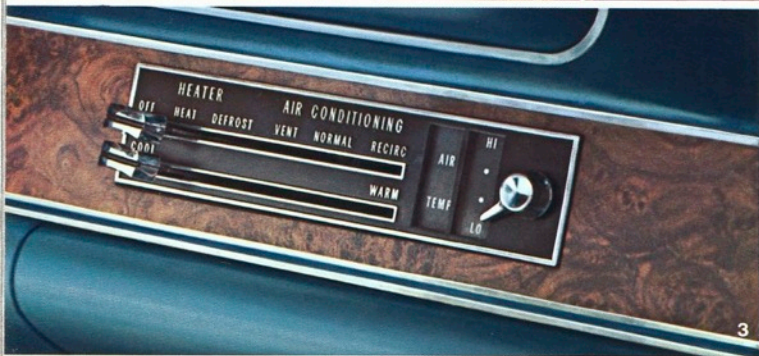
Additional Olds Safety Features Include: Energy-absorbing steering column. Turn signals with lane-changer features. Side-marker lights, front and rear. Non-override safety door locks with forward-mounted lock buttons. Four-way hazard warning flasher. Dual master cylinder brake system with warning light. Dual-speed, anti-glare windshield wipers with washers. Dual-action safety hood latches. Backup lights. Laminated windshield. Padded front-seat-backs. Anti-theft ignition key warning buzzer. Tire safety rims. And many more. All standard—on every new Olds!



1



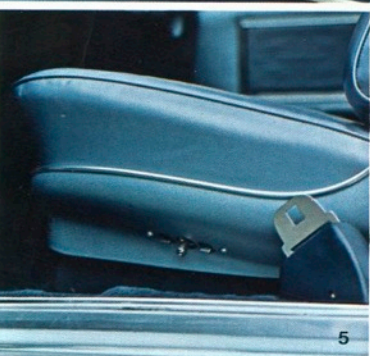
2



3



4



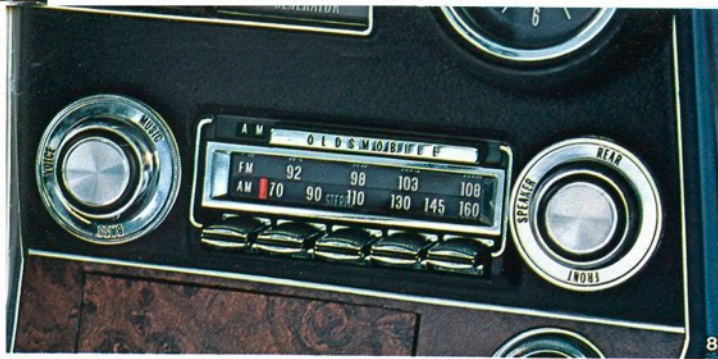
5



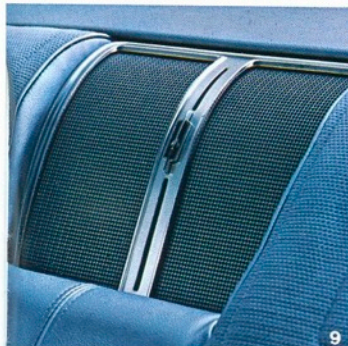
6



7



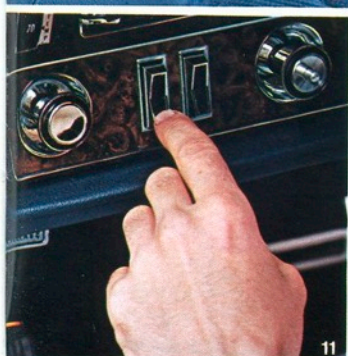
8



9



10



11



12



13



14

Options and Accessories

Extra added attractions.

If you've been reading along, about each new Olds, you know that each comes especially well equipped. Even so, Olds offers an outstanding list of features at extra cost to help you personalize and tailor your new Olds exactly the way you want it.

1 Tilt-and-Telescope Steering Wheel with "Instant-Horn".
Tilts to seven positions, telescopes three inches to best fit your driving. You're tall? And your wife is short? Tilt-and-Telescope is the answer.

2 Instant-Horn.
A unique feature and an Oldsmobile innovation. Now available on all Olds models. Squeeze the wheel and the horn sounds. Just like that.

3 Four-Season Air Conditioner.
Cools, warms, dehumidifies. Filters dust, pollen, and smoke from air. You drive in the climate you prefer.

Comfortron. All the features of Four-Season, plus automatic temperature control. Simply select the temperature you like best. Comfortron maintains it — year-round!

4 Tinted Glass.
A hint of mint to reduce glare and cut heat from the sun. Windshield only, or all windows. A beautiful way to cool it — when the heat's on.

5 Power Seat.
6-way power lets you adjust up, down, fore, aft, and tilt for ultimate seating comfort. 4-way power also available for bench and left-front bucket seat.

6 Power Trunk-Lid Release.
Unlocks and opens the trunk lid without you ever getting out of the car. Button located in glove compartment.

7 Power Control.
Lets you operate power side windows and power door locks—right from the driver's seat!

8 AM-FM Stereo Radio.
AM plus FM for outstanding variety. Stereo for the ultimate in listening pleasure. All in one quality unit.

An AM-FM Wonder-Bar Pushbutton Radio automatically seeks out strongest signal in poor reception area, especially convenient on long cross-country trips.

Deluxe AM Pushbutton Radio. An excellent and welcome traveling companion — at home or away.

9 Rear-Seat Speaker.
Adds a pleasing dimension and simulates the stereo sound. Play it alone or with front speaker. Rear speaker switch is located on the dash panel.

10 Stereo Tape Player.
Up to 70 minutes of uninterrupted, you-are-there music. Accepts all 8-track tape cartridges. Rear speaker included.

11 Power-operated Antenna.
Raise and lower for optimum reception — without leaving your seat. Lower to enter garage or car wash.

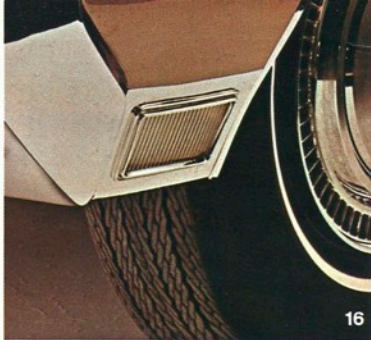
12 Door-Edge Guard.
A molding that protects (your car and the one next to you) against pings and paint chipping in parking lots. Available on all models.

13 Mirror/Light.
Convenient new light, mounted in inside rearview mirror for easy reading of maps, addresses, etc. Light beams down and away from driver's line of vision.

14 Cruise-Control.
Lets you maintain a constant preset speed on turnpikes to reduce fatigue. Automatically disengages when brake is used. Control is now conveniently located in the turn-indicator lever.



15



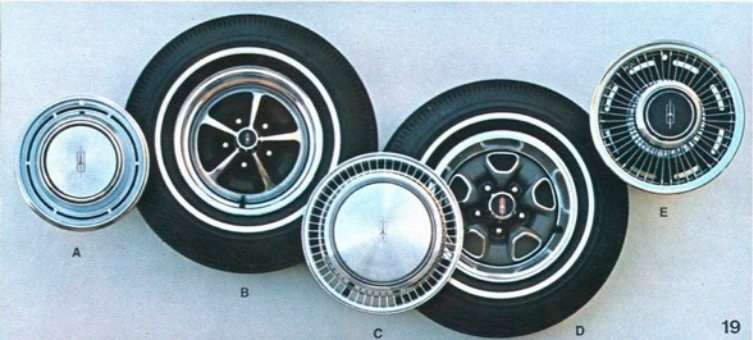
16



17



18



19



46



21

Glossary

A fabulous roster of brilliant new stars.

TORONADO



Coupe

NINETY-EIGHT



Luxury Sedan Hardtop



Luxury Sedan



Holiday Sedan



Town Sedan



Holiday Coupe



Convertible

DELTA 88 ROYALE



Holiday Coupe

DELTA 88 CUSTOM



Holiday Sedan



Town Sedan



Holiday Coupe

DELTA 88



Holiday Sedan



Town Sedan

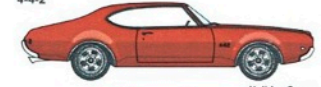


Holiday Coupe



Convertible

4-4-2



Holiday Coupe



Sports Coupe



Convertible

CUTLASS SUPREME



Holiday Sedan



Town Sedan



Holiday Coupe

CUTLASS



Cutlass Holiday Coupe



Cutlass S Sports Coupe



Cutlass S Convertible



Cutlass Holiday Sedan



Cutlass Town Sedan

F-85



Sports Coupe

STATION WAGONS



Vista-Cruiser, 2-Seat



Vista-Cruiser, 3-Seat



Cutlass Station Wagon-2-Seat

Options and Accessories (continued)

15 Remote-Control Mirror.
An outside-left rearview mirror is standard on all models. For your convenience, you may order it with remote control. Adjust mirror without opening window.

16 Cornering Lamps.
Light your way to and through turns. Light white turn signal is in use, when headlights are on.

17 Self-regulating Electric Clock.
Timing mechanism automatically self-corrects when hands are set at proper time. Easy to read. Never needs winding.

18 Rocket Rally Pac.
Combination tachometer and clock that lets you check your performance as you check the time. Package also includes oil-pressure gauge and temperature gauge.

19 Special Wheel Covers.
For that beautiful finishing touch — a wide variety of wheel covers and discs. (A) Chrome Wheel Discs and (E) Wire-Style Wheel Discs available on all 4-4-2, Cutlass, F-85, and wagon models. (B-D) Super Stock Mag-Type Wheels available on same, except wagons. (C) Deluxe Louvered Wheel Discs available on all Toronado, Ninety-Eight, and 88 models.

20 Electric Tailgate Window.
On all Olds station wagons, you can raise and lower window from driver's seat or with key in the tailgate. For quick, easy loading in bad weather, or for ventilation while traveling.

21 Anti-Spin Rear Axle.
For exceptional traction on snow, sand, soft ground. Automatically directs power to wheel with best footing.

Additional options & accessories include:
Vari-Ratio Power Steering. Roto-Matic Power Steering. Pedal-Ease Power Brakes. Front power disc brakes. Bucket seats. Center sports console. Flo-Thru Ventilation. Rear-seat shoulder belts. Deluxe front and rear seat belts and shoulder belts. Vinyl rooftop covering. Two-tone Magic-Mirror Finish. Heavy-duty trailer towing package. Deluxe steering wheel. Custom Sport Steering Wheel. Safety Sentinel. Plus deluxe interior and exterior appearance trim packages.

NOTE: For availability of these and many other accessories, see back cover or consult your nearest Olds dealer.

For 1969—thirty great Oldsmobile models! All designed and anxiously waiting to whisk you away from the ordinary. All beautiful and exciting examples of youngmobile thinking—in action. So look them over. Make your choice. Because starting today—it's good-bye, ordinary! Hello, Olds!

