

In man's search for a new measure of excellence...

1978 OLDSMOBILE

NINETY-EIGHT · DELTA 88 · TORONADO · CUSTOM CRUISER

Large-cushion-look seats



Toronado front-wheel drive



Exclusive MISAR electronic spark timing



New diesel V8 engine





Leonardo da Vinci, circa 1500

In the continuing search for excellence, Oldsmobile started America thinking about what a better full-size car must be and must do...

Just one year ago, America was introduced to remarkably different kinds of Oldsmobile 98s and Delta 88s. The response was immediate—and enthusiastic. Big-car buyers bought more new full-size Oldsmobiles in the 1977 model year than in any year since record-year 1973.

A BOLD CONCEPT

Here was what America had been waiting for. Full-size and luxury cars that were more weight-efficient and space-efficient—without sacrificing those traditional qualities which Oldsmobile owners had come to expect in these cars.

It took a bold new approach to automotive design to accomplish that. New engineering techniques. New design concepts. Weight-reducing materials. New production processes. All these were brought together in dramatically new 98s and Delta 88s which were not only different—but better cars.

AN EFFICIENT SIZE

These new-generation Oldsmobiles have the advantage of space efficiency 1976 Oldsmobiles did not have. They have improved rear-seat legroom and headroom over their predecessors, yet preserve over 20 cubic feet of trunk space designed to accommodate big luggage.

All this within a body that is sleeker, slimmer, more sculptured and elegant than their predecessors—yet still able to carry six passengers in deep-seated comfort.

IMPROVED DRIVEABILITY

One advantage of these new-generation Oldsmobiles is a marvelous maneuverability in city traffic compared to their 1976 predecessors. With its trim size and a 119 inch wheelbase, for example, the 98 has a 2½-foot shorter turning diameter,

is easier to park than older-styled 98s, and offers a rewarding feeling of responsive steering.

A BIG-CAR RIDE

With the aid of sophisticated finite-analysis computer technology, ride components were "road-tested" by computer simulation and fine-tuned at the design stage, before a single car was built last year. The result was a modern size 98 which beautifully preserves the traditional kind of luxury-car ride of yesterday. Deeper travel suspension systems with strong, soft springs, front and rear, increased the capability to absorb bumps and road shock. Increased positive caster built into the front suspension aided directional stability. A large diameter front



Deep-travel suspension system

stabilizer bar helped

control sway. And soft body mounts help isolate you from road noise and vibration.

What you experience is a smooth, serene ride and a sense of luxury as you drive.

GOOD GAS MILEAGE

Best of all, the new full-size Oldsmobiles combine their improvements in traditional big-car advantages with one that's even more important today—good gas mileage.

For 1978 EPA Mileage Guide figures, see the accompanying engine supplement sheet. Remember, these figures are estimates and actual mileage may vary, depending on how you drive, your car's condition, and its equipment.

And now Oldsmobile offers still higher levels of fuel economy for its full-sized cars, with a remarkable new engine that doesn't use

gasoline at all! It uses money saving diesel fuel: the world's first diesel V8 ever offered in a production car. (See panel at right.) It's available for 98, Delta 88 and Custom Cruiser models.

SOLID COMFORT

However your Olds is powered, you'll travel in satisfying comfort.

It begins even as you get in. The doors are designed for easy entry; and in coupe models, there are no seatback latches to fumble for—just tilt the seatback forward, and your passengers can step to the rear with ease.

Seats and seatbacks were redesigned for your comfort, and to give you more of the interior space to enjoy. You feel that you're sitting higher, and you enjoy impressive visibility.

Another important part of your comfort is the level of quiet you enjoy here. New generation acoustics engineering seals out noise efficiently. The ceiling above you is a specially designed acoustical barrier. Super-soft door seals help minimize wind noise and drafts.

As you relax in lounge chair ease, you can hold a quiet conversation, or enjoy the richness of your favorite stereo FM music from a choice of available radios. It's a most enjoyable way to travel.

EXTENSIVE CORROSION RESISTANCE

These new-generation Oldsmobiles now have special defenses against corrosion they didn't have before.

Zincrometal and galvanized metals

are used extensively for the body panels in critical areas subjected to weather and road-salt. Zinc-rich primers are used extensively throughout the body. Plastisol compounds are flowed into joints, sealing seams and welds from moisture. Special application techniques reach hard-to-reach areas deep within the body. The result is more extensive

corrosion-resistance applications to help protect your investment and keep your Oldsmobile looking good.

A NEW SERVICEABILITY

To begin with, most elements in the panel itself are easily serviced from the driver's side of the panel. Positive lock electrical connections are used for many of those hard-to-reach points behind the instrument panel. And an improved type of fuse

with no internal connections eliminates one common reason for service.

Under the hood, there is a bright orange object at the side of the engine compartment that wasn't there in pre-'77 models. It is, in fact, a diagnostic connection into the engine's electrical system. When connected to an analyzer, many types of electrical system problems



Full-foam seating comfort



Diagnostic connectors for engine, air conditioning

can be pinpointed quickly and thus serviced efficiently. There's another diagnostic connector for the elec-

TOMORROW'S CARS, TODAY
 Today's Ninety-Eight, Delta 88 and Custom Cruiser are the kind of full-size automobiles designed and engineered to help efficiently meet the fuel conservation needs of our times—without sacrificing your needs for space, comfort and a luxurious ride. And they are available with a choice of engines designed to provide good performance with good gas mileage.

And they are here now, waiting for you at your Olds dealer's.

THE CLASSIC TORONADO

Years ago, as America's original contemporary personal luxury car with front wheel drive, Toronado introduced America to a new experience in luxury motoring. America's thinking about fine automobiles has never been the same since.

Today, the Toronado experience is offered in two versions: the familiar Toronado Brougham, and an exciting new XS version, available with sliding sunroof and unusual wraparound rear window.

In addition, both Toronado Brougham and XS provide an innovation in engine performance, made possible by the world's first digital computer in a production automobile: MISAR electronic spark timing, teamed with a 403 V8 engine.



*Exclusive MISAR
 electronic
 spark timing*

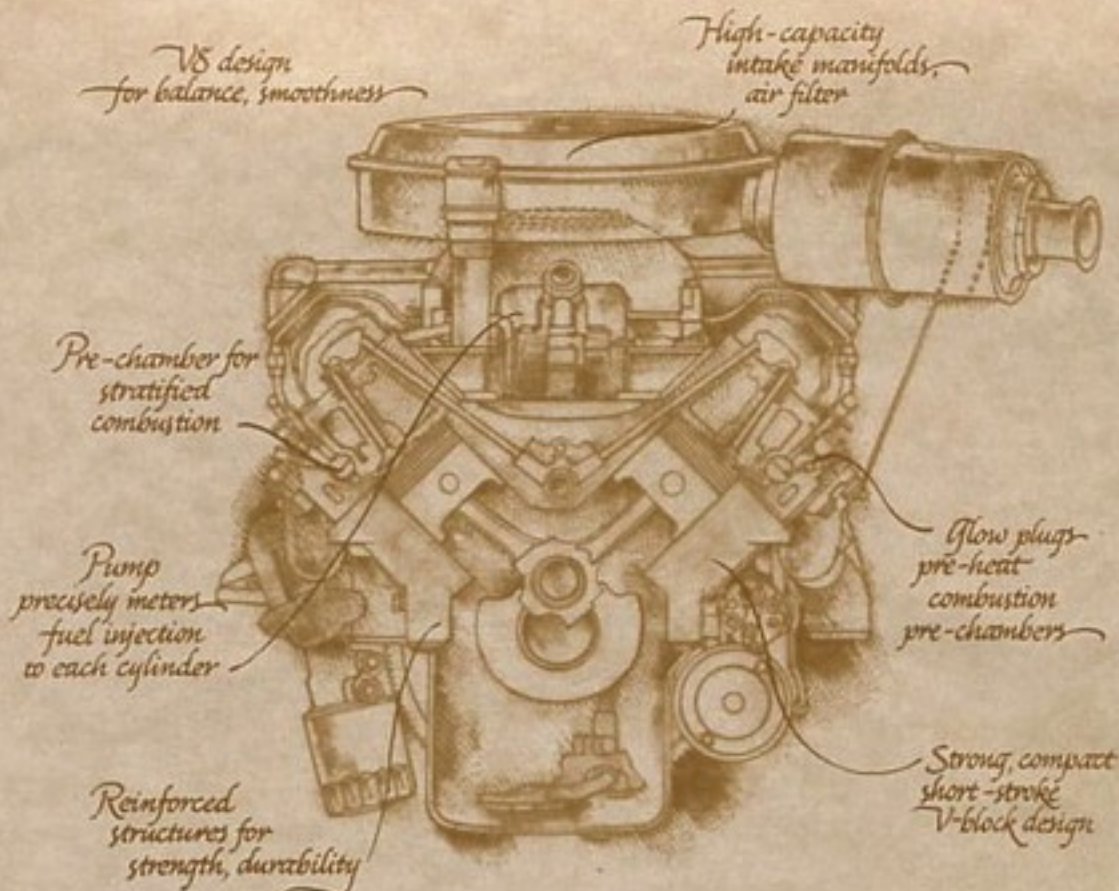
MISAR continuously and instantaneously fine-tunes the timing as you drive, producing the response you need when you need it. Another Toronado first.

BETTER CARS FOR TODAY

We've built them to meet your needs and the demands of our times for more efficient performance and economy—in the best Olds traditions of engineering, craftsmanship and value.

A WORD ABOUT ENGINES

The Oldsmobiles shown in this catalog are equipped with GM-built engines produced by various divisions. See the engine supplement sheet or the engine chart at your Olds dealer's for complete details about engine sources and availability.



Introducing the world's first diesel V8
 in a passenger car. It saves like a diesel...
 runs like a V8... because it's both.

For 1978, Oldsmobile offers a whole new kind of engine that combines the basic economy of a diesel with performance you wouldn't expect from a diesel.

It runs on money saving diesel fuel, and delivers substantially better EPA mileage ratings than any gasoline engine available in an 88, 98 or Custom Cruiser!*

Yet it offers surprising acceleration and a liveliness the most powerful diesel foreign cars in America never had.

Driving a diesel Olds

It's very little different—in fact, you'll scarcely realize there's a diesel under the hood.

There is one slight difference in starting up. When you turn the key to the on position, an amber light on the instrument panel will tell you to "WAIT" while the glow-plugs pre-heat the combustion pre-chambers. A green light will tell you when to "START".

As you move out, you're aware of a smooth response and a quickness diesel cars traditionally weren't known for. Merging into



expressway traffic, you can accelerate easily into an opening. And you cruise along in unexpected quietness, for a diesel.

Surprising cruising range

By multiplying the EPA combined city/highway mileage estimates by the 27½-gallon standard fuel tank capacity rating, these Olds diesel V8s come out with estimated cruising ranges that are downright amazing for full-size cars. Your actual range and mileage figures will vary, of course, according to how and where you drive, your car's condition and its equipment.

You can refuel at any truck stop or gas station offering diesel fuel—and it's several cents per gallon less than unleaded gas. A directory in the glove compartment lists diesel fuel locations for the entire U.S. and Canada.

Fewer tune-ups necessary

Unlike other V8s, the diesel has no spark plugs. No carburetor. No distributor. Result? It eliminates the need to service or replace these items.

Furthermore its special requirements for regular maintenance are very simple. Just change oil and filter every 3000 miles, check crankcase ventilation every 6000 miles. Other than that, its schedules are similar to other Oldsmobiles—but with fewer requirements.

This new 5.7 litre diesel V8 engine is a new achievement for passenger cars. It enables you to enjoy all the comforts of a big car, a new level of fuel efficiency in big cars—and livelier performance than you'd expect in a diesel. If that seems too good to be true, convince yourself with a test drive.

*See EPA mileage estimates in the accompanying engine supplement sheet.



NINETY-EIGHT REGENCY SEDAN

Regency presents a beautiful marriage of logic and luxury to meet the new demands of our times.



Here are the traditional qualities you've come to expect in a premier luxury Oldsmobile.

The new generation Regency 98 is faithful to its traditions: The look is classic and sculptured. Roofline, formal; landau lamps grace the rear pillars. Wraparound side markers and a new grille add fresh notes to its clean design.

Inside, Regency is unmistakably

limousine-like. Loose-cushion look seatbacks. Velour upholstery. Center armrests, ready at the elbow. Power windows at the fingertips. And generous room for heads, legs and feet.

But greater pleasures greet you when Regency takes to the road. It moves with an ease you

might not expect in a luxury car. It's surprisingly maneuverable—nimble in city traffic, quick and precise in its response to the wheel. All of which make its velvet big-car ride just that much more pleasurable.

And with each mile,



Regency offers impressive fuel efficiency, as EPA ratings show.*

Someday, other luxury cars may offer this marriage of logic and luxury—Regency has it now.

(1) A touch of elegance in the grille. (2) Landau lamps light up with headlamps. (3) Armrest console groups controls at hand. (4) Sliding roof is available, but reduces headroom. (5) Your quiet island of luxury.

*See EPA mileage estimates in the accompanying engine supplement sheet.



NINETY-EIGHT REGENCY COUPE

A meeting of two worlds:
Uncommonly luxurious.
Uncommonly logical.



Now, a luxury car that offers you gasoline or diesel V8 engines.

To all those remarkable qualities which have made the '98 Regency Coupe so popular in 1977, Oldsmobile offers a new dimension for 1978: a new level of fuel efficiency for the full-size Regency, with the world's first diesel V8 engine in a passenger car. Its EPA ratings are truly impressive!*

*See EPA mileage estimates in the accompanying engine supplement sheet.

So now you have full-size luxury, with a choice of power: diesel V8, 350 or 403 gasoline powered V8s. Plus generous room, front and rear, within an elegant coupe body. A back seat that is not only spacious, but easy to enter: just tilt the front seat back forward. There are no latches to grope for. This is a very liveable,



and driveable, luxury automobile. Moreover, Regency beautifully adapts to your taste and lifestyle, with many available options. Landau roof. Cruise control. A CB radio, stereo AM/FM—or both in a single unit. A reclining seat back for the front passenger. Or leather upholstery inserts

in seating areas, front and rear.

Even to those used to traveling well, '98 Regency is an exciting new experience in motoring.

Can we build one for you?

(1) Driving is believing... the sense of command. (2) Yes, all that luggage fits in that trunk. (3) Digital clock is standard. (4) Interior: Leather (shown) in seating areas is offered in camel or black. Velour is standard.



NINETY-EIGHT LS

The thinking man's luxury car:
Compare it to luxury cars costing thousands
more — you'll readily see why.

The traditional qualities you expect in a luxury car—in more efficient forms.

For example: Last year, Oldsmobile engineers redesigned the chassis, suspension and steering elements. With the aid of finite-analysis computer technology, they achieved a thoroughly luxurious ride—yet they also made 98 more

responsive and maneuverable in city traffic, remarkably easy to drive.

Inside, headroom and legroom were maintained—and actually increased for rear passengers over 1976. The trunk was redesigned for luggage space efficiency. Acoustical sound barriers and corrosion resisting treatments

were incorporated throughout. Very simply, Oldsmobile's lowest-priced 98 now offers fundamental improvements in luxury car engineering which our older style luxury cars did not provide. All this, and more, is here now in Oldsmobile's 98 LS to

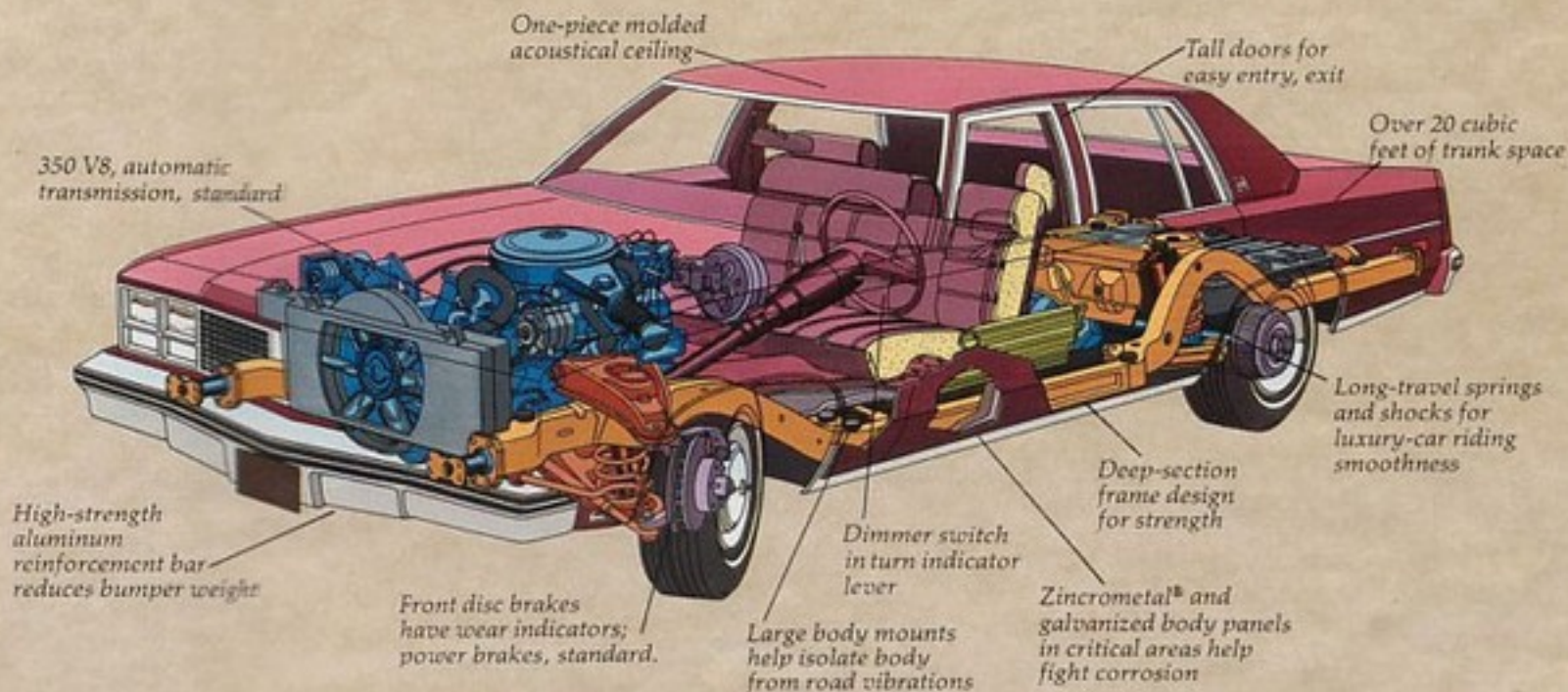
give you a full-sized luxury car you can enjoy with the kind of fuel economy you need today.*

Compare LS with cars costing thousands more: see for yourself.

(1) The LS interior, with the available divided front seat. Center armrests are standard. (2) 98 LS is also available as a coupe. (3) 98 instrumentation: clean, well organized.



The search for excellence goes deep, in the 1978 Olds Ninety-Eight...



POWER TRAIN¹

Engine—std. avail.	350 V8
	403 V8
	5.7 litre diesel V8
Carburetor**	4 bbl.
Automatic transmission	std.
Rear axle ratio, std.	2.43
Brakes, std.	power

DIMENSIONS (Luxury Sedans)

Length (in.)	220.4
Width (in.)	76.8
Height (in.)	56.6
Wheelbase (in.)	119.0
Tread—front (in.)	61.7
rear (in.)	60.7
Tire size, std.	GR 78-15
Fuel tank (gal.)	24.5
Curb weight (lbs.)	3940

INTERIOR DIMENSIONS (Sedan)

Front:	
Legroom (in.)	42.4
Headroom (in.)	39.5
Shoulder room (in.)	60.0
Rear:	
Legroom (in.)	40.1
Headroom (in.)	37.6
Shoulder room (in.)	60.0
Trunk capacity (cu. ft.)	20.3

98 STANDARD EQUIPMENT

INCLUDES: Power steering. Power brakes. Power windows. Power driver's seat control (2 way). Driver's door armrest control console. Electronic message centers on instrument panel. Electric clock. Fold-down center armrests, front and rear. Front ashtray, glove box and courtesy lamps. Steel-belted

radial-ply tires. Bumper impact strips, front and rear. And more.

98 REGENCY EQUIPMENT

INCLUDES: Loose-cushion look interiors. Velour upholstery. Divided front seat with dual seat controls. Digital clock. Door-open warning lamps. Front seatback pouches.

¹Check your engine supplement sheet for specific details—standard and available equipment may differ in California and high-altitude areas.



DELTA 88 ROYALE SEDAN

On the leading edge of full-size car design
and engineering: A new benchmark of function
plus available diesel V8 economy.



Only Olds offers you this:

Now Oldsmobile offers you the advantages of a full-size car with the money-saving advantages of diesel V8 fuel economy, available in a Delta 88 Royale.*

Yet, good fuel economy with any of its available engines was only one of the reasons last year's Delta 88 Royale design proved so popular with America's big-car people.

*See EPA mileage estimates in the accompanying engine supplement sheet.

They liked the way its interior room and comfort were preserved on a 116-inch wheel-base. The generous trunk room. Its authentic big-car ride. Its maneuverability in city traffic and its ease of parking.

Added to these qualities were its obvious

Royale touches. Rich velours. The custom-tailored look in seat detail and door panels. The feeling of a luxury car, and



at an 88 price. *Diesel economy, V8 power* What people like in big cars is all here, in very efficient form. If you're used to bulkier, older-style big cars—or ex-

pensive diesel imports—the Royale alternative could be your happiest revelation in years. A test drive is all it takes, at your earliest convenience.

(1) Special diesel V8 identification on the trunk lid, and all that luggage fits inside! (2) Special two-tone treatment offered in 5 color schemes. (3) Interior: Velour upholstery and center armrest are standard. Divided seat available for individualized comfort.



DELTA 88 ROYALE COUPE

Great times you never forget:
Your first cast for the big ones. Your first
drive in the new-generation 88.



"Olds 88" always meant roomy, beautiful cars, born for the road. This one carries on the legend with modern technology.

Obviously, the new-size Delta 88 Royale Coupe lives up to the legend in its luxury, elegance and comfort. Where it improves on legend is on the road.

Last year it became a new breed of fuel-efficient full-size car.*

*See EPA mileage estimates in the accompanying engine supplement sheet.

designed from the ground up to be one beautiful driving car. The shortened turning radius and taut wheelbase contributed to impressive maneuverability in city traffic. Positive caster in the front suspension was increased. Power steering, power



brakes and automatic transmission are all standard, of course.

And that first drive was an unforgettable experience. What you felt on the road was an exciting, beautiful sense of control. Which may be exactly what attracted so many new buyers in '77.

Royale surroundings help make

your driving even more enjoyable. The six-passenger room. The handsome velours. The quiet luxury.

The legend of great road cars is alive and well, as you see.

(1) Royale coupe with available sliding sunroof (installation reduces headroom). Landau roof and custom sport wheels also available. (2) Crisp lines, sweeping taillights. (3) Luxurious velour, comfort and room for six!



DELTA 88 SEDAN

A nice surprise for families
who didn't think they could afford
a full-size Oldsmobile.



Here's a full-size Oldsmobile priced competitively with a number of other full-size and mid-size models.

Compare cars and manufacturer's suggested retail prices—what Delta 88 for '78 offers is what a family-size car should have, to be a better value per dollar for today.

Its basic design concepts offer a six-passenger car with the ride

*See EPA mileage estimates in the accompanying engine supplement sheet.

and comfort you're looking for. With a fuel economy* that is truly impressive for a full-size family car. It's combined with a deft maneuverability at your command that's surprisingly easy and responsive in city traffic.

Delta 88 has Oldsmobile quality built right in. Plus special



aids to serviceability—like the plug-in diagnostic connectors which help analyze electronic service problems. With impressive corrosion protection engineered into its basic structure.

And maintenance intervals spaced to help take some of the worry

and expense out of your everyday driving.

Now, where else can you have all this—and a diesel V8, too, if you like?

(1) Straight tall doors make entry and exit easy; super-soft door seals shut out air leaks. (2) You won't have to pass up parking spots like this anymore. (3) Interior: Your choice of luxurious but durable nylon knit or all-vinyl upholstery.



DELTA 88 COUPE

If you're looking for a
low-priced full-size car, you're closer
to Olds than you think.

And nobody need know how thrifty you are but you. Imagine you—in a full-size car that looks this sharp and classy. It can happen, very easily indeed.

To begin with, the Delta 88 Coupe's base price is surprisingly affordable. And it includes such things as automatic transmission, power brakes and power steering as

standard equipment. Plus such niceties as wall-to-wall cut-pile carpeting, automatic courtesy light, an ash-tray light and bright wheel discs.

Then too, you have a spectacular choice of interiors. Rich brushed-knit fabrics or soft vinyl,

color-coordinated with the exterior paint. Or if you like the white vinyl interior you see here with contrasting accents, you can have that—at no extra charge. Nice? So's the quiet inside and the soft,

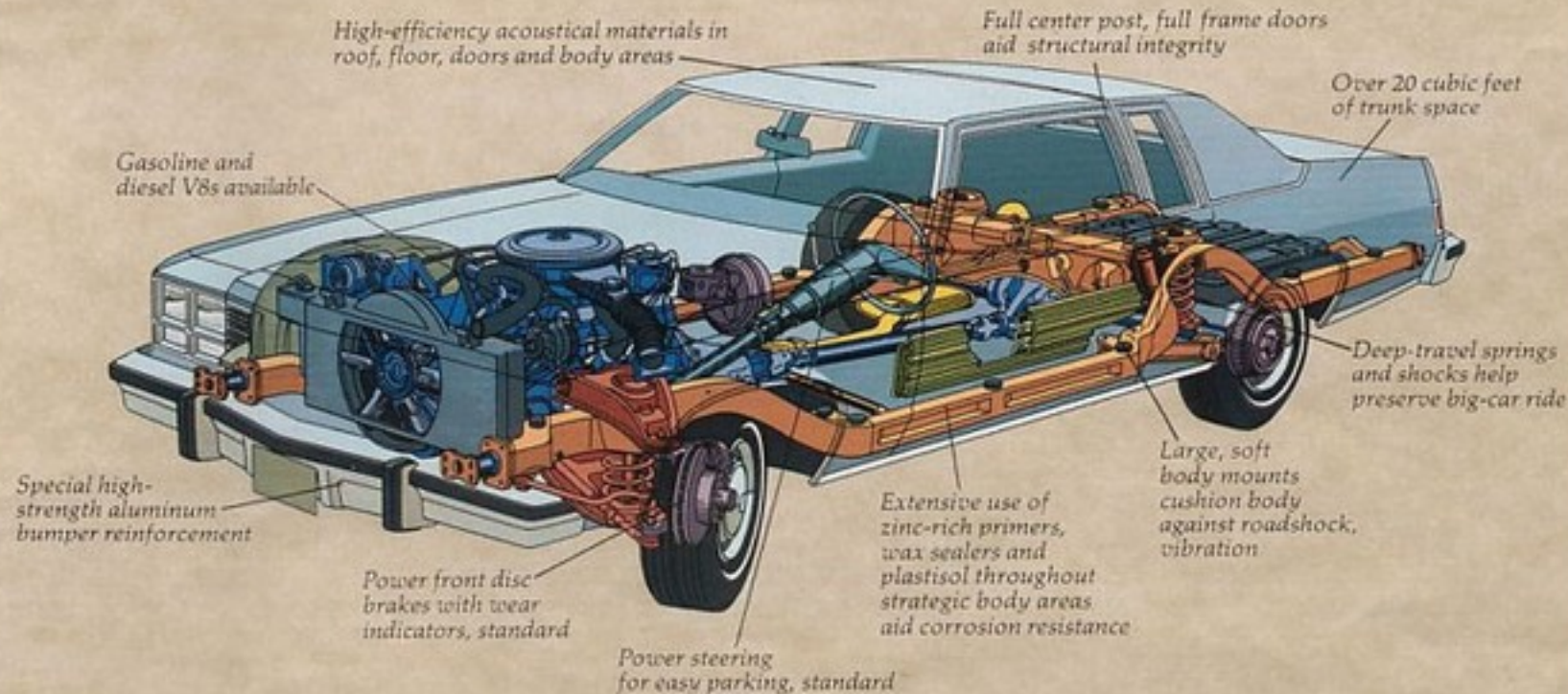
smooth ride beneath you. Now add a touch or two of your own like a landau roof and whitewalls—wow!

Can we build one for you?

(1) Interior: One of five Compaticolor schemes available—white with dark carmine. (2) One clean sweep of tail, back-up and side marker lights. (3) Wood-grain vinyl accents grace the clean 88 instrument panel.



The search for excellence goes deep, in the 1978 Olds Delta 88...



POWER TRAIN¹

Engine—std. 231 V6
avail. 260 V8, 330 V8, 403 V8,
5.7 litre diesel V8
Automatic transmission std.
Brakes, std. power

¹Check your engine supplement sheet for specific details—standard and available equipment may differ in California and high-altitude areas.

DIMENSIONS (Sedan)

Length (in.) 217.5
Width (in.) 76.8
Height (in.) 55.7
Wheelbase (in.) 116.0
Tread—front (in.) 61.7
rear (in.) 60.7
Tire size, std. FR 78-15
Fuel tank (gal.) 21
Curb weight (lbs.) 3576

INTERIOR DIMENSIONS (Sedan)

Front:
Legroom (in.) 42.4
Headroom (in.) 39.5
Shoulder room (in.) 60.8
Rear:
Legroom (in.) 39.0
Headroom (in.) 38.2
Shoulder room (in.) 60.8
Trunk capacity (cu. ft.) 20.3

88 STANDARD EQUIPMENT

INCLUDES: Power steering. Power brakes. Electronic message centers on instrument panel. Ashtray and overhead courtesy lamps, automatic front door courtesy switches. Deluxe steering wheel. Stand-up hood ornament. Bumper impact strips, front and rear. One-piece wall-to-wall cut-pile carpeting, carpeted

lower doors. Chrome wheel discs. Glass-belted radial-ply tires.

ROYALE EQUIPMENT

INCLUDES: Custom sport bench front seat with fold-down center armrest. Velour upholstery. Glove box lamp. Bright metal pedal accents. Body side moldings.



CUSTOM CRUISER

The full-size wagon that feels
too luxurious, too quiet, too easy to
drive to be a wagon.



For years, Custom Cruiser has been a wagon to look up to. You still can, for good reasons.

The new-generation Custom Cruiser challenges wagons of the past in comforts and features—and offers good gas mileage too.*

The cargo area is clean, square, and wide enough to accommodate a 4-foot wide panel. There are storage trays in both side panels, a locking

*See EPA mileage estimates in the accompanying engine supplement sheet.

storage compartment in the left side, another one under the floor.

The tailgate opens like a door, and swings down, too. And its hinges are hidden. For more cargo area, you can order an adjustable roof rack with an integral air deflector.

So much for working

features. Now for the luxuries.

A choice of rich velour or supple vinyl upholstery at no extra cost. Front center armrest is standard. Thick carpet on the floor, doors and cargo area. A soft ride and inner quiet that might remind you of a luxury sedan. And now, new features avail-

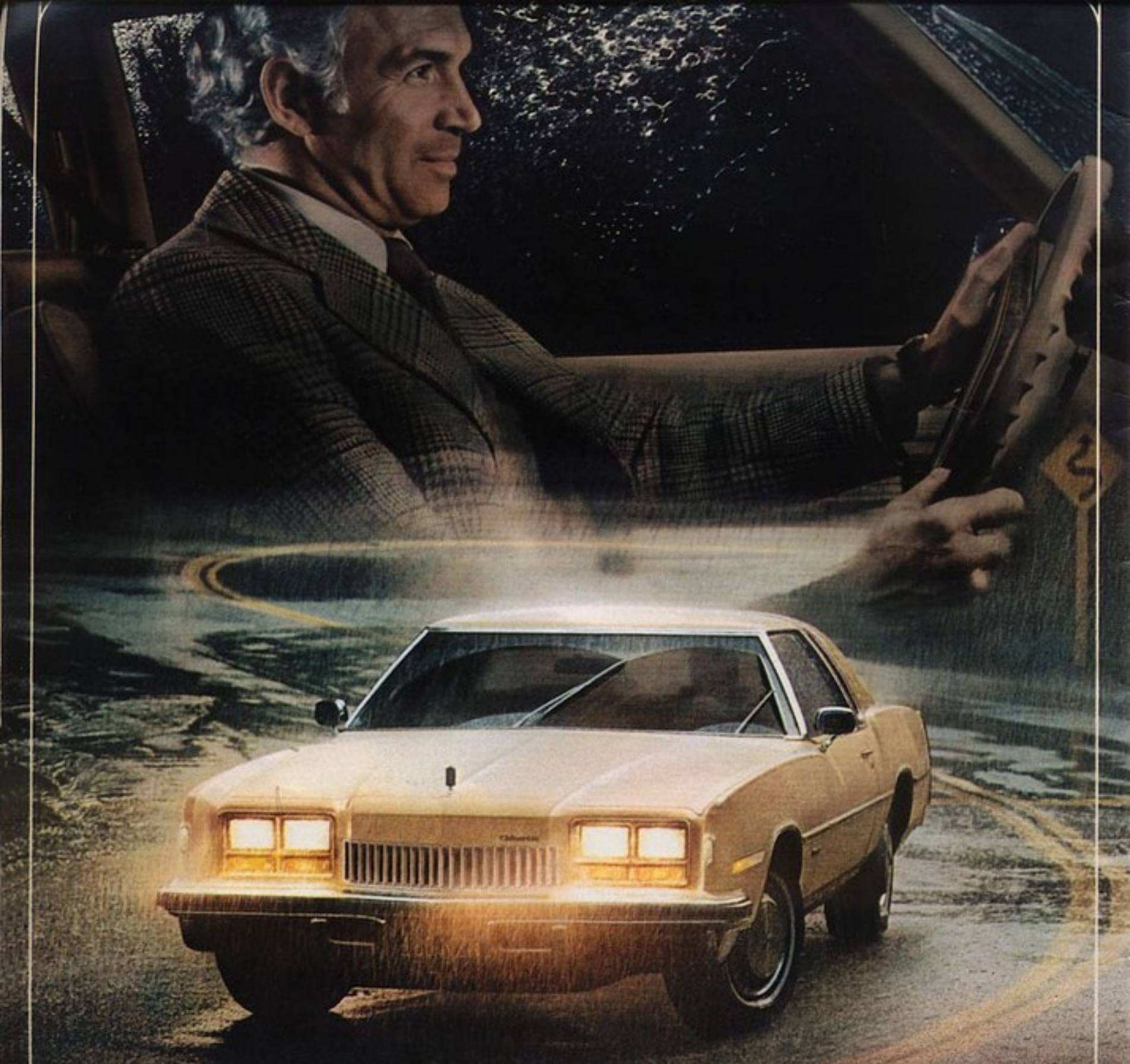


able for '78: a fully automatic ride leveling system; and a new diesel V8 that offers fuel economy unexpected in a full-size wagon!*

Can we build one for you?

(1) 87 cu. ft. of cargo space. (2) Bulky cargo meets its match. (3) Luxurious velour or (4) luxurious vinyl.

(5) Here's how Custom Cruiser looks without available side paneling. (6) Rear-facing third seat also available.



TORONADO BROUGHAM

Neither snow nor rain
nor gloom of night intrudes on the
serene inner world of Toronado.

The basic advantage of Toronado: front wheel drive.

The weight of the engine rides over the wheels which power it forward. This helps provide road-gripping traction—as you are pulled along, rather than pushed. And the confidence this generates is a singular pleasure as you ride in the inner world of Toronado.

In bad weather, on wet roads, Toronado's traction, roadability and directional stability can be particularly reassuring. And it's powered by a 403 V8 engine with exclusive MISAR electronic spark timing—the engine's

Exclusive computer-controlled spark timing



performance is continuously fine-tuned by an on-board digital mini-computer to deliver instantaneous response to your driving needs of the moment.

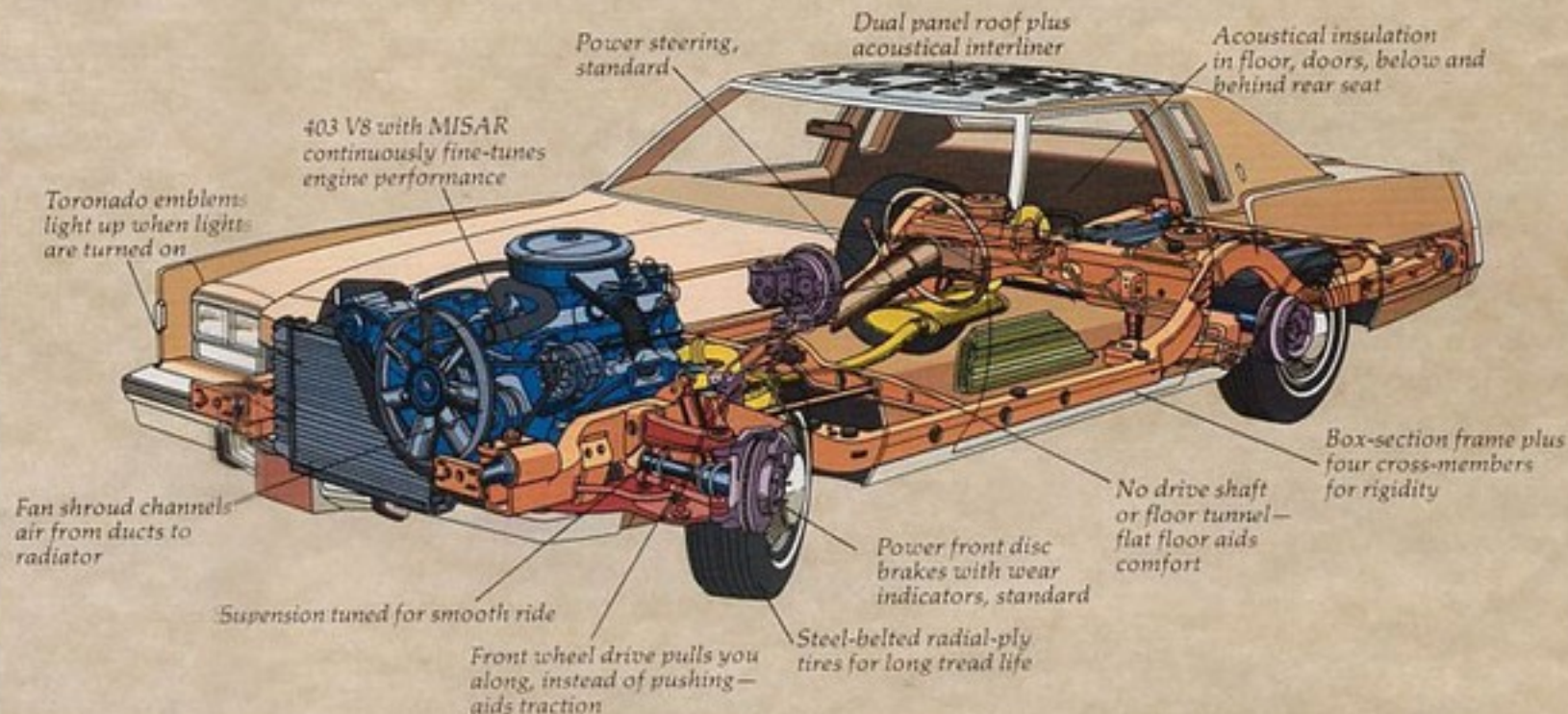
So you relax and enjoy the luxury around you. Four-Season air

conditioning, automatic transmission, power brakes, steering and windows and AM/FM stereo radio all are standard in Toronado.

(1) Leather inserts in seating areas offered in camel, carmine, black. (2) Available XS treatment with sliding sunroof and panoramic rear window; sunroof reduces headroom. (3) Toronado's command post.



The search for excellence goes deep, in the 1978 Olds Toronado...



POWER TRAIN

Engine—std. 403 V8
 Carburetor 4 bbl.
 MISAR electronic spark timing std.
 High-energy ignition std.
 Automatic transmission std.
 Front axle ratio 2.73

*Check your engine supplement sheet for specific details—standard and available equipment may differ in California and high-altitude areas.

DIMENSIONS (Brougham)

Length (in.) 227.5
 Width (in.) 79.7
 Height (in.) 53.2
 Wheelbase (in.) 122.0
 Tread—front (in.) 63.7
 rear (in.) 63.6
 Tire size, std. JR 78-15
 Fuel tank (gal.) 26.0
 Curb weight (lbs.) 4774

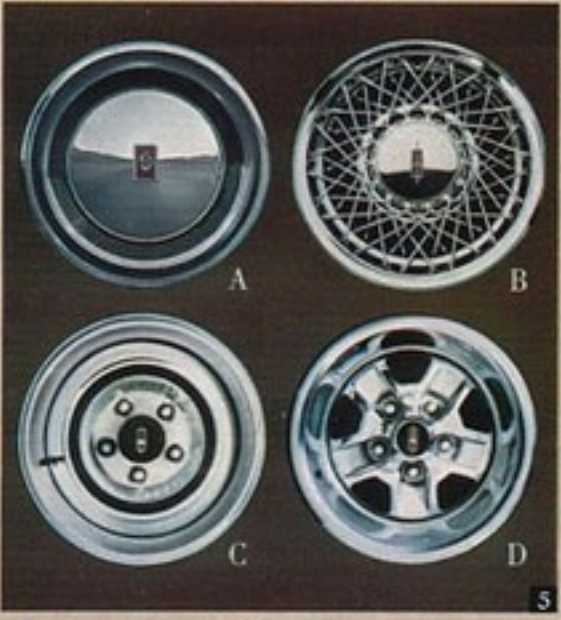
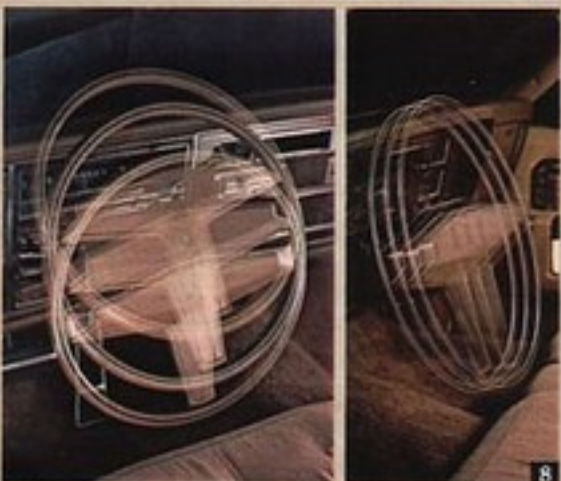
INTERIOR DIMENSIONS

Front:
 Legroom (in.) 42.2
 Headroom (in.) 37.7
 Shoulder room (in.) 63.7
 Rear:
 Legroom (in.) 35.2
 Headroom (in.) 36.7
 Shoulder room (in.) 61.7
 Trunk capacity (cu. ft.) 17.0

TORONADO STANDARD EQUIPMENT INCLUDES:

Power steering. Power brakes. Power windows. Driver's door armrest control console. Loose-cushion look interior. Velour upholstery. Divided front seat with center armrest. Digital clock. Four-Season air conditioning. Inside day-night rearview mirror. Cornering lamps. Instrument panel

and overhead courtesy lamps, glove box and front ashtray lights. Rear center armrests. Steel-belted radial-ply tires. Lower front bumper guards. Bumper impact strips, front and rear. Bright metal drip, window sill, rocker panel and wheel opening moldings. Color-coordinated body side moldings. And more.



What you can add to your Olds gives it that final personal touch...

GM Delco radios that do more than catch your favorite station:

1. CB/AM/FM Stereo, in a single in-dash unit. With this radio, CB messages on 40 channels can come in loud and clear through a 4-speaker sound system. You can even listen to your favorite FM or AM station between strong-signal CB messages, if you wish—or select CB, FM or AM alone. The CB mike hangs out of the way below the instrument panel.

2. AM/FM Stereo/8-Track Stereo Tape. The ultimate music machine. Enjoy your favorite 8-track tapes in 4-speaker stereo richness, or dial in the latest hits on the air waves. Treble-base and front-rear balance controls, of course.

3. Hideaway CB/FM/AM antenna. Turn on the radio, it automatically raises; turn off the engine or the radio, it automatically lowers into the fender. Eliminates that tell-tale CB antenna.

Also available: Delco-quality AM/AM/FM Stereo, AM/Stereo tape radios; also AM and AM/FM automatic power fender antennas.

Fun and comfort touches

4. Sunroofs—not one, but two. The Astrorooft is silver-tinted glass, the metal sunroof is color-matched to the roof color. Both slide open at the touch of a button, to let in the natural light and air, but installation reduces headroom. Available for Ninety-Eight, Delta 88 and Toronado.

5. Special wheels and wheel discs can add personality to your car. You can choose (A) deluxe wheel discs, (B) the wire wheel look or (C) custom chrome wheels for both 98 and 88; or (D) custom sport chrome wheels for Delta 88.

6. Tempmatic air conditioning helps maintain the temperature you set. Manually-controlled Four-Season air conditioning also available. Both units have a diagnostic connector, in 98, 88 and Custom Cruiser models, to simplify heater and air conditioner electrical service when needed.

7. Reclining seatback for the front seat passenger offers deluxe comfort that's adjustable from full upright to nearly horizontal. Available for all 98 and 88 models.

8. Tilt-and-Telescope wheel raises and lowers to several positions, moves closer or away as you wish. Adjusts the driving to you, makes getting in and out easier. Tilt-away wheel, which raises and lowers only is also available.

9. Lighted vanity mirror is a favorite item; lift the protective shield, and let the dual lights shine on you.

Driving aids and conveniences

10. Rallye instrument cluster, for the driver who likes to have specific reading for oil pressure, electrical voltage and engine temperature. Available for 88, 98 and Custom Cruiser.

11. Cruise Control is very helpful

today in our 55 mph world. Push this button when you've reached the speed you want to keep, and your car keeps it automatically; a touch of the brake pedal deactivates the cruise control whenever you wish.

12. Fuel economy meter is available for most models to help you drive with economy. Stay in the green, stretch gas dollars.

13. Pulse-wipe lets you set the wiper speed for the job to be done, from clearing light mist to heavy downpours, with a choice of settings.

14. Cornering lamps are controlled by your turn indicators whenever the headlamps are on, shed a beam of light sideways in the direction you're turning. Available for 88, 98, Custom Cruiser.

15. Three-way dome reading lamp gives you a choice of illumination: pinpoint reading beams for driver, front passenger (or both), or a main light for the whole interior.

Other nice touches . . .

16. Door handle "nite lite"—pull out the door handle of an 88, 98 or Custom Cruiser, the keyhole is illuminated and so is the interior for about 30 seconds, so you can easily unlock the door and enter.

17. Stowaway spare tire—neat and compact, it further increases usable trunk space in an 88, 98 or Toronado.

Others too numerous to show . . .

Automatic leveling system—levels the car by adjusting the rear sus-

pension height to changes in load. Available for 98, 88, Custom Cruiser.

Reminder monitor system—signal lights on the instrument panel, or a sound signal, will warn you when you're low on fuel, cooling system fluid, windshield washing fluid, when electrical voltage is too high or low, and when you've left the headlights on after the ignition is turned off.

Paint stripes—available in nine accent colors, including silver and gold.

Delta 88 two-tone paint scheme offers a harmonizing color panel on the lower body for a distinctive custom appearance. Available on both coupes and sedans in silver, light blue, light green, camel beige or dark carmine. See page 11, picture 2.

Power assists for the driver: Power door locks. Power windows for 88s and Custom Cruiser. 6-way power seat adjustment. Power trunk-lid release.

Performance equipment:

Limited-spin axle assembly. Performance-ratio rear axles. Trailering equipment. Suspension packages.

And more . . .

Tinted glass. Trip odometer. Remote-control outside mirror with outside thermometer. Convenience light packages. Digital clock. Body side moldings. Full vinyl roof. For full listing and for availability on specific models, check your Oldsmobile dealer.

We build these features into every 1978 Olds—to protect you—and your investment.

THESE ACCIDENT PREVENTION FEATURES: Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Lane-change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Wide view inside mirror (vinyl edge, shatter-resistant glass and deflecting support) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latches.

THESE OCCUPANT PROTECTION FEATURES: Seat belts with pushbutton buckles for

all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped hinges • Folding seat-back latches • Energy absorbing padded instrument panel and front-seat back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

THESE ANTI-THEFT FEATURES: Anti-theft ignition key reminder buzzer • Anti-theft steering column lock.

... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE OLDSMOBILES

The Oldsmobiles described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Oldsmobile. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with

different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products by Oldsmobile Division and will provide the quality performance associated with the Oldsmobile name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

Oldsmobile

Can we build one for you?

<p>NINETY-EIGHT</p>  <p>98 REGENCY COUPE</p>	<p>DELTA 88</p>  <p>DELTA 88 ROYALE COUPE</p>	<p>CUTLASS SALON</p>  <p>CUTLASS SALON BROUGHAM 2-DOOR (1)</p>	<p>OMEGA</p>  <p>OMEGA BROUGHAM COUPE</p>
 <p>98 REGENCY TOWN SEDAN</p>	 <p>DELTA 88 ROYALE TOWN SEDAN</p>	 <p>CUTLASS SALON BROUGHAM 4-DOOR</p>	 <p>OMEGA BROUGHAM SEDAN (2)</p>
 <p>98 LUXURY COUPE</p>	 <p>DELTA 88 COUPE</p>	 <p>CUTLASS SALON 2-DOOR (1)</p>	 <p>OMEGA HATCHBACK (3)</p>
 <p>98 LUXURY TOWN SEDAN</p>	 <p>DELTA 88 TOWN SEDAN</p>	 <p>CUTLASS SALON 4-DOOR</p>	 <p>OMEGA COUPE (3)</p>
<p>TORONADO</p>  <p>TORONADO BROUGHAM COUPE (7)</p>	<p>CUTLASS SUPREME</p>  <p>CUTLASS SUPREME BROUGHAM COUPE</p>	<p>STARFIRE</p>  <p>STARFIRE SX SPORT COUPE (4)</p>	 <p>OMEGA SEDAN</p>
<p>CUSTOM CRUISER</p>  <p>CUSTOM CRUISER, 2-SEAT (5)</p>	 <p>CUTLASS CALAIS COUPE</p>	 <p>STARFIRE SPORT COUPE (4)</p>	<p>(1) 4-4-2 package available. (2) LS package available. (3) SX package available. (4) GT package available. (5) Wood-grain vinyl and 3rd seat available. (6) Wood-grain vinyl available. (7) XS package available.</p> 
<p>CUTLASS CRUISER</p>  <p>CUTLASS CRUISER, 2-SEAT (6)</p>	 <p>CUTLASS SUPREME COUPE</p>	<p>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. NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models. See page 27. For specific prices and availability, check your Oldsmobile dealer. PRINTED IN U.S.A. 8-77</p>	

1978 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



ALL MODELS EXCEPT STARFIRE AND OMEGA



STARFIRE AND OMEGA COLORS ONLY



Printed colors are approximate only, and may vary from actual car paint colors.

1978 OLDSMOBILE CATALOG CORRECTIONS

The following revisions, errors and/or clarifications of product information appearing in 1978 Oldsmobile catalogs should be noted:

98, 88, Toronado and Custom Cruiser

1. Diesel V8 engine panel (p. 3): Fuel tank capacity rating for 98 and 88 diesel-powered models has been revised to 27.3 gallons, from 27½ as shown. Rating for the diesel-powered Custom Cruiser is 22 gallons.
2. Ninety-Eight Regency Coupe illustration (p. 6, 7): Horizontal amber side marker light shown in the front fender does not appear on production models. It has been replaced by the vertical amber side marker light shown at the leading edge of the fender. Also paint stripe shown in illustration 2 should be as shown on page 6.
3. 98 specifications (p. 9): Fuel tank capacity rating for gasoline-powered 98 models should read 25.3 gallons, not 24.5. Also, front headroom should read 39.4 in., not 39.5.
4. 88 specifications (p. 17): Fuel tank capacity rating for Delta 88 sedans (and coupes for California) with 350 V8s only is 21 gallons, as shown. With all other engines, the rating is 25.3 gallons.
5. Custom Cruiser (p. 19): Both interior illustrations show divided front seats which are available equipment at extra cost; a bench seat with fold-down center armrest is standard. Also, fuel tank capacity for gasoline-powered Custom Cruisers is 22 gallons.

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1978 OLDSMOBILE ENGINE SUPPLEMENT SHEET

Oldsmobile calls to your attention the following information regarding engines used in their 1978 models and the GM Divisions that produce them.

5.7 Litre V8 Diesel Engine (LF9)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

S.A.E. net hp at rpm..... 120 @ 3600
S.A.E. net torque at rpm
(ft.-lb.)..... 220 @ 1600
Compression ratio (to 1)..... 22.5
Bore x stroke (in.)..... 4.057 x 3.385
Available axle ratios*..... 2.41, 2.73

*Check salesperson for axle ratio availability with various models and transmissions.

403 Cu. In. V8 Engine (L80)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 185 @ 3600
(Toronado) 190 @ 3600
S.A.E. net torque at rpm
(ft.-lb.)..... 320 @ 2000
(Toronado) 325 @ 2000
Compression ratio (to 1)..... 7.9
Bore x stroke (in.)..... 4.351 x 3.385
Available axle ratios*..... 2.41, 2.56, 2.73, 3.07, 3.08, 3.23

*Check salesperson for axle ratio availability with various models and transmissions.

350 Cu. In. V8 Engine (L34)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 170 @ 3800
S.A.E. net torque at rpm
(ft.-lb.)..... 275 @ 2000
Compression ratio (to 1)..... 7.9
Bore x stroke (in.)..... 4.057 x 3.385
Available axle ratios*..... 2.41, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

260 Cu. In. V8 Engine (LV8)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 110 @ 3400
S.A.E. net torque at rpm
(ft.-lb.)..... 205 @ 1800
Compression ratio (to 1)..... 7.5
Bore x stroke (in.)..... 3.500 x 3.385
Available axle ratios*..... 2.29, 2.41, 2.56, 2.73, 2.93

*Check salesperson for axle ratio availability with various models and transmissions.

231 Cu. In. V6 Engine (LD5)

Produced by GM—Buick Motor Division at the Flint, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 105 @ 3400
S.A.E. net torque at rpm
(ft.-lb.)..... 185 @ 2000
Compression ratio (to 1)..... 8.0
Bore x stroke (in.)..... 3.80 x 3.40
Available axle ratios*..... 2.56, 2.73, 2.93, 3.08, 3.23

*Check salesperson for axle ratio availability with various models and transmissions.

350 Cu. In. V8 Engine (LM1)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 160 @ 3800
(high altitude counties)
S.A.E. net torque at rpm (ft.-lb.)..... 260 @ 2400
(high altitude counties)
Compression ratio (to 1)..... 8.2
Bore x stroke (in.)..... 4.00 x 3.48
Available axle ratios*..... 2.41, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

305 Cu. In. V8 Engine (LG3)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 145 @ 3800
(California, high altitude)..... 135 @ 3800
S.A.E. net torque at rpm
(ft.-lb.)..... 245 @ 2400
(California, high altitude)..... 240 @ 2000
Compression ratio (to 1)..... 8.4
Bore x stroke (in.)..... 3.736 x 3.48
Available axle ratios*..... 2.29, 2.41, 2.56, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

305 Cu. In. V8 Engine (LG4+)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 160 @ 4000
S.A.E. net torque at rpm
(ft.-lb.)..... 235 @ 2400
Compression ratio (to 1)..... 8.4
Bore x stroke (in.)..... 3.736 x 3.48
Available axle ratios*..... 2.29, 2.41, 2.73

*Not available in California.

*Check salesperson for axle ratio availability with various models and transmissions.

151 Cu. In. L4 Engine (LX6-LS6+)

Produced by GM—Pontiac Motor Division at the Pontiac, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 85 @ 4400
S.A.E. net torque at rpm
(ft.-lb.)..... 123 @ 2800
Compression ratio (to 1)..... 8.3
Bore x stroke (in.)..... 4.00 x 3.00
Available axle ratios*..... 2.73, 3.08, 3.23

*Engine number for California.

*Check salesperson for axle ratio availability with various models and transmissions.

THESE 1978 OLDSMOBILES OFFER IMPRESSIVE EPA GAS MILEAGE FIGURES*

Model/Engine	Standard Optional	Trans.	EPA mileage estimates*/Availability Highway/City/Combined		
			49 States	Hi-Alt. Option (1)	California
STARFIRE					
151 L4 (LX6, LS6)	Std.	M	34-24-28	N.A.	N.A.
			31-23-26	N.A.	(2)
231 V6 (LD5)	Opt.	M	28-16-19	27-16-20	27-16-20
			27-19-22	23-16-18	23-16-18
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
			25-17-20	21-14-17	21-14-17
OMEGA					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
			26-18-21	21-15-17	21-15-17
305 V8 (LG3)	Opt.	M	21-15-17	N.A.	N.A.
			22-16-19	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	18-13-15
CUTLASS					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
			27-19-22	23-16-18	23-16-18
260 V8 (LV8)	Opt.	M	29-20-23	N.A.	N.A.
			27-19-22	25-17-20	25-17-20
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
			N.A.	21-14-17	21-14-17
305 V8 (LG4)	Opt.	A	26-18-21	N.A.	N.A.
CUTLASS CRUISER					
231 V6 (LD5)	Std.	A	27-19-22	23-16-18	23/16/18
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
305 V8 (LG3)	Opt.	A	N.A.	N.A.	19-13-15
305 V8 (LG4)	Opt.	A	23-16-18	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	N.A.
DELTA 88					
231 V6 (LD5)	Std.	A	25-17-20	21-15-17	21-15-17
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
350 V8 (L34)	Opt.	A	23-16-19	23-16-19	22-15-17
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
CUSTOM CRUISER					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	27-19-22	N.A.	27-19-22
NINETY-EIGHT					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
TORONADO					
403 V8 (L80)	Std.	A	19-13-15	19-13-15	17-12-14

*EPA figures are estimates; the actual mileage you get will vary depending on how and where you drive, your car's condition and its equipment. (M) Manual transmission (A) Automatic transmission (D) Diesel (N.A.) Power train not available (1) Designed and recommended for high altitude operation (2) Not available at publication date. See your dealer for current information. Model/engine combinations and availability shown are current as of September 16, 1977. Specifications are subject to change without notice.

For 1978 Oldsmobile Engine Specifications and sources, see other side.

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