

*The 1996*  
CIERA





#### Comfort and convenience.

**SERIES I** — Standard features include a fuel-injected 2.2-liter engine, 3-speed automatic transmission, anti-lock brakes, driver air bag, power rack-and-pinion steering, air conditioning, automatic programmable power door locks, power front seat recliners, TILT-Wheel adjustable steering column and an AM/FM stereo with cassette player.



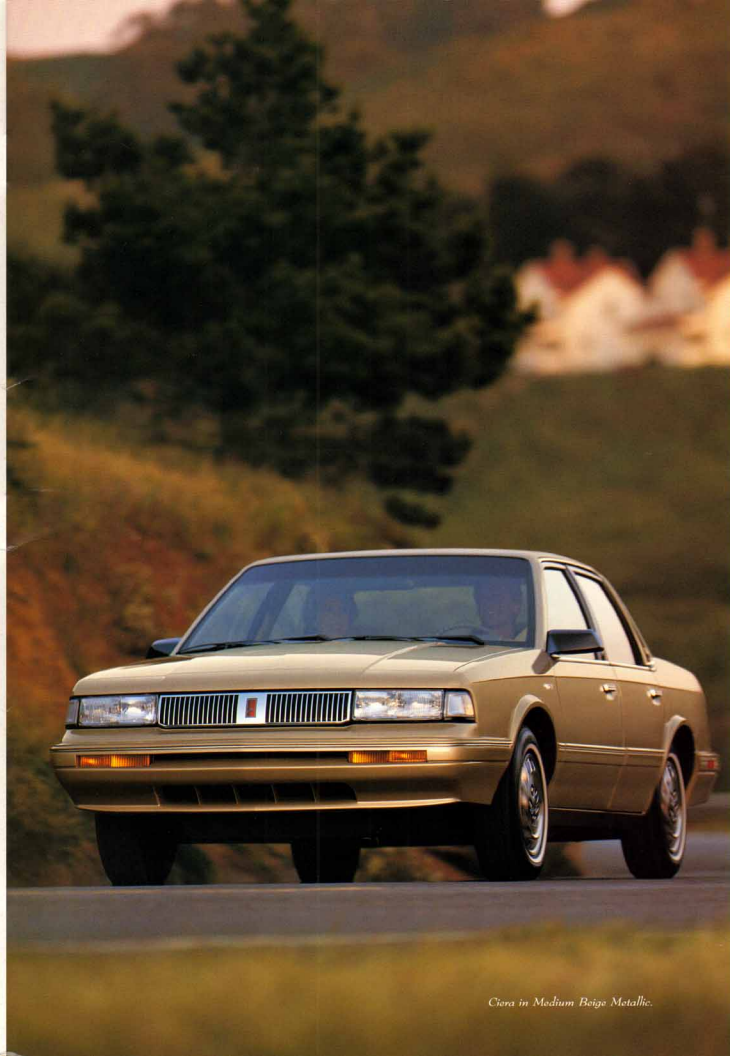
#### Power and luxury.

**SERIES II** — Additional standard features include a powerful fuel-injected 3100 SFI V6 engine, 4-speed electronic-shift automatic transmission, power windows, cruise control and power outside mirrors. Available equipment includes a remote-control keyless entry system, 6-way power driver's seat and aluminum wheels or wire wheel covers.



#### Roominess and versatility.

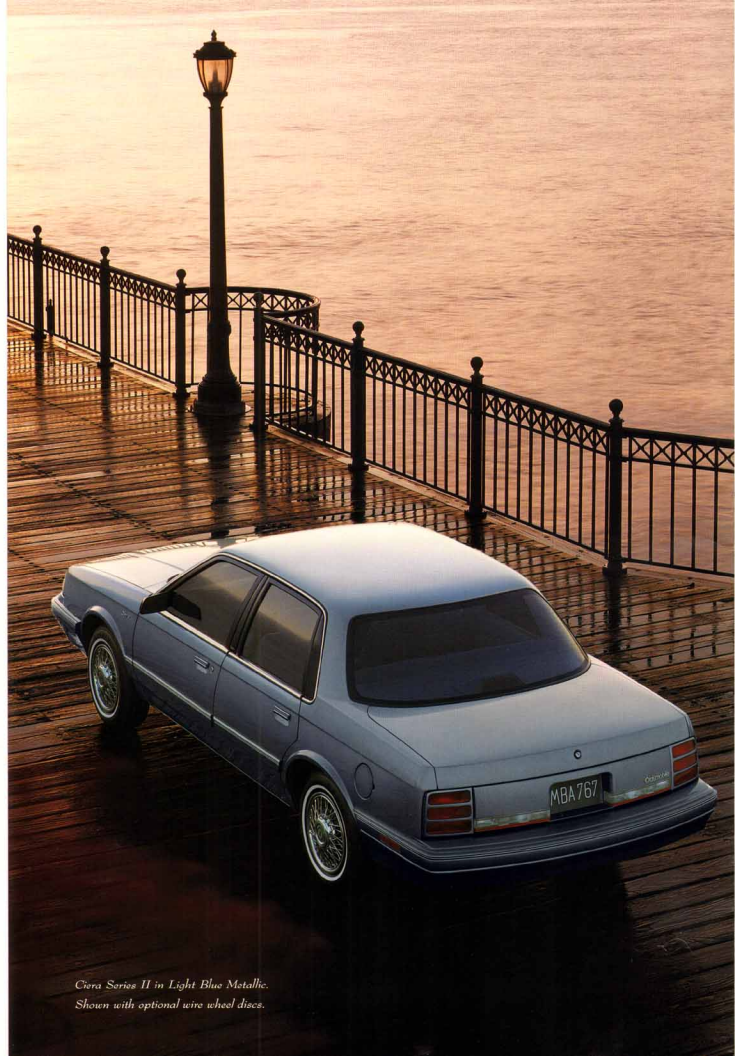
**WAGON** — Provides all the comfort and luxury features of the Series II model and also offers standard split-folding rear seat back, rear-facing third seat, rooftop luggage carrier, rear-quarter vent windows, rear-window air deflector and a power tailgate lock release.



#### STRAIGHTFORWARD BUYING

OLDSMOBILE IS MAKING IT EASIER TO BUY YOUR CIERA BY PACKAGING THE MOST POPULAR FEATURES INTO TWO COMPREHENSIVE SERIES FOR THE SEDAN AND ONE FOR CIERA WAGON. THERE'S NO NEED TO WADE THROUGH ENDLESS LISTS OF OPTIONS. AND TO MAKE IT EASIER STILL, OLDSMOBILE SALES CONSULTANTS ARE SPECIALLY TRAINED TO ANSWER YOUR QUESTIONS AND MAKE YOUR BUYING EXPERIENCE ENJOYABLE.

*Ciera in Medium Beige Metallic.*



*Ciera Series II in Light Blue Metallic.  
Shown with optional wire wheel discs.*

## A durable car built for the long run.



*Roomy, functional and equipped with the powerful 3100 SFI V6 engine, the Ciera Series II sedan provides an ideal combination of spirited driving and affordable luxury.*

With over two and a half million sold to date, you know Ciera is designed so you can depend on

it. The new 1996 Ciera is no exception, combining the best of the latest automotive technology with proven reliability and exceptional value. And with its low-maintenance engines and wealth of standard features, you'll value your Ciera for many years to come.



*The Ciera Wagon is not just ready for the long run but for the long haul as well. It has enough room for eight occupants or an impressive 74 cubic feet of cargo space with the rear seats folded.*



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Loaded with space and features, Ciera is designed for driving comfort.



ECOLOGICALLY SOUND  
GENERAL MOTORS IS  
COMMITTED TO THE NATURE  
CONSERVANCY® AND ITS  
WORK OF PROTECTING  
NATURAL HABITATS. GM  
CONTRIBUTES GENEROUSLY  
TO THE CONSERVANCY'S  
EFFORTS AND DOES ITS  
SHARE TO PROTECT THE  
ENVIRONMENT BY USING  
CFC-FREE REFRIGERANT  
AND THE LATEST ON-BOARD  
DIAGNOSTIC SYSTEM (OBD-II)  
TO HELP REDUCE  
ENGINE EMISSIONS.

Whether you're behind the wheel or in the rear seat, you'll find Ciera's interior comfortable, quiet and roomy enough for six adults. The divided bench

front seat has power recliners on both sides and a center storage armrest that folds back for 3-across

seating. Even getting into the Ciera is a comfortable experience,

thanks to four wide-opening doors.

By providing a wealth of luxury

equipment features at very competitive

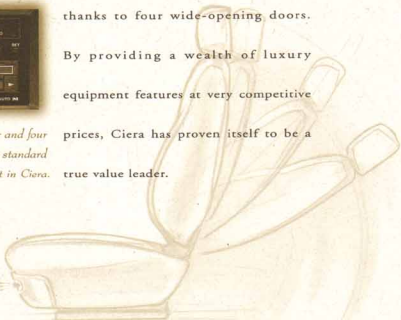
prices, Ciera has proven itself to be a

true value leader.

An AM/FM stereo with cassette player and four extended-range speakers is part of the standard equipment in Ciera.



Standard power door locks add a measure of convenience and safety.



Standard front-seat power recliners feature control buttons conveniently located at the front of the seat.

Inside every Ciera you'll find a comprehensive level of standard features that include easy-to-read analog gauges, air conditioning, illuminated entry/exit system, TILT Wheel adjustable steering column, dual cupholders, pulse wipers and a rear-window defogger.



CORROSION PROTECTION  
TO ENSURE A LONG,  
DURABLE SERVICE LIFE,  
CIERA OUTER-BODY PANELS  
ARE DESIGNED TO BETTER  
RESIST CORROSION. IN  
ADDITION, ANTI-CORROSION  
MATERIALS ARE APPLIED  
THROUGHOUT THE VEHICLE  
IN AREAS THAT TEND TO  
TRAP AND HOLD MOISTURE.  
AND FOR YOUR PEACE  
OF MIND, CIERA IS  
COVERED BY A LIMITED  
5-YEAR/100,000-MILE RUST-  
THROUGH WARRANTY.

Ciera Series II in Medium Beige cloth.



*Ciera Series II in Medium Beige cloth.*





ECOLOGICALLY SOUND

GENERAL MOTORS IS COMMITTED TO THE NATURE CONSERVANCY AND ITS WORK OF PROTECTING NATURAL HABITATS. GM CONTRIBUTES GENEROUSLY TO THE CONSERVANCY'S EFFORTS AND DOES ITS SHARE TO PROTECT THE ENVIRONMENT BY USING CFC-FREE REFRIGERANT AND THE LATEST ON-BOARD DIAGNOSTIC SYSTEM (OBDII) TO HELP REDUCE ENGINE EMISSIONS.



CORROSION PROTECTION

TO ENSURE A LONG, DURABLE SERVICE LIFE, CHEVROLET OUTER BODY PANELS ARE DESIGNED TO BETTER RESIST CORROSION. IN ADDITION, ANTI-CORROSION MATERIALS ARE APPLIED THROUGHOUT THE VEHICLE IN AREAS THAT TEND TO TRAP AND HOLD MOISTURE. AND FOR YOUR PEACE OF MIND, CHEVROLET IS COVERED BY A LIMITED 6-YEAR/100,000-MILE RUST-THROUGH WARRANTY.

*Chevrolet in Medium Beige Metallic*



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 TO HELP REDUCE  
 ENGINE EMISSIONS.



*Ciera Series II in Light Blue Metallic.  
 Shown with optional wire wheel discs.*

## Performance and reliability you can depend on.



*The 3100 SFI V6 engine is a model  
 of power and reliability. Sequential  
 port fuel injection ensures efficiency.*

The 1996 Ciera inherits Oldsmobile's enviable history of long-lasting dependability and proven performance. In fact, 95% of all Cieras sold in the last eight years are still on the road? So, whichever model you choose — Series I, Series II or the Ciera

Wagon — Oldsmobile reliability is evident in features like platinum-tipped spark plugs, which provide 100,000-mile tune-up intervals. The 160-horsepower 3100 SFI V6 engine in Series II and Wagon models includes long-life coolant and "filled for life" automatic transmission fluid for responsive power as well as years of reliable, low-maintenance performance.



*The stainless steel exhaust system will resist rust and corrosion longer than conventional systems and reduce maintenance costs over the life of the vehicle.*

\*R.L. Polk registrations, 1987-1994.

Standard Ciera features that contribute to performance and reliability include a 2.2-liter engine and 3-speed automatic transmission in Series I, and a 3100 SFI V6 engine and 4-speed electronic-shift automatic transmission in Series II and the Wagon. All models feature power rack-and-pinion steering, on-board diagnostic system (OBD-II) and a maintenance-free battery.



**CORROSION PROTECTION**  
 TO ENSURE A LONG,  
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 THROUGH WARRANTY.



Thoughtful safety engineering  
for your peace of mind.



SAFETY

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE. COUPLED TO THAT IS A SURE-FOOTED SUSPENSION TO HELP YOU STEER AWAY FROM A POTENTIAL COLLISION OR HAZARDOUS SITUATION. ADDED TO THIS PACKAGE ARE THE TRACTION AND STABILITY ADVANTAGES OF A FRONT-WHEEL-DRIVE LAYOUT. IT'S SAFETY DESIGNED TO INSPIRE A FEELING OF CONFIDENCE AND SECURITY.



*An illuminated entry/exist feature is activated when the driver lifts the door handle.*

Ciera is engineered to help prevent collisions, as well as protect you if a



collision occurs. It features standard safety equipment, such as a driver air bag\*

*The standard anti-lock brakes help the driver maintain steering control even under maximum braking effort.*

and an anti-lock braking system. The body is designed with front and rear crush zones that help absorb impact



*Available in Series II and Wagon models, the remote-control keyless entry system unlocks the doors at the push of a button.*

energy and guide it away from the passenger cabin. And the interior uses flame-retardant materials and specially designed impact-absorbing surfaces to help minimize occupant injury.

Other standard features that enhance Ciera's safety include automatic programmable power door locks, all-season radial tires, 3-point safety belts for front and rear outboard occupants, front and rear center lap belts, halogen headlamps, side and electric rear window defoggers, side door beams, and a brake/transmission shift interlock.

*\*Always wear your safety belt, even with an air bag.*



OWNER AFTERCARE

IN ADDITION TO OUR 3-YEAR/36,000-MILE (WHICHEVER COMES FIRST) BUMPER-TO-BUMPER LIMITED WARRANTY, WE ALSO OFFER COURTESY TRANSPORTATION, FREE TRIP ROUTING AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-442-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.

*Ciera in Bright White.*



## Ciera Equipment

SAFETY AND SECURITY		EXTERIOR (cont.)	
SERIES	I II WGN	SERIES	I II WGN
Anti-lock power front disc/rear drum brakes	■ ■ ■ ■	Rear-quarter vent windows	- - ■ ■
Brake/transmission shift interlock	■ ■ ■ ■	Rear-window air deflector	- - ■ ■
Driver air bag	■ ■ ■ ■	Roof/rack luggage carrier	- - ■ ■
3-point front and rear outboard safety belts, plus front and rear center lap belts (and dual lap belts on wagon third seat)	■ ■ ■ ■	<b>COMFORT AND CONVENIENCE</b>	
Automatic programmable power door locks	■ ■ ■ ■	Air conditioning with CFC-free refrigerant	■ ■ ■ ■
Remote-control keyless entry system	- □ □ □	TILT/steering adjustable steering column	■ ■ ■ ■
Illuminated entry/exit system	■ ■ ■ ■	Cruise control	■ ■ ■ ■
Halogen headlamps	■ ■ ■ ■	Power windows with driver's auto-down	- ■ ■ ■
Side and electric rear window defoggers	■ ■ ■ ■	Analog gauge cluster	■ ■ ■ ■
Dual power outside mirrors	- ■ ■ ■	Front storage armrest with dual cupholders	■ ■ ■ ■
<b>MECHANICAL</b>		Map pockets in front doors	■ ■ ■ ■
2.2-liter 4-cylinder engine with multipoint fuel injection	■ ■ - -	Lighting package (includes dome/dual reading, glove box, ashtray and underhood lamps, plus trunk lamp on sedans)	■ ■ ■ ■
3100 SFI V6 engine	□ ■ ■ ■	Inside day/night mirror	■ ■ ■ ■
3-speed automatic transmission	□ ■ ■ ■	Dual covered visor vanity mirrors	■ ■ ■ ■
4-speed electronic-shift automatic transmission	□ ■ ■ ■	Headlamp and turn signal reminder chimes	■ ■ ■ ■
Front-wheel drive	■ ■ ■ ■	Inside hood release	■ ■ ■ ■
Power rack-and-pinion steering	■ ■ ■ ■	Cargo area lamp	- - ■ ■
On-board diagnostic system (OBD-II)	■ ■ ■ ■	Power tailgate lock release	- - ■ ■
Stainless steel exhaust system	■ ■ ■ ■	<b>AUDIO SYSTEM</b>	
Maintenance-free battery	■ ■ ■ ■	Delco ETR AM/FM stereo with cassette, seek/scan, automatic tune control and digital clock	■ ■ ■ ■
Engine block heater	□ □ □ □	Fender-mounted fixed-mast antenna	■ ■ ■ ■
<b>EXTERIOR</b>		<b>SEATING AND TRIM</b>	
14-inch wheels with bolt-on wheel discs	■ ■ ■ ■	55/45 divided bench front seat with manual adjustments and power reclining seat backs	■ ■ ■ ■
14-inch wire wheel discs	- □ □ □	6-way power driver's seat	- □ □ □
14-inch aluminum wheels	- □ □ □	Front and rear carpeted floor mats	■ ■ ■ ■
P185/75R14 all-season radial tires, white sidewall	■ ■ ■ ■	Fold-down rear seat back	■ ■ ■ ■
P185/75R14 all-season radial tires, black sidewall	□ ■ ■ ■	Reclining third seat	- - ■ ■
P195/75R14 all-season radial tires, white sidewall	□ ■ ■ ■	<b>■ Standard □ Optional - Not available</b>	
P195/75R14 all-season radial tires, black sidewall	□ ■ ■ ■	Driver-side remote, passenger-side manual on Series I	
Body-side moldings	■ ■ ■ ■	Included and available only with 3100 SFI V6 engine.	
Soft-Ray tinted windows	■ ■ ■ ■	Includes P185/75R14 black sidewall all-season tires.	
Rain wipers	■ ■ ■ ■	*Requires 3100 SFI V6 engine.	

## Color Combinations

EXTERIOR COLORS	INTERIOR CLOTH COLORS			
	BLUE	LIGHT GRAY	DARK RED	MEDIUM BEIGE
Medium Gray Metallic (03)	■	■	■	■
Bright White (10)	■	■	■	■
Dark Green Gray Metallic (18)	■	■	■	■
Medium Blue Metallic (30)	■	■	■	■
Light Blue Metallic (36)	■	■	■	■
Dark Blue Metallic (39)	■	■	■	■
Medium Green Gray Metallic (47)	■	■	■	■
Medium Beige Metallic (49)	■	■	■	■
Red Metallic (72)	■	■	■	■
Dark Red Metallic (77)	■	■	■	■



The paint color samples shown above may vary slightly from actual vehicle color due to the printing process.

## Ciera Specifications

EXTERIOR DIMENSIONS			CAPACITIES		
BODY STYLE	SEDAN	WAGON	BODY STYLE	SEDAN	WAGON
Length (in)	193.2	195.4	Seating capacity (passengers)	6	8
Wheelbase (in)	104.9	104.9	Trunk volume (cu ft)	15.8	-
Width (in)	69.5	69.5	Maximum cargo volume (cu ft)	-	74.4
Height (in)	54.1	54.5	Tailgate opening width (in, at belt)	-	49.4
Curb weight (lb)	2733	3229	Tailgate opening height (in)	-	28.7
Tread width, front/rear (in)	58.7/57.0	58.7/57.0	Fuel capacity (gal)	16.5	16.5
Turning circle (ft, curb-to-curb)	38.1	38.1	<b>POWER TEAMS</b>		
<b>INTERIOR DIMENSIONS</b>			<b>ENGINES</b>		
Headroom, front/rear (in)	38.6/38.3	38.6/38.9	2.2-LITER 4-CYL 3100 SFI V6		
Legroom, front/rear (in)	42.1/35.9	42.1/34.7	Displacement 2.2 liters (133 cu in) 3.1 liter (191 cu in)		
Shoulder room, front/rear (in)	55.9/56.0	56.2/56.2	Horsepower 120 @ 5200 rpm 160 @ 5200 rpm		
<b>EPA ESTIMATED FUEL ECONOMY</b>			Torque (lb-ft) 130 @ 4000 rpm 185 @ 4000 rpm		
2.2-liter 4-cylinder (mpg, city/hwy)	26/32		Fuel delivery Multiport fuel injection Sequential port fuel injection		
3100 SFI V6 (mpg, city/hwy)	20/29		Transmission 3-speed automatic 4-speed electronic-shift automatic		

## A Word about Oldsmobile

**THE GM CARD**  
Every time you use the no-annual-fee GM MasterCard®, GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-GM-CARD for more information, including annual limits and restrictions.

**ACCELERATED EARNINGS NETWORK**  
Visit participating GM retailers for up to 10% in GM Card earnings on eligible purchases and service transactions. Call 1-800-947-3000 for more information.

**SMART LEASE BY GMAC**  
SmartLease lets qualified customers pay for the portion of the vehicle they use, rather than paying for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

**FOR OCCUPANT PROTECTION**

- Driver Supplemental Inflatable Restraint • Automatic lap/shoulder safety belts, driver and right front passenger • Manual lap/shoulder safety belts, outboard rear-seat positions • Manual lap safety belts, center seat positions and wagon third seat • Safety belt use reminder system • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • 1\* tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door lock handle
- Safety armrests • Head restraints, front adjustable, driver and right front passenger • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Automatic door locking system • Front and rear crush zones • Pressure lock radiator cap • Pressure relief fuel cap

**FOR CRASH AVOIDANCE**

- Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Back-up lamps • Center high-mounted stoplamp • Directional signal control • Windshield defroster, washer and multi-speed wipers • Inside daylight rearview mirror • Outside rearview mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Starter safety switch
- Dual-action hood latch (front opening) • Low-glass finish (inside windshield moldings, wiper arms and blades) • Safety seat steel rims • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake lining wear indicators • Electric rear window defogger • Door warning lights/reflectors

**FOR THEFT DETERRENCE**

- Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote-control inside door lock release • Vehicle identification number • Laser-etched VIN plate

**IMPORTANT WORDS ABOUT THIS CATALOG**  
We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile retailer for complete details.

**A WORD ABOUT ENGINES**  
Oldsmobiles are equipped with engines produced by different operating units of General Motors. Its subsidiaries or suppliers to GM worldwide.

**A WORD ABOUT ASSEMBLY**  
Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobiles incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently sourced components than originally scheduled. All such components have been approved for use in Oldsmobiles and will provide the quality performance associated with the Oldsmobile name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

**A WORD ABOUT UPDATED SERVICE INFORMATION**  
Oldsmobile regularly sends its retailers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products here. Now you can get those bulletins, too. Ask your retailer. To get ordering information, call toll-free 1-800-553-4123.

**A WORD ABOUT CORROSION PROTECTION**  
Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through from corrosion for six years or 100,000 miles, whichever comes first. There is also no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required or recommended under the corrosion coverage.

**A WORD ABOUT WARRANTY**  
The GM 3-year/36,000-mile Bumper-to-Bumper Limited Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile retailer for terms of these limited warranties.



## OWNER AFTERCARE

IN ADDITION TO OUR

3-YEAR/36,000-MILE

(WHICHEVER COMES FIRST)

BUMPER-TO-BUMPER LIMITED

WARRANTY, WE ALSO OFFER

COURTESY TRANSPORTATION,

FREE TRIP ROUTING AND

24-HOUR ROADSIDE

ASSISTANCE BY CALLING

1-800-642-OLDS.

AT OLDSMOBILE, WE'RE

COMMITTED TO YOUR

SATISFACTION LONG AFTER

THE PURCHASE OF

YOUR CAR.

*The 1996*  
OLDSMOBILES



*Aurora*



*Cirra Sedan*



*Ninety Eight*



*Cirra Wagon*



*LSS*



*Achieva Sedan*



*Eighty Eight*



*Achieva Coupe*



*Cutlass Supreme Sedan*



*Silhouette*



*Cutlass Supreme Coupe*



*Bravada*



IN 1996 1996



Official Sponsor of the  
1996 U.S. Olympic Team