

**New '58
Rockets
Take to
the Air...**



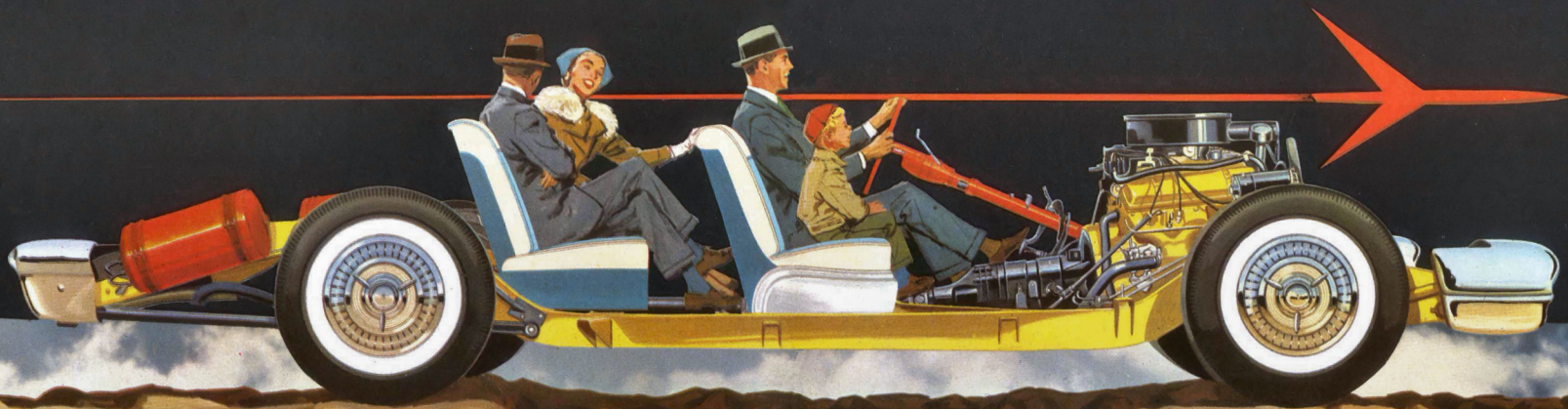
with

OLDSMOBILE'S

New-Matic

RIDE

...A TRUE AIR SUSPENSION !



THIS IS

OLDSmobility

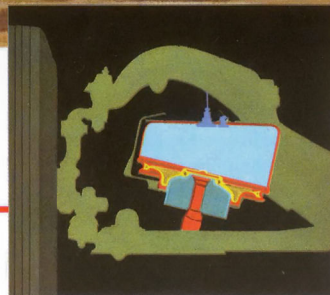
... A NEW CONCEPT IN SURFACE TRAVEL
FOR THE ROCKET AGE!

New-Matic RIDE

Greatest Advance in Riding Comfort Since Air was Put in Tires!

Sixty-three years ago, the first pneumatic tire brought comfort to carriage passengers. And now—in 1958—comes New-Matic Ride* by Oldsmobile... a sweeping advance in suspension... the ultimate in smooth driving and riding pleasure!

*Optional at extra cost.



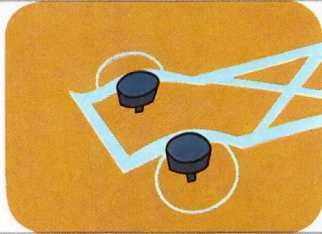
New-Matic Ride's air chambers are quality-made from tough rubber-nylon to last as long as the car.



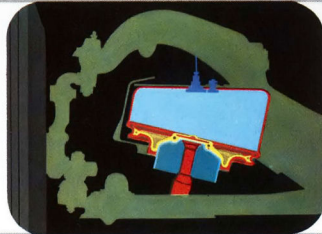
WHATEVER THE ROAD ... WHATEVER THE LOAD ...

YOUR COMFORT'S THE THING! There's a totally new feel at the wheel of an Oldsmobile with exclusive New-Matic Ride. For here's a *true* air suspension! Your travel is so comfortable... *so smooth*... you'll say, "It's like riding on air"! And the fact is—you *are*! Variable-rate air springs replace conventional steel springs... to smooth out and level your ride, whatever the road or load! Oldsmobile's New-Matic Ride is calibrated by Oldsmobile engineers with the same techniques and technical skills that have made Oldsmobile's ride famous for comfort and handling ease throughout the years. This new experience is a thrill of *OLDSmobility!*

WHY NEW-MATIC RIDE IS SMOOTH!



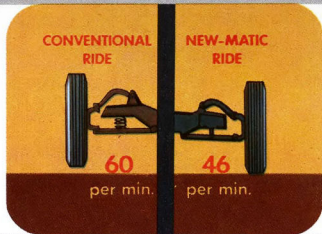
In Oldsmobile's exclusive New-Matic Ride, conventional steel springs are gone . . . replaced by rugged air chambers at all four wheels to give you the matchless comfort and the smoothness of variable-rate springing, plus freedom from noise.



Cross-section shows air chamber in light blue. Piston, in dark blue, is in normal position, as on a smooth road. Air chambers are *softer than steel springs* when they should be . . . *firmer than steel springs* whenever the occasion demands.

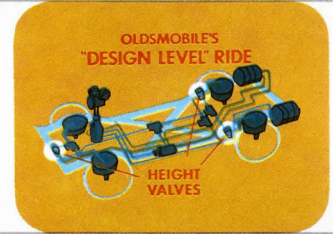


As wheel rises over a bump, piston is pushed up. Diaphragm expands, giving compressed air more surface on which to press . . . therefore, more total resistance to bump. Despite wheel position, the car rides smooth and level.



With Oldsmobile's New-Matic Ride, car bounce rate is reduced 25 percent under normal driving conditions. This means a far smoother ride . . . whatever the road or load . . . plus the elimination of one of the principal causes of motoring fatigue.

WHY NEW-MATIC RIDE IS LEVEL!



You always ride on the level with New-Matic Ride! Tripod arrangement of height valves automatically compensates for every variation in load . . . returns your car to its correct "design level" height, smoothly, quickly and quietly.



New-Matic Ride automatically compensates for passenger distribution. When car is loaded, height valves open and air is pumped to air chambers to correct height. As load is reduced, height valves allow air to escape to low-pressure tank.



Even trunk cargo can't affect your ride! Air springs compensate for the extra weight. This means added comfort . . . extra safety, too, for headlamps and mirrors are always in correct alignment. Even varying gas load is compensated for.



Here's an extra you'll appreciate! When you park at a curb that's too high for a door to clear . . . or if someone locks bumpers with you . . . you can raise your car as much as four inches, simply by pulling the handle marked "Elevator".

WHY NEW-MATIC RIDE IS DIFFERENT!

NEW-MATIC RIDE'



CLOSED SYSTEM

Oldsmobile's New-Matic Ride is trouble-free because it is a "closed system". This exclusive Oldsmobile feature means New-Matic Ride defies the atmosphere you drive in—keeps air in the system clean . . . free of dirt, oil and moisture.



COMPRESSOR
EXCLUSIVE OIL SEPARATOR AND CLEANER

Air for operating New-Matic Ride is pumped through a filter which removes dust, oil, and moisture which otherwise might hamper air flow through the system's copper tubing. This filter feature is exclusive with Olds' New-Matic Ride.

HIGH PRESSURE TANK



SEAL TIGHT COPPER TUBING

Filtered air is sent through New-Matic Ride's special seal-tight copper tubing, to an extra-large high-pressure tank, another Oldsmobile exclusive. From this tank, clean, dry air is distributed swiftly to the rubber-nylon air springs as needed.

EXCLUSIVE LOW PRESSURE STORAGE TANK



A third Oldsmobile exclusive is the low-pressure storage tank. When air leaves the air springs, it is stored in tank to be used again. Thus, air is always clean and free of oil and moisture in Oldsmobile's New-Matic Ride air suspension system.

OldSmobility



MEANS NEW ROAD-ABILITY!

X-MEMBER FRAME

Oldsmobile gives you an extra-wide, extra-rugged chassis for a solid ride foundation. Deep-channel, "I-beam, X-member" design by Olds adds strength and stability for greater resistance to twisting and weaving.



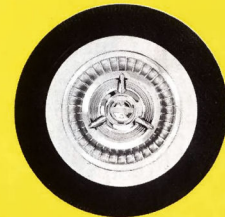
BALL-AND-SOCKET STEERING

Reduced steering effort in the new Oldsmobile is accomplished with increased steering ratio in the ball nut of the gear, and ball and socket joints in the suspension pivots. Both "wheel fight" and fatigue are reduced.



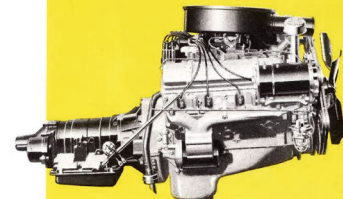
14-INCH WHEELS

Oldsmobile mounts extra-large tires on its 14" wheels to give you the smoothest, softest ride possible. Air pressure is two pounds per square inch less than in 15" tires. Extra-large tires mean extra comfort and safety.



ROCKET ENGINE PLUS JETAWAY HYDRA-MATIC!

Here's the power team for '58! The high-performance Rocket Engine—mightiest ever—and smooth, Jetaway Hydra-Matic Drive.* You command a matchless power combination—tops for performance, and offering greatly improved fuel economy!



*Standard on Ninety-Eight models; optional at extra cost on Dynamic 88 and Super 88 models.

GET THE FEEL OF *OLDSmobility!*



TRY THE SMOOTHNESS . . .

TRY THE COMFORT . . .

of OLDSMOBILE'S

New-Matic

RIDE

**...An Oldsmobile
Exclusive!**

Try Oldsmobile's exclusive New-Matic Ride! It's dramatic and it's different! And feel the difference for yourself in a demonstration drive. Feel the amazing smoothness! Sense the swiftness with which air springs keep your travel on an even keel . . . a pleasure of *OLDSmobility!* Oldsmobile's New-Matic Ride is a totally new experience. Try it soon . . . on a new '58 Rocket Oldsmobile . . . at your Authorized Oldsmobile Quality Dealer's!