



OLDSMOBILE CUTLASS



1973

Cutlass Supreme. Even more of luxury limousine than last year.



For those who want a taste of limousine luxury in an easy-to-handle, mid-size car—and who'd like a ride to match. Dramatically new Colonnade Hardtop styling in both Coupe and Sedan models now makes Cutlass Supreme more of a little limousine in every way—except in price.



Cutlass has a new hydraulic front bumper system and its own custom styled Swing-away grille.



There's a new stronger rear bumper, too—and a distinctive new taillight treatment.



New Colonnade Hardtop Coupe styling offers a Supreme touch that's distinctive: Opera windows.

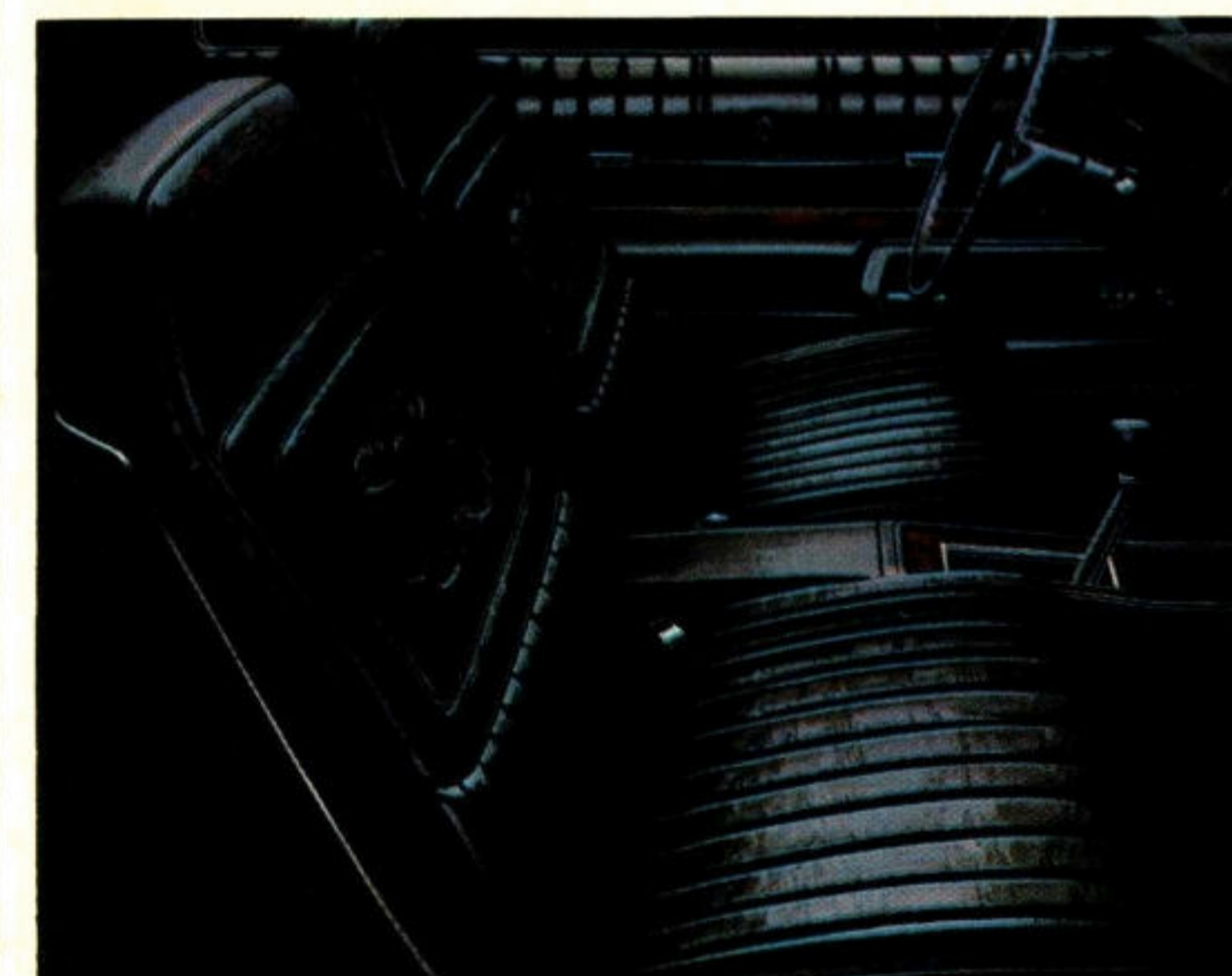
Some of the equipment illustrated is optional at extra cost.



At left: Richly appointed, luxuriously soft, the Cutlass Supreme Colonnade Hardtop Coupe's all-new interior pampers you with solid-foam seats and a front centre armrest. Available in green, Wedgewood blue and beige, cloth or in Oxen-grain Moroccan in black, white, cranberry red or saddle.



Our Supreme Colonnade Hardtop Sedan offers this interior of Lansing cloth in green, Wedgewood blue, or beige. Or you may select Moroccan upholstery in black or saddle.



If you prefer a sportier kind of luxury in your Supreme Colonnade Hardtop Coupe—you've got it, when you ask for these bucket seats in black, white, green, cranberry red or saddle Moroccan, at no extra cost.

Our Cutlass Supreme Colonnade Hardtop Coupe has a 112-inch wheelbase. The Colonnade Hardtop Sedan shown below has a body by Fisher designed for its 116-inch wheelbase. There's increased headroom, shoulder-room, and legroom, front and back. Which means more comfort for six.

Coupe or Sedan, it's a whole new ride. Cutlass Supreme has a new suspension system patterned after our bigger Oldsmobiles. So there's more limousine in the way it smooths the roadbed and eases through curves. The springs are even computer-matched to the weight of your car.

Behind the new look of the styling, there's new strength and silence built in. The roof is a double layer of steel. There's new strength, too, in the bumper system up front, and a heavier bumper behind. The grille has a novel feature—it swings out of the way when the bumper gets bumped. They're all in addition to the GM safety features we've been building in all along.

MODEL AVAILABILITY: Colonnade Hardtop Sedan, Colonnade Hardtop Coupe
STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: Sedan/Coupe (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0/112.0	212.9/208.9	76.5/76.5	54.0/53.1	3920/3824

INTERIOR DIMENSIONS: Sedan (front rear) (in.)			
Headroom	Shoulder-room	Legroom	Trunk Capacity
38.3/37.5	59.6/58.9	42.1/38.4	16.3 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Front Disc Brakes. Cigar Lighter. Interior-Operated Hood Lock. Bright Rocker-Panel and Wheel-Opening Moldings. Windshield Radio Antenna. Dual Front Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Flow-Thru Ventilation. Flex-Head Intake Valves. Valve Rotators. New, Thicker Body Mounts.

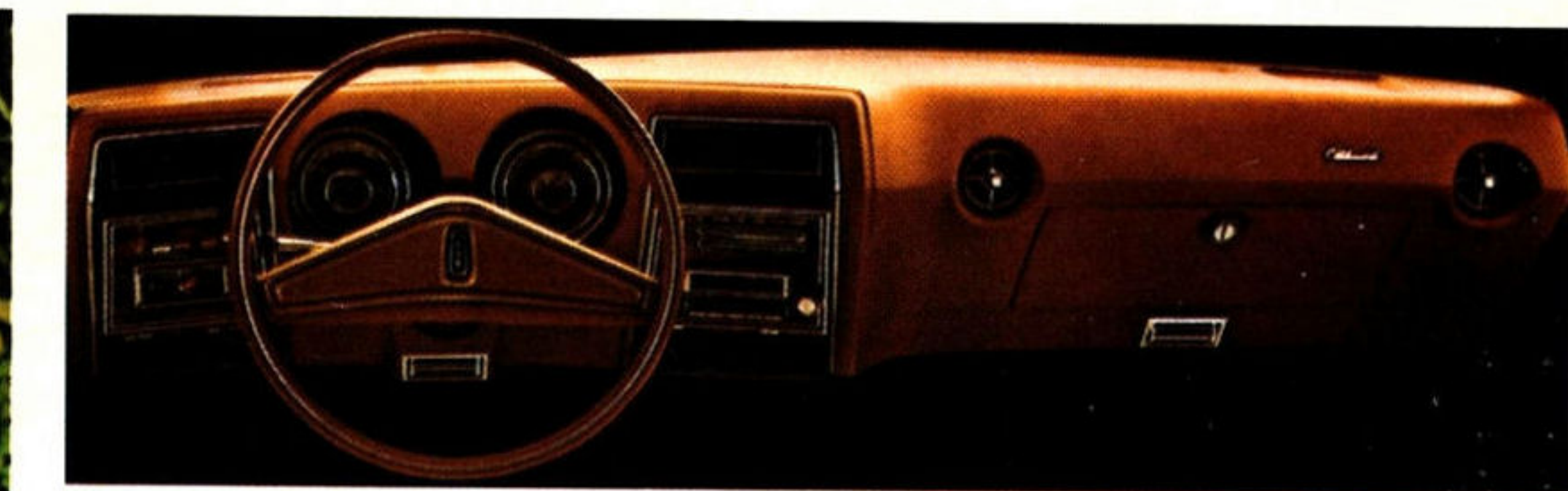
Some of the equipment illustrated is optional at extra cost.

For families who have grown in numbers. In size. Or both.

Cutlass Supreme Colonnade Hardtop Sedan



Cutlass Salon. A new Olds in the grand touring tradition.



The driver's command post. Switches are easy to reach. Dials are easy to read. The instruments are floodlit at night. And other supplemental gauges are available, if you prefer. New single-sweep function of the wipers for misty weather is standard.



Salon front seats are individually adjustable, forward and back. Turn the dial beside the seat, and you can recline its back to the exact angle you find most comfortable.

The Cutlass Salon interior, opposite, is designed for four people. The front seats aren't like ordinary buckets—they feel more like easy chairs. Choose ribbed-velour upholstery in cranberry red or saddle; or glove-soft perforated vinyl in black. The console is standard.



With 16.3 cubic feet of usable luggage space, you can travel in style. Note the distinctive taillights.



Flags to remind onlookers it's built in the grand touring tradition.

It's a lot like an expensive imported touring sedan—for a lot less money.

Cutlass Salon has what it takes to handle well on the road. A custom-engineered suspension with front and rear anti-sway bars, and heavy-duty rear arm bushings. A trim 116-inch wheel-base. Front disc brakes. Steel-belted radial tires. Rocket 350 V8 with 4-barrel carburetor. Available only with Turbo Hydra-matic.

Inside, you're in another world. A private world of abundant space, comfort and splendor for four persons. A console that accommodates the shift lever, a coin-keeper, even a compartment for driving gloves. All standard. There's the look of French walnut inlaid on the doors and dash. The two contoured foam seats in front recline.

Cutlass Salon is a sophisticated road car—and more. It's a 4-door road car for the driving enthusiast who has practical family considerations, too. It gives you all the pleasures of an exceptional road car. The back seat room and comfort of a family car. The practicality of Olds engineering. And the availability of Olds dealer service. All in one very distinctive package.

MODEL AVAILABILITY: Cutlass Supreme Colonnade Hardtop Sedan with Salon package.

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

TRANSMISSION: Turbo Hydra-matic Transmission mandatory

EXTERIOR DIMENSIONS: Sedan (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	212.9	76.5	54.0	

INTERIOR DIMENSIONS: Sedan (front/rear) (in.)

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.3/37.5	59.6/58.9	42.1/38.4	16.3 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Contour Reclining Bucket Seats. Specific Interior and Door-Panel Trim. Front Console. "Salon" Name and Flag Plaques. Special Wheels. Wheel Discs. Steel-Belted White-Stripe Radial-Ply Tires (15"). Ride and Handling Package. Dimmer Switch in Turn-Signal Lever. Deluxe Armrests (Front and Rear). Front Disc Brakes. Cigar Lighter. Interior-Operated Hood Lock. Bright Rocker-Panel and Wheel-Opening Moldings. Windshield Radio Antenna. Dual Front Head Restraints. Seat Lap Belts (2 Front and 2 Rear). Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Flow-Thru Ventilation. Flex-Head Intake Valves. Valve Rotators.

Some of the equipment illustrated is optional at extra cost.

Cutlass S. Every change made it better. Not just prettier.



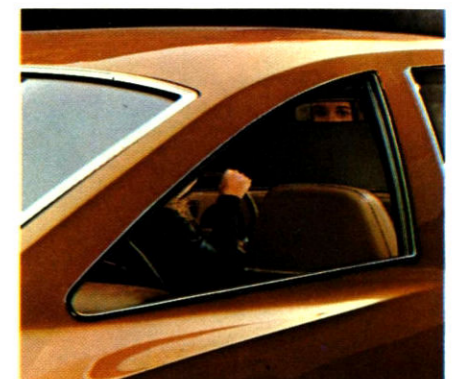
From its sleek roofline (it's stronger), to its great interior (it's roomier), Cutlass S is new in exciting ways. But we haven't sacrificed any of the things that have made it one of the most popular mid-size coupes in Canada—and that especially includes its easy-to-take price.



We combined two headlamps in one to get a cleaner look. And slimmed the pillars, front and rear.



Cutlass S has always been a sporty car. Now it's more so. And it came out richer-looking, too.



New Colonnade Hardtop Coupe styling in the Cutlass S gives you improved visibility all around.

Some of the equipment illustrated is optional at extra cost.



Like bucket seats? Cutlass S has something special available—high-backed buckets of solid foam, shown on the left, upholstered in Espana-grained Morocceen with a new “wet-look.” They’re sleek, they’re contoured—and they swivel! Offered in black, white, green, cranberry red or saddle.



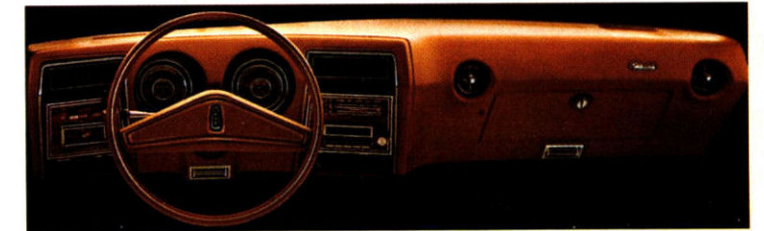
This is the standard Cutlass S seat with new comfort for two—or three. Lagoon cloth in Wedgewood blue, or beige. Or on Morocceen in black, white, green, cranberry red or saddle.



Touch a lever, and this seat swivels out to meet you, swivels you neatly into place behind the wheel. Yet it’s also adjustable for your comfort behind the wheel. Available only in Cutlass S.



4-4-2 is alive and well! The basic 4-4-2 Package (W29) gets you a car that is set apart in ride and handling.



The new Cutlass S panel floodlights the controls at night. New mist-control gives you a single wipe of the windshield when needed. Panel units are easily removed to simplify servicing. And if you like a still sportier look, order the Custom Sport steering wheel.

Inside story on the Cutlass S: Under the great new look, there’s a great new ride on a 112-inch wheelbase. It feels smoother, more like a bigger, heavier car—because the new suspension system has been patterned after our bigger Oldsmobiles. You’ll enjoy new comfort, too, on seats of solid foam up to six inches thick. You have new room to stretch out, in practically every dimension. You can even order our new Vista Vent in the roof. Most of all, you’ll have a sweet and sporty coupe that’s every inch an Oldsmobile.

MODEL AVAILABILITY: Cutlass S Colonnade Hardtop Coupe				
STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
112.0	207.0	76.5	53.3	3840
INTERIOR DIMENSIONS: (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
37.7/37.0	59.6/57.5	42.1/33.7	16.3 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear), Front Disc Brakes, Cigar Lighter, Wall-to-Wall Carpeting, Interior-Operated Hood Lock, Rocker-Panel and Wheel-Opening Moldings, Windshield Radio Antenna, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Flow-Thru Ventilation, Flex-Head Intake Valves, Valve Rotators, Deluxe Steering Wheel.				

Some of the equipment illustrated is optional at extra cost.

Cutlass. Just looking, it's hard to believe these are our lowest-priced Cutlasses.



What a step-up! Cutlass is an easy way to go Olds. Famous Rocket 350 V8. A new suspension system—patterned after our bigger Oldsmobiles—for a heavier, smoother ride. New looks outside, new room inside, new strength and quiet built in. All priced less than a lot of other cars!



The Cutlass Sedan interior offers a choice of Lagoon cloth in Wedgewood blue or beige. Or you can have all-Moroccan upholstery in black, white, green or saddle.



Solid comfort for six in the Cutlass Coupe, with up to six inches of solid foam in the seats. They're wider; the shoulder-room and legroom are greater.

MODEL AVAILABILITY: Colonnade Hardtop Sedan, Colonnade Hardtop Coupe

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: Sedan (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	211.0	76.5	54.0	3905

INTERIOR DIMENSIONS: Sedan (front/rear) (in.)			
Headroom	Shoulder-room	Legroom	Trunk Capacity
38.3/37.5	59.6/58.9	42.1/38.4	16.3 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Front Disc Brakes. Cigar Lighter. Wall-to-Wall Carpeting (Sedan). Interior Hood Lock. Bright Rocker-Panel and Wheel-Opening Moldings (Sedan). Windshield Antenna. Seat Shoulder Belts (2 Front). Flow-Thru Ventilation. Flex-Head Intake Valves. Valve Rotators. Deluxe Steering Wheel.

Some of the equipment illustrated is optional at extra cost.

Vista-Cruiser: The brand new wagon with a window on top.



Cutlass Vista-Cruiser for 1973 starts from scratch to give you a better mid-sized wagon. It's redesigned from its ride to the new Vista Vent in the roof. From hydraulic front bumper system to new one-piece tailgate. And with more of what it takes to live up to the Oldsmobile name.



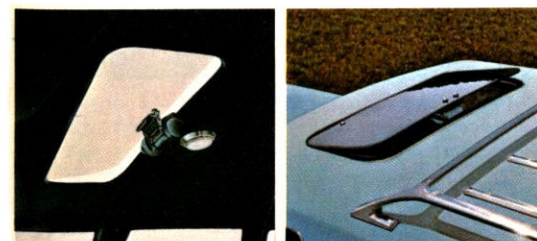
If it looks too luxurious inside to be a wagon, remember, it's an Olds. All-Moroccan interior available in Wedgewood blue, green, cranberry red, or saddle. Plus a handsome Lansing cloth trim in beige.



The new, single-unit tailgate is counter-balanced to raise and lower with ease. Release it with just a turn of the key or a touch of the finger from up front—and it lifts easily and out of the way.



Just push this button in the glove compartment, and the tailgate releases electrically. It moves, you don't. And it's standard.



Open the new Vista Vent and out goes Uncle Henry's cigar smoke. Lets in light like a sun-roof, closes tight against the elements. And it's tinted to reduce glare.

Vista Cruiser (3-Seat Model)

Although the new Vista-Cruiser is trim and agile on its 116-inch wheelbase, you still get 85 cubic feet of usable load space inside.

It's powered by a husky Rocket 350 V8. Rides luxuriously on a new suspension system patterned after those on our big Oldsmobiles. And stops with power brakes (disc-type, up front) as standard equipment. So Vista Cruiser can handle the long haul and a good load—in style, with comfort.

Vista Cruiser is available in two- or three-seat models—the three-seater has vent side windows your third-seat passengers can open when they like. The handsome side and tailgate paneling is standard, on both models. And there's a wide choice of additional equipment, from roof racks to stereo radios, available to help make any drive a personal pleasure cruise.



Vista Cruiser (2-Seat Model)

MODEL AVAILABILITY: 2-Seat Cruiser, 3-Seat Cruiser (rear facing third seat)

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	219.3	76.8	55.3	4357

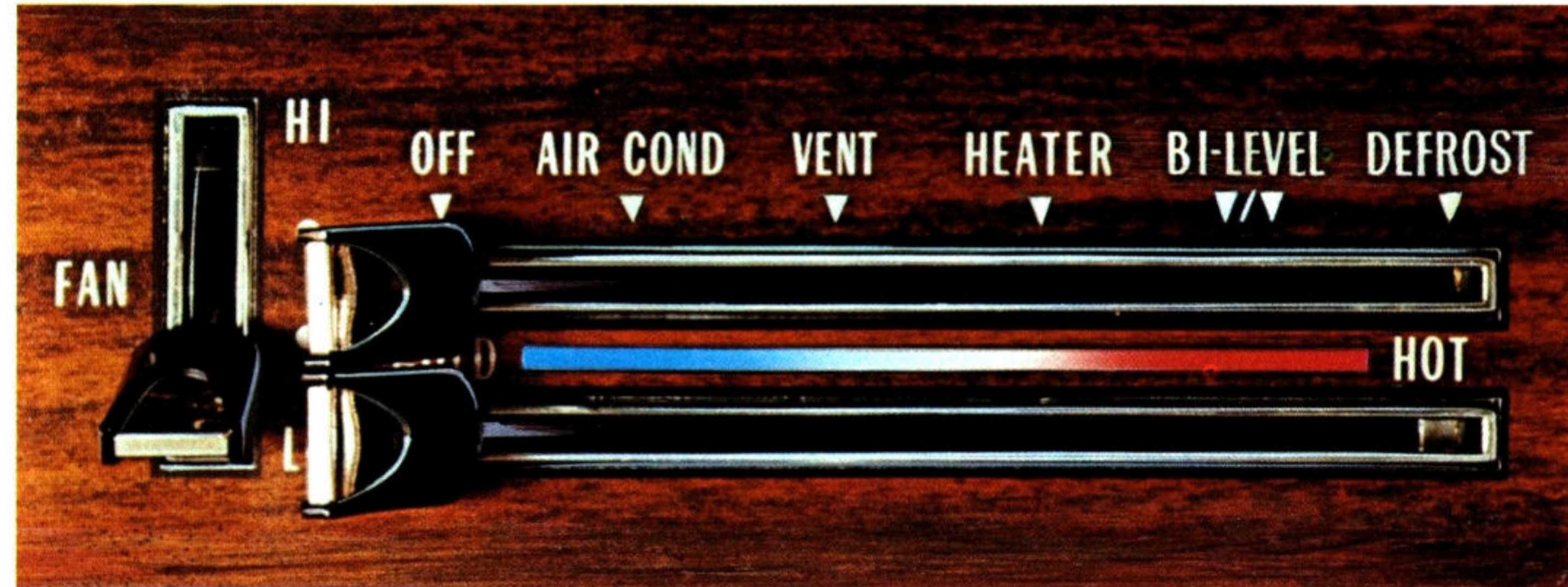
INTERIOR DIMENSIONS: (1st/2nd Seat) (in.)			
Headroom	Shoulder-room	Legroom	Cargo Capacity
38.8/39.4	59.8/58.9	42.1/36.8	85.1 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Wood-Grain-Vinyl Body and Tailgate Panels. Power Brakes (with discs up front). Cigar Lighter. Interior-Operated Hood Lock. Bright Rocker-Panel and Wheel-Opening Moldings. Windshield Radio Antenna. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear, Plus 2 for Third Seat in 3-Seat Models). Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Remote-Control Tailgate Release. Tailgate Ajar Lamp. Vista Vent Roof Ventilator. Heavy-Duty Wheels.

Some of the equipment illustrated is optional at extra cost.

Options to make your new Olds even more special

Look over the wide selection of options shown here and order the ones you'd like with your Olds. There are a lot more that aren't illustrated. They also add comfort and convenience as long as you own the car, and add to its value at trade-in time. Your Oldsmobile dealer can give you full details.



Air Conditioning. Many people think of automotive air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot humid days. That's because they're only aware of one quarter of the story. The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer.

Four-Season Air Conditioning is a manually-controlled air conditioning system that permits the driver to create an environment to suit his personal comfort at any time of the year. You set the controls so that the interior of the vehicle is heated . . . cooled . . . or a combination of both, to your preference. Four-Season Air Conditioning envelops occupants of the vehicle in a continuing supply of fresh, temperature-controlled, virtually water-washed and dried air, largely free of the pollens and dust that cause so many people much distress. It is a blessing in disguise for those with hay fever and related health problems.

With Four-Season Air Conditioning, you can drive with the windows fully-closed in a temperature and humidity controlled environment, free from the annoyance of wind, wind whistles, dust, driving

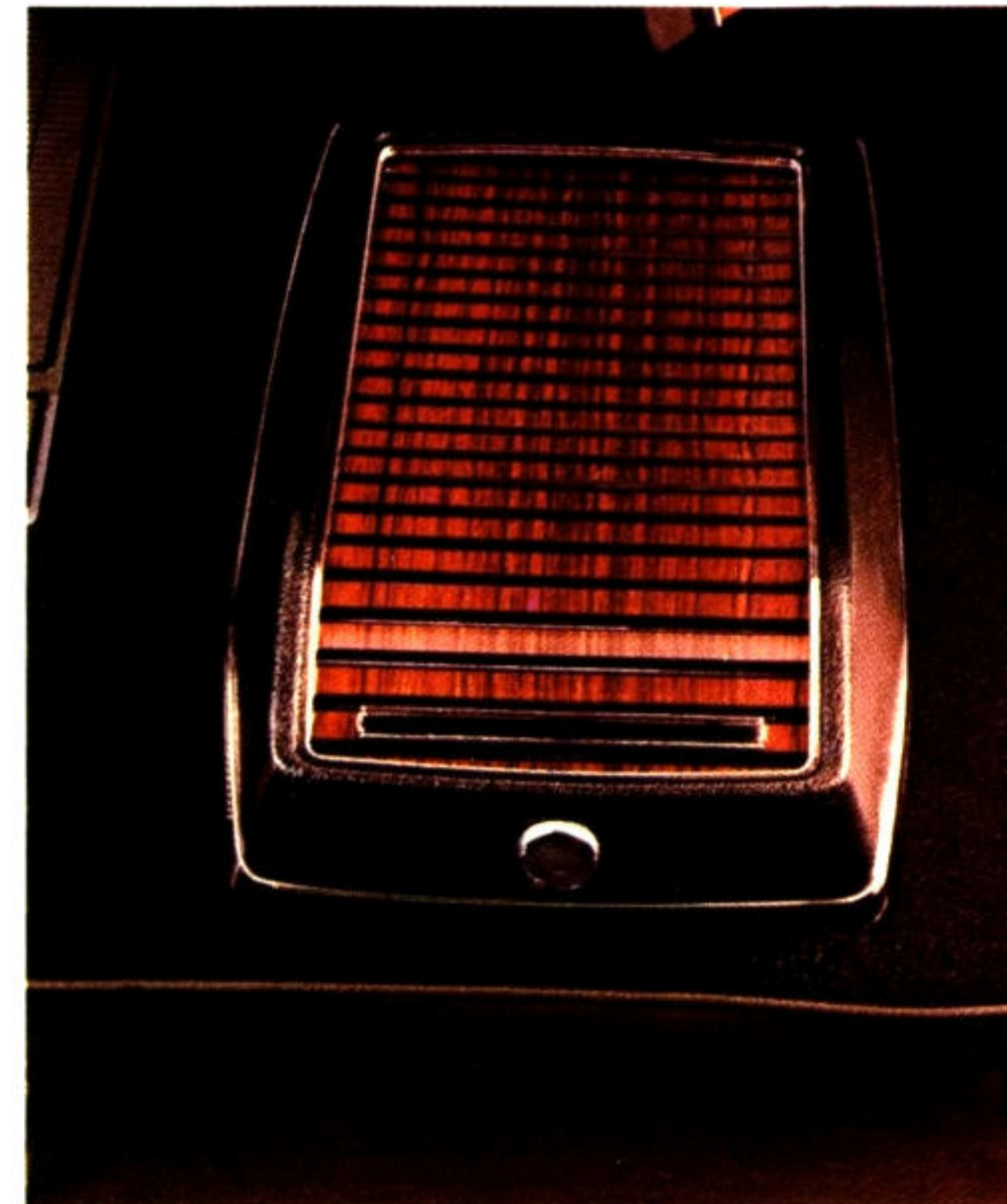
rain and passing car's wintry, slushy splash. Heavy traffic noises are shut out so that you can carry on a conversation without straining or enjoy your favorite radio program.

In addition to providing circulation of cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidifies outside air in humid weather. Controls can be also set to de-fog and de-ice when such operations are required.

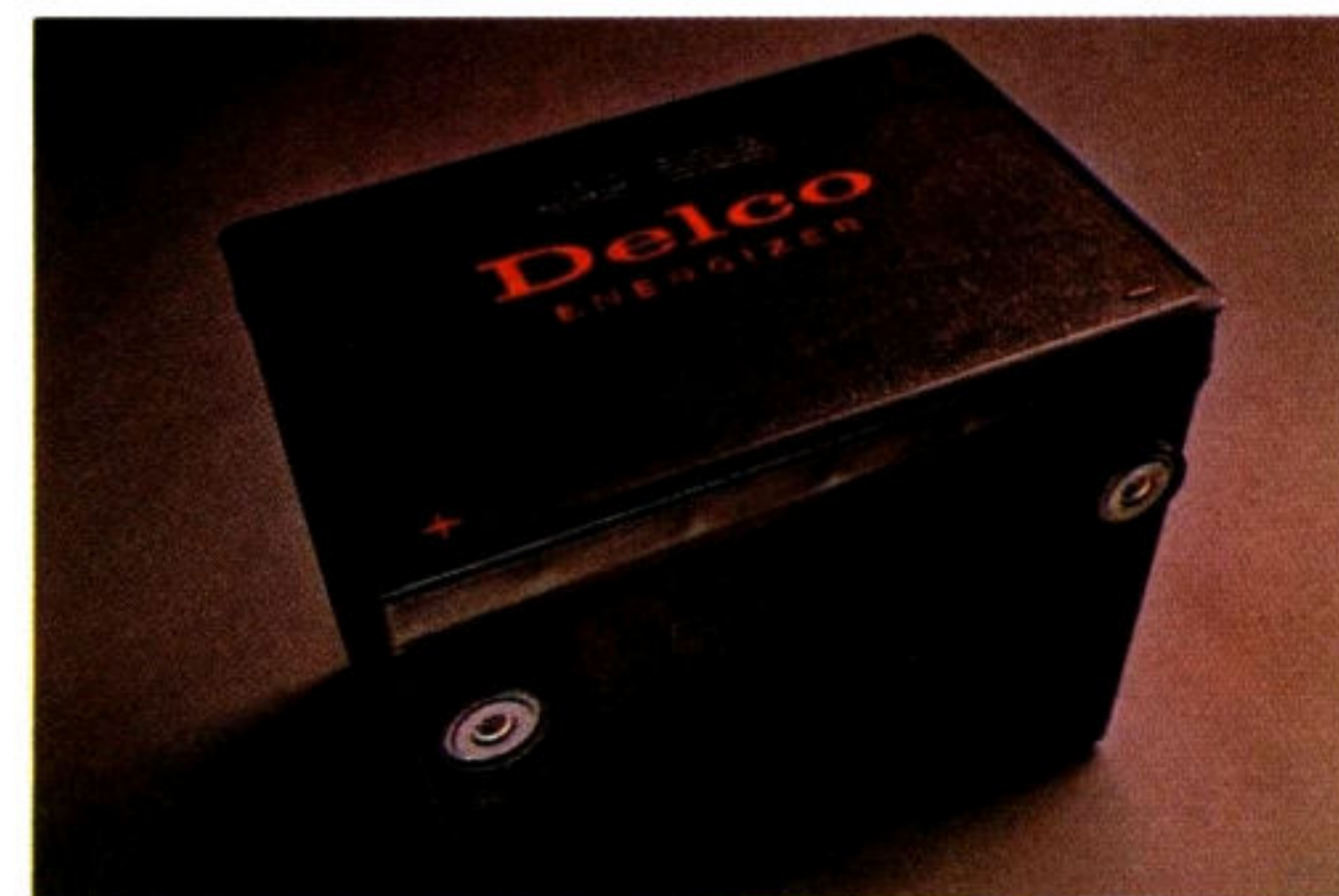
Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year. It also adds considerably to the resale value of the vehicle.



Soft-Ray Tinted Glass. Cuts glare, reduces eye strain, keeps you cooler. May be ordered for all windows or windshield only. Recommended when you order air conditioning.



Mini Console. A mini console helps provide a convenient storage place for anything from stereo tapes to sunglasses.



Maintenance-Free Battery. A real convenience. This maintenance-free battery never needs re-filling under normal use. Side terminals for better contacts. Sealed fluid system.

. . . and valuable.



Inside Trunk Release. Lets you open the trunk by a pushbutton located in the glove compartment.



Outside Thermometer. Mounts ahead of the sideview mirror. Tells you the outside temperature at a glance. Revolving scale.



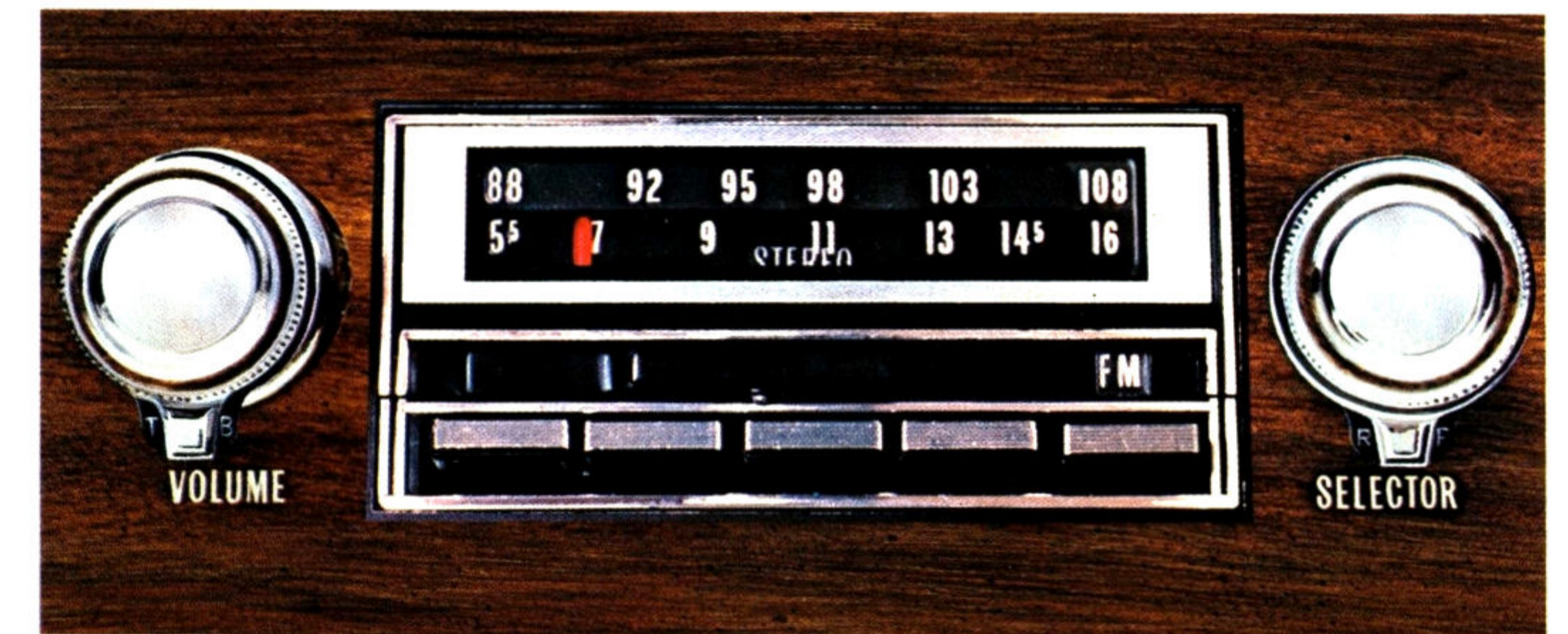
Cruise Control. Cruise Control maintains the constant speed you preset. Automatically disengages when you brake. Reduces driver fatigue on long trips.



Radios and Tape Players. AM and AM/FM pushbutton radios are available and can be ordered with a rear speaker. AM/FM Stereo radios with four speakers are also available for all models.

AM/FM Stereo and AM pushbutton radios with Stereo tape deck and four speakers are offered for all models.

Radio antenna concealed in the windshield.



Other available options:

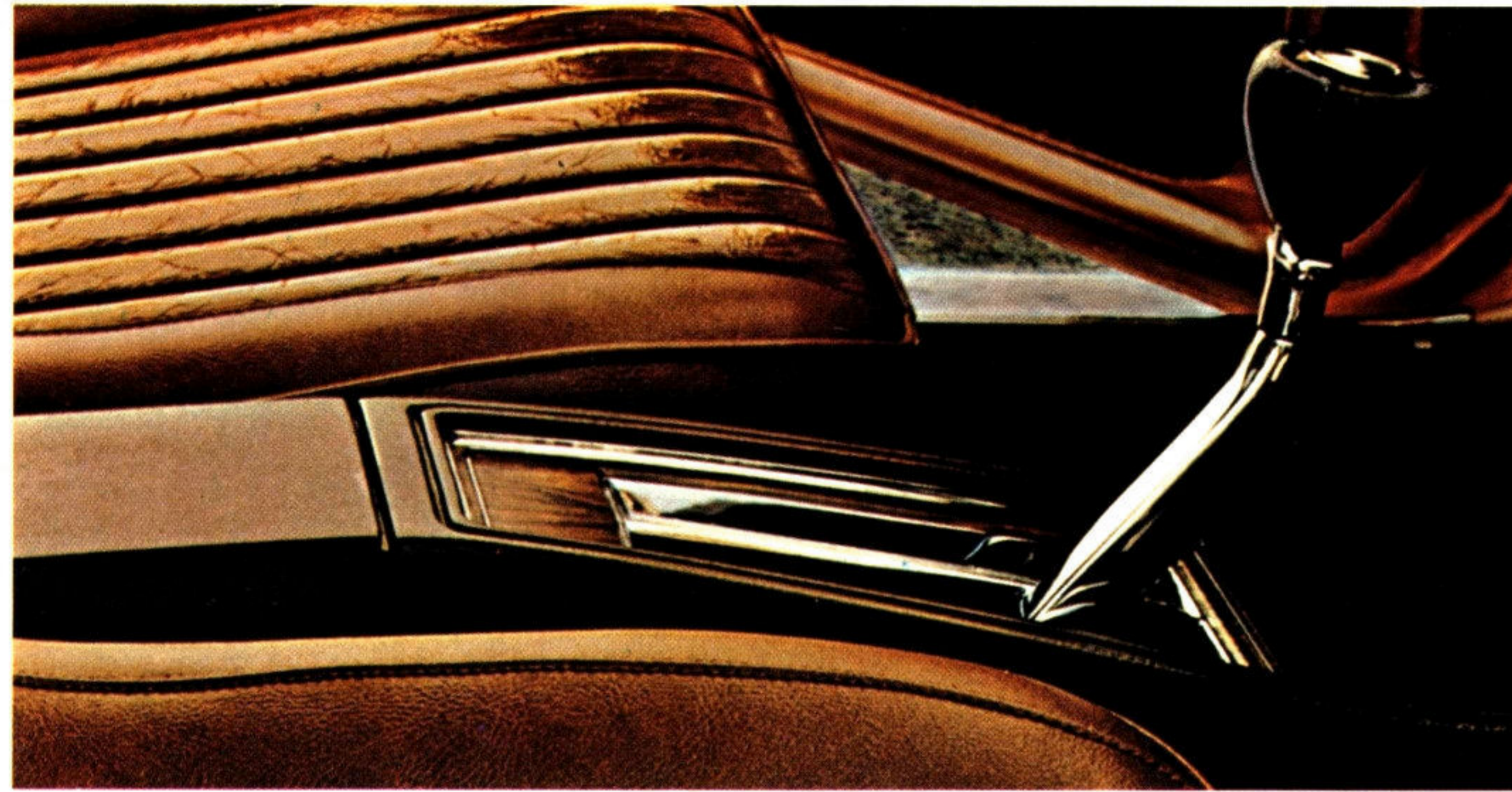
Power Windows. Lets you raise or lower all door windows from the driver's master control panel. Passengers can operate their own windows individually.

Power Door Locks. Allow the driver to lock all doors with a touch of the button. Added security and a great convenience in unlocking doors for entering passengers.

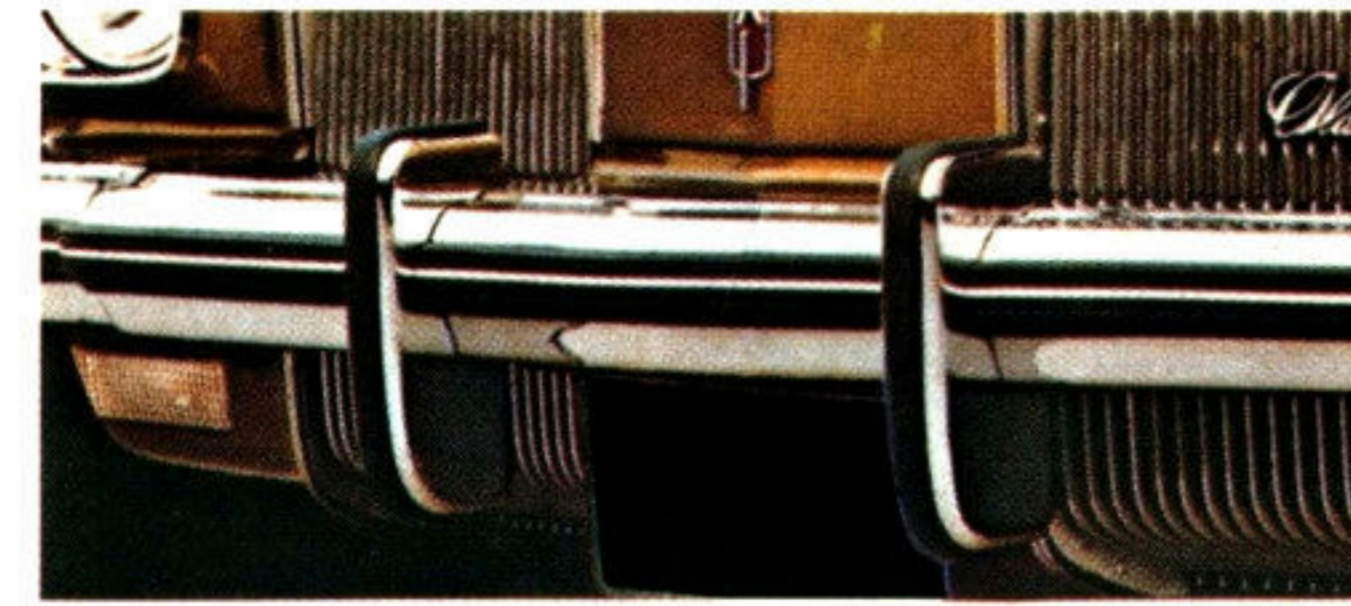
Rear Window Electric Defogger. Tiny filaments in the glass silently clear away fog, steam or ice. Available on all models except Vista-Cruiser.

Remote-Control Mirror. A driver's outside mirror you can adjust from inside the car, even without opening the window.

Deluxe Seat and Shoulder Belts. Color-keyed Deluxe Seat and Front Shoulder belts add a beautiful finishing touch to your car's interior.



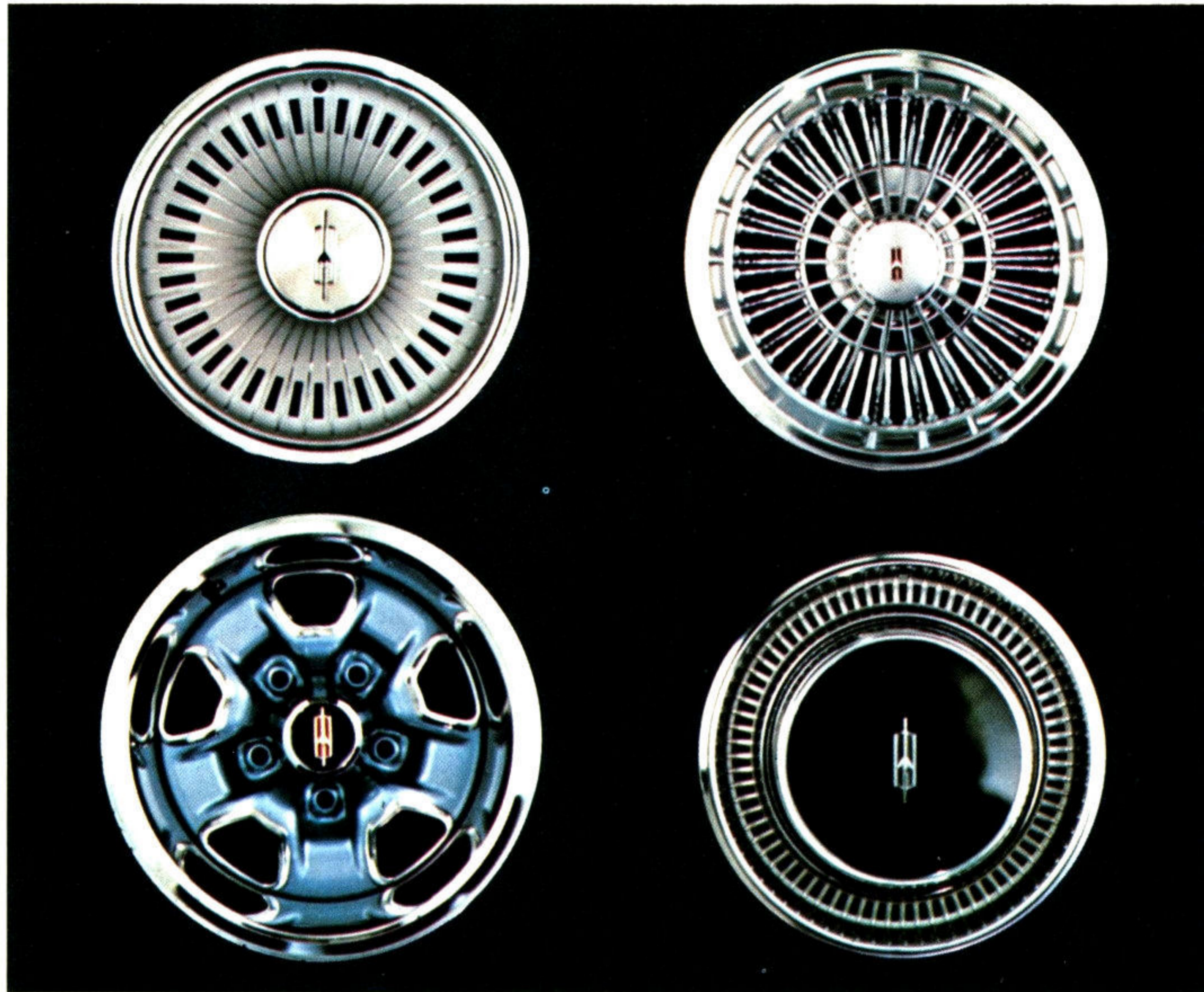
Sports Console. Accommodates the shift lever, a coin-keeper, even a compartment for driving gloves. It's available when you order bucket seats and optional transmission. The Sports Console is standard on Cutlass Salon.



Front Bumper Guards. Help ward off those aggravating little dents and dings with these high bumper guards with thick vinyl impact strips.



Rear Bumper Guards. Further protection for the rear of your Olds is available with these custom-fitted bumper guards. They help protect the beauty of your Olds and the investment you have in it.



Special Wheels and Wheel Covers. Shown at top: Deluxe Wheel Cover and Wire Disc. Shown at bottom: Super Stock III Wheels with wheel color same as lower body with stainless steel trim ring. (Also available, Super Stock II Wheels which are cast gray wheels with stainless steel ring). Painted disc for Cutlass Salon (standard).

Other available options. Custom Sports Steering Wheel • Protective Side Moldings with Black Vinyl Insert • Vinyl Roof Covering • Anti-Spin Rear Axle • 4-4-2 Appearance and Handling Package (Cutlass and Cutlass S Coupes) • Cutlass Salon (Cutlass Supreme Colonnade Hardtop Sedan) • Vari-Ratio Power Steering • Power Brakes • Remote Control Mirror.

1973 SPECIFICATIONS

	VISTA-CRUISER		CUTLASS SUPREME	CUTLASS S	CUTLASS
	2-seat 3-seat		Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Colonnade Hardtop Coupe	Colonnade Hardtop Coupe Colonnade Hardtop Sedan
Engines:	Standard V8 Optional V8s	350-4 bbl. 455-4 bbl.	350-4 bbl. 455-4 bbl.	350-4 bbl. 350-2 bbl. 455-4 bbl.	350-4 bbl. 350-2 bbl. 455-4 bbl.
Transmission: • Coupes only	Standard Optional	3-spd. manual Turbo Hydra-matic	3-spd. manual • 4-spd. manual Turbo Hydra-matic	3-spd. manual • 4-spd. manual Turbo Hydra-matic	3-spd. manual • 4-spd. manual Turbo Hydra-matic
Brakes:	Front Dia. (ins.) Rear Dia. (ins.)	11.0 Disc* 11.0 Drum*	11.0 Disc 9.5 Drum	11.0 Disc 9.5 Drum	11.0 Disc 9.5 Drum
*Power Assist Standard					
Turning Circle:	Curb-to-Curb (ft.)	43.1	41.8 (Coupe)	41.8 (Coupe)	43.0 (Sedan)
Energizer:	Standard V8	61 amp.	61 amp.	61 amp.	61 amp.
Suspension:	Front Rear	Coil Coil	Coil Coil	Coil Coil	Coil Coil
Frame		Torque Beam	Torque Beam	Torque Beam	Torque Beam
Wheelbase (ins.)		116.0	112.0 (Coupe)	112.0	116.0 (Sedan)
Overall Length (ins.)		219.3	208.9 (Coupe)	207.0	211.0 (Sedan)
Height (ins.)		55.3	53.1 (Coupe)	53.3	54.0 (Coupe)
Width (ins.)		76.8	76.5	76.5	76.5
Curb Weight (lbs.) Approx.		4357 (2-Seat)	3824 (Coupe)	3840 (Coupe)	3905 (Sedan)
Tread (ins.):	Front Rear	61.4 60.7	61.4 60.7	61.4 60.7	61.4 60.7
Base Tire Size		H78 x 14	F78 x 14	F78 x 14	F78 x 14
Wheel Size		14 x 6.0	14 x 6.0	14 x 6.0	14 x 6.0
Minimum Ground Clearance (ins.)		5.6	5.4	5.4	5.4
Head Room (ins.):	Front Rear	38.8 39.4	37.5 37.4 (Coupe)	37.7 37.0	38.3 37.5 (Sedan)
Leg Room (ins.):	Front Rear	42.1 36.8	42.1 38.4 (Coupe)	42.1 33.7	42.1 38.4 (Sedan)
Hip Room (ins.):	Front Rear	55.6 57.3	56.8 52.9 (Coupe)	56.8 52.9	56.6 57.9 (Sedan)
Shoulder Room (ins.):	Front Rear	59.8 57.3	58.8 57.1 (Coupe)	59.6 57.5	59.6 58.9 (Sedan)
Fuel Tank Capacity (Imp. gals.)		18.3	18.3	18.3	18.3
Usable Luggage Space (cu. ft.)		—	16.7 (Coupe)	16.3	16.3 (Coupe)
Cargo Volume (cu. ft.)—Hidden Comp. not incl.		85.1	—	—	—
ENGINES					
		ROCKET 350 V8 Standard	ROCKET 350 V8 Optional L32	ROCKET 455 V8 Option L75 (4-spd. man.)	ROCKET 455 V8 Option L75 (Turbo Hydra-matic)
Displacement (cu. in.)		350	350	455	455
HP @ rpm (SAE net)		180 @ 3800	160 @ 3800	270 @ 4200	250 @ 4000
Torque (ft. lbs.) @ rpm (SAE net)		275 @ 2800	275 @ 2400	370 @ 3200	370 @ 2800
Compression Ratio		8.5:1	8.5:1	8.5:1	8.5:1
Carburetion		4-bbl.	2-bbl.	4-bbl.	4-bbl.
Fuel		Regular	Regular	Regular	Regular
Exhaust System		Single†	Single	Dual	Dual
Valve Lifters		Hydraulic	Hydraulic	Hydraulic	Hydraulic

All 1973 Oldsmobile engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead low-lead gasolines are not available any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

†With Optional Dual Exhaust: (coupes).
SAE Net HP 200 @ 4200; SAE Net Torque 300 @ 3200

The illustrations or description in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors passenger cars, for instance, have steel side guard beams protection on all doors. There is an alert system to warn the driver and his right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydro carbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded or any leaded regular gasoline with a research octane of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safe motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

**GENERAL MOTORS OF CANADA LIMITED,
OSHAWA, ONTARIO**

Reassurance Features

OCCUPANT PROTECTION

- Seat belts with pushbutton buckles for all passenger positions
- Single-buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward-mounted lock buttons
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Thick-laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Contoured windshield header
- Cargo-guard luggage compartment
- Side-guard door beams.

ACCIDENT PREVENTION

- Side marker lights and reflectors (front side marker lights flash with direction signal)
- Parking lights that illuminate with headlights
- Four-way hazard warning flasher
- Backup lights
- Lane-change feature in direction signal control
- Windshield defroster, washers and dual-speed wipers
- Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latch
- Improved bumper system.

ANTI-THEFT

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock
- Inside hood latch release.

