

OLDSMOBILE

 1973



Delta 88. It gives you a lot more than just size.

Delta 88 Hardtop Sedan



Delta 88 is over 4,300 pounds of ruggedness, on a 124-inch wheelbase. And our lowest-priced big-car series. These two facts are even more impressive when you discover something else: for about the same money, some other so-called "big" cars give you less heft, less wheelbase, and (we believe) less built-in value.



Delta 88's headlamps are a new higher-intensity system. Its hydraulic front bumper system is new, too.



The trunk is vacation-sized: 20.9 usable cu. ft. And the sill is low, to make the loading easy.



Delta 88 has a new stronger rear bumper. Available with vinyl impact strips and bumper guards, also vinyl-faced.

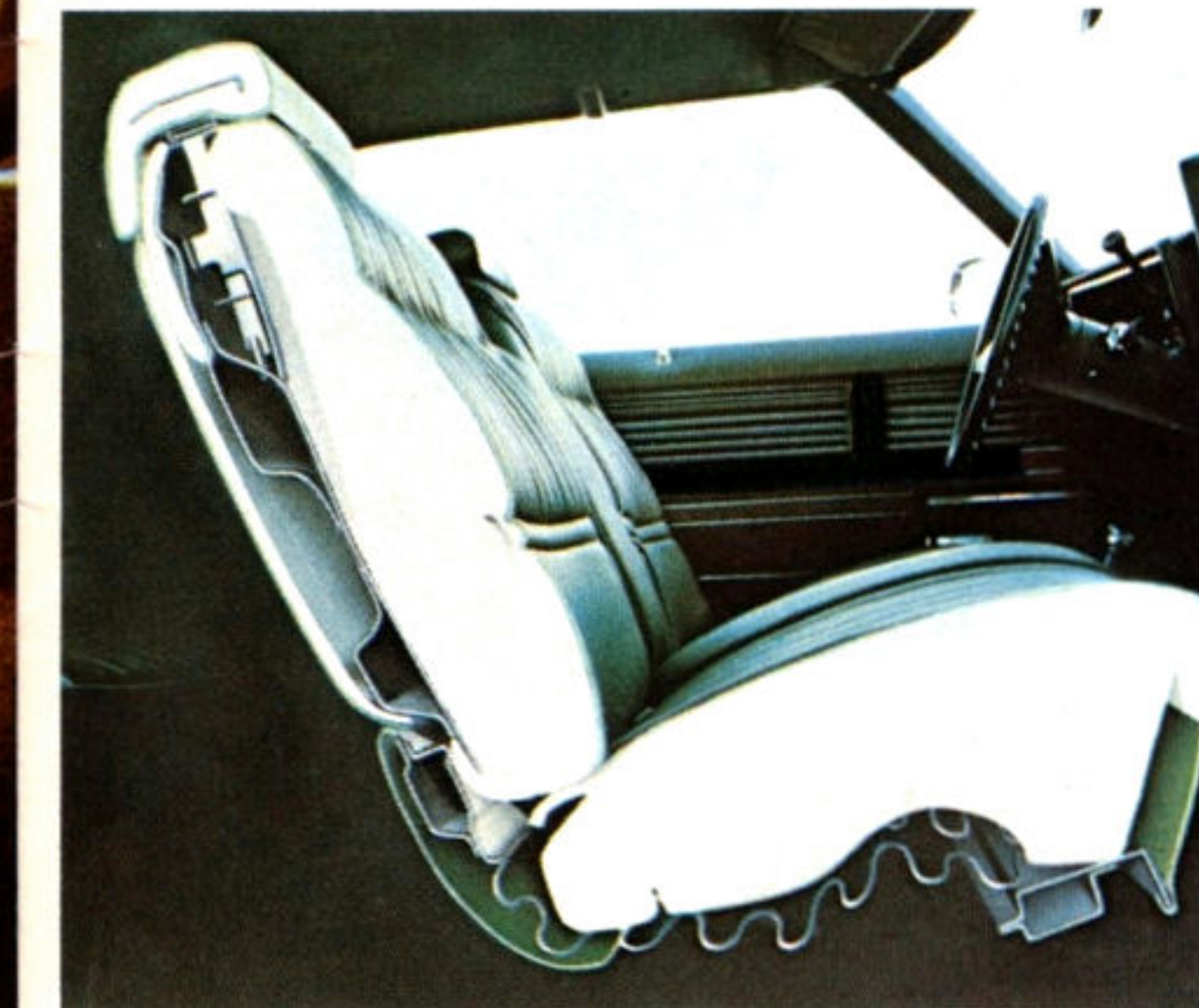
Some of the equipment illustrated is optional at extra cost.



The Delta 88 Hardtop Coupe seat (shown at left) offers sofa-soft comfort and elegance. Shown in Lansing cloth and Moroccan vinyl trim of chamois-gold; also available in green, or Wedgewood blue; and in all-Moroccan of black, beige, or saddle.



It's nice to know a seat this handsome is tough and long-wearing, too. The Town Sedan offers it in Lansing cloth with Moroccan trim, in Wedgewood blue, green or chamois gold or all-vinyl in black, beige or saddle.



Beneath the rich selection of fabrics, up to six inches of contoured solid foam give you remarkably comfortable support.

Part of the value of a Delta 88 is the variety of features that keep it looking good. And keep it running good.

Underneath, rustproof inner front fenders help protect the outer fenders.

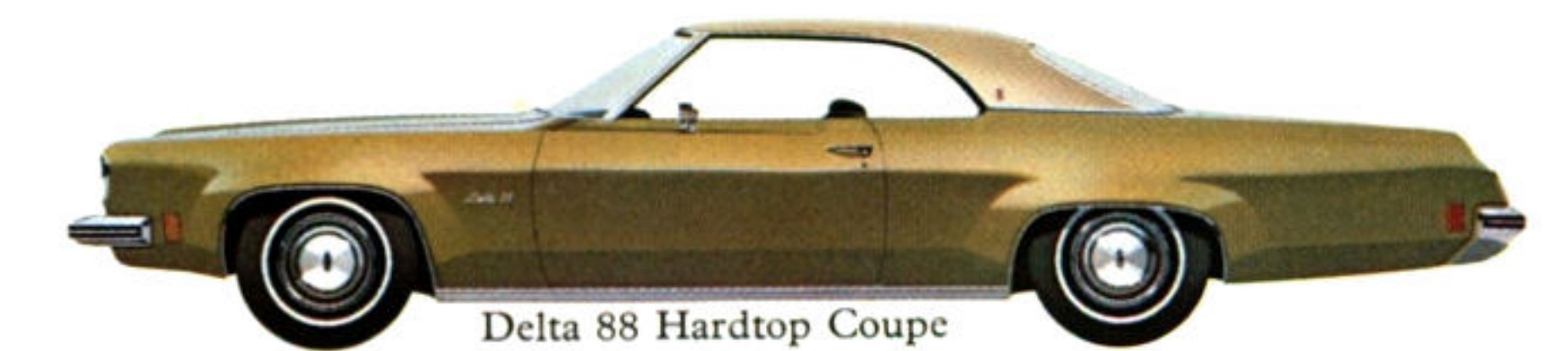
Under all its coats of Magic-Mirror finish, a rust-fighting primer helps protect the solid Body by Fisher.

The muffler and tailspout are aluminized to resist corrosion.

And our famous Rocket 350 V8 has positive valve rotators and new flex-head valve design built in—to help keep your Delta 88 running better—and longer.

Part of its worth, too, is its ease of handling. Delta 88 is surprisingly agile and responsive for a big car. Thanks to variable-ratio power steering, power front disc brakes, Turbo Hydra-matic transmission and G-Ride System—all as standard equipment.

So, in a lot of ways, Delta 88 is a car you can live with, happily. Year after year.



Delta 88 Hardtop Coupe



Delta 88 Town Sedan

MODEL AVAILABILITY: Hardtop Coupe, Hardtop Sedan, Town Sedan

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Hardtop Coupe (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
124.0/124.0	225.0/225.0	79.5/79.5	53.6/53.4	4420/4313

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

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.3/38.0	64.4/63.5	42.4/38.5	20.9 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Cigar Lighter. Inside-Operated Hood Lock. Hydraulic Front Bumper System. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Rocker-Panel and Wheel-Opening Moldings. Chrome-Accented Pedals. Windshield Radio Antenna. Deluxe Steering Wheel. Chrome Wheel Discs.

Some of the equipment illustrated is optional at extra cost.

Delta 88 Royale. Not just another pretty car.

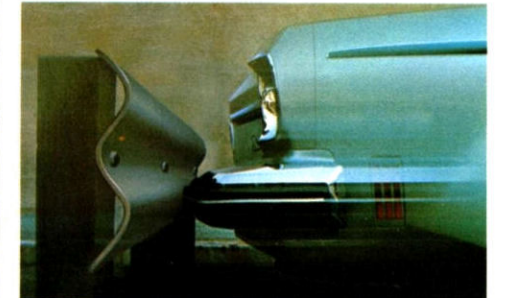
Delta 88 Royale Hardtop Coupe



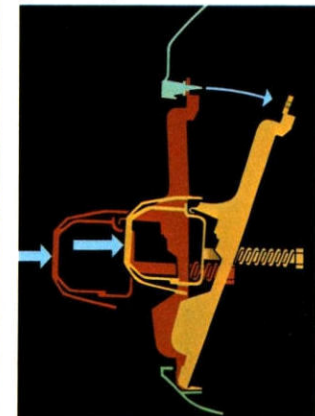
Royale is everything "Oldsmobile" and "88" are famous for. It's big. Smooth-riding. Tough. And then it's appointed and equipped to live up to its name. If you're looking for a big, heavy car that'll take you places in high style for a long, long time—this is the one for you.



New horizontal taillights, new stronger bumper. With smart styling to match.



The new hydraulic bumper system fronts a new grille designed to work with it.

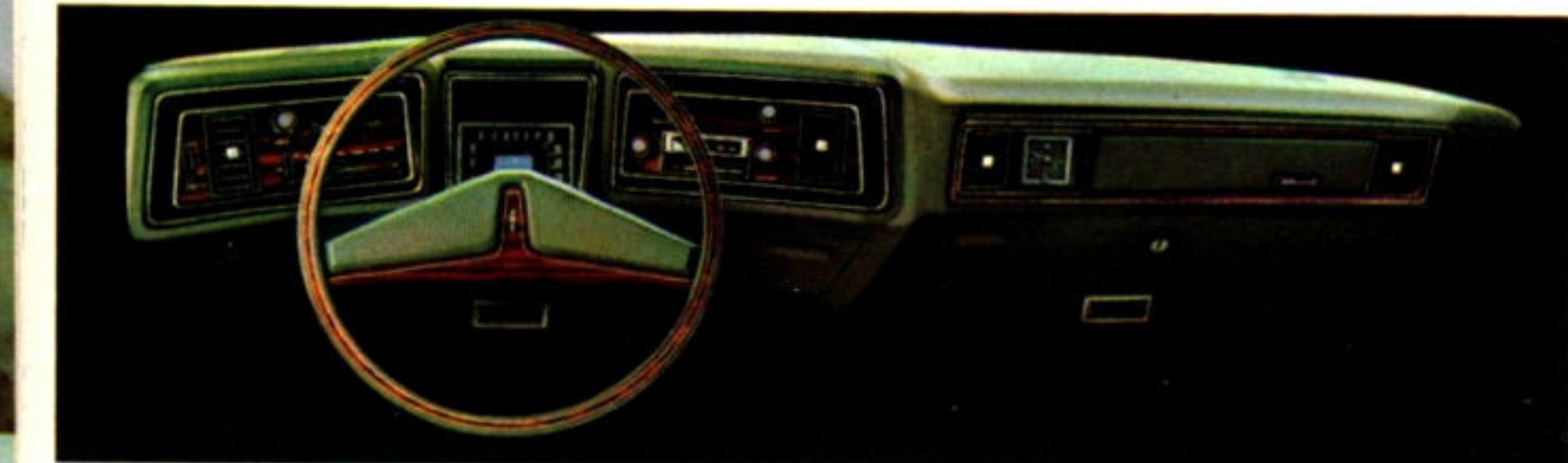


When the bumper gets bumped, it gives a little; and the grille is hinged to move out of harm's way.

Some of the equipment illustrated is optional at extra cost.



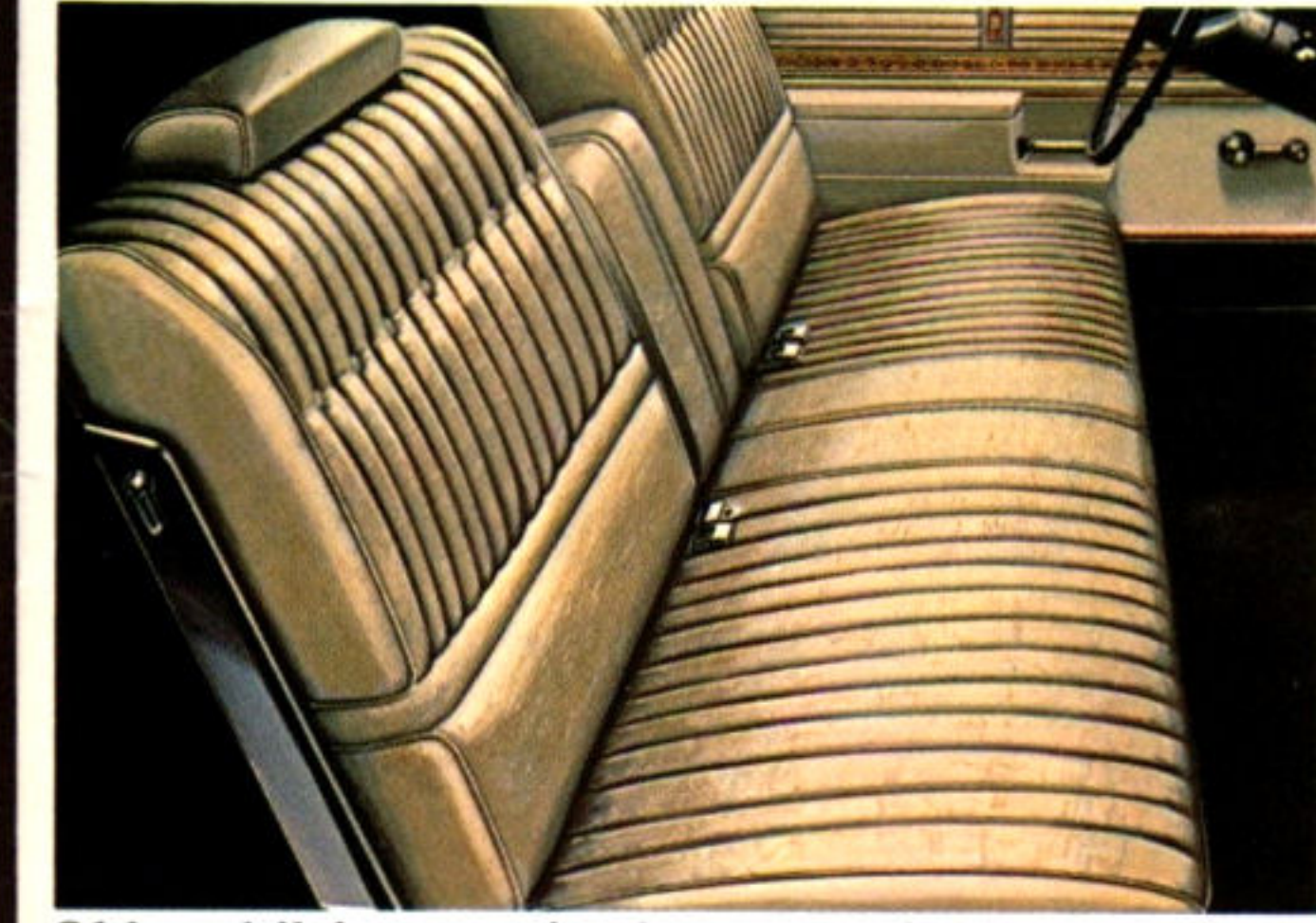
Royale's Custom Sport front seat in the Hardtop Coupe (shown at left) is comfort, three passengers wide. The centre armrest is standard. Interior pictured here in Bravo cloth with Madrid-grain Moroccan vinyl trim; all Moroccan interiors are also available in beige and saddle.



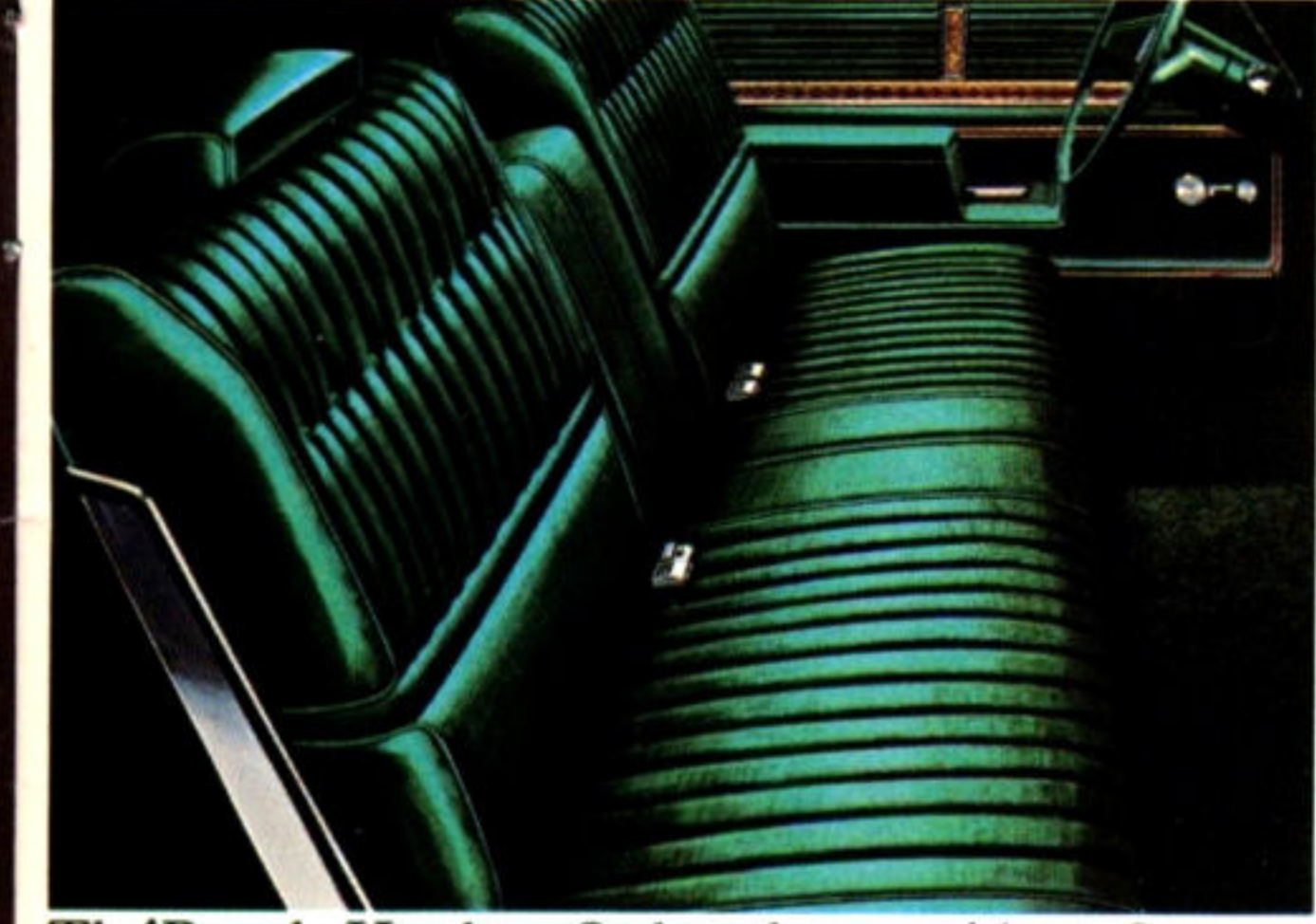
To add a dash of luxury, the convenient controls and instruments are framed in the look of wood. Panel components are easily removed for quicker service when necessary. Note that six outlets are provided when you order your Delta 88 Royale with air conditioning.



The Royale Town Sedan interior in Bravo cloth with Moroccan trim is not only plush it's durable. Available in black, green, Wedgewood blue, or chamois cloth and in beige or saddle all-vinyl.



Oldsmobile's entry in the convertible class for '73 comes with an easy-to-clean, richly pleated all-Moroccan interior. Available in black, white, cranberry red and saddle.



The Royale Hardtop Sedan also provides a Custom Sport front seat, with fold-down centre armrest, as standard equipment. Offered in green Bravo cloth, as shown and three other colors, or in Moroccan in saddle or beige.

For 1973, Oldsmobile's G-Ride System has been further refined: in frame design, spring tuning, shock absorber calibration, bushings and engine mounts. Even the body mounts have been re-engineered.

What makes the Royale a Royale? A lot of special touches of luxury added to Delta 88's basic size and toughness. A wide choice of rich interiors. A soft-padded front centre armrest in the hardtop coupe, hardtop sedan and convertible. Distinctive side moldings, with color-coordinated vinyl inserts. And like all 88s, variable-ratio power steering, power front disc brakes, full-time power ventilation, Turbo Hydra-matic transmission and our Rocket 350 V8. All are standard equipment.

Royale's new front and rear bumpers provide thick vinyl impact strips to help shield them against minor dents and dings. There's a new, high-powered headlamp system, too, to aid nighttime road visibility.

These are just some of the reasons Delta 88 Royale is not just another pretty car.



Delta 88 Royale Hardtop Sedan



Delta 88 Royale Town Sedan



Delta 88 Royale Convertible

MODEL AVAILABILITY: Hardtop Coupe, Town Sedan, Convertible, Hardtop Sedan

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

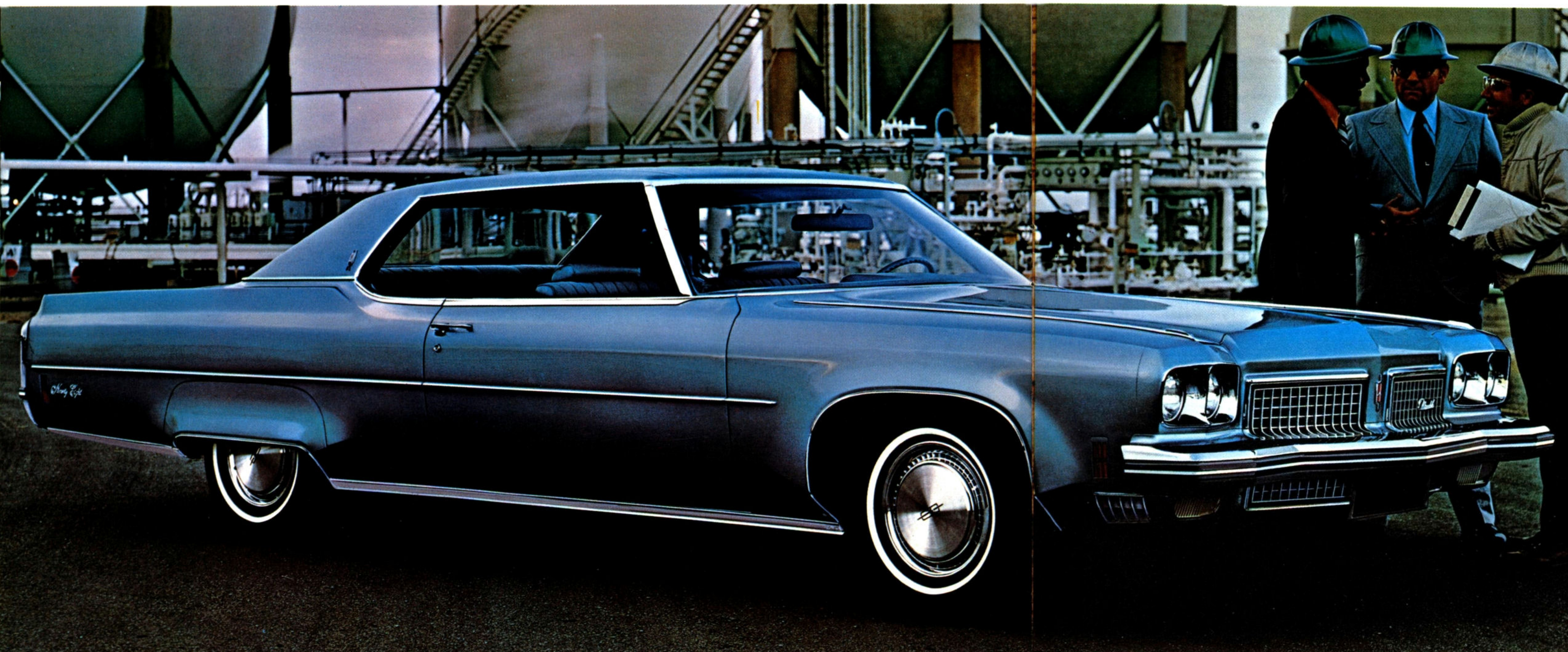
STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Coupe (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
124.0	226.3	79.6	53.6/53.4	4448/4341

INTERIOR DIMENSIONS: Town Sedan (front/rear) (in.)			
Headroom	Shoulder-room	Legroom	Trunk Capacity
38.3/38.0	64.3/63.3	42.4/38.8	20.9 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Deluxe Steering Wheel. Side Moldings with Colored Vinyl Inserts. Front Centre Armrest, except Delta 88 Town Sedan. Chrome-Accented Control Pedals. Louvered-Style Chrome Fender Trim. New Hydraulic Front Bumper System. Vinyl Impact Strips Front and Rear. New Swing-Away Grille. Inside-Operated Hood Lock. Cigar Lighter. Chrome Rocker-Panel and Wheel Opening Moldings. Windshield Radio Antenna. Chrome Wheel Discs. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Shoulder Belts (2 Front).

Ninety-Eight LS. Drive it and draw your own conclusions.



In its own quiet way, Ninety-Eight is what luxury driving is all about. Drive one and draw your own conclusions.

Consider the quiet comfort all around you. Seats, front and rear, are cushioned in solid foam. Wind noise, road noise and engine vibration are reduced to a remarkable degree. Even at expressway speeds, the Body by Fisher surrounds you with room, and comfort—and quiet.

Consider the smoothness of its ride. The wheelbase is 127 inches, longer than that of several other cars in its category. The suspension is especially calibrated to luxury car standards. Even the thick body mounts have been re-engineered, each to its own location—each with more rubber to help dampen the forces which might ruffle the ride.

As you might expect in such a car, the standard equipment is considerable, the trunk capacity is over 20 cubic feet. The choice of interior appointments, as you see, is exceptional. But more importantly, the end result is an automobile that is far more than simply plush elegance. We think Ninety-Eight may well be everything you ever wanted in a fine luxury car. Illustrated at left is the Ninety-Eight Luxury Coupe.



Ninety-Eight Luxury Sedan



Ninety-Eight Coupe



Ninety-Eight Sedan



Our Ninety-Eight Hardtop Sedan offers a Minuet cloth interior in black, green, blue, gold, cranberry red. Or an all-Moroccan interior in beige.



The Luxury Coupe and Sedan are available with divided front seat and dual controls in Bravo cloth of green, blue, black or gold; or an all-Moroccan interior, in beige.



Standard Luxury Sedan seat combines Bravo cloth with Moroccan trim in gold, cranberry red, black, green, blue; or Moroccan upholstery in black or beige.



The Luxury Coupe provides a Custom Sport seat design in Bravo cloth of cranberry red, or four additional colors. All-Moroccan trim offered in beige or black.



The rear deck is subtly restyled, with new taillamps and a new, stronger bumper.

You can spend more money on some other luxury cars—and not get any more room, ride and genuine luxury than in an Oldsmobile Ninety-Eight. And each year, more and more luxury car buyers are discovering its many values.

In the Ninety-Eight Coupe, the Custom Sport seat with standard centre armrest (shown at left) is upholstered in Minuet cloth with Moroccan trim in Wedgewood blue, black, green, gold or cranberry red; or in beige Oxen-grain Moroccan throughout.

MODEL AVAILABILITY: Luxury Coupe, Luxury Sedan, Coupe, Sedan

STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor

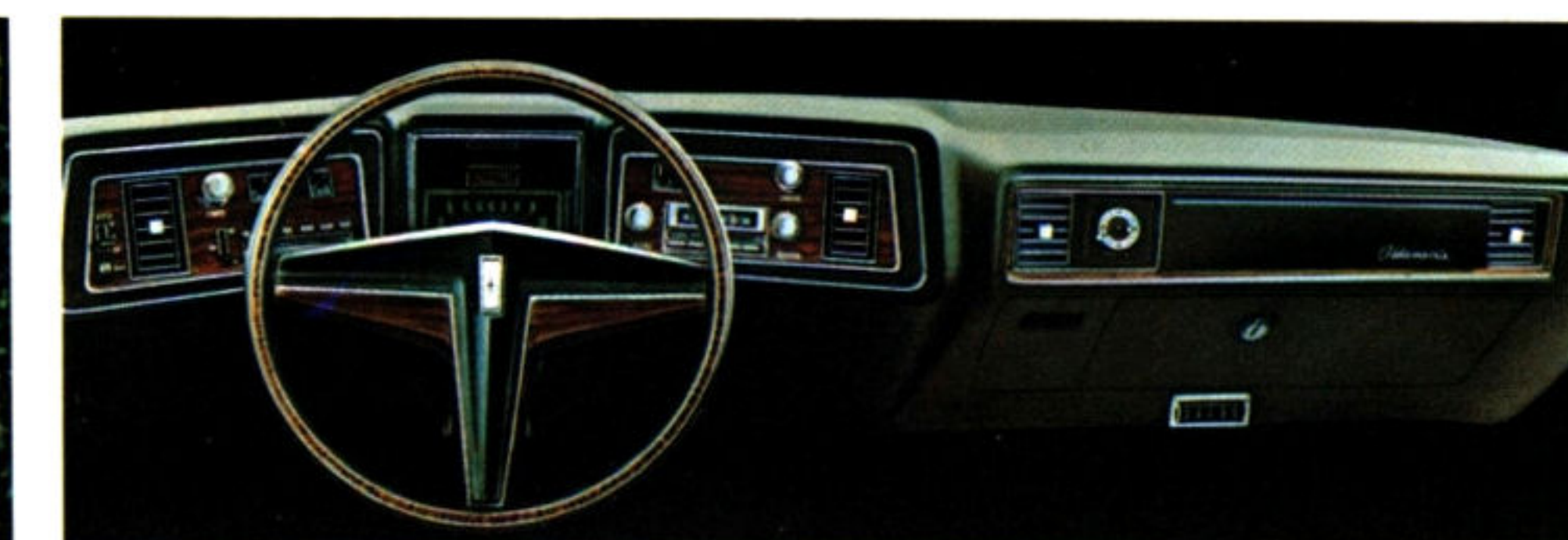
STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Coupe/Sedan (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0/127.0	230.3/230.3	79.6/79.6	54.2/54.7	4545/4611

INTERIOR DIMENSIONS: Sedan (front/rear) (in.)			
Headroom	Shoulder-room	Legroom	Trunk Capacity
39.3/38.2	64.3/63.4	42.4/41.1	21.9 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Armrests with Chrome Power Controls (Luxury models). Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Power Windows and 2-Way Power Driver's Seat (Luxury models). Instrument-Panel Clock. Inside-Operated Hood Release. Remote-Control Outside Rearview Mirror. Cigarette Lighters, Front (rear only on luxury models). Windshield Radio Antenna. New Hydraulic Front Bumper System. Bumper Guards, Rear. Dual Front-Seat Head Restraints. Deluxe Shoulder Belts (2 Front). Chrome Rocker-Panel and Wheel-Opening Moldings. Rear Wheel-Opening Covers. Spare Tire Cover (Luxury models).

Ninety-Eight Regency. Luxury with the Tiffany touch.



The warm look of French walnut graces the elegant Ninety-Eight instrument panel. The panel units are quickly removed for easy servicing when necessary. As an added refinement, twin speakers are recessed into the top of the panel when you order a radio.

In the Regency, the smallest details receive as much attention as the obvious ones. The lined trunk. The zippered pouches sewn into the backs of the front seats. The unique pillowed effect tailored into the seats, front and back, just as in fine furniture. The Tiffany-styled timepiece facing, adding to the elegance of the inlaid instrument panel. You'll spot the gracious touches everywhere, setting Regency apart from all other luxury cars.

Above all, it's an automobile you like to drive yourself. Like all Ninety-Eights, it is a responsive road car. Regency's variable-ratio power steering aids your control; the more you turn the wheel, the more it assists you. Power brakes, with discs up front, help make stopping easy. Power windows, power seat control for the driver, Turbo Hydra-matic transmission, and a smooth Rocket 455 V8—all as standard equipment—help to make your driving most enjoyable.

Thanks to Regency's divided front seat and separate power seat controls, a tall man and a petite lady may sit side by side, each in personalized comfort. In fact, two people may share the wide passenger's portion of the seat.

So, in many ways, Regency is indeed luxury with a Tiffany touch.



Regency's unique interior is also offered in richly, distinctive Onata cloth in beige, green, cranberry red or Wedgewood blue.

In the Regency, this 60/40 divided front seat with dual position controls is standard, and centre armrests are provided, front and rear. Seat backs and cushions are deeply tufted. The upholstery shown at left is a richly textured velour, available in black.



You ride in spacious comfort, on a 127-inch wheelbase and a suspension system especially engineered for it.



The trunk is fully lined. The spare tire has its own cover. And the trunk sill is lower than some other luxury cars, to make loading and unloading easier.

MODEL AVAILABILITY: Regency Sedan				
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0	230.3	79.6	54.7	4661
INTERIOR DIMENSIONS: (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
39.3/38.2	64.3/63.4	42.4/41.1	21.9 cu. ft.	

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Divided 60/40 Front Seat with 2-Way Power Adjustment for driver's side, manual separate controls for passenger side. Centre Armrests, Front and Rear. Pouch Storage Compartments on Front Seatbacks. Tiffany-Styled Timepiece Facing. Power Windows. Power Flow-Thru Ventilation. Lined Trunk. Spare Tire Cover. Inside-Operated Hood Lock. Remote-Control Outside Rearview Mirror. Bumper Guards, Rear. New Hydraulic Front Bumper System. New Swing-Away Grille. Dual Head Restraints. Deluxe Shoulder Belts (2 Front). Deluxe Seat Lap Belts (3 Front and 3 Rear). Rear Wheel-Opening Covers.

Some of the equipment illustrated is optional at extra cost.

Toronado. There are two kinds of luxury cars. We invented this kind.



It offers a spirited kind of elegance. Plus the extraordinary roadability of front-wheel drive. The result is exceptional traction and directional stability, in a luxury car that's as famous for its handling as its looks.



The bumper guards are standard. So is the new hydraulic front bumper system.



The styling of the trunk deck is refined, the new rear bumper is stronger.



Exclusive eye-level signal lamps supplement the taillamps to help make sure other drivers are aware of your intentions.

Some of the equipment illustrated is optional at extra cost.



The Brougham interior at left is available with a divided front seat (60/40), and power controls available for each side. In Oxen-grain vinyl in beige or saddle. Or Laredo cloth fabric in Wedgewood blue, cranberry red, black, green and chamois gold.



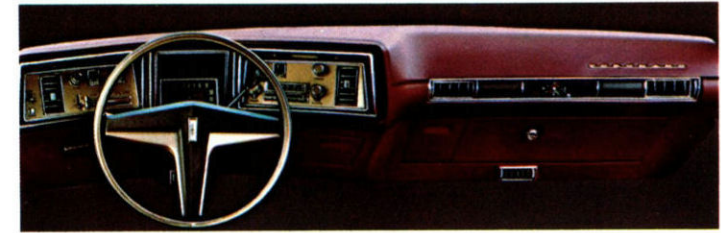
The Brougham interior is thoughtfully accented with courtesy lights and assist straps. And the rear seat is surprisingly wide. Notice the folding armrest in the centre of the rear seat back.



The standard Custom Sport front seat comes, as you'd expect, with a centre armrest. Covered with your choice of Laredo cloth fabric in green, Wedgewood blue, chamois gold, cranberry red or black or Moroccan vinyl in white, black, beige, and saddle.



The front floor is a pleasant surprise when you seat three up front—it's flat. And the floor pedals are co-ordinated to the color scheme you select.



Instruments and controls are cantilevered toward the driver for easy reach and visibility. Cross-brushed metal inlays add a distinctive touch to the dash and steering wheel. And you can order a Tilt-and-Telescope steering wheel which adjusts both in height and reach to the best position for you.

Toronado. There's nothing common about it.

People often buy their first Toronado for its distinctive looks. But they buy their second one because they've learned to love driving again as a new experience.

Its front-wheel drive delivers the engine's power to the front wheels. You're pulled along the road instead of pushed. Through mud, snow, on roads which challenge conventional cars—its traction and directional stability are exceptional.

Toronado is exceptional even in the way it's built. It's assembled on its own private production line, by specialists who work on no other car. And it undergoes inspection upon inspection throughout and after its assembly, by teams of meticulous quality-control monitors.

Toronado's standard equipment includes a 455-cubic-inch Rocket V8, with 4-barrel carburetor. Turbo Hydra-matic transmission. Power steering. Power front disc brakes. And full-time power ventilation.

Toronado also has available some interesting equipment related to its performance. Among them is a True-Track braking system—its computer monitors braking action to prevent brake "lock-up," and helps assure efficient, straight-line stops.

MODEL AVAILABILITY: Custom Coupe

STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
122.0	226.8	79.8	53.2	4790

INTERIOR DIMENSIONS: (front/rear) (in.)			
Headroom	Shoulder-room	Legroom	Cargo Capacity
38.1/37.1	64.3/60.2	42.4/35.2	17.0 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Constant-Ratio Power Steering. Full Dual Exhaust System. Hydraulic Front Bumper System. Bumper Guards (Front and Rear) with Vinyl Inserts. Power Flo-Thru Ventilation. Interior-Operated Hood Lock. Remote-Control Outside Rearview Mirror. Self-Regulating Electric Clock. Color-Keyed Chrome-Accented Pedals. Windshield Radio Antenna. Dual Front-Seat Head Restraints. Deluxe Seat Lap Belts (3 Front and 3 Rear). Deluxe Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Chrome Wheel Discs.

Some of the equipment illustrated is optional at extra cost.

Custom-Cruiser. First it's an Oldsmobile. Then it's a station wagon.



And like our most luxurious Oldsmobiles, our largest wagon is built on a 127-inch wheelbase. It comes with the features you'd expect. And some you wouldn't. Carpeting that stretches almost halfway up the doors. Solid foam seats. Finely tailored upholstery. A rocket 455 V8. And automatic transmission. Power steering. Power front disc brakes. Power-operated rear window. All standard. And a carpeted cargo area that gives you up to 106 cubic feet of space. That's a lot of room for something that handles and rides like a sedan.



The Custom Cruiser seat is exquisitely upholstered in Wedgewood blue Oxen-grain Moroccan. It also comes in green, cranberry red, beige or saddle. Or you can choose saddle Lochmoor cloth.



The tailgate doesn't just open—it disappears into the floor. There's no need to unhitch the trailer to load your Custom Cruiser. Notice the rear bumper guards—they're standard.



MODEL AVAILABILITY: 2-Seat, 3-Seat Cruiser

STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: 2-Seat (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0	228.3	79.5	57.2	5058

INTERIOR DIMENSIONS: (1st/2nd Seat) (in.)			
Headroom	Shoulder-room	Legroom	Cargo Capacity
39.6/39.3	64.3/63.3	42.1/39.4	106.1 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Power Brakes (with discs up front). Cigar Lighter. Interior-Operated Hood Lock. Right-Hand Outside Rearview Mirror. Seat Lap Belts (3 Front and 3 Rear, Plus 2 for Third Seat in 3-Seat Models). Seat Shoulder Belts (2 Front). Vari-Ratio Power Steering. Deluxe Steering Wheel. Glide-Away Tailgate. Flow-Thru Ventilation. Chrome Wheel Discs. Heavy Duty Wheels.

Options to make your new Olds even more special... and valuable.

Take a minute or two to make sure you order your Olds with everything you'll want later on. There are lots of other nice touches you may add that aren't illustrated here that not only add comfort and convenience while you own the car, but also help add value at trade-in time. Your Oldsmobile dealer can give you full details.



Air Conditioning

Many people think of automobile 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. Oldsmobile offers you the choice of two air conditioning options.

Comfortron Air Conditioning

combines the comfort of air conditioning with year-round automatic climate control. You simply set the temperature dial to the desired temperature and it will be maintained, regardless of the season or outside weather conditions.

For example, set the temperature dial at 75 degrees on a winter day and a thermostatically-controlled sensor will keep the heat inside of the car controlled at 75 degrees, just the same as your house thermostat does. The dial need only be set once and normally need not be adjusted.

On cool, sunny days the Comfortron system when set for Bi-Level Operation, will provide warm air to the floor and cooler air out of the upper outlets. You get the comfort of a warm floor without an excessive rise in temperature at head level.

There are also other controls for windshield de-icing, high and low fan. For those who want to enjoy the pleasure of driving in a comfortable, automatic-temperature-controlled environment—free from excess heat, dust, pollen and traffic noises... looking through steamed-up car windows... enduring the discomfort of high humidity at any time of the year, General Motors has

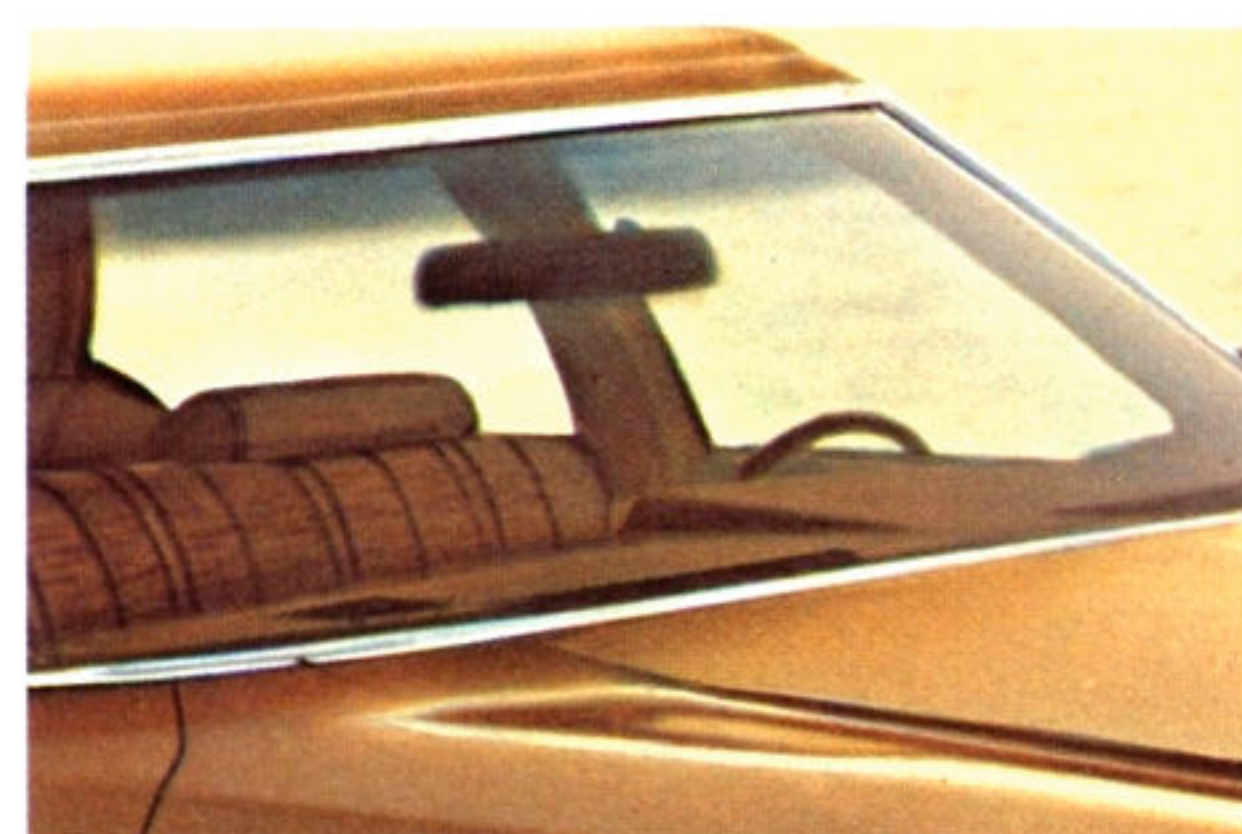
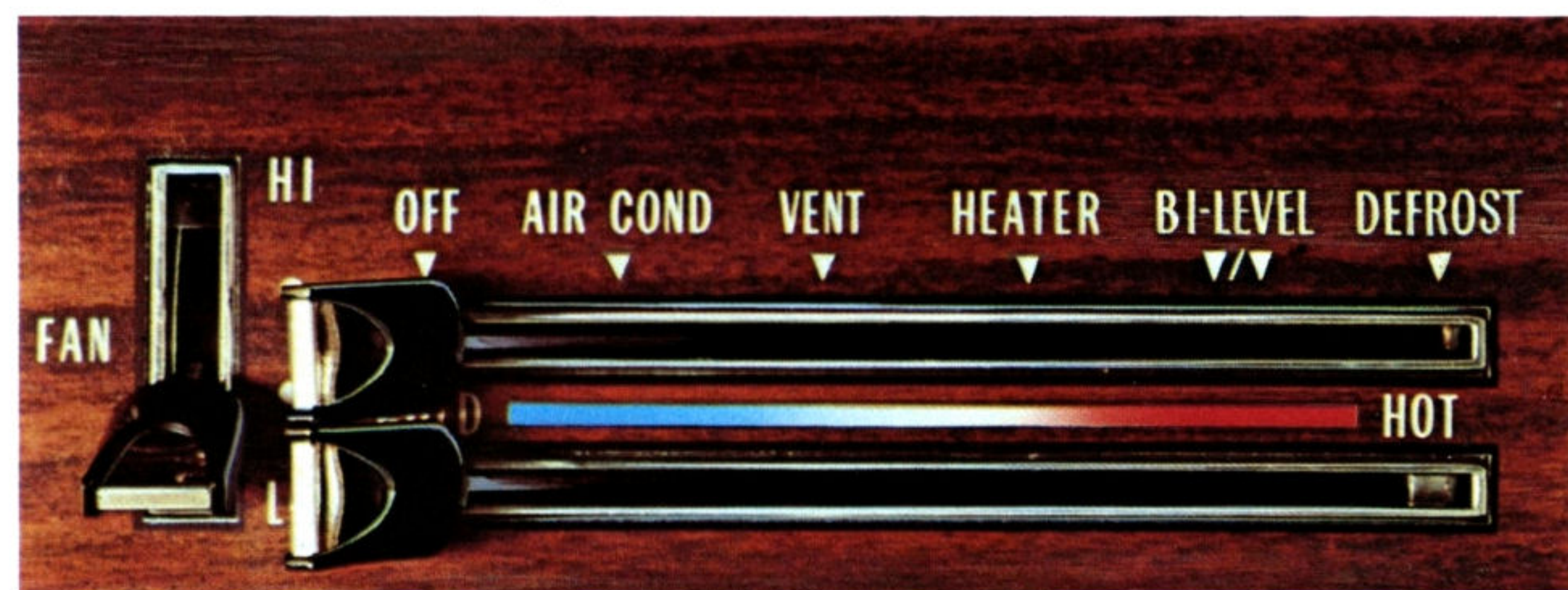
the answer. It's Comfortron Air Conditioning.

Four-Season Air Conditioning

is a manually-controlled system that offers the same year-round comfort as automatically-controlled Comfortron. The driver creates his own environment by setting the controls so that the interior of the vehicle is cooled or heated to his personal preference.

In addition to providing circulation of cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidified outside air in humid weather. Controls can also be 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, as long as you own the vehicle. It also adds considerably to its resale value.



Soft-Ray Tinted Glass.

Cuts glare, reduces eye strain, keeps you cooler. Recommended when you order air conditioning.



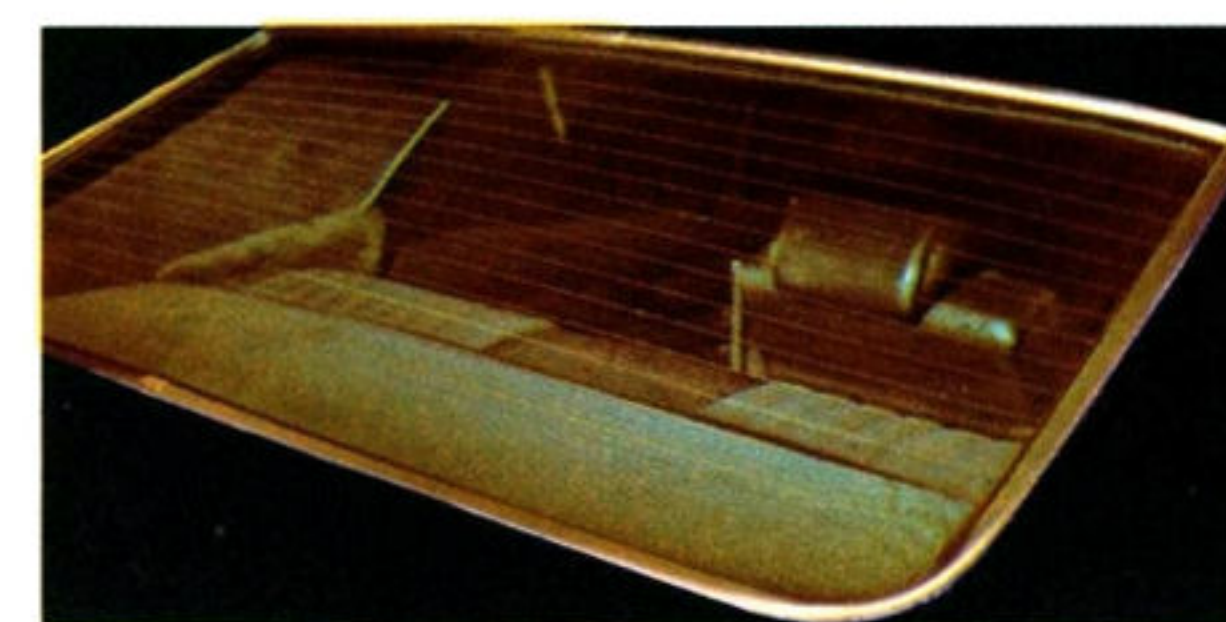
Lighted Vanity Mirror.

There are times when the lighted vanity mirror on the passenger sun visor can turn out to be very helpful to a lady.



Litter Container.

This litter container is available for bigger Oldsmobiles to help keep them neat. Not to mention the countryside.



Rear Window Electric De-fogger.

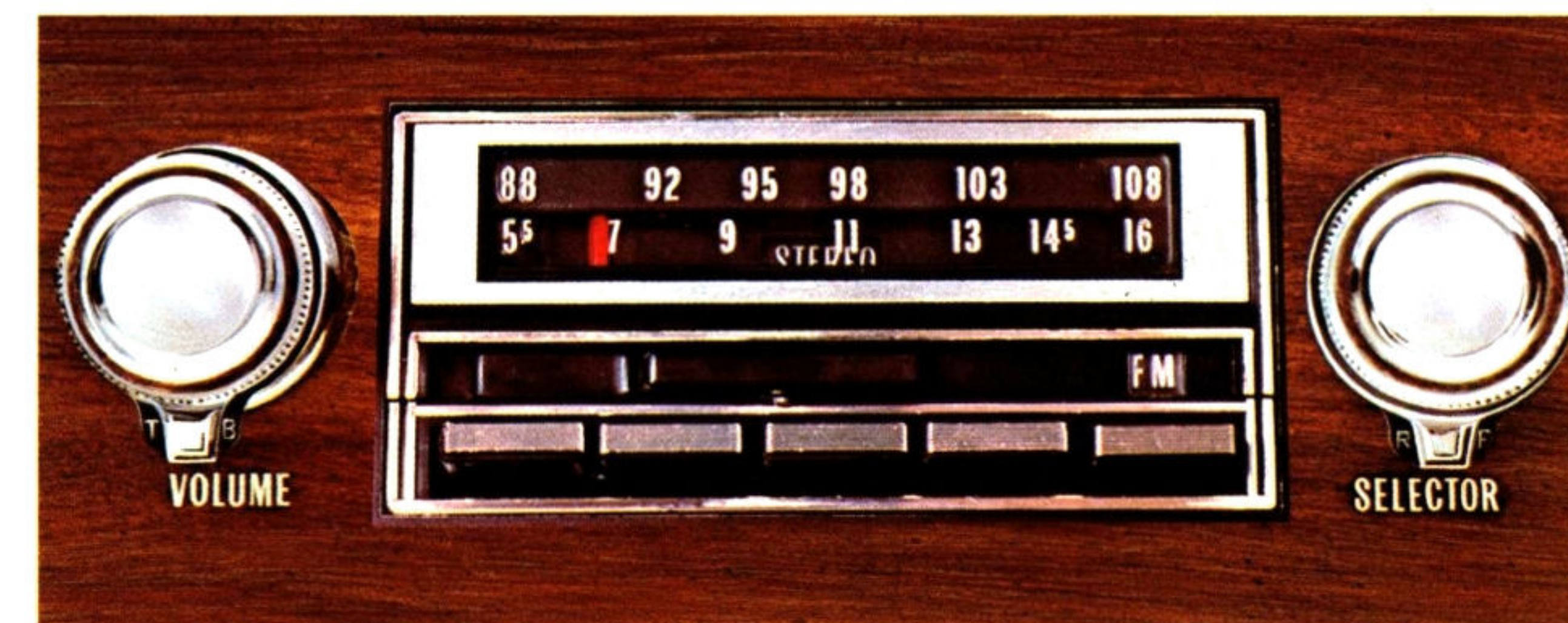
Tiny electric filaments in the glass help clear away fog, steam or ice. Available on all models.



Radios and Tape Players.

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

AM/FM Stereo and AM pushbutton radios with Stereo tape deck and four speaker system are offered for all models. Radio antenna concealed in the windshield.



Cruise Control.

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



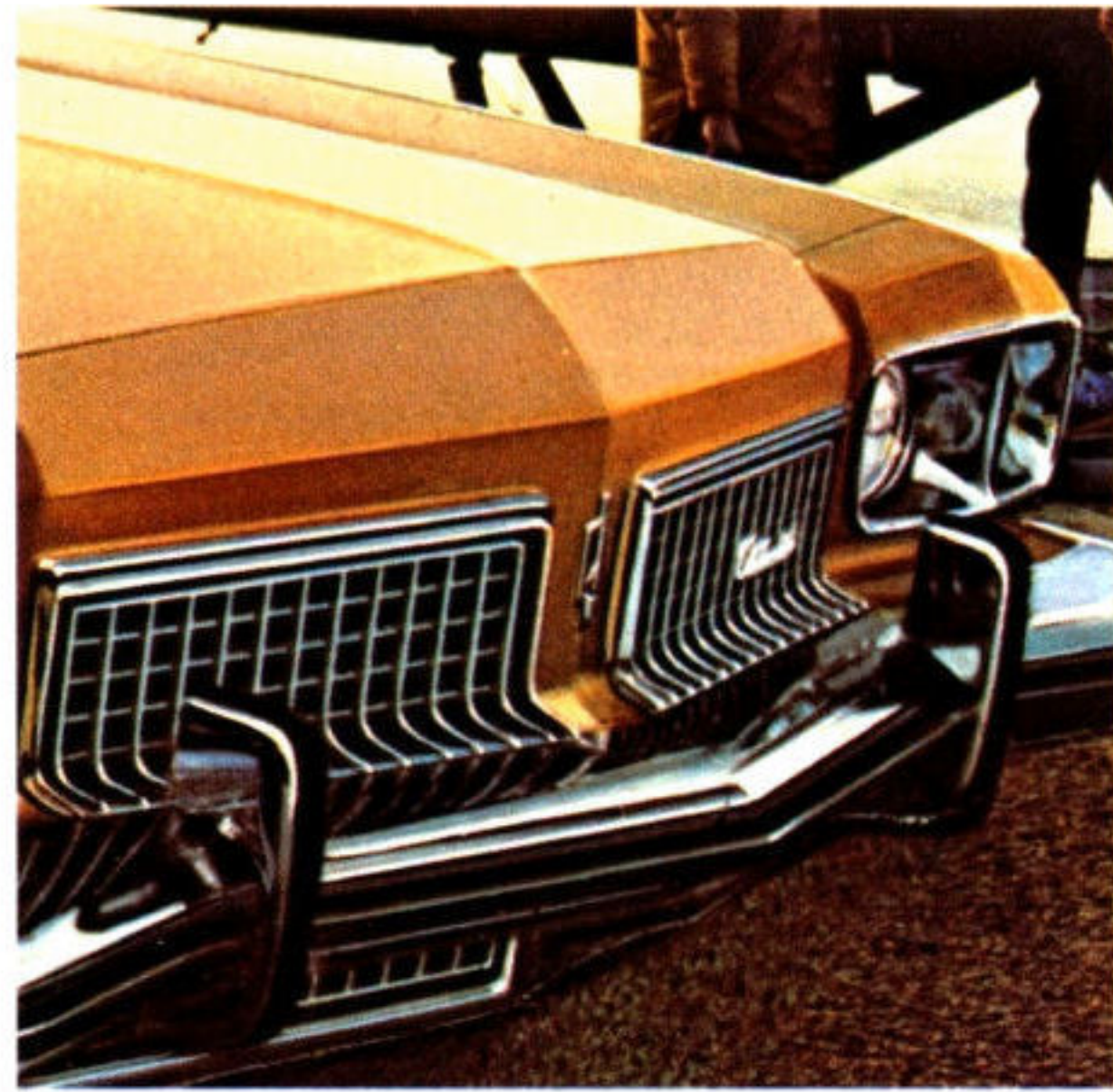
Low-Fuel Warning Light.

Begins to glow when your fuel supply goes below 3.3 gallons, glows brighter as the fuel gets lower.



Inside Trunk Release.

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



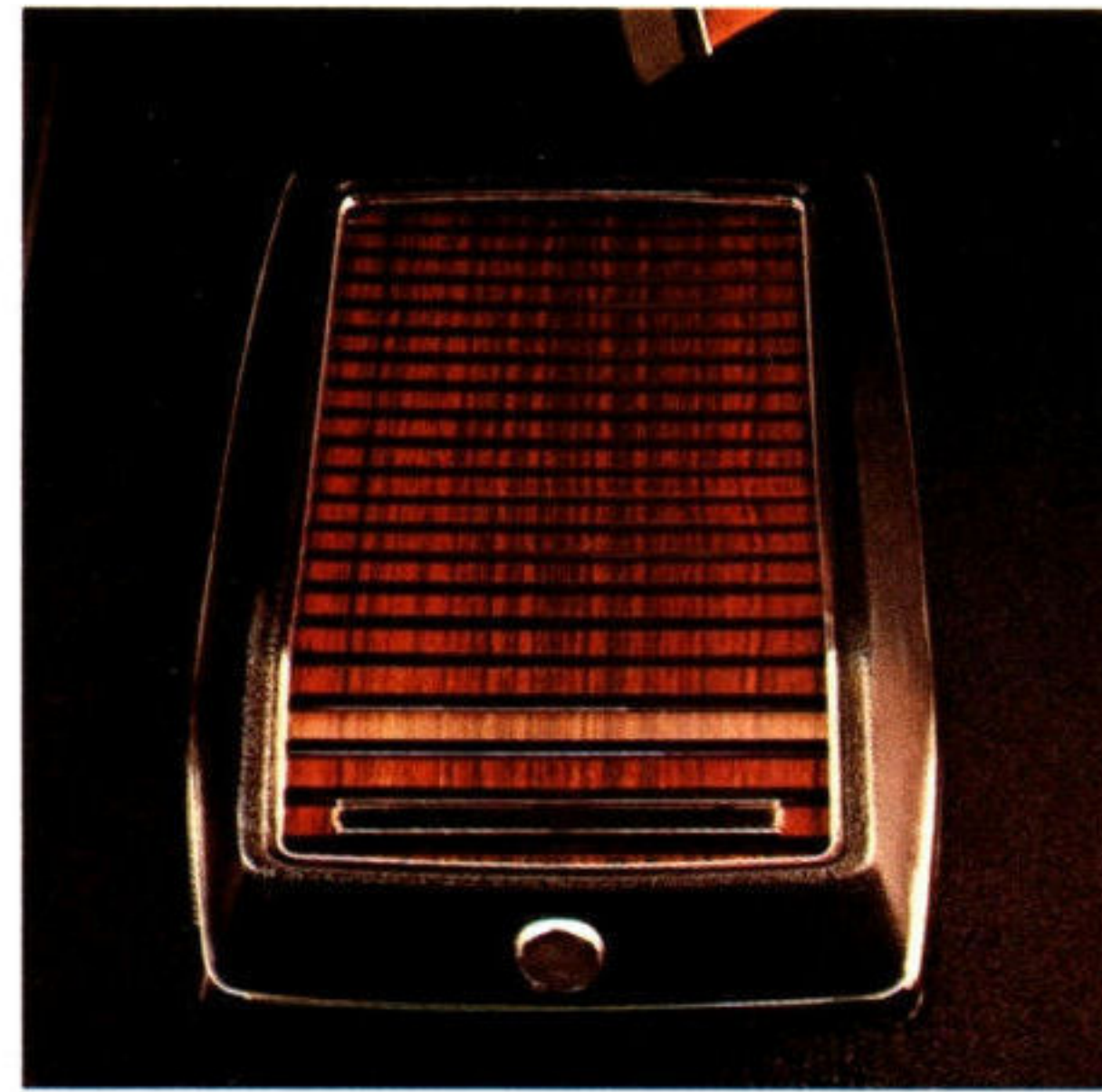
Front Bumper Guards.

Help ward off those aggravating little dents and dings with these high bumper guards with thick vinyl impact strips. Standard on Toronado. Bumper impact strips are standard on Delta 88 Royale, and are available for all other models.



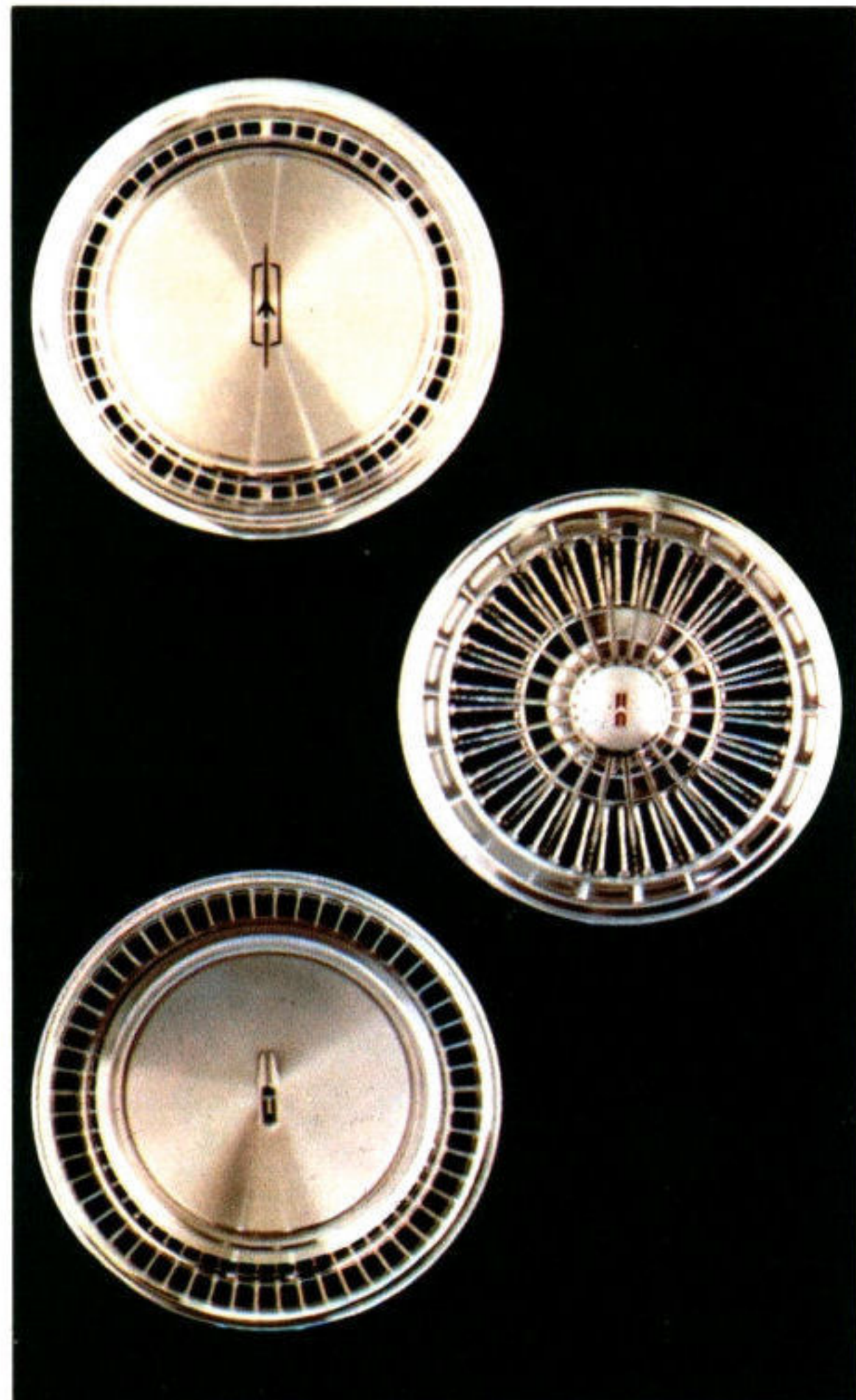
Rear Bumper Guards.

Further protection for the rear of your Olds is available with these custom fitted bumper guards. Standard on Ninety-Eight, Toronado and Custom Cruiser.



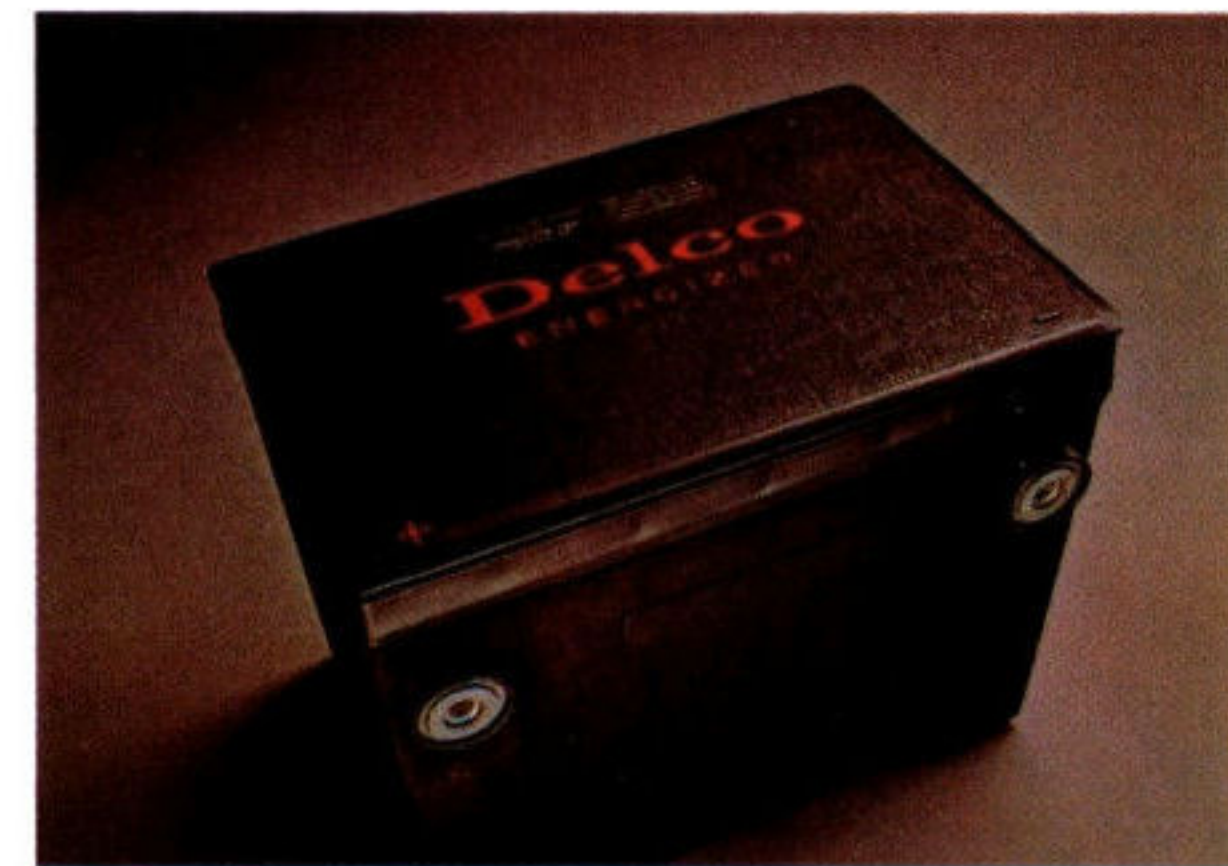
Mini Console.

A mini console helps provide a convenient storage place for anything from stereo tapes to sunglasses. Available on Ninety-Eight, and 88 models. Delta 88 and Custom Cruiser.



Special Wheels and Wheel Covers.

Shown from top to bottom: Deluxe Disc for Ninety-Eight, Delta 88 and Custom Cruiser. Wire Disc for Delta; Deluxe Cover for Toronado.



Maintenance-Free Battery.

This maintenance-free battery never needs refilling under normal use. Side terminals for better contacts. Sealed fluid system.



Armrest Power Control Console

When your Ninety-Eight or Toronado is equipped with power windows, power door locks, power seat adjustment and remote control mirror, their controls are all grouped conveniently in a chromed console located at the driver's door armrest. (Ninety-Eights and Toronados only).



Six-Way Power Seat Control.

Lets you select precisely the seat position you prefer, or change seat position as you drive. Powers seat forward, back, up, or down—and tilts, too.

Other options available.

Night-Watch Headlamp Control. Stays on for a minute to light the way to your door
 • Cornering Lights to illuminate the area you are turning into • Steel-Belted Bias-Ply Tires
 • Anti-Spin Rear Axle • Remote-Control Outside Mirror • Adjustable Tilt, or Tilt-And-Telescope Steering Wheel • Trip Odometer and Safety Sentinel speed warning. Lets you know how many miles you've driven and when you've exceeded the preset speed
 • And many more.

1973 SPECIFICATIONS

		TORONADO CUSTOM	NINETY- EIGHT	CUSTOM CRUISER	DELTA 88 ROYALE	DELTA 88
BODY STYLES		Coupe	Coupe Sedan Luxury Coupe Luxury Sedan Regency Sedan	2-seat 3-seat	Hardtop Coupe Hardtop Sedan Convertible Town Sedan	Hardtop Coupe Hardtop Sedan Town Sedan
Engines:	Standard V8 Optional V8s	455-4 bbl. None	455-4 bbl. None	455-4 bbl. None	350-2 bbl. 455-4 bbl.	350-2 bbl. 455-4 bbl.
Transmission:	Standard Optional	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None
Brakes:	Front Dia. (ins.) Rear Dia. (ins.)	10.88 Disc* 11.00 Drum*	11.74 Disc* 11.00 Drum*	11.74 Disc* 12.00 Drum*	11.74 Disc* 11.00 Drum*	11.74 Disc* 11.00 Drum*
*Power Assist Standard						
Turning Circle:	Curb-to-Curb (ft.)	44.9	45.7	45.7	44.7	44.7
Energizer:	Standard V8	73 amp.	73 amp.	73 amp.	61 amp.	61 amp.
Suspension:	Front Rear	Torsion Bar Coil	Coil Coil	Coil Leaf	Coil Coil	Coil Coil
Frame		Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam
Wheelbase (ins.)		122.0	127.0	127.0	124.0	124.0
Overall Length (ins.)		226.8	230.3	228.3	226.3	225.0
Height (ins.)		53.2	54.7 (Sedan)	57.2	53.4 (Hdtp. Coupe)	53.6 (Hdtp. Sedan)
Width (ins.)		79.8	79.6	79.5	79.6	79.5
Curb Weight (lbs.) Approx.		4790	4686 (Luxury Sedan)	5058 (2-Seat)	4341 (Hdtp. Coupe)	4420 (Hdtp. Sedan)
Tread (ins.):	Front Rear	63.5 63.6	63.7 64.0	63.3 63.7	63.7 64.0	63.7 64.0
Base Tire Size		J78 x 15	J78 x 15	L78 x 15	H78 x 15	H78 x 15
Wheel Size		15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0
Minimum Ground Clearance (ins.)		4.8	5.3	5.3	5.3	5.3
Head Room (ins.):	Front Rear	38.1 37.1	39.3 38.2 (Sedan)	39.6 39.3	38.0 37.0 (Hdtp. Coupe)	38.3 37.4 (Hdtp. Sedan)
Leg Room (ins.):	Front Rear	42.4 35.2	42.4 41.1 (Sedan)	42.1 39.4	42.4 35.8 (Hdtp. Coupe)	42.4 38.8 (Hdtp. Sedan)
Hip Room (ins.):	Front Rear	62.3 56.0	62.3 62.8 (Sedan)	62.2 62.1	62.2 56.2 (Hdtp. Coupe)	62.2 62.1 (Hdtp. Sedan)
Shoulder Room (ins.):	Front Rear	64.3 60.2	64.3 63.4 (Sedan)	64.3 63.3	64.3 62.2 (Hdtp. Coupe)	64.4 63.5 (Hdtp. Sedan)
Fuel Tank Capacity (Imp. gals.)		21.6	21.6	18.3	21.6	21.6
Usable Luggage Space (cu. ft.)		17.0	21.9	—	20.9	20.9
Cargo Volume (cu. ft.)—Hidden Comp. not incl.		—	—	106.1	—	—

ENGINES

	ROCKET 350 V8	ROCKET 455 V8 Option L74	ROCKET 455 V8 Std. on Toronado
Displacement (cu. in.)	350	455	455
HP @ rpm (SAE net)	160 @ 3800	225 @ 3600	250 @ 4000
Torque (ft. lbs.) @ rpm (SAE net)	275 @ 2400	360 @ 2600	375 @ 2800
Compression Ratio	8.5:1	8.5:1	8.5:1
Carburetion	2-bbl.	4-bbl.	4-bbl.
Fuel	Regular	Regular	Regular
Exhaust System	Single	Single*	Dual

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 Dual Exhaust:
SAE Net HP 250 @ 4000; SAE Net Torque 370 @ 2800

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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 hydrocarbon 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.

