



1974 OLDSMOBILE



TORONADO

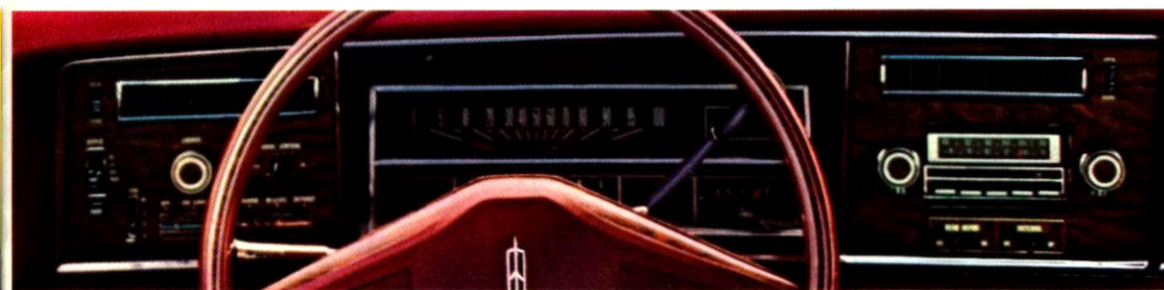
Oldsmobile's personal luxury car with front-wheel drive.
One of the world's distinguished motorcars, designed and
built in the belief that engineering can be beautiful.



TORONADO



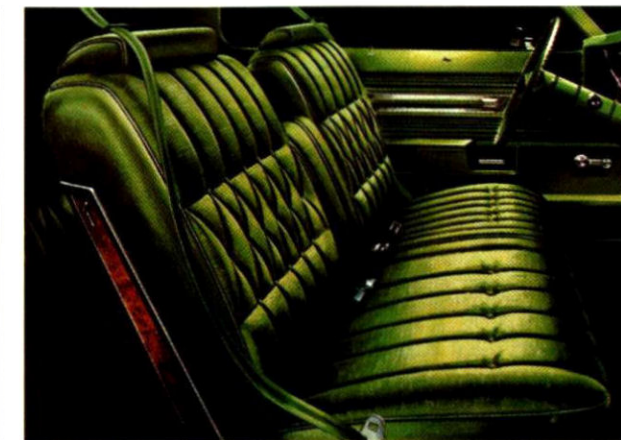
Toronado offers this Brougham interior with divided front seat and it is available with power controls. Its deep comfort and quiet are accented by luxurious new velour upholsteries in a choice of five colors. Also available in a supple white vinyl.



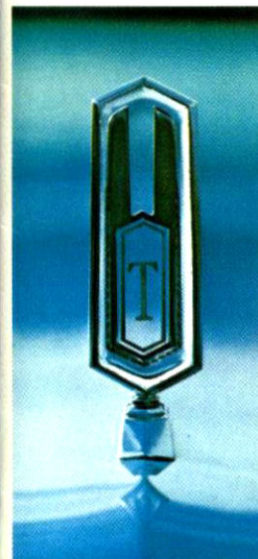
Toronado's new instrument panel is engineered for easy serviceability. New message center organizes warning lights and monitor systems for quick and easy reference.



Another benefit of Toronado's front-wheel drive: a flat front floor, with no hump to bother the middle passenger.



Toronado standard Custom Sport seat offers a front center armrest, is available in your choice of black, green, blue or cranberry Bravado nylon, or Moroccan vinyl in white or saddle. The new plush, cut-pile carpet is color-coordinated.



A new touch of distinction. Toronado's T-crest hood ornament. Another, the opera roof you can order (seen below).



Distinctive eye-level stop-and-turn lamps supplement the taillamps, help indicate your intentions. Note the bumper impact strips and bumper guards—they're standard.

The Toronado is an extraordinary car on many counts.

It is built on its own private production line, by skilled specialists who work on no other car.

Its power train is also unusual. A Rocket V8, Turbo Hydra-matic transmission, and front-wheel drive combine to deliver power to the front wheels.

So you're pulled around curves and along straightaways with a remarkable sense of direction. And the engine weight over the wheels that do the pulling adds to traction efficiency—a fact you'll appreciate when roads are wet and slippery.

This year, Toronado has a stronger heavier frame. Impact-absorbing hydraulic bumper systems, front and rear, are standard; so are vertical bumper guards and color-coordinated bumper impact strips, front and rear. Brakes have new, heavier-duty pads and linings.

A handsome opera roof is now available, with a padded canopy of unique oxen-grain vinyl and opera windows. A padded full-vinyl top is also offered in a choice of seven colors.

Toronado also offers a new Olds Tempmatic air-conditioning system which provides automatic temperature control, and an activated charcoal filter to substantially reduce those many offensive odors you may encounter on the road.

For 1974, both the Toronado look and interior have been subtly refined. And every detail you see, each response to your driving command, is a reminder that engineering can be beautiful—and no car in the world is engineered exactly like the Toronado by Oldsmobile.

TORONADO STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction, improved-action starter, dual exhausts. Turbo Hydra-matic transmission. Constant-ratio power steering. Power brakes (disc-type, front); new heavy-duty brake linings. Full-time power ventilation. Instrument panel with message center. Digital clock, quartz-crystal controlled movement. New combination seat/shoulder belts (self-storing). Deep-foam seat cushions. Front center armrest. Hydraulic bumper systems, front and rear, with integral bumper guards. Color-keyed bumper impact strips. Wheel discs.

SPECIFICATIONS: Wheelbase, 122 in. Length, 228.0 in. Width, 79.8 in. Height, 53.4 in. Approximate curb weight, 4841 lbs.

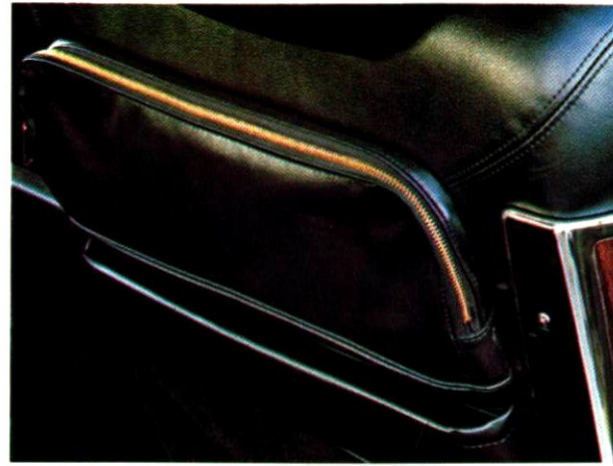
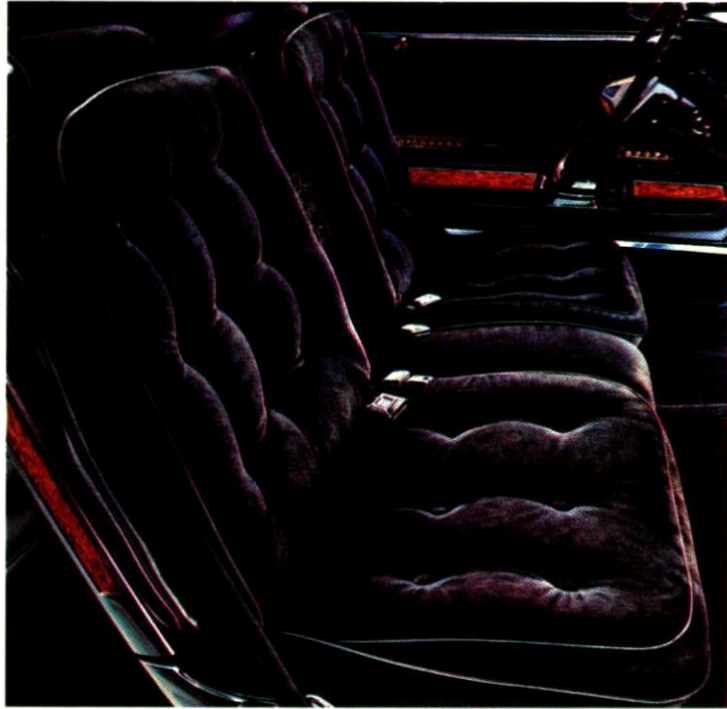
OPTIONS ACCESSORIES: For a wide range of Toronado equipment available, please see pages 21-22.



Some of the equipment illustrated in this catalogue is optional at extra cost.

NINETY-EIGHT REGENCY

If you're going to spend more than six thousand dollars on a car, you should get the kind of comfort you can live with a long, long time—the Ninety-Eight Regency kind of comfort.



Handy zippered pouches are tailored into the seatbacks, with folio pockets beneath.

Regency takes a new approach to motorcar comfort. Deeply tufted "loose" cushions and backs have the feel of a fine sofa or chair. Soft, strong nylon velours, or Laredo textured nylons heighten the luxury. Folding center armrests, front and rear, are standard.

It could be said that nobody really needs such supreme comfort as the Ninety-Eight Regency provides. True enough. But isn't that just another way of saying how fortunate are those who possess it?

Step into the interior of this spacious car. Sink down into its rich, deep comfort. The deep-foam seating, front and back, is fashioned after the loose-cushion principle used in fine furniture.

Feel the elegance of the fabrics. Lustrous, long-wearing nylon velours are available in two colors: textured Laredo-pattern nylon in three more. Another smart touch, and a practical convenience you'll appreciate, is the zippered pouches sewn into the backs of the front seats, each with a handy folio pocket beneath.

A new Tempmatic air conditioner is available, with a unique activated charcoal filtering system. It absorbs unpleasant odors, helps free the air you breathe of impurities entering the car.

The Regency's living quarters offer a silence as impressive as its comfort. Improved door seals have been devised, along with additional acoustical insulation in floors, walls and roof.

The ride on Regency's 127-inch wheelbase is simply magnificent. And an extensive array of power features (listed below) will contribute to your ease of command.

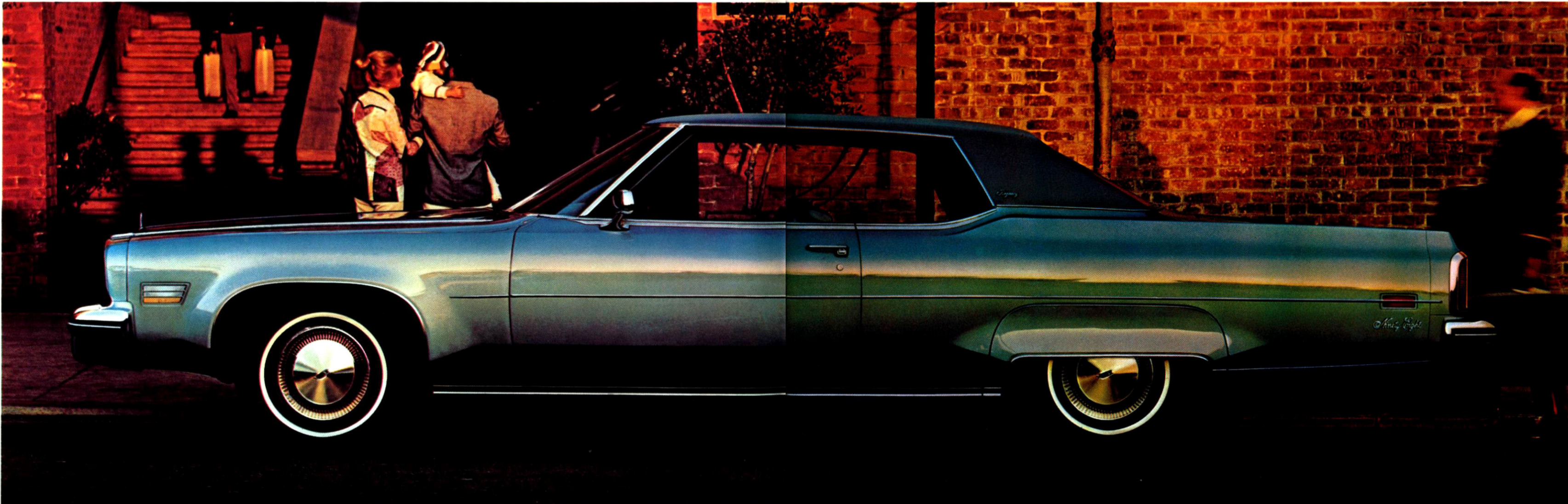
Step into this great Oldsmobile. Until you do, you can only half believe its unbelievable luxury.

NINETY-EIGHT REGENCY STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction system, improved-action starter, Turbo Hydra-matic transmission. Variable-ratio power steering. Power brakes (disc-type, front). Full-time power ventilation. Power windows. Power driver's seat control. Chrome control console for driver's armrest. Instrument panel with message center. Digital clock, quartz-crystal controlled movement, facing styled by Tiffany & Co. Divided 60/40 front seat; special loose-cushion design seatbacks and cushions. Zippered pouches folio pockets on front seatbacks. Center armrests front and rear. New sound-barrier insulation. Carpeted trunk. Spare tire cover.

OPTIONS ACCESSORIES: For information on a wide range of this equipment, please See pages 21-22.



NINETY-EIGHT REGENCY SEDAN



NINETY-EIGHT REGENCY COUPE

Some of the equipment illustrated in this catalogue is optional at extra cost.

NINETY-EIGHT

Oldsmobile's easy step into the luxury car field. Impressively handsome, spacious and comfortable. Compare it with other luxury cars in ride, value . . . and price.



Tasteful elegance is provided in the Ninety-Eight LS by this Custom Sport seat upholstered in textured Bravado nylon in a choice of colors: or in oxen-grain Moroccan in beige, white or black.



Individual comfort for driver and front passenger is offered in this divided front seat with dual controls. Bravado nylon in black, green, blue, cranberry or saddle; or in beige Moroccan.



Ninety-Eight Hardtop Sedan offers this textured nylon with Moroccan trim in rich tones of black, green or blue, and in all-Moroccan upholstery of beige.

"What's the difference between ostentation and opulence?" There's one very simple answer. Oldsmobile Ninety-Eight. Opulent it is, indeed . . . ostentatious it is not.

But there is something more that makes the Ninety-Eight an outstanding big-car value. It is thoroughbred Oldsmobile.

The more acquainted you are with the ride quality of other luxury cars, the more you'll find a ride in the Olds Ninety-Eight a satisfying experience. Its long wheelbase and special suspension system. Rocket V8 and surprisingly agile handling all combine to give you a luxurious motorcar that's also outstandingly smooth, responsive and pleasant.

This year Ninety-Eight introduces a redesigned instrument panel with a message center which consolidates warning lights and monitor systems into one area for easy surveillance.

Its new combination lap-and-shoulder belts do not restrict upper body movement in normal driving. They "give" as you move—until their security function is required. Then an inertia monitor in the belt coil locks the belt to hold you firmly.

You owe your family the experience of a ride in this stately car. You owe yourself

a chance to compare its value with more expensive luxury cars in today's market.

NINETY-EIGHT STANDARD FEATURES INCLUDE: Rocket 445 V8 with cold-air induction system, improved-action starter. Turbo Hydra-matic transmission. Variable-ratio power steering. Power brakes (disc-type front). Full-time power ventilation. New instrument panel with message center. New combination seat shoulder belts (self-storing). Deep-foam seat cushions. Front center armrest. Hydraulic bumper systems, front and rear, with vinyl impact strips. Rear fender-opening covers. Stand-up hood ornament.

SPECIFICATIONS: Wheelbase, 127 in. Length, 232.4 in. Width, 79.4 in. Height (sedan), 54.6 in. Approximate curb weight (sedan), 4840 lbs.

OPTIONS ACCESSORIES: A wide range of Oldsmobile options and accessories is offered for Ninety-Eight models, for more information, plus illustrations of many items, please see pages 21-22.



NINETY-EIGHT LUXURY COUPE



NINETY-EIGHT HARDTOP SEDAN



DELTA 88 ROYALE

The royalty of the 88 line. A big, handsome automobile, with the poise and appointments of true luxury. But the Delta 88 Royale is more than just a pretty car. It's really put together.



DELTA 88 ROYALE HARDTOP COUPE

Some of the equipment illustrated in this catalogue is optional at extra cost.

DELTA 88 ROYALE



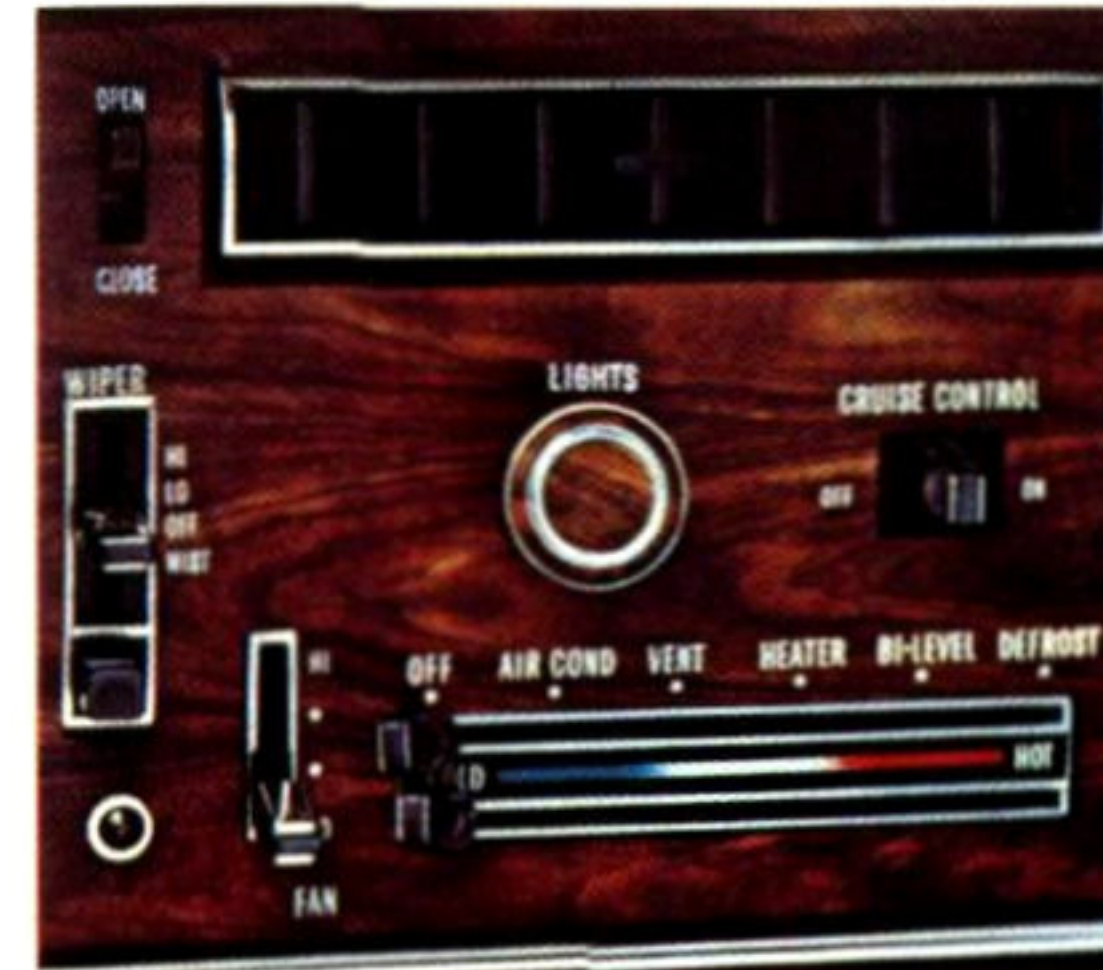
Now available for Royale is this divided front seat with dual adjustment controls. It's tastefully appointed in textured Regatta nylon and Moroccan, in black, green, cranberry, blue or saddle; also available with a saddle all-Moroccan interior.



This Custom Sport seat with fold-down center armrest is standard for the Royale Convertible, Hardtop Coupe and Sedan.



The Royale Town Sedan has this interior of its own. Distinctive Regatta nylon with Moroccan trim, available in black, green, blue, cranberry or saddle.



Order air conditioning, and you can control air flow from each vent. Order Cruise Control, and you can travel at any pre-set speed.



Order a rear-window defogger and little electric filaments in the back window clear away the elements. Order a radio—and enjoy.

To see the Delta 88 Royale, to walk around it, to sit in it, is to be impressed by its striking good looks.

But Oldsmobile engineers take a more professional view—they define it in terms of its strength, precision and long life.

For example, the Delta 88 Royale has a double panel roof—for added strength and noise insulation. It has springs computer-matched to the exact weight of the car. Steel guard beams are welded into each door. Its new bumpers, which appear to be ordinary bumpers, are mounted to hydraulic systems that absorb minor impact.

The 1974 Royale ride system has new refinements, in the interests of comfort, smoothness and quiet. Body mounts and shock absorber valving have been refined; bushings on upper and lower front control arms are larger, to improve isolation of road shocks.

Royale's power train combines Oldsmobile's Rocket V8 and Turbo Hydra-matic transmission—a power team famous for performance and durability. To these add variable-ratio power steering and power brakes with discs up front—you have a big car that's really built to handle.

For extra passenger-driver comfort, you can order a 60/40 divided front seat. The seating itself, front and rear, is up to six inches of contoured foam. There is a soft-padded front center armrest in the hardtops and the convertible. Rich fabrics in a wide range of colors are yours to choose from. And a distinctive Royale touch is the attractive color-coordinated vinyl molding which accents each side.

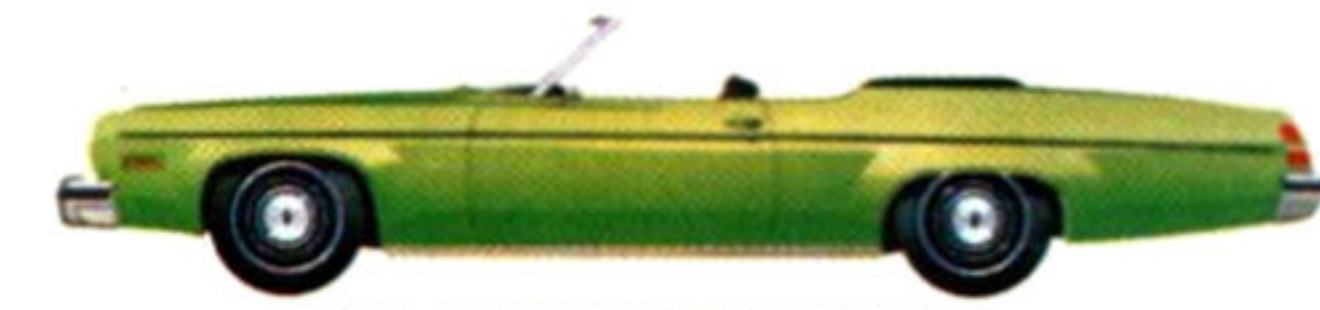
For more Delta 88 Royale features and specifications, please see page 17.



DELTA 88 ROYALE HARDTOP SEDAN



DELTA 88 ROYALE TOWN SEDAN



DELTA 88 ROYALE CONVERTIBLE

Some of the equipment illustrated in this catalogue is optional at extra cost.

DELTA 88

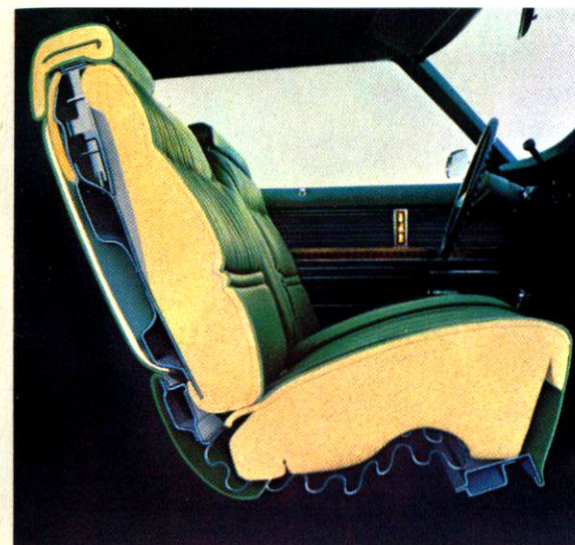
Oldsmobile's lowest priced big-car series. Beautiful to see, even more beautiful to own—for like the Royale, it's really put together. A rare car-for-the-dollar value in today's market.



DELTA 88



Rich and roomy, this Delta 88 Hardtop Sedan interior combines durable nylon and Madrid-grain Moroccan in tones of blue, green or saddle. Even the carpet panels on the doors are color-coordinated.



The secret of great comfort starts with contoured foam up to six inches deep. And, they'll hold their shape and tailored look, too.



Front and rear bumpers are mounted on hydraulic cylinders which telescope in to absorb minor impacts, then return bumper to original positions.



With taillamps stacked vertically in the fenders, Delta 88's trunk opening comes clear down to bumper height across its full width—requires less lifting than some other cars to clear the sill.

The Delta 88 is a remarkable buy today, combining size, power, quality and a surprisingly affordable price.

It is a handsome, spacious automobile on a 124-inch wheelbase. If you compare it with other full-size cars, you may be surprised to find some with less weight and less size selling for about the same price as this fine Oldsmobile.

Like the Royale, this Delta 88 is really put together. With Body by Fisher on a stronger, heavier frame. A Rocket V8 with cold-air induction system and improved-action starter. Turbo Hydra-matic, power steering and brakes. Deep-foam seats. New instrument panel with message center.

For fuller enjoyment of your Delta 88, desirable extras are available, such as: air conditioning with automatic temperature control; steel-belted radial tires; digital clock; deluxe wheel discs; and, of course, many other options and accessories (pages 21-22).

Beauty is not a rare thing today in cars. But when it comes to the Delta 88, the real beauty is in the pride and satisfaction of its owner. Only he knows what an exceptional car it is, in performance and durability.

The Delta 88 is a big car. A beautiful car. A rugged car. A car that will continue to please you in many ways. Beginning with a price that makes it so easy to enjoy.

DELTA 88 AND ROYALE STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved-action starter. Turbo Hydra-matic transmission. Variable-ratio power steering. Power brakes (disc-type, front). Full-time power ventilation. Instrument panel with message center. Inside hood release. New combination seat/shoulder belts (self-storing). Deep-foam seat cushions. Chrome accented control pedals. Hydraulic bumper systems, front and rear, with vinyl impact strips. Swingaway grille. Chrome rocker panel and wheel discs. Color-coordinated vinyl side moldings (Royale). **SPECIFICATIONS:** Wheelbase, 124 in. Length, 226.9 in. Width, 79.6 in. Height (sedan), 54.3 in. Approximate curb weight (sedan), 4499 lbs.



DELTA 88 HARDTOP COUPE



DELTA 88 TOWN SEDAN

CUSTOM CRUISER

Start with the luxuries of a big Olds sedan, translate them into an elegant station wagon—that's Oldsmobile's Custom Cruiser.



Of course, it has a special station wagon suspension for its smooth-riding 127-inch wheelbase. Handsome "wagon" paneling along the sides and around back. A glide-away tailgate and a power-operated back window—both of which completely disappear, opening up to 106 cubic feet of carry-space.

There's also an ingenious spare-tire extractor. But after that, the Custom Cruiser is pure luxury car in its comforts and appointments.

The seat cushions are full foam, up to six inches thick. The upholstery's tailored with a fine eye to details. Plush, cut-pile carpeting is underfoot and halfway up the doors. The new instrument panel comes complete with message center, plus attractive inlays that help make the interior look as rich as it feels.

All of which may be a bit extraordinary for a wagon—but not for one that's so much like a luxurious Olds sedan.

CUSTOM CRUISER STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction system, improved-action starter, Turbo Hydra-matic transmission, Power steering, Power brakes (disc-type, front), Power ventilation, New instrument panel with message center, Hydraulic bumper systems, front and rear; impact strips, New combination seat/shoulder belts (self-storing).
SPECIFICATIONS: Wheelbase, 127 in. Length, 231.2 in. Height, 57.1 in. Approximate curb weight, 5289 lbs. Cargo capacity, 106.1 cu. ft.
OPTIONS & ACCESSORIES INCLUDE: Tempmatic air conditioning, Tinted glass, Cruise control, GM-design steel radial tires, Trailer towing equipment packages. See pages 21-22.



Handsome detailed Custom Cruiser seats are offered in a choice of Madrid-grain Moroccan trims, in green, blue, cranberry or beige and saddle Logan-pattern nylon.



The rear window is power-operated—the tailgate can be, too. Both completely disappear, making loading and unloading easier.

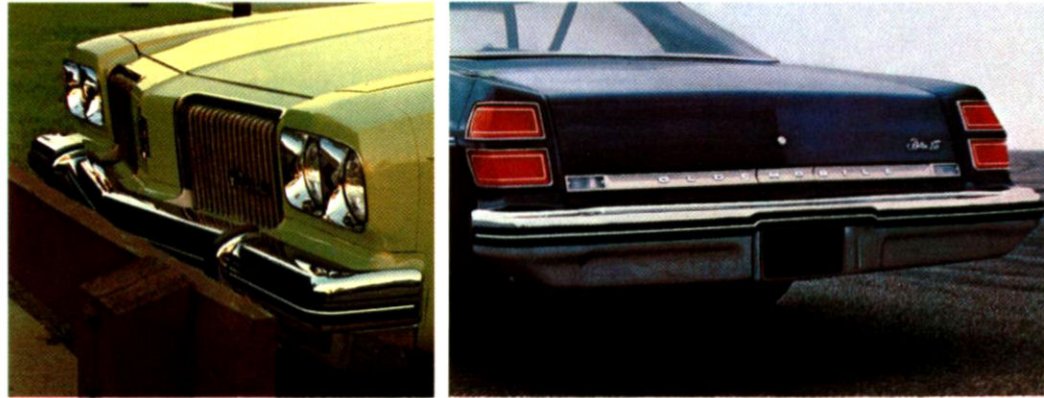


CUSTOM CRUISER AVAILABLE IN 2 AND 3-SEAT MODELS

CUSTOM CRUISER AVAILABLE IN 2 AND 3-SEAT MODELS

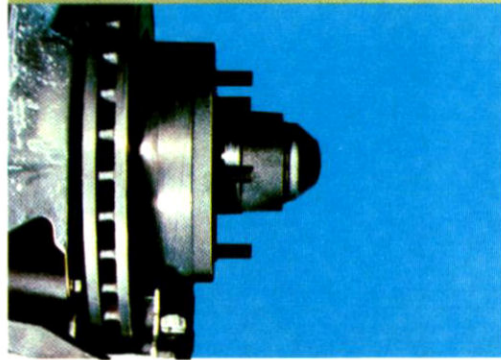
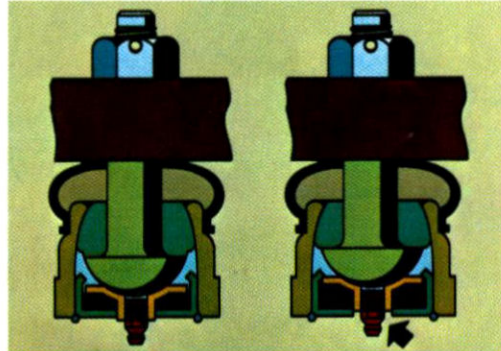
Some of the equipment illustrated in this catalogue is optional at extra cost.

NICE THINGS THAT COME WITH EVERY OLDSMOBILE



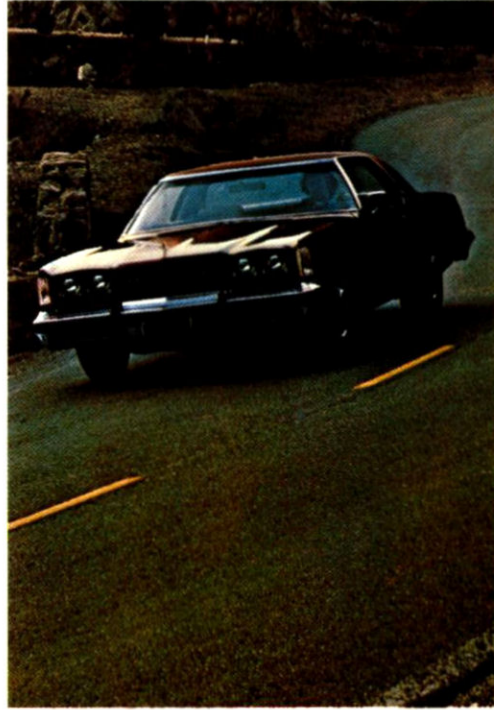
Hydraulic Bumper Systems front and rear

Just like last year's front bumper, the rear bumper of every Olds is now mounted to a hydraulic system that absorbs minor impacts and returns to position. And for added protection, front and rear impact strips are also standard for 1974.



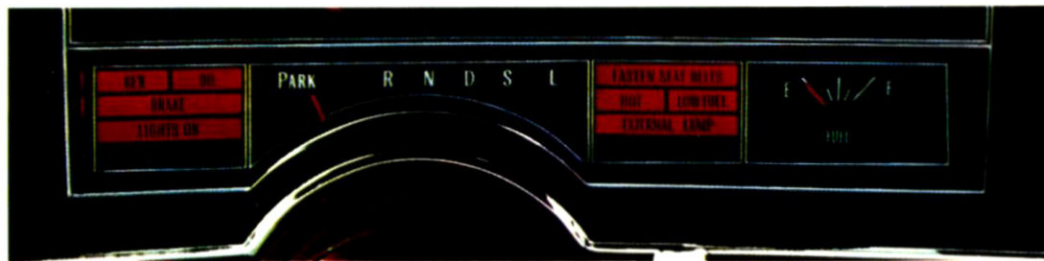
Wear Indicators

Little-things-mean-a-lot, particularly when you need them. Like ball joints (above) and front disc brakes (below) that have built-in wear indicators to tell you when service is needed. Ball joint wear indicators are not available on Toronado.



Power Steering

Obviously we expect you wouldn't expect anything less on a big Olds. But our standard power steering is the variable-ratio type. Which means the sharper you have to turn the easier it is. Just great for getting into or out of those tight parking spaces. (Constant ratio is standard on Toronado.)



Unique Message Center

Oldsmobile's stylish instrument panel includes an unique message center arranged in two panels flanking the Hydra-matic quadrant to signal you when any function requires your attention. And of course, Turbo Hydra-matic transmission is standard on all big Olds.



New Seat and Shoulder Belts

Our 1974 Oldsmobiles feature a new combined seat/shoulder belt system. Easier to buckle up and far less restrictive to wear. They "give" as you move, until their protection is needed. Then they're automatically cinched into a firm "hold" position.

Other Standard Features Include

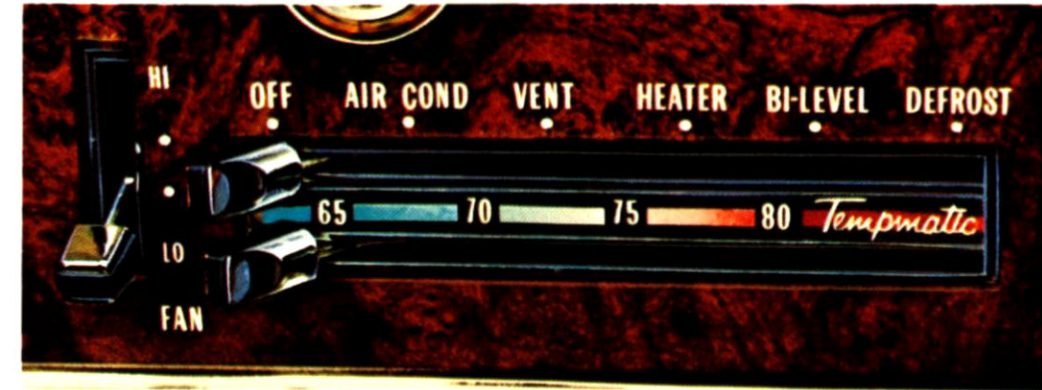
- Concealed windshield radio antenna (with factory installed radio).
- Bright wheel opening and rocker panel moldings.
- Bright roof drip moldings.
- Bright wheel discs.
- Full foam molded front and rear seat construction.
- Deluxe steering wheel.
- Wood-grain-vinyl instrument panel trim.
- Flow-through power ventilation system.
- Double-panel roof design with acoustically engineered inner panel.
- Slim windshield pillar design to help improve forward visibility.
- Double-panel door, hood and trunk lid construction for added strength, sound deadening and durability.
- Open body sill construction resists corrosion.
- Thermo-plastic inner front fenders to protect against corrosion.
- Fiberglass hood insulation helps to exclude engine noise from passenger compartment.
- Rugged Torque-Beam Frame.
- Steering gear and linkage forward mounted for excellent directional stability and steering feel.
- Front and rear Supershocks contribute to a more controlled ride.
- Power front disc brakes resist brake fade and effects of water.
- Wide 15" x 6" wheels and bias belted ply tires.
- Energizer with sealed side terminals that prevent corrosion build up and resulting power loss.
- Advance exhaust emission control systems.

NICE THINGS YOU CAN ADD TO YOUR OLDSMOBILE

No matter how well we design and build our standard big Olds, we know you want to add your personal touch. Our long, long list of

comfort and convenience optional equipment lets you order your Olds just the way you want it. This and the next two pages will give

you some idea on how you can go about it. Your Oldsmobile dealer can give you all the 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.

Tempmatic Air Conditioning

For 1974, Oldsmobile makes available a new air conditioning system with two significant advances: (1) You enjoy more precise control of temperature and airflow. (2) And most offensive outside odors can now be kept outside your car.

The Tempmatic unit provides the most sophisticated automatic temperature control system Oldsmobile has ever offered. The thermostatic control valve has been relocated in the air receiving chamber to permit more sensitive maintenance of the temperature you select. Just set the dial at the temperature you desire and normally it will not need to be adjusted.

Another refinement is the new on-off valve control for each of the upper air vents located on the instrument panel — providing added control of the airflow to your preference. Still another feature of the Tempmatic system is an activated charcoal odor filter. This new Oldsmobile development is designed to help keep offensive outside odors from entering the car.

Four-Season Air Conditioning

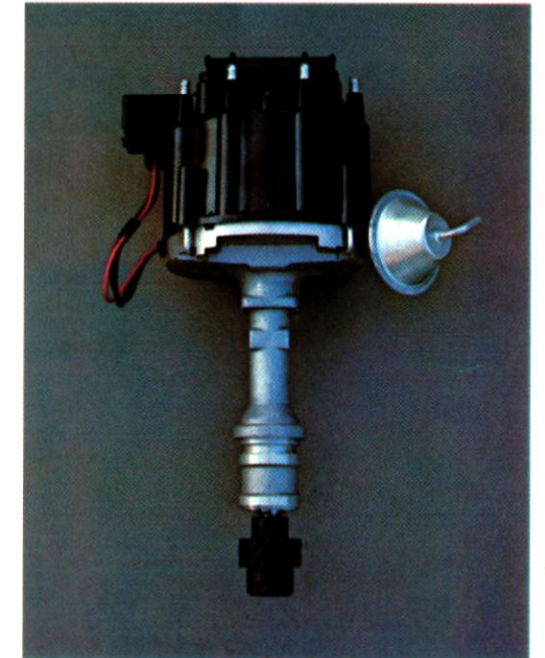
Here is a manually-controlled system that offers the same year-round comfort as automatically-controlled Tempmatic. The driver creates his own environment by setting the controls so that the interior of the vehicle is cooled or heated to his personal preference. In addition to providing circulation of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



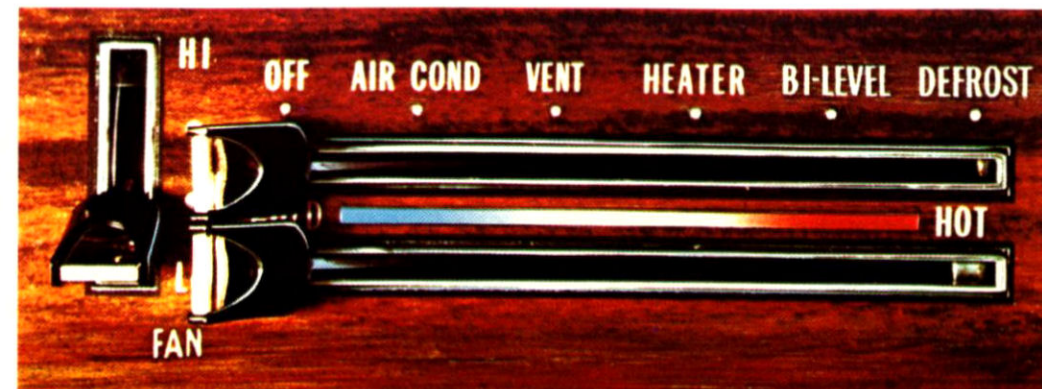
Soft-Ray Tinted Glass

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



New High-Energy Ignition System

This new high-energy ignition system eliminates distributor and condenser, delivers a more powerful charge to the spark plugs. Helps reduce maintenance, improve engine performance and reliability.



New Pulse-Wiper System

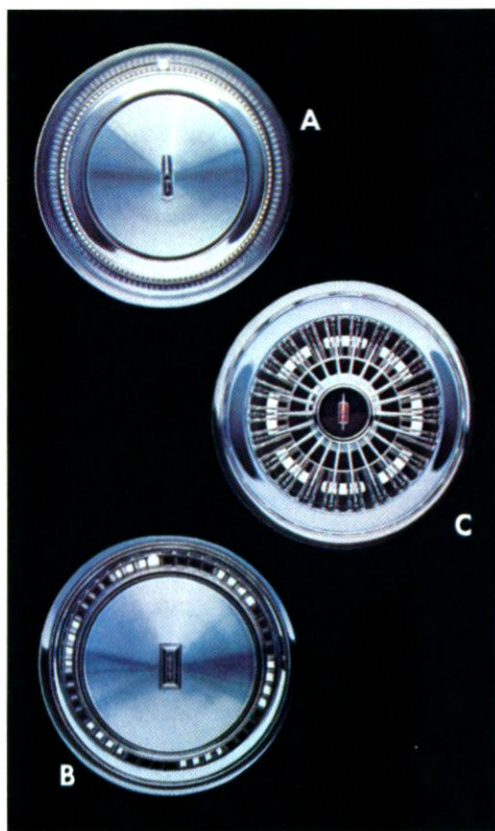
This new option lets you set precisely the slower-than-normal wiper speed you want for clearing away a light rain or mist.

MORE NICE THINGS YOU CAN ADD TO YOUR OLDSMOBILE



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.



Special Wheel Covers

Deluxe wheel disc for (A) Toronado; (B) Ninety-Eight, Delta 88, Custom Cruiser (C) Wire disc for Delta 88.



Right-hand Rearview Mirror

A rearview mirror on the right side is very handy, especially when it has a remote control right at hand on the dash.



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.



GM Love Seat for Infants

Provides scientifically designed comfort and protection, buckles securely in place with the regular car seat belt.



GM Love Seat for Toddlers

For youngsters too small to use regular seat belts for protection. Scientifically contoured seat raises child up so he can see and ride comfortably; combines with the car's regular seat belt to provide protection.

Additional Options

Your Oldsmobile dealer offers many more items not illustrated here. Among them: Protective Body Side Moldings. Power seat controls. Power windows. Electric Rear Window defogger. Cornering lights to illuminate the area you're turning into. Tinted Glass. Trip odometer & Safety Sentinel speed warning. Electronic Lamp monitor. Anti-spin rear axle. Adjustable tilt, or tilt-and-telescope steering wheels. Cruise Control. Maintenance-free battery. Steel Belted Radial tires. Plus many more your dealer can tell you about. Not all options and accessories are available on all models: please check your dealer for availability of specific items.



Trailer Towing Equipment

If you're choosing an Olds Because you're in the habit of towing a house trailer, a boat, or whatever, you're off to a good start. If you order it factory-equipped for the particular kind of towing you do, it can help save trouble and money.

Ordinarily, an Oldsmobile requires no special equipment to tow trailers weighing less than 1000 pounds. But remember — don't go by the advertised hitch weight of your trailer — go by the total weight of your trailer,

plus all the gear you'll pack into it for a trip. There's usually quite a difference. Oldsmobile offers a wide range of trailering equipment to tailor your Olds precisely to your needs. And your Olds dealer has guide charts available, showing what equipment is required or recommended, depending on which model you choose and the category of trailering your load fits into.



Lightweight trailering qualifies any load from 1000 to 2000 pounds. Middleweight trailering spans loads from 2000 to 4000 pounds. Heavyweight trailering covers the range from 4000 to 7000 pounds.

Oldsmobile's available trailering equipment includes Rocket V8 engines, heavy-duty cooling equipment, performance rear axles, anti-spin rear axles, heavy-duty suspensions. Superlift rear shock absorbers, heavy-duty wheels, heavy-duty transmission coolers, and trailer electrical circuits and harnesses.

See your Olds dealer for guidance — and happy trailering!



1974 SPECIFICATIONS

		TORONADO CUSTOM	NINETY-EIGHT	CUSTOM CRUISER	DELTA 88 ROYALE	DELTA 88
		Coupe	Hardtop Sedan Luxury Coupe Regency Coupe Regency Sedan	2-seat 3-seat	Hardtop Coupe Hardtop Sedan Convertible Town Sedan	Hardtop Coupe Hardtop Sedan Town Sedan
BODY STYLES						
Engines:	Standard V8 Optional V8s	455-4 bbl. None	455-4 bbl. None None	455-4 bbl. None	350-4 bbl. 455-2 bbl. 455-4 bbl.	350-4 bbl. 455-2 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
Wheelbase (ins.)		122.0	127.0	127.0	124.0	124.0
Overall Length (ins.)		228.0	232.4	231.2	226.9	226.9
Height (ins.)		53.2	54.7 (Sedan)	57.2	54.3 (Hdtp. Coupe)	54.3 (Hdtp. Sedan)
Width (ins.)		79.8	79.6	79.5	79.6	79.6
Curb Weight (lbs.) Approx.		4840	4862 (Hdtp. Sedan)	5239 (2-seat)	4537 (Hdtp. Coupe)	4554 (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
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 L72	ROCKET 455 V8 Option L74	ROCKET 455 V8 Std. on Toronado	
Displacement (cu.in.)		350	455	455	455	
HP @ rpm (SAE net)		180 @ 3800	170 @ 3500	210 @ 3600	230 @ 3800	
Torque (ft. lbs.) @ rpm (SAE net)		275 @ 2800	340 @ 2000	350 @ 2400	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	Single*	Dual	

*With Dual Exhaust: SAE Net HP 230 @ 4000; SAE Net Torque 370 @ 2800.

OTHER STANDARD FEATURES ON YOUR NEW OLDSMOBILE

To Help Protect You — These Occupant Protection Features:

- Cargo Guard (Exc. Custom Cruisers).
- Contoured full-roof inner panel (Exc. Delta 88 Royale Conv.).
- Contoured windshield header.
- Energy-absorbing steering column.
- Energy-absorbing padded instrument panel.
- Folding seat-back latches (Coupes).
- Two front seat head restraints or integral head supports.
- Fuel tank impact security.
- Glove box and console door latches for impact security.
- Padded front-seat-backrest tops (also second-seat-backrest tops on three-seat Wagons).
- Padded sun visors.
- Passenger guard door locks with forward-mounted lock buttons.
- Safety armrests.
- Safety door latches and hinges.
- Safety steering wheel.
- Seat belts with pushbutton buckles for all passenger positions.
- Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel). Convertible not equipped with shoulder belt.
- Steel side guard beams in all doors.
- Thick laminate windshield.

And to Help Clean the Air, Every Olds Provides All This:

- A Controlled Combustion System, which alters the combustion process to help reduce exhaust pollutants.
- A "hot-air" induction System, to help provide faster engine warm-ups, eliminate carburetor icing, improve gasoline economy—as well as further reduce the exhaust emissions.
- An exhaust Gas Recirculation System to control peak combustion temperatures and reduce the formation of nitrogen oxide.
- A Positive Crankcase Ventilation System which recycles crankcase vapors and fumes.
- An Evaporative Control System to help eliminate fuel vapor emissions.
- All 1974 Oldsmobile engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system, and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

To help Guard your Investment — These Accident Prevention Features:

- Improved bumper systems.
- Backup lights.
- Dual action safety hood latches.
- Dual master cylinder brake system with warning light.
- Four-way hazard warning flasher.
- Lane-change feature in directional-signal control.
- Outside rearview mirror, driver's side (and passenger side on Custom Cruiser).
- Parking lamps illuminate with headlamps.
- Side-marker lights and reflectors.
- Starter safety switch.
- Wideview inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support).
- Windshield defrosters, washers and dual speed wipers.

These Theft Prevention Features:

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

1974 Oldsmobile Exterior Colors

• Cameo White • Ebony Black • Wedgewood Blue • Zodiac Blue • Eclipse Blue • Reef Turquoise • Sage Green • Cypress Green • Balsam Green • Colonial Cream • Colonial Gold • Citation Bronze • Silver Taupe • Cinnamon • Clove Brown • Cranberry



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