



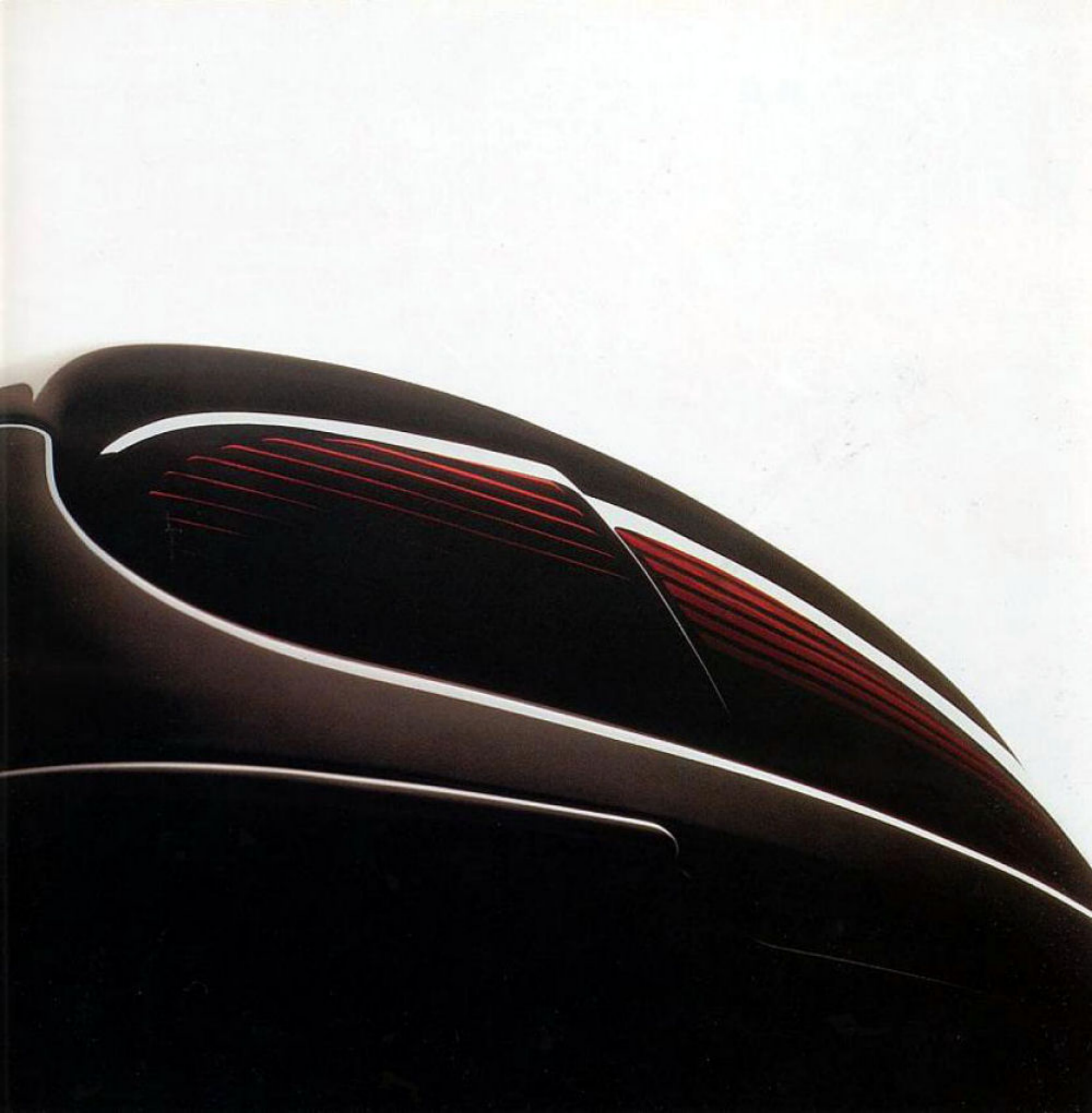


“At first sight, the Aurora may unsettle people just a bit. That means we’ve done our job.”

*Dennis Burke, Head of Aurora Exterior Design Studio*

The Aurora is for everyone who enjoys turning heads. □ When you first look at it, you may not even notice that it has four doors. The form is muscular, clean and pure. You’ll find no tacked-on adornments — no shiny grille, very little chrome and very few body seams. You will find the smooth flow of upper and lower body sections along the length of the bold, fuselage-shaped body. Sensuous curves will draw your eyes to widely-spaced sixteen-inch aluminum wheels which plant the Aurora firmly on the ground. □ The Aurora is not a copy of a copy, but an original, not just in form but in substance. The Aurora was created by people who share one passion. A passion not to compromise. The result is an automobile that makes everything else look underwhelming and overpriced.



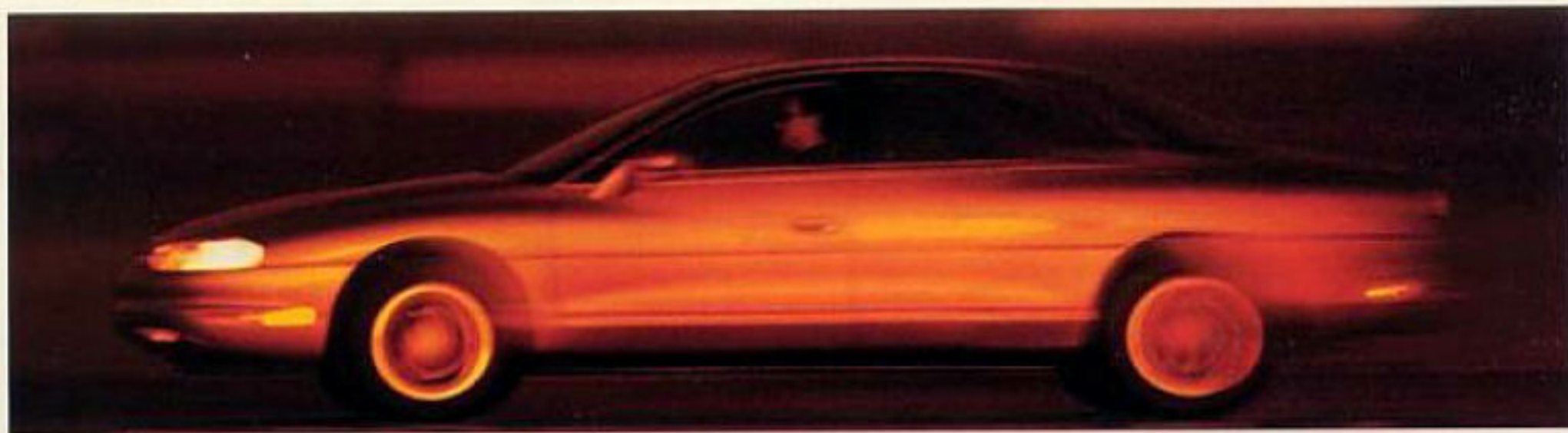




“When our V8 broke the 25,000 kilometer world speed-endurance record previously held by Mercedes, I said ‘No big deal.’ We knew we’d do it.”

*Sam Winegarden, Chief Engineer Aurora Engine Team*

The Aurora does more than look like a luxury performance sedan. It performs like one. □ A remarkable 250-horsepower aluminum 4.0 liter 32-valve DOHC V8 engine combines record-breaking durability and assured, seamless power. With ninety percent of peak torque available between 1700 and 5600 rpm, you can use the Aurora's V8 power to pass with confidence. Yet this powerhouse is so quiet at idle, an innovative interlock prevents you from trying to start the engine when it is already running. Thanks to electronic controls and platinum-tipped spark plugs, the first tuneup isn't scheduled until 100,000 miles. And in the event of total loss of coolant, you can still drive the Aurora as far as fifty miles. □ Depending on your driving style, you can select either normal or performance shifting modes on the 4-speed electronic automatic transmission. Whichever you choose, the highest combined speed and torque capacity of any front-drive transaxle in the world assures silk-smooth shifting.







AURORA V8  
MADE IN U.S.A. BY FERRARI MOTOR S.p.A.



“Judge an interior by what isn’t there.”

*Bob Luyckx, Head of Aurora Interior Design Studio*

Discomfort and noise are distractions. The Aurora interior practically eliminates them, helping to make you a better driver. □ The Aurora’s front contour leather seating areas with six-way power adjustments, including lumbar support, are a distillation of the art and science of seat-making. Thoughtfulness abounds. Large analog gauges, switches and steering-wheel touch controls are placed exactly where your body and mind say they should be. His-and-her climate controls, genuine solid burl walnut, and a six-speaker sound system with cassette player and CD further enhance your comfort. □ Quiet and safety complete an environment you want to escape to, not from. The Aurora’s world-class body structure is the foundation of an interior free of unwanted noise and of an exceptionally sturdy safety capsule. Four-wheel anti-lock brakes, traction control, dual airbags and three-point safety belts are, of course, standard.



Always wear safety belts, even with airbags.









“I gave the Aurora team only one goal. ‘Surpass my most unreasonable expectations.’ Then I butted out.”

*John Rock, Oldsmobile General Manager*

To create the Aurora we wrote down all the rules about making a great luxury automobile. Then we rewrote them. □ We transferred sixty of the men and women who actually build the Aurora to our development center soon after the first concept sketch was drawn. They made sure what the engineers and designers created could be manufactured efficiently and meticulously. The Aurora V8, for example, contains 556 fewer parts than the Lexus V8, yet it delivers the same displacement, horsepower and torque ratings. When it comes to fit and finish, world-class standards are ensured by checking a painstaking total of 550 points on the exterior alone. And every Aurora is driven over a demanding test track and rigorously evaluated before it heads your way. □ The Aurora is the result of a new rulebook written by people who share a passion not to compromise. Now it's your turn. Wait until spring 1994. Then drive the Aurora. It will make you forget the first car you ever fell in love with.





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“From the beginning, I said, ‘Get the fundamentals right, then talk to me about hi-tech.’”

*Roger Masch, Chief Engineer*



Beneath the Aurora's air-slicing shape is a body structure whose strength is a wonder of engineering fundamentals. You cannot see it, but you can feel what it makes possible: enviable ride quality, superior handling and serene quietness. □ That solid feel you instantly recognize can be

measured scientifically. The Aurora has a natural frequency of 25 hertz. At this frequency, an automobile's driver and passengers are more isolated from vibrations caused by bumps, ruts, and the other jarring facts of the road. No luxury performance sedan in the world has a higher frequency than

the Aurora. □ This robust structure also allows the suspension and steering systems to do their jobs without the need to compensate for flexing and twisting in the body above. A sure-footed, gimmick-free suspension provides extraordinary directional stability and virtually eliminates “dive” on brak-

ing. One-of-a-kind Magnetic Speed Variable Assist steering gives you generous steering assist at low speeds and increasingly less at higher speeds, so you maintain impeccable road feel. And it operates so smoothly, changes in assist rates are undetectable.



**AURORA**  
by Oldsmobile