

THE
NEW



S T A R T

OLDSMOBILE

It's about confidence. The confidence to get out of neutral,

shift into drive and start carving your own path through life.

That's the philosophy behind the new Oldsmobile —

S O M E T H I N G

a line of five uniquely liberating vehicles infused with the stuff

that separates certain animals from the rest of the herd,

like sophisticated style, innovative design

and balanced driving control.



Empowered by advanced technologies engineered to make any trip worth

taking, they reconnect you to the road in an entirely new dimension.

It's the new Oldsmobile driving experience.

And it will open your eyes,

untether your imagination and teleport you from the back seat to

the driver's seat the moment you grab the wheel.

S T A R T F E E L I N G

CON



*It's not your commute.
It's another excuse to
drive, thanks to Alero's
Active Response System.*

A L E R O

START FEELING CONNECTED

Alero's engineering hotlinks you to the car to the pavement in a way that makes every road *fun to drive.*

Credit the confidence you get from the Active Response System. You direct, it responds. You drive, it turns even your

commute into a one-of-a-kind experience. Sixteen features work together to help put you in control, delivering smooth, refined power, a controlled ride, nimble handling and a better feel for the road.

*Pavement readily concedes
to Intrigue's balance of
power and agility.*



CONFIDENT

INTRIGUE

START TO COMMAND PERFORMANCE

With the confidence generated by Intrigue's state-of-the-art *steering and suspension* systems, you can quickly enliven a stretch of placid pavement.

Challenging twists and turns join you like choreographed

partners through handling and agility. Tranquil straightaways are instantly energized by the award-winning 3.5-liter V6. It forms the basis of a passionate relationship between you and the road.



Whatever surface is under the tires, SmartTrak is there to make the most of available traction.



AURORA

START STANDING OUT

The Oldsmobile Aurora is a car you can't help but notice. Of course, that's just the way you like it. Its looks are as unique as you are, thanks to the bold, muscular forms of the fenders, the pinched waist and large glass area.

Aurora is a vivid expression of *sophisticated style* with an equally individualistic interpretation of luxury and performance. The kind of confident look you need to counteract today's herd mentality.



BRAVADA

START OUTSMARTING THE ROAD

You know where you're going and you know how to get there.

If you're driving a Bravada, you also have the added confidence that you'll be prepared for unexpected challenges along the way.

The ingenious *SmartTrak* system automatically adjusts to changing conditions, delivering full-time traction without you even thinking about it. Even the road will know who's in command.





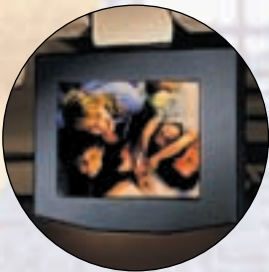
*Are you comfortable
with being stared at?
Then you just might
be ready for Aurora.*

SILHOUETTE

START ENJOYING THE TRIP

You've got everything under control. You can handle the road and all its surprises. Or load up the family and everything that comes with it. And now, you can even take care of the entertainment. Silhouette *Premiere* is the

first minivan with a video entertainment system* for rear passengers, including LCD color monitor, built right in. So you can enjoy driving with the confidence of knowing you've taken care of everything. And everyone.



*Silhouette Premiere.
The first minivan
that plays movies.*

*Factory installed. May not be available in all states. See your dealer for details.



Oldsmobile

START SOMETHING

Visit us at www.oldsobile.com
or call toll free 1-800-255-OLDS (6537).

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