

1980 OLDSMOBILE

WE'VE HAD ONE BUILT FOR YOU



TORONADO · NINETY-EIGHT · DELTA 88 · CUTLASS · OMEGA · STARFIRE · CRUISERS

THE OLDSMOBILE COMMITMENT

"...to build one carriage in as nearly perfect a manner as possible..."



1897 Oldsmobile.

With these words, the Oldsmobile Motor Vehicle Company was founded on August 21, 1897. A fledgling company in a fledgling industry, committed to engineering excellence as the foundation for its existence.

And that has never changed. Hundreds of automotive nameplates have come and gone in the years since then. America has seen the motor-driven "carriage" evolve into its most popular mode of transportation. And Oldsmobile has emerged as America's oldest automotive name—and one of the most renowned.

That's worth considering when you choose your next new car. Because what Oldsmobile stands for could be just what you're looking for.

A HISTORY OF ENGINEERING LEADERSHIP

For 82 years, our commitment has inspired innovation after innovation which have improved the American automobile—and kept Oldsmobiles on the leading edge of technology.

In the last two generations alone, Oldsmobile was the first to offer these developments:

- The first fully automatic trans-

mission, to make driving easier than ever before.

- The first high-compression V8 production engine, to give America new levels of automotive performance.

- The first contemporary American front-wheel-drive automobile.

More recently, the engineering challenge has been to meet the changing needs of a fuel-conscious America. And Oldsmobile has responded with these developments in the last decade:

- New technology in developing and forming lighter-weight automotive components to improve weight efficiency.

- The world's first passenger car diesel V8 engines in 1978, combining the benefits of a diesel with the smoothness and good performance of a V8.

Most recently, Olds has introduced new generations of more space-efficient and practical

cars which offered the kind of room and comfort America expects in an Oldsmobile. First, the full-size Delta 88 and 98 in 1977, mid-size Cutlass in '78, Toronado in '79, and now a new Omega for 1980.

THE PRIDE OF OWNING AN OLDS

There's the name and the heritage. There's also the integrity, quality and value you expect in an Olds.

But there must be more—we want you to feel that the Olds you choose so beautifully fits your particular needs and preferences that it seems especially built for you.

That's why there are so many different kinds of Oldsmobiles, and so many ways they can be personalized, equipped and powered. Our purpose here is to help you choose the one that's built for you—one you'll decide is one of the greatest cars you've ever owned or leased.

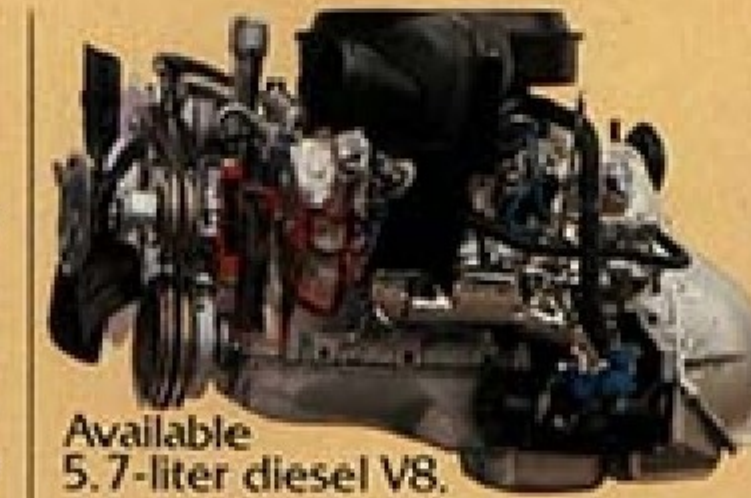
Seek it out. Drive it proudly.

CONTENTS

INTRODUCTION	pp. 2-3
OMEGA	p. 4
OMEGA BROUGHAM	p. 5
CUTLASS	pp. 6-7
DELTA 88	pp. 8-9
NINETY-EIGHT	p. 10
TORONADO	p. 11
CUSTOM CRUISER, CUTLASS CRUISER, STARFIRE	p. 12

SOLID VALUE FOR TODAY

There's never been
a better time to own an Olds.



Available
5.7-liter diesel V8.

NEW FORMAL CUTLASS SEDANS

The classic looks and solid practicality of Cutlass coupes helped make Cutlass the most popular mid-size car in America—for the last five years! Now that same kind of styling and value are available in three great new Cutlass sedans.

EXTENSIVE RUST-RESISTING TREATMENTS

Every 1980 Toronado, 98, Delta 88, Cutlass and Omega receives extensive anti-corrosion treatments to help keep them solid.

Galvanized metals, Zincrometals, zinc-rich primers and waxes are used extensively in 1980 Oldsmobiles. Because we want your new Olds to stay solid.

A NEW ADVANCE IN DIESEL PERFORMANCE

Two years ago, Oldsmobile startled the automotive world by intro-

ducing the world's first diesel V8 engine for passenger cars.

Today, Oldsmobile is America's number one seller of diesel cars. Now Olds has incorporated significant improvements in diesel performance.

FAST COLD-WEATHER STARTS

First, a remarkable glow plug system dramatically reduces the cold start time—from 60 seconds or more at 0°F for previous diesel V8s to about 8 seconds for all diesel-powered Oldsmobiles.

QUIET DIESEL CRUISING

Diesel engines aren't traditionally known for quiet performance. Now new refinements in camshaft, fuel injector nozzles, pre-chamber configuration and pump design have hushed the V8 diesel to a point where you may scarcely realize you're cruising along in a diesel at all.

DOES IT NEED SPECIAL CARE?

Yes, you must change the oil and filter every 3,000 miles. On the other hand, you'll never need the traditional tune-up. Because there is no carburetor, spark plugs or distributor. Other than that, its maintenance schedules are similar to other Oldsmobiles.

Some words about this catalog and these 1980 Oldsmobiles

About this catalog: We have tried to make this catalog as comprehensive and factual as possible. However, since the time of printing, some of the information may have been changed or updated. The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment and models.

About engines: The Oldsmobiles shown in this catalog are equipped with GM-built engines which are produced by various divisions. See the various power team charts or your Oldsmobile dealer for details about sources and availability.

About models illustrated: Some of the equipment shown may be available only at extra cost, and only on specific models.

About optional equipment: Make certain you specify the equipment you want on your car when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car

includes the optional equipment you ordered, or if there are changes, that they are acceptable to you.

About assembly and components: Oldsmobiles are assembled at General Motors Corporation facilities operated by various GM Divisions and GM of Canada. They incorporate thousands of different components produced by various divisions and various suppliers to GM. In order to meet public demand for particular vehicles or equipment, to meet federally mandated requirements for emissions, safety or fuel economy,

The last time you looked for a new car, you looked for engineering, performance, room, comfort and good resale reputation. It just so happens that these are the qualities that have helped make Olds the third best selling car in America.

Today, there is still another quality that is of great importance in your buying decision—the way a car is engineered and built to meet the changing needs and values in your driving today. And Oldsmobile has changed for 1980.

REDUCED WIND AND ROLLING RESISTANCE

With the 1980 Ninety-Eight, Delta 88 and Custom Cruiser, Oldsmobile introduces new ways to cut wind and rolling resistance over previous models.

Their lean, clean new looks were born of aerodynamic research and testing. With tapered hood lines and squared-off roof lines, they cut through the air with a new efficiency. Even the slight "lip" on 88 and 98 trunk lids contributes to less air resistance.

A new generation of steel-belted, radial-ply, high-pressure tires is standard on these cars as well. They are specifically designed to reduce rolling resistance.

reasons, it may be necessary to produce Oldsmobiles with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products and will provide the quality performance associated with the Oldsmobile name.

Your Oldsmobile has these accident-avoidance features: Side marker lights and reflectors Parking lamps that illuminate with headlamps Four-way hazard warning flasher Backup lights Lane-change feature in direction signal control

Windshield defrosters, washer and dual-speed wipers Wide-view inside 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 latches Front disc brakes with audible wear indicators Self-adjusting brakes Headlamp aiming access provision Safety wheel rims.

Your Olds has these occupant-protection features: Seat belts with pushbutton buckles for all passenger positions Two front combination

seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger Energy-absorbing steering column Passenger guard door locks Safety door latches and stamped steel hinges Folding seat-back latches Energy-absorbing padded instrument panel and front seat-back tops Laminate windshield Safety armrests.

Your Olds provides these built-in anti-theft features: Anti-theft ignition key reminder buzzer Anti-theft steering column lock. Printed in U.S.A. 8-79.

OMEGA

The Oldsmobile of small cars. You gotta drive it. You're gonna love it.

Remarkable and exciting — from the pavement up. Omega is the small car with Oldsmobile looks, room and comfort. Plus the kind of value and practicality you need in your driving today.

Omega sits big, with room for five adults. Omega drives big. Front-wheel drive puts the engine weight over the wheels that power and steer for traction. Omega rides big, with MacPherson strut

suspension to help smooth the way, while rack-and-pinion steering makes easy work of parking or maneuvering in traffic.

In short, Omega is big on room, ride, quality and value. But it definitely isn't big on price. In fact, you may be surprised at just how affordable the Oldsmobile of small cars can be. You gotta drive — and price it. You're gonna love it.

OMEGA COUPE



Lots of room for five adults to enjoy full-foam comfort.



Feeling sporty? Order bucket seats with full-foam comfort.

Omega: The Oldsmobile of small cars in a most affordable version. Take a test drive. Then check out the surprising low price, whether you buy or lease.

OMEGA SX COUPE



Omega SX: All decked out with the available SX package — to look as sporty as it drives. Includes front air dam, dual sport mirrors, sassy monochromatic body stripes. Blacked-out grille and more.

OMEGA BROUGHAM

Luxury you might not expect, even in a small Olds.

Omega Brougham is the most luxurious Oldsmobile of small cars, with the kind of room, ride and luxury you might expect only in a bigger car. With Omega Brougham you can have your practicality and elegance, too. As you can see.

When's the last time you slid into an interior as luxuriously inviting as the one below — regardless of size? Full-foam seats are deep and comforting,

upholstered in soft brushed knit fabric at no extra charge. We've even provided a center armrest up front for added comfort. Thick carpeting, deluxe steering wheel, full wheel covers and distinctive hood ornament are also standard.

We even used advanced acoustic technology and special insulation materials for quiet — all to help make Brougham seem like a little limousine.

OMEGA BROUGHAM SEDAN



Omega Brougham: Luxury — for the world to see — and for you and yours to enjoy. The room, comfort and quiet will truly impress you. You gotta try it.



Bucket seats available. Order yours with reclining backs.



Omega Brougham's luxury comes standard — with brushed knit fabric, full-foam seats, even a front center armrest. Lean back and relax.

For your convenience, power side windows are available.

CUTLASS

Any wonder why Cutlass is America's best-selling mid-size?

Cutlass is what America wants in a mid-size car. Classic contemporary styling, solid engineering, smooth ride, wide choice of models and affordable prices are just some of the reasons why Olds Cutlass has been America's most popular mid-size car—for the last five years!

Those classic Cutlass Supreme coupes. Their pace-setting looks started the whole country

"Cutlass watching." But it is their practicality and value that keeps America Cutlass buying. Trim outside. Elegant and space-efficient inside. With the kind of head- and legroom that makes for real riding comfort. And you can have your Cutlass coupe as you like it—with the impressive luxury of Supreme Brougham, the grand touring experience of Calais or the solid practicality of Cutlass Supreme.

CUTLASS SUPREME COUPE



Cutlass Supreme: Its classic styling started America "Cutlass watching." Its practicality keeps America Cutlass buying and leasing—in impressive numbers! Roomy, agile and affordable—it could be the Cutlass that's built for you.

CUTLASS CALAIS COUPE



Cutlass Calais: The grand touring experience—with a flair for excitement—and a flair for the road. If you love driving, Calais could be the Cutlass for you. Also available with a sporty 4-4-2 package.



Rich brushed knit fabric and center armrest are standard Supreme coupe touches.



In Calais, you can lean back and relax in standard reclining front bucket seats.

For 1980, three elegant new Cutlass Sedans. It's a natural. Take all that Cutlass style, class and value—and add the room, comfort and convenience of a four-door Body by Fisher. Each with an impressive formal look, and the kind of room, comfort and quiet you've come to expect from Oldsmobile. So now you can treat your family to solid sedan convenience, and still be very practical

about it. Choose from the luxurious Brougham Sedan, stylish LS Sedan or very affordable new Cutlass Sedan. We're sure you'll find that one is just right for your family needs.

Distinctive Cutlass Salons, too. They're very practical machines. Designed from the inside out, the handsome, mid-size Salons offer the kind of space efficiency and functionality you need today.

CUTLASS BROUGHAM SEDAN



Cutlass Brougham Sedan: Top-of-the-line luxury and comfort you might expect only in a more expensive car. Take a good look at that classic formal profile, with new opera lamps available for the first time.

CUTLASS SALON COUPE



Cutlass Salon: You're looking at a handsome and distinctive automobile—and great value. In fact, Salon is a budget-priced Cutlass, even with a few extras added. And it seats six comfortably.



Brougham Sedan luxury includes rich velour in a loose-pillow look at no extra charge.



The Cutlass Salon offers these handsome bucket seats and a console, if you like your driving sporty.

DELTA 88

Our American family car is in great shape.

Delta 88, always a great family-size car, now is re-shaped to be more aerodynamically efficient and practical. They move more easily over the road, too, with new high-pressure steel radial-ply tires that reduce rolling resistance. Yet, the famous 88 ride is soft and smooth. Delta 88 is in great shape for the 80s, in your choice of model.

Delta 88 Royale Brougham: The elegant new

top-of-the-line 88 that raises the level of luxury in American family cars. To all the practical values of an 88, Royale Brougham adds the elegance which may make this the most enjoyable full-size car you've ever owned or leased. Inside that clean exterior—luxurious room for six. Rich velours and a divided front seat with center armrest and dual controls are standard. Distinctive exterior opera

DELTA 88 ROYALE BROUGHAM COUPE



Delta 88 Royale Brougham: To all the practical values of an 88, Royale Brougham adds the elegance which could make this the most enjoyable full-size car you've ever owned or leased.

DELTA 88 ROYALE SEDAN



Delta 88 Royale: These are the 88s that are known for their handsome interiors and deluxe comforts. Very elegant. You'll like the big, smooth, comforting ride, too.



Divided front seat, center armrest, full-foam comfort and rich velours are standard on the Brougham.



The Dark Claret color is new. So is the tailoring of the magnificent Royale interior.

lamps are standard on Royale Brougham Coupe.

Delta 88 Royale: These are the 88s that are known for their handsome interiors and deluxe comforts. You'll find ample head- and legroom, front and rear—in coupe and sedan! Beautifully tailored interiors, front center armrest, deluxe wheel covers and exterior side molding are all standard. And you can order it, or any Oldsmobile Delta 88, with the

benefits of a fast-start, 5.7-liter diesel V8 engine.

Delta 88: All the room, ride and comfort you've come to expect of a family-size Olds—but at a price that makes it very easy to live with. Don't let its great shape and good looks fool you.

Delta 88 Holiday Coupe: It's our bucket-seating, T-bar-shifting, sporty-driving full-size road car. If you're big on sportiness, this is the 88 for you.

DELTA 88 HOLIDAY COUPE



Delta 88 Holiday Coupe: Our bucket-seated, T-bar-shifting, sporty-driving full-size road car. If you still get excited about road cars, it's for you. Treat yourself to a test drive.

DELTA 88 SEDAN



Delta 88. Who said a budget-priced family car couldn't be sleek and classy? This Olds Delta 88 obviously is. And your Olds dealer will be happy to show you just how budget-priced it is, too.



Inside, the Delta 88 Holiday Coupe looks and feels as sporty as it drives.



Talk about room and comfort, Delta 88 is very big on both. Big on value, too.

NINETY-EIGHT

It took Oldsmobile to bring luxury and logic together.

In today's changing world, even the most luxurious automobiles should have their logical side. And that's where the Olds Ninety-Eight for 1980 measures up so beautifully.

Through new aerodynamic styling, weight reduction and new high-pressure steel radial-ply tires, the new classically designed, smooth-riding Ninety-Eights are more logical than ever.

Ninety-Eight Regency. Inside its new shape, the Regency hallmark remains: the loose-pillow seat backs and the plush velour. Compare it to some other luxury cars priced thousands of dollars more.

Ninety-Eight LS. Our lowest-priced model—with air conditioning, power windows and power seat control standard. Take a test drive in a beautiful new Ninety-Eight. Then let logic prevail.

98 REGENCY SEDAN



Ninety-Eight Regency Sedan: Oldsmobile's ultimate full-size luxury car. Traditionally spacious, smooth-riding and comfortable. It could be the Olds that is built for you.

98 REGENCY COUPE



Ninety-Eight Regency Coupe: With a new look and new sophistication for the '80s. Yet, surprisingly, it is priced substantially below some other luxury cars, whether you buy or lease.



The luxurious Regency interior: velour upholstery, divided front seat, front and rear center armrests are all standard.



If you prefer, you can order your Regency with available soft leather inserts—in seats and seat backs.

TORONADO

A very personal luxury car. Have one built for you... and you alone.

For 1980, Toronado represents an extraordinary driving experience. It is an automobile born of impressive engineering advancements.

With front-wheel drive, independent four-wheel suspension and an automatic ride leveling system, the new Toronado is a personal luxury car that obviously must be driven to be fully appreciated. Your sense of personal luxury is further heightened

by an incredible array of standard equipment that surrounds you. Air conditioning, divided front seat, power seat control, AM-FM stereo radio with 4-speaker fidelity, power antenna, side window defrosters, plus power brakes, steering, door locks and windows. After sampling Toronado's special and very personal amenities, you'll know—it's the Olds that's right for you. And you alone.

TORONADO BROUGHAM COUPE



Toronado Brougham: Our state of the art in Olds personal luxury cars. With front-wheel drive, independent four-wheel suspension and automatic ride leveling system—it's an extraordinary driving experience.

TORONADO XSC SPORT COUPE



Toronado XSC Sport Coupe: Sophisticated. Sporty. Definitely Toronado. Special XSC wheel discs are standard.



1980 Toronado luggage space is impressive—and it's fully carpeted.



Toronado Brougham available with soft, lustrous leather in the seating areas.



XSC features special console, leather steering wheel grip, special bucket seats and more.

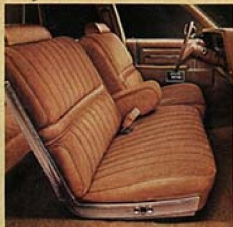
CUSTOM CRUISER

The luxurious, smooth-riding, full-size Oldsmobile that works like a wagon — whenever you want.

CUSTOM CRUISER



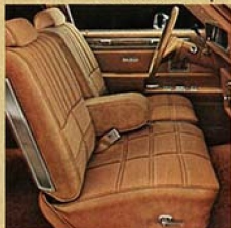
Custom Cruiser: An elegant working wagon with the comfort and ride you expect of an Oldsmobile. 5.7-liter diesel V8 available.



Center armrest, rich velour, standard. Or choose vinyl at no extra charge.

CUTLASS CRUISER

Oldsmobile quality and elegance in a practical, mid-size wagon.



A divided front seat is available in the Brougham Cruiser.

CUTLASS CRUISER BROUGHAM



Cutlass Cruiser Brougham: Smooth and comforting, because you carry people as well as cargo. The only mid-size wagon available with a diesel V8.

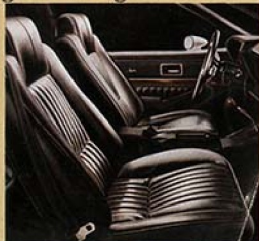
STARFIRE

Nifty little road machines built for the long and winding.

STARFIRE FIRENZA, SX, SPORT COUPE



Starfire: Tight handling, sleek design, plus dual sport mirrors, AM radio, rallye wheels, and front and rear stabilizer bars — standard.



Bucket seats, console, 4-speed, sport steering wheel — all standard.