



OLDSMOBILE '76

TORONADO · NINETY-EIGHT · DELTA 88 · CUSTOM CRUISER

Who buys an Oldsmobile...and why?

That's not a question—it's an ever-present challenge to those who produce the cars of Oldsmobile Division.

Over a half-million Americans will buy a '76 Olds—each one with his or her own tastes, needs and lifestyle. Yet all, we believe, will share certain traits in common.

Oldsmobile buyers typically hold high standards—for themselves, and their cars. They're achievers, whose accomplishments are usually substantial, whatever their age or profession. And those attracted to our full-size and luxury Oldsmobiles are looking for a car that offers the same kind of satisfactions they've earned in their own right.

Oldsmobile buyers are thoughtful shoppers, who shop for more than price alone. They look for quality. Careful workmanship. They expect comfort and luxury as part of an automobile's value. They appreciate excellence, and the prestige that goes with it.

They find it all in Oldsmobile. In fact, the more you shop around, the more likely you are to finally choose an Olds. It's a good feeling to have an Olds around you.

For 1976 there are six different kinds of Oldsmobiles, from sub-compact Starfire to the full-size and luxury models presented in this brochure. But each Oldsmobile is designed, engineered and built for that buyer who seeks a car beyond the ordinary in its class . . .

Can we build one for you?



Living with computer technology has developed my respect for engineering excellence. So it's predictable that I'd have a Toronado with front-wheel drive. What I appreciate in my work, I appreciate in my car.



TORONADO



As a naval architect, I understand the thinking and craftsmanship that go into something that's well built. That's why I chose a Custom Cruiser.



CUSTOM CRUISER



To watch a ship grow up trim, taut and strong is a joy. And driving a car that's built tight and true gives me the same kind of satisfaction.

Imagine an Olds 98 with a 106-cubic-foot trunk — and then look at a Custom Cruiser.

Its similarities to a 98 are no coincidence. Its wheelbase is the same, 127 inches — you can tell, on the road. And you ride in a quiet and sumptuous comfort which occasions remarks from guests: "I can't believe this is a station wagon!"

Yet, when the occasion demands, Custom Cruiser is prepared for full-load work. The tail opens wide and clear: Its window disappears into the roof, the tailgate disappears into the wide, flat floor. And under the floor, there is still a hidden storage space.

Custom Cruiser is offered in 6- and 9-passenger models — with or without wood-grained vinyl paneling. And a new semi-automatic ride leveler is available: a simple setting of a dial on the instrument panel tailors rear shock absorber action to normal, medium or heavy loads.

Whichever version you decide on, Custom Cruiser is above all an Oldsmobile in its quality, construction and performance reliability. Which is why, in station-wagon circles, the Olds Custom Cruiser is one wagon to look up to.

1. Soft, ventilated vinyl that keeps its good looks—and the front center armrest is standard.
2. Wide gate and floor can take 4-by-8 foot paneling—flat.
3. Hideaway storage for valuables.
4. Third seat faces forward.
5. Here's how the Custom Cruiser looks without the side paneling.



Built-in Olds features to help protect you, your investment and the environment.

To help guard your investment—your Oldsmobile has these accident prevention 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, wash and dual speed wipers ■ Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support) ■ Outside rear view mirror ■ Dual master cylinder brake system with warning light ■ Starter Safety Switch ■ Dual action safety hood latches

To help protect you—these occupant protection features: Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer) ■ Energy-absorbing steering column ■ Passenger guard door locks ■ Safety door latches and hinges ■ Folding seat back latches ■ Energy-

absorbing padded instrument panel and front seat back tops* ■ Contoured windshield header ■ Thick laminate windshield ■ Safety armrests ■ Safety steering wheel ■ Cargo Guard (except hatchback and station wagon models) ■ Contoured roof inner panel

*Including intermediate seat back tops on three-seat station wagons.

And to help prevent theft—your Oldsmobile provides these anti-theft features: Anti-theft ignition key reminder buzzer ■ Anti-theft steering column lock ■ Inside hood latch release on most models

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Printed in U.S.A.

NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models; see page 22. For specific prices and availability, check your Oldsmobile dealer.



Oldsmobile

Can we build one for you ?