

1994

ACHIEVA

By Oldsmobile



Achieva

OUR EDGE. YOUR EDGE. *Three*



THE SAFETY FACTOR. *Five*



ENDURING QUALITY. *Seven*



BALANCED PERFORMANCE. *Nine*



CONTROL CENTER. *Thirteen*



SPECIAL EDITIONS. *Sixteen*



SPECIFICATIONS. *Eighteen*



The 1994 Oldsmobile Achieva presents an intriguing proposition: a compact car that's sporty, high on quality and surprisingly affordable. The very traits you might demand from your next car. There are four Achieva models: the performance-focused SC and SL, and the S coupe and sedan with their unique blends of style and practicality. No matter which Achieva you ultimately choose, you'll find it's a terrific car to drive. But we don't believe building a great car like Achieva is enough. We believe you ought to get even more for your money. So we also offer value-priced Achieva Special Editions equipped with our most popular options. And we support you with the Oldsmobile Edge—our comprehensive customer care program. The objective is simple: your complete satisfaction. We know you have lots of choices when it comes to buying a car. We invite you to read on and see why we think you should consider Achieva.



Achiera SC in Bright Red.

YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction.

Not satisfied with your new Achieva? Bring it back within 30 days or 1,500 miles, whichever comes first. You'll get full credit toward the SmartLease or purchase of another new Oldsmobile.

Roadside Assistance.

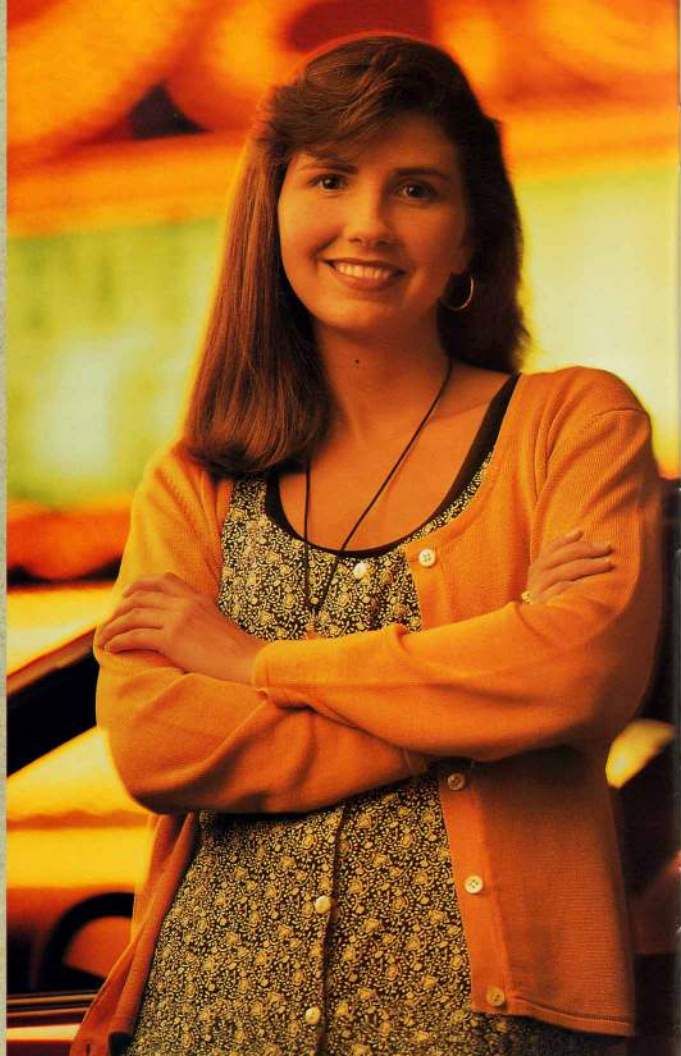
24 hours a day, 365 days a year, during the warranty period, help at no charge is a toll-free phone call away through our network of over 15,000 emergency facilities nationwide.

Bumper-to-Bumper Warranty.

Every part of your new Achieva is covered, except tires (they have their own warranty), for three years or 36,000 miles, whichever comes first, with no deductible.

Courtesy Transportation.

For same-day warranty service, we'll give you a one-way shuttle up to 30 miles. For overnight warranty service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.



Brandye Farmer of Jacksonville, Illinois, locked herself out of her car after visiting a video store. One call to Oldsmobile's roadside assistance and she was back in her car and on her way—tape delayed.



OUR EDGE. YOUR EDGE.

When you leave a dealership in your new car, you don't want to be forgotten. That won't happen with Oldsmobile. Just ask Brandye Farmer. She locked herself out of her new Achieva outside a video store. The locksmith she called suggested she phone the Oldsmobile 800 number. In an unsolicited letter, she wrote

Sure, I buy the car and then
it's like...“Who are you?”

us about her experience: “I spoke with Rachel, a very polite operator, who reassured me all I had to do was have the locksmith make another key and send the bill to you. You have a very happy Oldsmobile owner. I suppose I should have looked into all of the benefits of owning one of your cars before actually buying it, but what I really liked was the car itself. I'm now even more excited about my bright red Achieva SC and I plan to be an Oldsmobile owner for a very long time.” Not bad, when all Ms. Farmer really expected was a great car, which, of course, she got. We just gave her more.

Letter edited for length and clarity only. Complete letter on file.



Edge benefits, listed on page 2, are included with every Achieva at no extra charge. For details, please see any of our 3,000 Oldsmobile dealers across the country or call 1-800-442-OLDS.



ACHIEVA SAFETY
FEATURES INCLUDE:

- Driverside air bag
- Anti-lock brakes
- Programmable power door locks
- Rear door child security locks
- Outboard rear belts with Child Comfort Guides
- Rear and side window defoggers

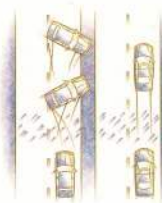
Achieva S in Bright Red.



THE SAFETY FACTOR.

Safety matters. We want to help you avoid accidents in the first place. And help protect you... just in case. So every Achieva has four-wheel anti-lock brakes, front-wheel drive, power rack-and-pinion steering, exceptional visibility, responsive engine power and more—what you need when reacting to unforeseen hazards. But in the event

Okay, now let's talk about something no one wants to think about.



Achieva's standard computerized anti-lock brakes (ABS) help to maintain control by minimizing the chance of wheel lockup and skidding during hard braking.

of the unavoidable, Achieva helps protect you and your passengers. A driver-side air bag is standard. The unibody structure forms a steel safety cage. Its front and rear crush zones help absorb and guide crash energy away from the passenger compartment. And GM's exclusive Child Comfort Guides adjust the outboard rear belts for children. The interior incorporates flame-retardant fabrics and is also designed to absorb crash energy and reduce the likelihood of injuries, with padded and rounded surfaces and an energy-absorbing steering column. Safety is engineered into every Achieva. Once you know it, you don't have to think about it.



Every Achieva has a standard driver-side air bag. Remember, always wear safety belts even with an air bag.

Security also is a key part of safety. The automatic power locks help provide it. In addition, the available remote control lock system turns on the interior lights and unlocks the car from up to 15 feet away.



ACHIEVA S STANDARD
FEATURES INCLUDE:

- Driverside air bag
- Anti-lock brakes
- 2.3-liter Quad OHC engine
- 5-speed manual transmission
- Front-wheel drive
- Power steering with TILT-WHEEL
- Reclining front bucket seats
- Programmable power door locks
- Rear and side window defoggers
- Rear heat ducts



Achieva S in Black



ENDURING QUALITY.

We design Oldsmobiles to last. Then we test them where it matters: the real world. Because we believe everyday driving is the true test of a car's quality. When first introduced in 1992, six Achievas went up against 1992 Toyota Camrys and Honda Accords in an independent 100,000-mile real-world driving test. Non-professional

So, what are the chances of the car lasting longer than the warranty?

drivers ran the cars in the road and weather conditions you'd most likely encounter. Achieva outperformed the competition in total cost, which consists of maintenance, repair and operating costs. Three Achievas were equipped with the standard Quad OHC engine. While your experience may vary, nothing went wrong with the engines during the test. Is all this impressive? You decide. But keep in mind, we measure Achieva's quality, reliability and durability by real-world standards. Which is where most of us happen to drive, before and after the warranty expires.

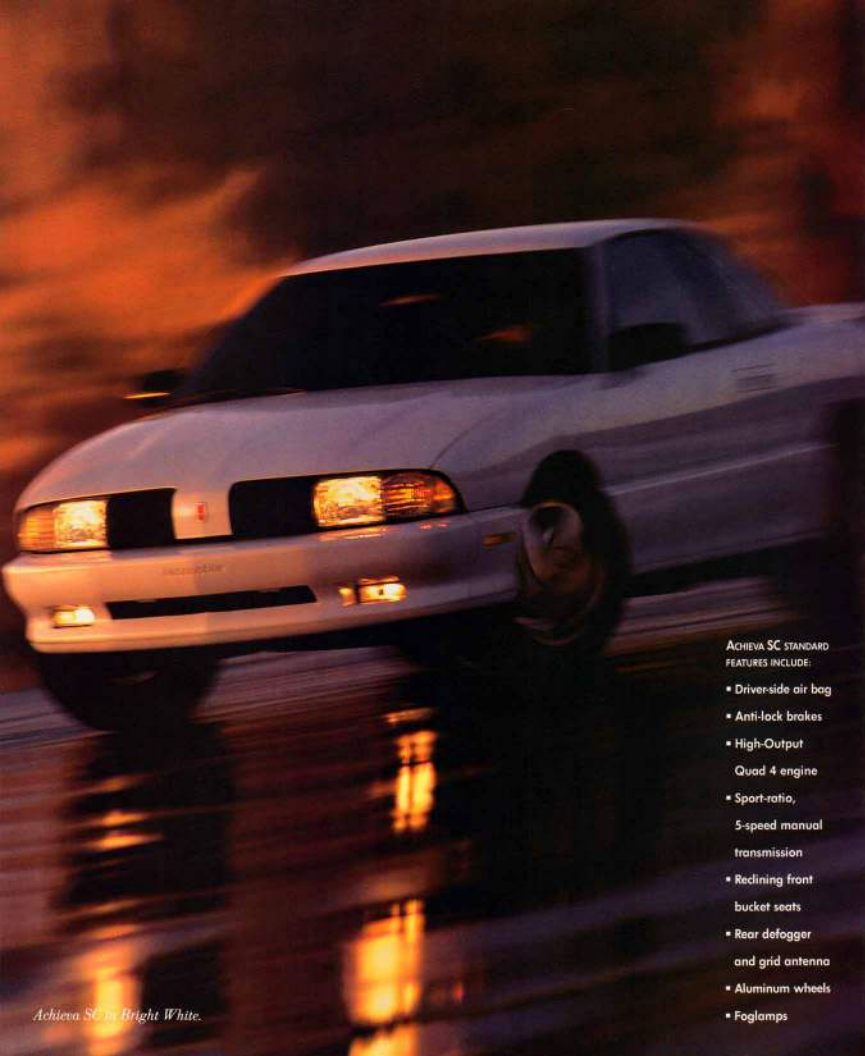


After 100,000 miles of real-world independent testing, Achieva outperformed the competition in total cost, which consists of maintenance, repair and operating costs.



Troy Valladares was one of the non-professional drivers in our Achieva road test. His opinion was clear: "The Achieva still felt like a new car even after 100,000 miles."





Achieva SC in Bright White.

ACHIEVA SC STANDARD FEATURES INCLUDE:

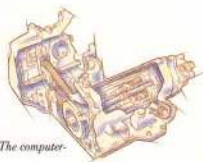
- Driver-side air bag
- Anti-lock brakes
- High-Output Quad 4 engine
- Sport-ratio, 5-speed manual transmission
- Redining front bucket seats
- Rear defogger and grid antenna
- Aluminum wheels
- Foglamps



BALANCED PERFORMANCE.



The 2.3-liter High-Output Quad 4 engine, standard on the Achieva SC and SL, churns out 170 horsepower.



The computer-controlled electronic four-speed automatic transmission offers precise and seamless shifting.

And when I drive my Achieva, what's it really going to be like?



A powerful 155-horsepower, 3.1-liter V6 is available on all Achievas.

Its torque curve provides quick start-up acceleration and excellent passing capability. A

155-horsepower Quad 4 engine is also available.

Driving an Achieva will really open your eyes. Achieva's a tight road car, offering the performance qualities you might expect to find only in an import. Check Achieva SC. Our High-Output 170-horse Quad 4 engine with multiport fuel injection is standard, along with a sport-ratio, five-speed manual transmission. It makes for an

energetic combination. Yet, SC deftly reins in its power. The touring suspension and P205/55R16 tires on wide 16" aluminum wheels provide a firm ride with flat cornering. The standard power rack-and-pinion steering is crisp and precise. Achieva S offers a feisty, 2.3-liter Quad OHC fuel-injected engine standard. It's matched with a five-speed manual transmission. A 3.1-liter V6 with a new computerized, electronic four-speed automatic transmission is available on all Achieva models. Turn to page 19 for complete engine availability. No matter which Achieva you choose, you'll find it's a road-sensitive car with the driving feel and traits of an import. Drive it. You'll understand.

It's paired with the 3.1-liter SFI V6 engine and available with the Quad OHC and Quad 4 engines.



Achieva suspensions with MacPherson front struts and rear coil springs are tuned to provide a smooth, even and controlled ride.

If you think your love of performance must be compromised by your need for four doors, look at the Achieva SL and think again. SL begs to be driven. Like the SC, its High-Output Quad 4 engine dishes out 170 horsepower through a sport-ratio, five-speed manual transmission. The special touring suspension gives it a smooth, taut and controlled ride. It's also exciting to look at, with its rear deck spoiler, foglamps, P205/55R16 tires, 16" aluminum wheels and dual exhausts. And all the items we've mentioned—and more we haven't—are standard. If the call is for a sedan, SL's a sport.



The new, available power Astroroo® offers a fresh outlook on driving. The glass panel is tinted a cool gray.

Achieva SL in Light Gray Metallic.

ACHIEVA SL STANDARD FEATURES INCLUDE:

- Driver-side air bag
- Anti-lock brakes
- High-Output Quad 4 engine
- Sport-ratio, 5-speed manual transmission
- Front-wheel drive
- Full analog instrumentation
- Redlining front bucket seats
- Aluminum wheels
- Foglamps



Achieva SC/SL interior with seating areas trimmed in available Graphite leather.



CONTROL CENTER.

While we've made sure Achieva's outside is nice to look at, the inside is equally appealing. Because, as attractive as Achieva is, this is where you drive. So we've designed an ergonomic interior with a contoured, comfortable cockpit feel. You can enjoy driving without distractions. The standard Tilt-Wheel steering adjusts for your individual pref-

**Yeah, the styling's great, but
inside is where I drive.**



A Delco audio system features a compact disc player, AM/FM stereo and six-speaker Dimensional Sound system. It's a noteworthy option.

erence. Controls are easy to see and use. The SC and SL instrument cluster is a full analog display including speedometer, tachometer, voltmeter, and temperature and oil pressure gauges. And cruise control and air conditioning, standard on SC and SL, make driving more comfortable. Generous insulation keeps out road and wind noise. But the quiet can be filled with the clear tones of a Delco audio system. Please see page 19 for details on standard and available sound choices for the Achieva you select.



Opti-Rule contoured front bucket seats feature an elastomeric mat stretched over the frame. The seat adapts to your body and stays firm and supportive.

Comfortable seating for you and your passengers gets overriding attention. There's room for five. Reclining front bucket seats are sculpted for real human proportions. The small, but important touches that make an everyday difference are here, too. Like front and rear cup holders, power door locks, rear and side window defoggers, and remote trunk release. All standard. There's plenty of interior storage—eight compartments, in fact—and ample lighting, including reading lamps. The SC and SL models also offer seating areas trimmed in available leather. Driving or riding, Achieva's a comfortable situation to be in.



The split-folding rear seat, standard on Achieva SC and SL, available on Achieva S, allows trunk access and increases capacity for extra-long items.



The center console, standard on every Achieva, offers convenient cup holders front and rear. A refreshing touch.

Every Achieva has the standard Child Comfort Guides, a GM exclusive that allows the outboard rear seat shoulder belts to be adjusted to comfortably fit children and small adults without sacrificing protection, which means you'll be comfortable, too.



ACHIEVA SL INTERIOR FEATURES INCLUDE:

- Driver-side air bag
- TILT-WHEEL steering
- Full analog instrumentation
- Air conditioning
- Reclining front bucket seats
- AM/FM stereo with cassette
- Floor console
- Split-folding rear seat backs
- Rear heat ducts



Achieva SL interior in Graphite.

The passive restraint front safety belt system is shown unfastened for photographic purposes. The system should remain fastened at all times for optimum safety.



SPECIAL EDITIONS

Buying a car should be an enjoyable experience. But comparing models and options and figuring out the costs of various combinations can drive you crazy. So we have a way to make your shopping experience simpler. We've taken popular Oldsmobile models and equipped them with the features you've told us you want. Then we gave them a special price to give you the best value possible. We call these our Special Editions. To get all the details, just see your dealer. Keep in mind, you could easily pay more and get less. Or you could get an Achieva Special Edition and a great value. It's your money, but the choice should be clear.



Achieva's entry lighting automatically lowers, much like the dimming in theaters just before a performance begins. What a coincidence.



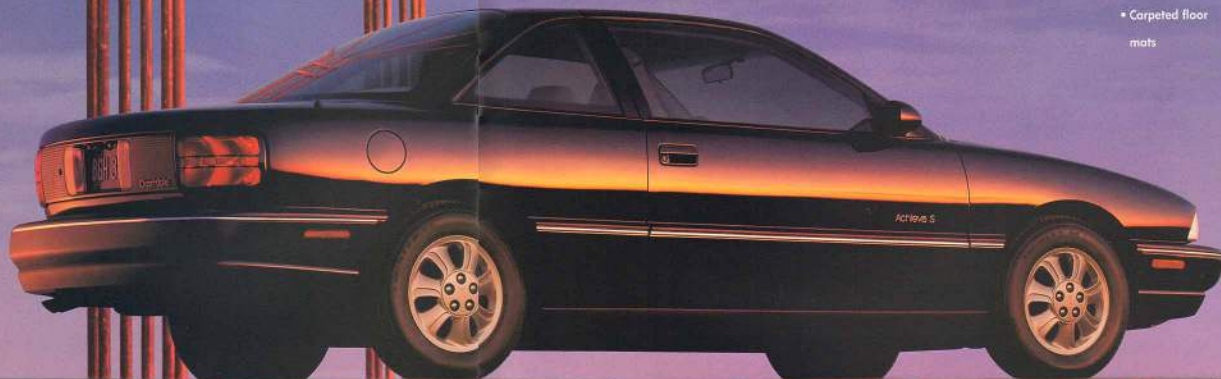
All Achieva sedans have rear door child-security locks standard.



The 2.3-liter Quad OHC fuel-injected engine is standard on Achieva S Special Editions.



Tilt-wheel adjustable steering is standard on all Achievas.



ACHIEVA SPECIAL EDITION SHOWN INCLUDES:

- 2.3-liter Quad OHC engine
- 4-speed automatic transmission
- Air conditioning
- Full analog instrumentation
- AM/FM stereo with cassette
- Cruise control
- Power windows
- Dual outside power mirrors
- Carpeted floor mats

SPECIFICATIONS.

Achieva Model \$ SC/SL

Standard and Optional Features	
Driver-side air bag	\$
Anti-lock brakes	\$
Reclining bucket seats with Opti-Ride suspension	\$
Driver's seat with 4-way adjuster	\$
Console with floor shifter and storage armrest	\$
2-sided galvanized steel body panels (except roof)	\$
Base-coat clear-coat paint	\$
Automatic programmable power door locks	\$
TILT/WHISL adjustable steering column	\$
Battery run-down protection system	\$
Soft-Ray tinted windows	\$
Wet-tem pulse wipers	\$
Rear window defogger	\$
Side window defoggers	\$
Remote fuel filler door release	\$
Remote trunk release	\$
Automatic front lap and shoulder safety belts	\$
Rear lap-and-shoulder safety belts, outboard positions, with Child Comfort Guides	\$
Rear lap safety belt, center position	\$
Rear door child-safety locks (sedan)	\$
Flo thru ventilation	\$
Rear seat heater ducts	\$
Flush-to-gate headlamp feature	\$
Carpeted floor and trunk	\$
Map pockets in front doors and seat backs	\$
Covered visor vanity mirrors and map straps	\$
Front and rear cup holders	\$
Radiol all-season BSW tires	\$
Radiol touring BSW tires	\$
14" wheels with bolt-on discs	\$
15" aluminum wheels	\$
15" aluminum wheels	\$
Dual outside mirrors (driver-side remote)	\$
Dual outside power mirrors	\$
Analog speedometer	\$
Trip odometer	\$
6-gauge instrument cluster	\$
Air conditioning	\$
Carpeted floor mats	\$
Power windows	\$
Cruise control	\$
Front/rear sport fascias and lower side cladding	\$
Rear aero wing	\$
Split-folding rear seat with pass-through	\$
Trunk cargo net	\$
Remote control locks	\$
Leather-wrapped steering wheel and gear shift knob	\$
Dual overhead systems	\$
Power driver's seat	\$
Leather seating areas	\$
Deck-lid luggage carrier	\$
Absorber	\$



Achieva S Coupe



Achieva S Sedan



Achieva SC Coupe



Achieva SL Sedan

Wheels



16" aluminum wheel. Standard on Achieva SC and SL.



15" aluminum wheel. Optional on Achieva S.



14" bolt-on wheel disc. Standard on Achieva S.

Achieva Model \$ SC/SL

Audio Systems	
AM/FM stereo	\$
AM/FM stereo with cassette	\$
AM/FM stereo with compact disc player	\$
4-speaker sound system	\$
6-speaker Dimensional Sound system	\$

Engineering Features	
Power front disc/rear drum brakes	\$
MacPherson strut front/coil spring rear suspension	\$
Tuning/handling suspension	\$
Power rack and pinion steering	\$
2.3-liter Quad OHC engine	\$
with 5-speed manual transmission	\$
with 3-speed automatic transmission	\$
with 4-speed automatic transmission	\$
2.3-liter Quad 4 engine with 6-speed automatic transmission	\$
2.3-liter High-Output Quad 4 engine with sport-ratio 5-speed manual transmission	\$
3.1-liter SFI V6 engine with 4-speed automatic transmission	\$

Engine Specifications	Quad OHC	Quad 4	High-Output Quad 4	3.1-liter SFI V6
Displacement	2.3-liter (140 cu. in.)	2.3-liter (140 cu. in.)	2.3-liter (140 cu. in.)	3.1-liter (191 cu. in.)
Engine type	L4	L4	L4	V6
Horsepower	115 @ 5200	155 @ 4000	170 @ 6200	155 @ 5200
Torque	140 @ 2200	150 @ 4800	150 @ 5200	185 @ 4000
Compression ratio	9.5:1	9.5:1	10.1:1	9.5:1
Fuel management	Multiport injection	Multiport injection	Multiport injection	Sequential port injection

Dimensions	Coupe	Sedan
Weight, curb (lbs.)	2716	2779
Headroom, front/rear (in.)	37.8/36.5	37.8/37.0
Legroom, front/rear (in.)	43.3/22.5	43.3/23.5
Shoulder room, front/rear (in.)	53.6/55.0	54.1/53.4
Seating capacity	5	5
Trunk capacity (cu. ft.)	14.0	14.0
Front turning diameter, curb to curb (ft.)	35.3	35.3
Wheelbase (in.)	103.4	103.4
Track, front/rear (in.)	55.6/55.3	55.6/55.3
Tire size (std.)	P185/75R14	P185/75R14
Tire size (SC/SL)	P205/55R16	P205/55R16
Wheel size (std.)	14 x 6	14 x 6
Wheel size (SC/SL)	16 x 6	16 x 6
Brake type, front/rear	Disc/Drum	Disc/Drum
Fuel tank (gals.)	15.2	15.2
Length (in.)	187.9	187.9
Width (in.)	67.2	67.2
Height (in.)	53.1	53.1

Option Packages

For ordering convenience, select one of the packages shown below.

	Achieva S 15C	Achieva SC/SL 15R
Air conditioning	•	•
6-gauge instrument cluster	•	•
AM/FM stereo with cassette	•	•
Dual outside power mirrors	•	•
Carpeted floor mats	•	•
Cruise control	•	•
6-speaker Dimensional Sound system	•	•
Rear window grid antenna	•	•
Power windows	•	•
Remote control locks	•	•

1=Standard O=Optional

*Tires may cause vehicle damage when used with P195/55R15 and P205/55R16 tires.

Exterior Colors



Interior colors: Graphite, Medium Beige, Adriatic Blue, Dark Garnet Red. Not all interior colors are available in combination with all exterior colors. See your dealer for compatibility.

When you buy an Achieva, you'll start to realize Oldsmobile isn't just another car company. Our philosophy is different. We know you expect a high-quality car, and there are a lot out there to choose from. But we firmly believe the way we treat you is just as important as the car you buy. In fact, we know our business depends on that. One expression of our conviction is the Oldsmobile Edge. We not only back our cars, we also back you. We know that sometimes things can go wrong. And it isn't right for you, your family, the people who depend on you, to be inconvenienced. So we support you 24 hours a day, every day, at no extra charge, and help with your questions, roadside emergencies, warranty service and even things beyond our control. Like running out of gas or locking your keys in the car. All it takes is a toll-free call to 1-800-442-OLDS. Buying a car should be the start of your relationship with a car company, not the end. You have a right to expect more. At Oldsmobile, we're delivering it.



FOR OCCUPANT PROTECTION:

- Supplemental Inflatable Restraint: automatic lap/shoulder belts driver/front passenger and driver air bag
- Manual lap/shoulder safety belts, outboard rear seat positions
- Manual lap safety belt, center seat position
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Laminated windshield glass, urethane bonded
- Tempered safety glass, side and rear windows
- Interlocking door latches
- Side-guard door beams
- Passenger-guard inside door lock handles
- Folding front seat backs, inertia type/manual, two-door models
- Safety armrests
- Head restraints, front adjustable driver and right front passenger
- Dual sun visors
- Break-away inside rearview mirror
- Security door locks and door retention components
- Child-security locks on sedans
- Automatic door locking system
- Front and rear crush zones
- Pressure lock radiator cap

FOR ACCIDENT AVOIDANCE:

- Side marker lamps and reflector
- Parking lamps
- Four-way hazard warning flashers
- Back-up lamps
- Center high-mounted stop lamp
- Directional signal control
- Windshield defroster, washer and multi-speed wipers
- Inside day/night rearview mirror
- Outside rearview mirror
- Brake system with dual master cylinder plus warning light
- Anti-lock brakes
- Starter safety switch
- Dual-action hood latch (front opening)
- Low-glare finish (inside wind-

shield moldings, wiper arms and blades)

- Safety road wheel rims
- Tires with built-in tread wear indicators
- Illuminated heater and defroster controls
- Pressure relief fuel cap
- Brake/transmission shift interlock
- Audible disc brake lining wear indicators
- Electric rear window defogger
- Door warning light/reflector FOR THEFT DETERRENCE
- Theft-deterrent steering column lock
- Remote inside hood release
- Visible vehicle identification number
- Laser-etched VIN plate
- Marked body parts (where applicable)

IMPORTANT WORDS ABOUT THIS CATALOG: We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, color, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile dealer for complete details.

• A WORD ABOUT ENGINES:

Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

• A WORD ABOUT ASSEMBLY:

Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobiles incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently sourced

components than originally scheduled. All such components have been approved for use in Oldsmobiles and will provide the quality performance associated with the Oldsmobile name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

• A WORD ABOUT UPDATED SERVICE INFORMATION:

Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

• A WORD ABOUT CORROSION PROTECTION: Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through from corrosion for six years/100,000 miles. There is also no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required under the corrosion coverage.

• A WORD ABOUT WARRANTY:

The GM 3-year/36,000-mile Bumper-to-Bumper Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (except tires, which are covered by their manufacturer) will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile dealer for terms of these limited warranties.

The 1994 Oldsmobile lineup offers a wide choice of models for every driving need. There's something in it for everyone.



ACHIEVA



CUTLASS CIERA



CUTLASS SUPREME



EIGHTY EIGHT



EIGHTY EIGHT LES



NINETY EIGHT



CUTLASS CRUISER



SILHOUETTE



BRAVADA

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ACHIEVA
By Oldsmobile