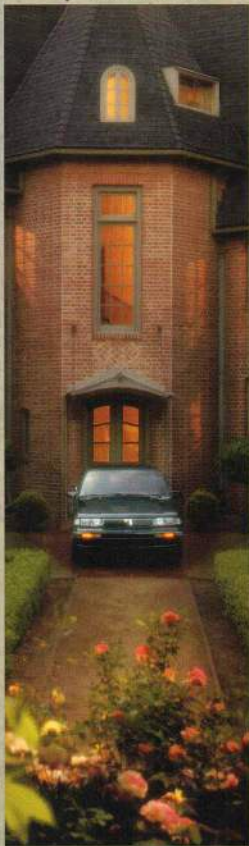


1994
CUTLASS CIERA
By Oldsmobile



Cutlass Ciera

OUR EDGE. *Three*



SAFETY AND SECURITY. *Five*



ENDURING QUALITY. *Seven*



INNER SPACE. *Eight*



SPECIAL EDITIONS. *Ten*



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Owning a Cutlass Ciera means owning a proven choice. A car you can depend on. In 1994, Cutlass Ciera again offers long-lasting quality, comfort and safety at an agreeably affordable price. Cutlass Ciera models include an S sedan and Cutlass Cruiser S wagon. Each is an example of refined engineering, inherent reliability and enduring value. And each is a remarkable commentary about the people who produce them. But we don't believe building a great car like Cutlass Ciera is enough. We believe you ought to get even more for your money. So we also offer value-priced Cutlass Ciera 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. 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 Cutlass Ciera.



Cutlass Ciera S in Dark Green Gray Metallic

YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction.

Not satisfied with your new Cutlass Ciera or Cutlass Cruiser? Bring it back within 30 days or 1,500 miles, whichever comes first. You'll receive 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 Cutlass Ciera or Cutlass Cruiser 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 10 miles. For overnight warranty service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.



At night, in a deserted parking garage, Angela Rodriguez of Huntington Beach, California, accidentally locked her keys in her car. Was that a problem? Not at all, she had the Oldsmobile Edge.



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. Angela Rodriguez wasn't forgotten. When she locked her keys inside her Oldsmobile with the engine running, she called us. As she tells it in her unsolicited letter: "It was 9:45 p.m. and I was alone in my office parking

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

garage, 30 miles from home. I had never used Oldsmobile's roadside assistance before and was hesitant about what to expect. Boy, was I surprised! The advisor was very polite and sympathetic. Within a few minutes she called me back with the name of the locksmith and estimated my waiting time to be 20-25 minutes, but he arrived in 10 short minutes! This was my first Oldsmobile, but definitely not my last. Thank you for your commitment to quality automobiles and to your commitment to me and all the other Oldsmobile owners around the world!" Mrs. Rodriguez got a lot more than a car when she bought her Oldsmobile. Well, that was the idea.

Based on a true Oldsmobile Edge experience. Letter edited for length and clarity only. Complete letter on file.



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

CUTLASS CIERA/
CUTLASS CRUISER
SAFETY FEATURES
INCLUDE:

- Driver-side air bag
- 4-wheel anti-lock brakes
- Automatic front lap-and-shoulder belts
- Rear lap-and-shoulder belts
- "Safety cage" passenger compartment construction
- Front and rear crush zones
- Rear and side window defoggers
- Programmable power door locks



Cutlass Ciera S in Bright White.



SAFETY AND SECURITY.

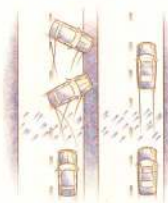
Safety matters. At Oldsmobile we believe our cars should help you avoid accidents, and also be able to help protect you...just in case. To do that, every Cutlass Ciera has four-wheel anti-lock brakes (ABS) and front-wheel drive to help you maintain control, and power rack-and-pinion steering for better road feel. The suspension pro-

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



A driver-side air bag is standard on Cutlass Ciera. Remember, always wear safety belts even with an air bag.

vides a smooth, stable ride and is matched with a responsive powertrain for effective performance. Just what you need to help deal with the unexpected. The end result is a road-worthy car that gives you driving confidence. Yet, if the unavoidable does happen, Cutlass Ciera can help protect you and your passengers. A driver-side air bag is standard. The unibody structure forms a steel safety cage. Front and rear crush zones help absorb and guide crash energy away from the passenger compartment. And the interior incorporates flame-retardant fabrics and padded surfaces. We've engineered safety and security into every Cutlass Ciera. Knowing that, you can just enjoy this car.



Every Cutlass Ciera has standard computerized anti-lock brakes (ABS) to help you maintain control by minimizing the chance of wheel lockup and skidding during hard braking.



Security also is a key part of safety. The available remote control lock system turns on the interior lights and unlocks the car from up to 15 feet away. Standard power door locks provide added security.



J. W. Mosley, UAW Quality Network representative, has worked at the Oklahoma City assembly plant since 1979. Today Mr. Mosley is part of a labor-management team responsible for maintaining high levels of quality in the Cutlass Ciera plant.



ENDURING QUALITY.

Cutlass Ciera's quality comes from a simple concept: teamwork. That's what's letting us reach high quality levels in our Cutlass Ciera plant in Oklahoma City. High enough, in fact, to win industry recognition. To reach these levels, we decided to rethink how we did things. So we brought everybody together. Engineers,

Come on, what's really behind Cutlass Ciera quality?

assemblers, management—everyone had a say. Engineers went on the assembly line, assemblers helped design efficient work areas, programs for better production, like the Quality Network, were set up, and people got excited. They still do. Their work matters to them. Because they know it translates directly into what customers think—and buy. High-quality cars are being built here. In fact, of all the Cutlass Cieras sold in the past eight years, 95% are still on the road.* When we asked these people what they'd like to tell you, they said, "We care about the cars we make, about our customers, about what they think. And we'd never build a car we wouldn't buy ourselves." You should see all the Cutlass Cieras in the Oklahoma City parking lot.

*Based upon R. L. Polk & Co. registrations, 1985-1992.



The people we talked to credit the plant's high quality to an intelligent work force that knows what competition is. Russell White, second from top, echoes the prevailing attitude: "I build a world-class product every day."



INNER SPACE



Cutlass Ciera S interior with seating areas trimmed in available Adriatic Blue leather.

Cutlass Ciera's interior has been refined for convenience and comfort. It's quiet. Six people can enjoy the ride, and the clarity of the Delco AM/FM stereo. For added driving ease, Tilt Wheel steering is standard. And touches like air conditioning, pulse wipers, rear and side window defoggers, and plenty of lighting and storage are provided. Cruise control, power windows and additional sound systems are also available. Cutlass Ciera has comfort down to a science. And a well-applied one at that.



The available center armrest storage area on Cutlass Ciera S and Crisley S features convenient and functional built-in cup holders.

The well-lit instrument panel is laid out for easy reading of gauges and use of controls.



EIGHT



CUTLASS CIERA
INTERIOR FEATURES
INCLUDE:

- Driverside air bag
- Air conditioning
- AM/FM stereo
- Divided bench front seat with armrest
- Power steering with TILT-WHEEL
- Pulse wipers
- Programmable power door locks
- Rear and side window defoggers

Cutlass Ciera S interior in Medium Gray.

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 combinations can be a hassle. So 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. These are our Special Editions. For details, just see your dealer. You could pay more and get less. Or you could get a Cutlass Ciera Special Edition and a great value. It's your money, but the choice should be clear.



A 160-horsepower V6 engine and electronic four-speed automatic transmission are included in the Cutlass Ciera Level II Special Edition.



CUTLASS CIERA SPECIAL EDITION SHOWN INCLUDES:

- 3.1-liter SFI V6 engine
- Electronic 4-speed automatic transmission
- AM/FM stereo with cassette and extended range speakers
- Cruise control
- Power windows
- Dual outside power mirrors
- Storage armrest
- Carpeted floor mats



WAGONS.

If you really want to get your eyes opened about wagons, take a ride in a versatile Cutlass Cruiser S. Because while it's quite impressive carrying cargo, it does a very nice job carrying people, too. Select a spacious two- or three-seat interior. You'll have room for six or eight, and standard equipment like anti-lock brakes, air conditioning, power steering and AM/FM stereo. There's also a 3.1-liter SFI V6 engine and electronic four-speed automatic transmission with the power to tow a vacation trailer across America. When it's loading time, fold down the rear seats, and there are 74 cubic feet of space waiting to be filled. A hidden compartment under the rear floor adds even more room. Wagons that are solidly and comfortably Oldsmobiles. Not a bad idea at all.

*2,000-lb. capacity, including passengers, trailer, cargo and equipment.



The two-way tailgate has a flip-up window for small item loading and can be lifted up and out of the way for serious cargo.



An available retractable cover keeps cargo items out of sight, out of someone else's mind.



When you order the available fold-down third seat, you'll also get rear quarter vent windows and a storage compartment.



CUTLASS CRUISER STANDARD FEATURES INCLUDE:

- Driver-side air bag
- 4-wheel anti-lock brakes
- 3.1 liter SFI V6 engine
- Electronic 4-speed automatic transmission
- Front-wheel drive
- Air conditioning
- Power door locks and tailgate release
- Split-folding rear seat backs
- Rear and side window defoggers

Cutlass Cruiser S models in Medium Garnet Red Metallic.

SPECIFICATIONS:

Ciera/Cruiser Model	Ciera	Cruiser
Standard and Optional Features	\$	\$
Driver-side air bag	S	S
Anti-lock brakes	S	S
Air conditioning	S	S
53/45 divided bench front seat* with armrest and power recliners	S	S
Base-coat/clear-coat paint	S	S
Automatic programmable power door locks	S	S
TILT-WHEEL adjustable steering column	S	S
Soft-Ray tinted windows	S	S
Pulse wipers	S	S
Rear window defogger	S	S
Side window defoggers	S	S
Analog instrument cluster	S	S
Automatic front lap-and-shoulder safety belts	S	S
Rear lap-and-shoulder safety belts in outboard positions	S	S
Front and rear lap safety belts, center positions	S	S
Illuminated entry package	S	S
Convex side-visibility mirrors	S	S
Power door lock sockets	S	S
Car pile carpeting on floor and lower door panels	S	S
Headlamp-on reminder	S	S
Body side moldings	S	S
Inside rearview mirror with dual reading lamps	S	S
Turn signal reminder chime	S	S
Composite halogen headlamps	S	S
Fla-thru ventilation	S	S
Glove box, interior and under hood lamps	S	S
Interior dome lamp	S	S
Freedom battery	S	S
2-way tailgate	S	S
Split-folding rear seat backs	S	S
Carpeted cargo area	S	S
Power tailgate lock release	S	S
14" wheels with bolt-on discs	S	S
All-season radial BSW tires	S	S
14" aluminum wheels with radial BSW tires	O	O
14" simulated wire wheel discs	O	O
Cruise control	O	O
Dual outside mirrors (driverside remote)	S	S
Power dual outside mirrors	O	O
Power windows	O	O
Storage armrest	O	O
Carpeted floor mats	O	O
Power driver's seat	O	O



Ciera Sedan



Ciera S Wagon

Wheels



14" aluminum wheel, Optional.



14" simulated wire wheel disc, Optional.



14" deluxe bolt-on wheel disc, Standard.

Ciera/Cruiser Model	Ciera	Cruiser
Standard and Optional Features (continued)	\$	\$
Wagon package--rear-facing third seat, locking storage compartment, vent windows and cargo cover	O	O
Rooftop luggage rack	O	O
Rear window air deflector	O	O
Remote control locks	O	O
Engine block heater	O	O
Accent stripe	O	O
Leather seating areas	O	O
Exterior molding package	O	O
Simulated wood grain paneling	O	O
Convenience/cargo net	O	O
Audio Systems		
AM/FM stereo	S	S
AM/FM stereo with cassette and extended range	O	O
Rear speakers	O	O
AM stereo/FM stereo with cassette and graphic equalizer*	O	O
4-speaker sound system	S	S
6-speaker Dimensional Sound system	O	O
Power antenna	O	O
Engineering Features		
Power front disc/rear drum brakes	S	S
MacPherson strut front/variable-rate coil spring rear suspension	S	S
Power rack-and-pinion steering	S	S
Variable-assist steering	O	O
2.2-liter 4-cylinder engine with 3-speed automatic transmission	S	S
3.1-liter SPI V6 engine with 4-speed automatic transmission	O	O
High-capacity engine cooling	O	O
Engine Specifications	2.2-Liter	3.1-Liter SPI V6
Displacement	2.2-liter (132 cu. in.)	3.1-liter (191 cu. in.)
Engine type	L4	V6
Horsepower	120 @ 5200	160 @ 5200
Torque	120 @ 3200	185 @ 4000
Compression ratio	9.0:1	9.5:1
Fuel management	Multiport injection	Sequential port injection

Dimensions	Ciera	Cruiser
Wheelbase (in.)	104.9	104.9
Track, front/rear (in.)	58.7/57.0	58.7/57.0
Tire size (std.)	P185/75R14	P185/75R14
Wheel size (std.)	14 x 5.5	14 x 5.5
Brake type, front/rear	Disc/Drum	Disc/Drum
Fuel tank (gals.)	16.5	16.5
Length (in.)	190.2	194.4
Width (in.)	69.5	69.5
Height (in.)	54.1	54.5

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

Dimensions (continued)	Ciera	Cruiser
Weight, curb (lbs.)	2735	2924
Headroom, front/rear (in.)	38.6/38.0	38.4/38.0
Legroom, front/rear (in.)	42.1/35.8	42.1/34.7
Shoulder room, front/rear (in.)	56.2/56.2	56.2/56.2
Seating capacity	6	6 or 8
Cargo capacity (cu. ft.)		74.4
Trunk capacity (cu. ft.)	15.8	
Front turning diameter, curb to curb (ft.)	38.1	38.1

Cutloss Cruiser Cargo Area Dimensions

Floor length from back of front seat to end of floor surface (in.)	75.4
Floor length from back of second seat to end of floor surface (in.)	45.4
Minimum horizontal distance from top of front seat back to inside of tailgate at base (in.)	72.4
Minimum distance between wheelhouses at floor level (in.)	36.6
Rear end opening width at belt (in.)	49.4
Maximum height of rear opening, tailgate open (in.)	28.7
Maximum cargo height (in.)	31.6

Option Packages

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

	15B	15C
Cruise control	•	•
AM/FM stereo with cassette	•	•
Carpeted Rear mats	•	•
Front seat storage armrest	•	•
Dual power outside mirrors	•	•
Rear window air deflector	•	•
Rooftop luggage carrier	•	•
6-speaker Dimensional Sound system	•	•
Power windows	•	•
Power antenna	•	•
Remote control locks	•	•

S=Standard O=Optional

*Requires C-Queen™ AM stereo broadcast. Most AM stereo stations across the country broadcast in C-Queen™ but some do not. Check with your local station for compatibility.

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Exterior Colors

			
Platinum Metallic 13	Bright White 16	Dark Green Gray Metallic 18	Medium Adriatic Blue Metallic 30
			
Driftwood Metallic 33	Light Adriatic Blue	Black 41	Medium Garnet Red Metallic 72

When you buy a Cutlass Ciera or Cutlass Cruiser, 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 belts, center seat positions
- 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
- Safety armrests
- Head restraints, front adjustable
- Dual sun visors
- Break-away inside rearview mirror
- Security door locks and door retention components
- Automatic door locking system
- Front and rear crush zones
- Pressure lock radiator cap

FOR ACCIDENT AVOIDANCE:

- Side marker lamps and reflectors
- Farking 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 mirrors
- Brake system with dual master cylinder plus warning light
- Anti-lock brakes
- Starter safety switch
- Dual-action hood latch (front opening)
- Low-glass finish (inside windshield 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
- 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, colors, 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. 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.



ACHEVA



CUTLASS CIERA



CUTLASS SUPREME



EIGHTY EIGHT



EIGHTY EIGHT LES



NINETY EIGHT



CUTLASS CRUISER



SILHOUETTE



BRAVADA

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CUTLASS CIERA
By Oldsmobile