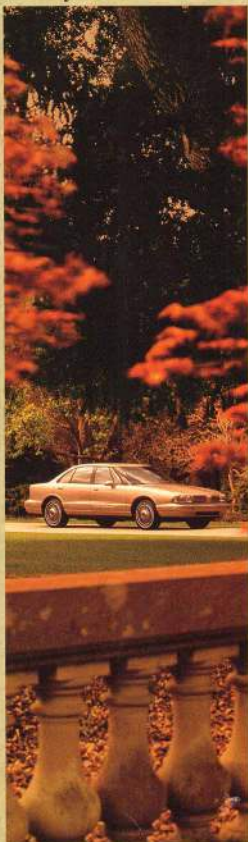


1994
EIGHTY EIGHT
By Oldsmobile



E i g h t y E i g h t

OUR EDGE. YOUR EDGE. *Three*



THE SAFETY FACTOR. *Five*



INNER SPACE. *Nine*



SPECIAL EDITION. *Ten*



SPECIFICATIONS. *Twelve*



Don't let the 1994 Oldsmobile Eighty Eight deceive you. Yes, it's a comfortable and roomy, full-size luxury car, yet this smart, contemporary sedan is an outstanding value in its class. There are two advanced Eighty Eight sedans: the Royale and Royale LS. Whichever Eighty Eight you select, you'll find it may well be the very car you've always wanted... and can afford. Yet building a quality car like Eighty Eight isn't enough. We believe you should get even more for your money. So we also offer a value-priced Eighty Eight Royale Special Edition 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 Eighty Eight.



Eighty Eight LS in Beige Metallic.

YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction.

Not satisfied with your new Eighty Eight? 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.

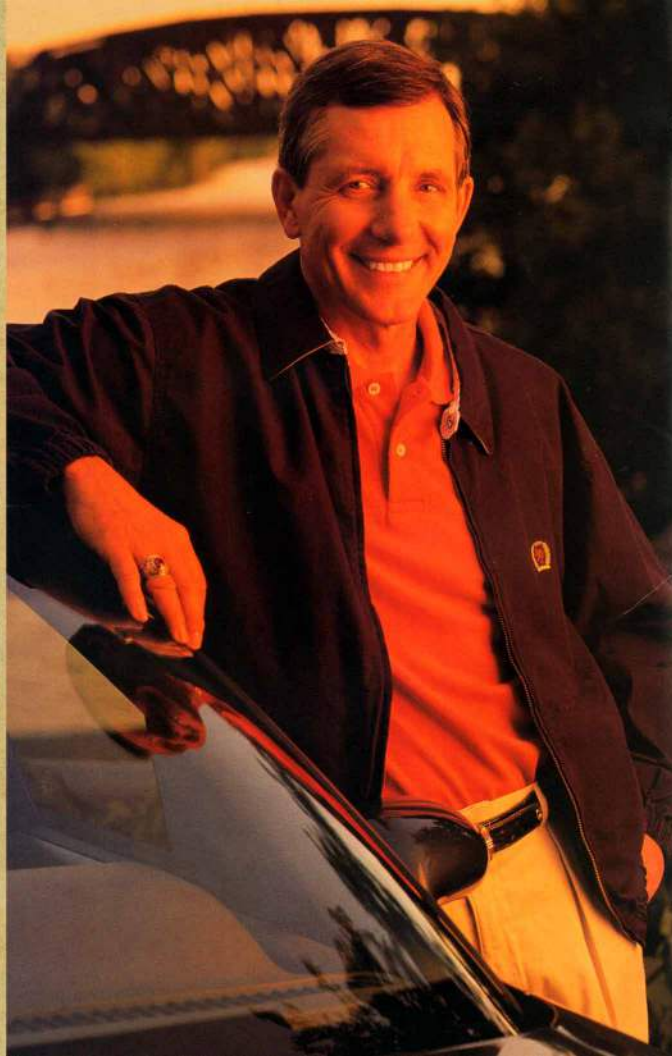
24 hours a day, 365 days a year, during the warranty period, help at no charge is a toll-free phone call away through our network of over 15,000 emergency facilities nationwide.

Bumper-to-Bumper Warranty.

Every part of your new Eighty Eight 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.



Charles Bacon of Lincoln, Nebraska, has a rather strong opinion about our Oldsmobile Edge. So do we.



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 Charles Bacon. Or read his unsolicited letter to us: "I want to thank and congratulate your Oldsmobile emergency lock-out service. Friday, March 19, 1993, I locked my keys inside my Oldsmobile Eighty Eight Royale.

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

I called your 800 number and talked to Jay. In about 35 minutes a new key was delivered to me. There was no charge for this service. Quite bluntly, I didn't give much thought to your emergency service, thinking it to be mostly PR hype. This was my first experience with the Oldsmobile Edge and it reaffirmed my satisfaction with my Oldsmobile." Notice Mr. Bacon said his satisfaction with Oldsmobile was "reaffirmed." He knew what to expect from the car. Now he knows what to expect from the company.

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



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



Eighty Eight LS in Black.

**EIGHTY EIGHT SAFETY
FEATURES INCLUDE:**

- Driver- and
passenger-side
air bags
- Anti-lock brakes
- Power door locks
- Rear door child-
security locks
- PASS-Key vehicle
security system
- Rear and side
window
defoggers
- Transmission/
brake shift
interlock
- "Safety cage"
passenger
compartment
construction



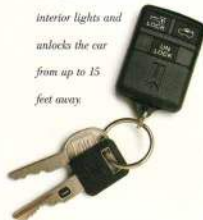
THE SAFETY FACTOR.



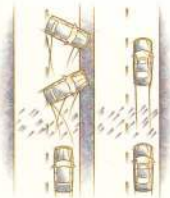
*Dual air bags are standard.
Remember, always wear safety
belts even with an air bag.*

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

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



Safety matters. We want you to enjoy your Eighty Eight. So we've engineered it to help you avoid accidents in the first place. And help safeguard you...just in case. To help you stay in control when you react to the unexpected, every Eighty Eight is equipped with computerized four-wheel anti-lock brakes, front-wheel drive, power rack-



*Every Eighty Eight features
standard computer-controlled
four-wheel anti-lock brakes
(ABS) to help you maintain
control. ABS minimizes the
chance of wheel lockup and
skidding during hard braking.*



*Rear door child-security
locks prevent the rear doors
being opened from inside. A
reassuring measure.*



Eighty Eight instrument panel in Light Gray.



INNER SPACE.



Inner space extends to Eighty Eight's sizable trunk: 17.5 cubic feet ready to swallow everything from luggage to golf clubs.

This doesn't look like any Eighty Eight I've seen before.



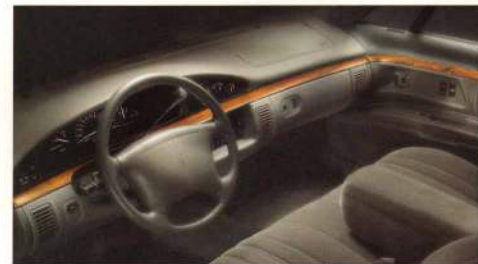
The Electrochromic rearview mirror with compass, available on Royale LS, automatically adjusts to exterior lighting conditions, eliminating the need for "day/night" positions.

The redesigned instrument panel features analog speedometer and temperature and fuel gauges ergonomically placed for easy reading.

There's quite a bit going on inside Eighty Eight. Like a spacious interior with a completely redesigned analog instrument panel. Gauges and controls are smartly placed for easy view and reach beneath a curving glare shield. As you might expect, a generous level of standard features follows. Like air conditioning, AM/FM stereo,



The available Delco ETR AM/FM stereo with compact disc player, cassette and six-speaker Dimensional Sound system provides high-level audio clarity. A range of other systems is available, too.





Available power seats feature a conveniently located adjuster shaped like the seat. Just push the control in the direction you want—up, down, tilt, recline, back or forward.



The dual-zone automatic heat, ventilation and air conditioning system, available on Royale LS, allows individual settings for you and your front passenger. The battle over temperatures can now cool down.



Rear seat heating and cooling outlets are standard on Royale LS to ensure rear passenger comfort.

**EIGHTY EIGHT
INTERIOR FEATURES
INCLUDE:**

- Driver- and passenger-side air bags
- TILT-WHEEL steering
- Power windows
- Power door locks
- Air conditioning
- AM/FM stereo
- Available leather in seating areas
- Divided bench front seat

Eighty Eight Royale interior in Light Gray.



SPECIAL EDITION

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 it 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 the details, just see your dealer. You could pay more and get less. Or you could get an Eighty Eight Royale Special Edition and a great value. It's your money, but the choice should be clear.



The world-class 3800 V6 engine is matched with the smooth-shifting electronic four-speed automatic transmission.



IN ADDITION TO EIGHTY EIGHT ROYALE'S STANDARD FEATURES, THE SPECIAL EDITION INCLUDES:

- Power driver's seat
- Cruise control
- AM/FM stereo with cassette
- Power antenna
- Dual outside power mirrors
- 15" aluminum wheels
- Dual front and rear reading lamps
- Front storage armrest
- Power trunk release

Eighty Eight Royale Special Edition in Black.

SPECIFICATIONS

Eighty Eight Model

Standard and Optional Features

	Royale	Royale LS
Driver-side air bag	\$	\$
Passenger-side air bag	\$	\$
Anti-lock brakes	\$	\$
Air conditioning	\$	\$
55/45 divided bench seat with recliners and center armrest	\$	\$
TILT-WHEEL adjustable steering column	\$	\$
Power door locks	\$	\$
Power windows	\$	\$
Driver-controlled power window lockout switch	\$	\$
Rear door child-security locks	\$	\$
Front lap-and-shoulder safety belts, outboard positions	\$	\$
Rear lap-and-shoulder safety belts, outboard positions	\$	\$
Front and rear lap safety belts, center positions	\$	\$
PASS-Key vehicle security system	\$	\$
Pulse wipers	\$	\$
Rear window defogger	\$	\$
Side window defogger	\$	\$
Amplify instrument cluster	\$	\$
2-sided padded steel body panels (except roof)	\$	\$
Base-coat/clear-coat paint	\$	\$
Soft-Ray tinted windows/E2 Kool tinted windshield and back glass	\$	\$
Visors with covered mirrors and auxiliary sunshades	\$	\$
Front door map pockets	\$	\$
Carpeted floor and lower door panels	\$	\$
Fic-thru ventilation	\$	\$
All-season radial BSW tires	\$	\$
15" wheels with deluxe discs	\$	\$
15" aluminum wheels	\$	\$
15" wire wheel discs	\$	\$
All-season radial WSW tires	\$	\$
Cruise control	\$	\$
Remote control locks	\$	\$
Power trunk release	\$	\$
Front and rear reading lamps	\$	\$
Carpeted floor mats	\$	\$
Lighted visor vanity mirrors	\$	\$
Dual outside power mirrors	\$	\$
Dual outside mirrors (driver-side remote)	\$	\$
Front seat storage armrest with cup holder	\$	\$
Overhead console	\$	\$
Rear seat heat duct	\$	\$
Driver-side power seat	\$	\$
Trunk cargo net	\$	\$
Leather seating areas	\$	\$
Engine block heater	\$	\$
Accent strips	\$	\$
Traction control system	\$	\$
Steering wheel touch controls	\$	\$
Dual-zone automatic air conditioning	\$	\$

Royale Royale LS



Eighty Eight Royale Sedan



Eighty Eight Royale LS Sedan

Wheels



15" aluminum wheel. Optional on Royale and Royale LS.



15" simulated wire wheel disc. Optional on Royale and Royale LS.



15" deluxe wheel disc. Standard on Royale and Royale LS.

Eighty Eight Model

Standard and Optional Features (continued)

	Royale	Royale LS
Comfort package - Electrochromic rearview mirror with compass, passenger-side power seat, and parking lamps	\$	\$
Electronic instrument cluster with driver information center - includes digital speedometer and tachometer, plus readout (English/metric) for fuel economy, elapsed time and date, estimated time of arrival, all change reminder and more	\$	\$

Audio Systems

	Royale	Royale LS
AM/FM stereo	\$	\$
AM/FM stereo with cassette and 6-speaker Dimensional Sound system	\$	\$
AM/FM stereo with compact disc, cassette and 6-speaker Dimensional Sound system	\$	\$
Power antenna	\$	\$

Engineering Features

	Royale	Royale LS
Power front disc/rear drum brakes	\$	\$
Push-to-release parking brake	\$	\$
4-wheel independent suspension	\$	\$
Power rack-and-pinion steering	\$	\$
3800 V6 engine with 4-speed automatic transmission	\$	\$
High-capacity cooling equipment	\$	\$

Engine Specifications

	3800 V6
Displacement	3800 (231 cu. in.)
Engine type	V6
Horsepower	170 @ 4800
Torque	225 @ 3200
Compression ratio	9.0:1
Fuel management	Sequential port injection

Dimensions

Wheelbase (in.)	109.8
Track, front/rear (in.)	60.4/60.4
Tire size	P205/70R15
Wheel size	15 x 6
Brake type, front/rear	Disc/Drum
Fuel tank (gals.)	18.0
Length (in.)	200.4
Width (in.)	74.1
Height (in.)	55.7
Weight, curb (lbs.)	3491
Headroom, front/rear (in.)	38.7/38.3
Legroom, front/rear (in.)	42.5/38.7
Shoulder room, front/rear (in.)	59.0/58.3
Seating capacity	6

Dimensions (continued)

Trunk capacity (cu. ft.)	17.5
Front turning diameter, curb to curb (ft.)	40.7/39.48

Option Packages

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

	Royale	Royale LS
15" aluminum wheels	\$	\$
Front seat storage armrest with cup holder	\$	\$
Cruise control	\$	\$
Carpeted floor mats	\$	\$
Trunk cargo net	\$	\$
AM/FM stereo with cassette	\$	\$
Power antenna	\$	\$
Driver-side power seat	\$	\$
Dual outside power mirrors	\$	\$
Passes trunk release	\$	\$
Front/rear reading lamps, plus lighted visor vanity mirrors	\$	\$
Luxury/convenience package - remote control locks with programmable feature, driver-side power seat, lighted visor vanity mirrors, front/rear reading lamps	\$	\$
Dual-zone automatic air conditioning	\$	\$
Overhead console	\$	\$
Rear seat storage armrest	\$	\$
Steering wheel touch controls	\$	\$
Reminder package	\$	\$

\$ = Standard \$ = Optional

Exterior Colors

Light Gray Metallic 14	Bright White 16	Dark Green Gray Metallic 18	Light Adriatic Blue Metallic 36
Black 41	Dark Green Metallic 48	Beige Metallic 57	Medium Garnet Red Metallic 72
Dark Cherry Red Metallic 77	Purple Pearl Metallic 91		

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

When you buy an Eighty Eight Royale, 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: manual lap/shoulder belts and air bags, driver/front passenger
 - 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
 - Child-securty locks
 - Automatic door locking system
 - Front and rear crush zones
 - Pressure lock radiator cap

- FOR ACCIDENT AVOIDANCE:**
- Side marker lamps and reflectors
 - 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 mirrors
 - 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 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
 - Brake/transmission shift interlock
 - Audible disc brake lining wear indicators
 - Electric rear window defogger
 - Door warning light/reflector
 - THEFT DETERRENCE
 - Theft-deterrent steering column lock
 - Remote inside hood release
 - Visible vehicle identification number
 - Laser-etched VIN plate
 - PASS-Key vehicle security system
 - 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. 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.



AVENIR



CUTLASS CIRRA



CUTLASS SUPREME



EIGHTY EIGHT



EIGHTY EIGHT LES



NINETY EIGHT



CUTLASS CRUISER



SILHOUETTE



BRADADA

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EIGHTY EIGHT
By Oldsmobile