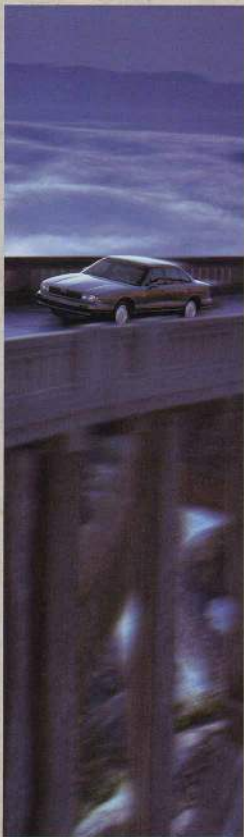


1994
EIGHTY EIGHT LSS
By Oldsmobile



E i g h t y E i g h t L S S

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The 1994 Oldsmobile Eighty Eight LSS is an agile touring car that takes the virtues of sporty performance and presents them in a contemporary five-passenger sedan. From its precision engineering to its luxurious appointments, this is a singular road car with the qualities you'd expect to find only in more expensive imports. But building a great road car like Eighty Eight LSS isn't quite enough. We believe you should get even more for your money. So we also offer a value-priced Eighty Eight LSS 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 LSS.



Eighty Eight LSS in Light Gray Metallic.

YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction.

Not satisfied with your new

Eighty Eight LSS? 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 LSS 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,

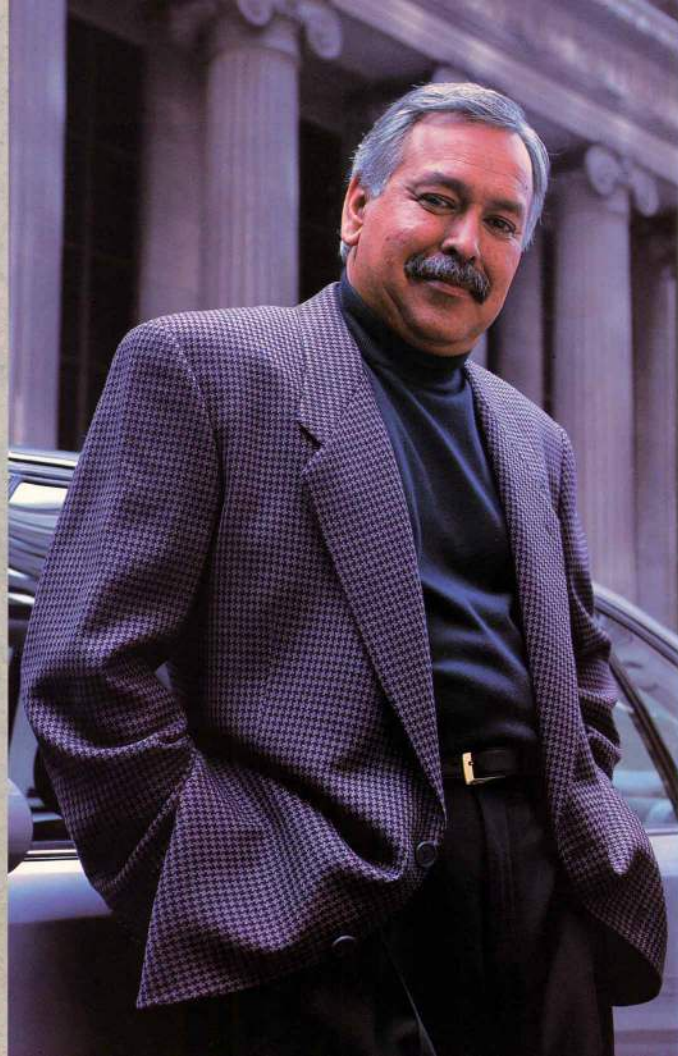
we'll give you a one-way shuttle

up to 10 miles. For overnight

warranty service, we'll give you

a loaner or reimburse you up to

\$30 a day for transportation.



*Carlos Arciniega of Rancho
Santa Margarita, California,
was on the way to his son's
engagement party when a tire
blew out and brought the drive
to a halt. Oldsmobile played
the key role in getting things
going again—at no charge.*



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. Carlos Arciniega knows that. His unsolicited letter relates an experience he and his family had: "We were on our way to my son's engagement party, 67 miles from home, when we had a blow out. We couldn't get the wheel

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

locks off to change the tire because we had accidentally left the key at home. I called Oldsmobile roadside assistance. In minutes, a tow truck was sent and I was taken to the nearest Oldsmobile dealer. They helped me find a wheel lock key so I could be on my way. I cannot express how I felt and still feel about how well I was treated. I am really impressed with the service I received. You have a great team!" All Mr. Arciniega really expected was a great car. Of course, he got that. And, of course, he got more.

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
Eighty Eight LSS 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 LSS
SAFETY FEATURES
INCLUDE:

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

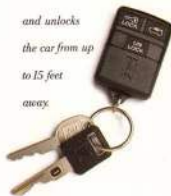


Eighty Eight LSS in Black.



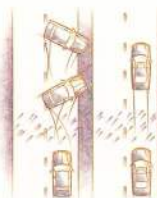
Dual air bags are standard on Eighty Eight LSS. Remember, always wear safety belts even with an air bag.

Security is also a key part of safety. The standard PASS-Key vehicle security system helps protect your investment. The remote control lock system illuminates the interior and unlocks the car from up to 15 feet away.



THE SAFETY FACTOR.

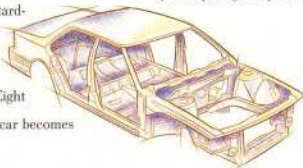
Safety matters. We want you to enjoy your Eighty Eight LSS, so we've engineered it to help you avoid accidents in the first place. And help protect you...just in case. To help keep you in control when reacting to unforeseen hazards, every Eighty Eight LSS comes with computerized four-wheel anti-lock brakes, four-wheel fully

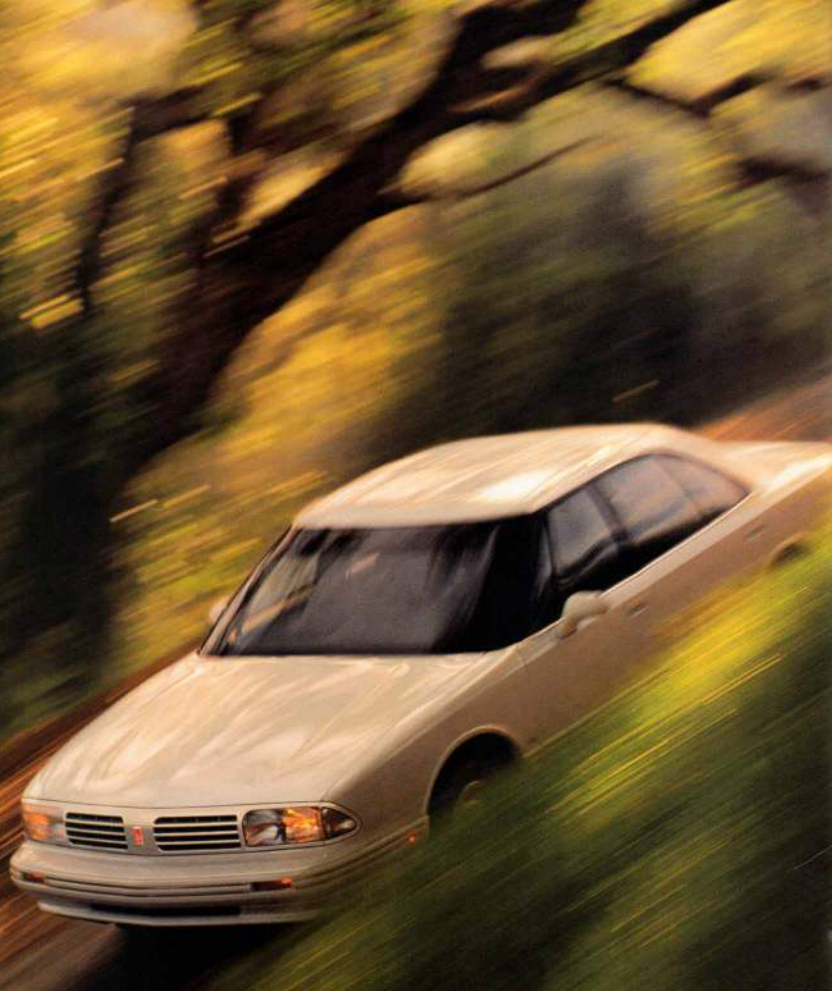


Computer-controlled four-wheel anti-lock brakes (ABS) are standard. ABS helps you maintain driving control by minimizing the chance of wheel lockup and skidding during hard braking.

independent touring suspension, front-wheel drive, variable-assist power steering, and a responsive 3800 V6 engine. Available traction control also helps maintain stability when accelerating on slippery surfaces. But if the unavoidable happens, Eighty Eight LSS can help protect you and your passengers. Dual air bags are standard. The unibody structure forms a safety cage, with front and rear crush zones to help absorb and guide crash energy away from the passenger compartment. And the interior helps minimize injuries with its flame-retardant fabrics and padded surfaces. Safety is a critical part of every Eighty Eight LSS. Knowing that, this car becomes even easier to enjoy.

The unibody structure forms a protective steel cocoon. Its front and rear crush zones help absorb and guide crash energy away from the passenger compartment.





Eighty Eight LSS in Bright White.



ENDURING QUALITY.

Are you wondering how an Eighty Eight LSS would compare with those luxury imports? How it might hold up over 100,000 miles? We thought you might. So we put the 1993 Eighty Eight LSS up against the 1993 Acura Legend and 1993 Lexus ES300 in an independent 100,000-mile test. Non-professional drivers ran the cars in the road and



Call 1-800-442-OLDS and we'll send you more information on the 100,000-mile test, including a video and official test results.

Test an Oldsmobile against a Lexus and an Acura? Are you guys nuts?



Eighty Eight LSS took on Acura Legend and Lexus ES300 in a 100,000-mile real-world driving test. The results might surprise you.

weather conditions you'd most likely face. The results were eye-opening. In some instances, LSS performed just as well as its more expensive rivals. And even better, in other cases, LSS also had the lowest per mile operating cost.* Most importantly, after driving it, many of the drivers changed their opinions favorably about the Eighty Eight LSS. We weren't surprised by the results. But frankly, you might be. So don't take our word for it. Call 1-800-442-OLDS to request more information on the independent 100,000-mile test. Then consider this: With the cars so close, and the Eighty Eight LSS priced \$5,000 to \$9,000 lower than the others, shouldn't you be thinking about how you spend your money?



We think test driver Jeff Kamin, of Smyrna, Georgia, makes our point very nicely: "The Eighty Eight LSS is a good value for what you get. Because it performs just as well as the other two cars, and in fact, in some cases it's better. You get a lot more for your money."

*Based on lower total operating costs consisting of maintenance, fuel and fluids, repairs and routine wearouts. Your experience may vary.



Eighty Eight LSS interior with seating areas trimmed in available Light Gray leather.



CONTROL CENTER.

This is where Eighty Eight LSS distinguishes itself. A new instrument panel presents gauges and controls within easy view and reach, and steering wheel touch controls allow you to operate the audio and comfort control systems without taking your hands off the wheel. The ultra-smooth electronic four-speed automatic overdrive

Is this where I really feel what the LSS is all about?



The available Electrochromic rearview mirror with compass automatically adjusts to exterior lighting conditions.

transmission is matched to our fuel-injected 3800 V6 engine for powerful performance. Put the floor-mounted shifter in gear, and you'll notice this car's fine road manners. The variable-assist rack-and-pinion power steering is precise. And the four-wheel fully independent touring suspension provides a firm ride. You'll find Eighty Eight LSS is a roadworthy sedan that didn't have to cross an ocean to reach your driveway.



A Delco ETR AM/FM stereo with auto-reverse cassette and six-speaker Dimensional Sound system is standard. A compact disc player is available.

A new contoured instrument cluster houses an analog speedometer and tachometer, and fuel and temperature gauges.





Driver-side power seat adjuster, standard, is shaped like the seat and controlled by pushing in the direction you want—up, down, tilt, recline, back or forward.



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



The Eighty Eight LSS has rear door child-security locks as standard equipment. A reassuring and effective safeguard.

Even though Eighty Eight LSS has a sporty flair, don't think for a second luxury has been ignored. Hardly. In fact, luxury is a high priority that helps you enjoy LSS's performance even more. The front reclining bucket seats are contoured and individually controlled. The driver's side features a power seat back and six-way power adjuster. Tilt-Wheel steering is also adjustable to your preference, and the wheel itself is wrapped in leather. Cruise control, power windows, door locks and mirrors, and a Delco ETR AM/FM stereo with cassette and six-speaker Dimensional Sound system are standard. And air conditioning, of course. The point is, we believe you should always enjoy driving. Eighty Eight LSS is designed to let you do just that.

EIGHTY EIGHT LSS INTERIOR FEATURES INCLUDE:

- Driver and passenger-side air bags
- Full analog instrumentation
- Dual-zone automatic air conditioning
- AM/FM stereo with cassette
- Front bucket power seats
- Power windows
- Programmable power door locks
- Floor console
- Overhead storage console
- Front and rear storage armrests



Eighty Eight LSS interior with seating areas trimmed in available Light Gray leather.



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 LSS Special Edition and a great value. It's your money, but the choice should be clear.



A powerful and quiet world-class, tuned port fuel-injected 3800 V6 is standard on every Eighty Eight LSS.



Eighty Eight LSS Special Edition in Black

EIGHTY EIGHT LSS SPECIAL EDITION INCLUDES:

- Power heated seats with floor console
- Leather trim in seating areas
- 16" aluminum wheels
- Reminder package
- Steering wheel touch controls
- Lighted visor vanity mirrors
- Front and rear reading lamps
- Electrochromic inside mirror with compass
- Cornering lamps

Model	L55
Standard and Optional Features	
Driver-side air bag	\$
Passenger-side air bag	\$
Anti-lock brakes	\$
Dual zone automatic air conditioning	\$
Power door locks	\$
Remote control locks	\$
Power windows	\$
Driver-controlled power window lockout switch	\$
Rear door child-security locks	\$
Cruise control	\$
Steering wheel touch controls	\$
Front bucket seats with recliners and center floor console	\$
Front seat storage armrest with cup holder	\$
Overhead console	\$
Front lap-and-shoulder safety belts, outboard positions	\$
Rear lap-and-shoulder safety belts, outboard positions	\$
Rear lap safety belt, center position	\$
5-gauge rallye instrument cluster	\$
Reminder package	\$
2-sided galvanized steel body panels (except roof)	\$
Base-coat/clear-coat paint	\$
TILT-WHEEL adjustable steering column	\$
Dual outside power mirrors	\$
Power trunk release	\$
Vision with auxiliary turnbushes	\$
Lighted vision vanity mirrors	\$
Soft-Ray tinted windows/EZ Kool tinted windshield and back glass	\$
Flo thru ventilation	\$
Front door map pockets	\$
Carpeted floor and lower door panels	\$
Front and rear reading lamps	\$
Carpeted floor mats	\$
Trunk cargo net	\$
16" aluminum wheels	\$
All-season radial BSW touring tires	\$
Pulse wipers	\$
Rear window defogger	\$
Side window defoggers	\$



Eighty Eight L55 Sedan

Wheels

16" aluminum wheel.
Standard.A spacious trunk provides
17.3 cubic feet of storage
capacity.

Model	L55
Standard and Optional Features (continued)	
PASS-Key vehicle security system	\$
Driver-side power seat	\$
Leather seating areas	O
Comfort package - Electrochromic rearview mirror with compass, passenger-side power seat, and cornering lamps	O
Traction control system	O
Engine block heater	O
Audio Systems	
AM/FM stereo with cassette and 6-speaker Dimensional Sound System	\$
AM/FM stereo with compact disc, cassette and 6-speaker Dimensional Sound System	O
Power antenna	\$
Engineering Features	
Power front disc/rear drum brakes	\$
Push-to-release parking brake	\$
Power rack-and-pinion steering	\$
4-wheel independent suspension	\$
3800 V6 engine with 4-speed automatic transmission	\$
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.)	110.8
Track, front/rear (in.)	60.4/60.4
Tire size	P225/60R16
Wheel size	16 x 7
Brake type, front/rear	Disc/Drum
Fuel tank (gals.)	18.0
Length (in.)	200.4
Width (in.)	74.1

Dimensions (continued)

Height (in.)	55.7
Weight, curb (lbs.)	3469
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	5
Trunk capacity (cu. ft.)	17.3
Front turning diameter, curb to curb (ft.)	40.7L/39.4R

\$=Standard O=Optional

Exterior Colors

Light Gray Metallic 14	Bright White 16	Dark Green Metallic 18	Light Adriatic Blue Metallic 96
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 LSS, 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 security 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-grain 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 for THEFT DETERRANCE

• Throttle-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.



ACHIEVA



CUTLASS CIERA



CUTLASS SUPREME



EIGHTY EIGHT



EIGHTY EIGHT LSS



NINETY EIGHT



CUTLASS CRUISER



SILHOUETTE



BRAVADA

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EIGHTY EIGHT LSS
By Oldsmobile