



A U R O R A



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"At first sight, the Aurora may unsettle people just a bit. That means we've done our job."

Dennis Burke, Head of Aurora Exterior Design Studio

The Aurora is for everyone who enjoys turning heads. □ When you first look at it, you may not even notice that it has four doors. The form is muscular, clean and pure. You'll find no tacked-on adornments — no shiny grille, very little chrome and very few body seams. You will find the smooth flow of upper and lower body sections along the length of the bold, fuselage-shaped body. Sensuous curves will draw your eyes to widely-spaced sixteen-inch aluminum wheels which plant the Aurora firmly on the ground. □ The Aurora is not a copy of a copy, but an original, not just in form but in substance. The Aurora was created by people who share one passion. A passion not to compromise. The result is an automobile that makes everything else look underwhelming and overpriced.

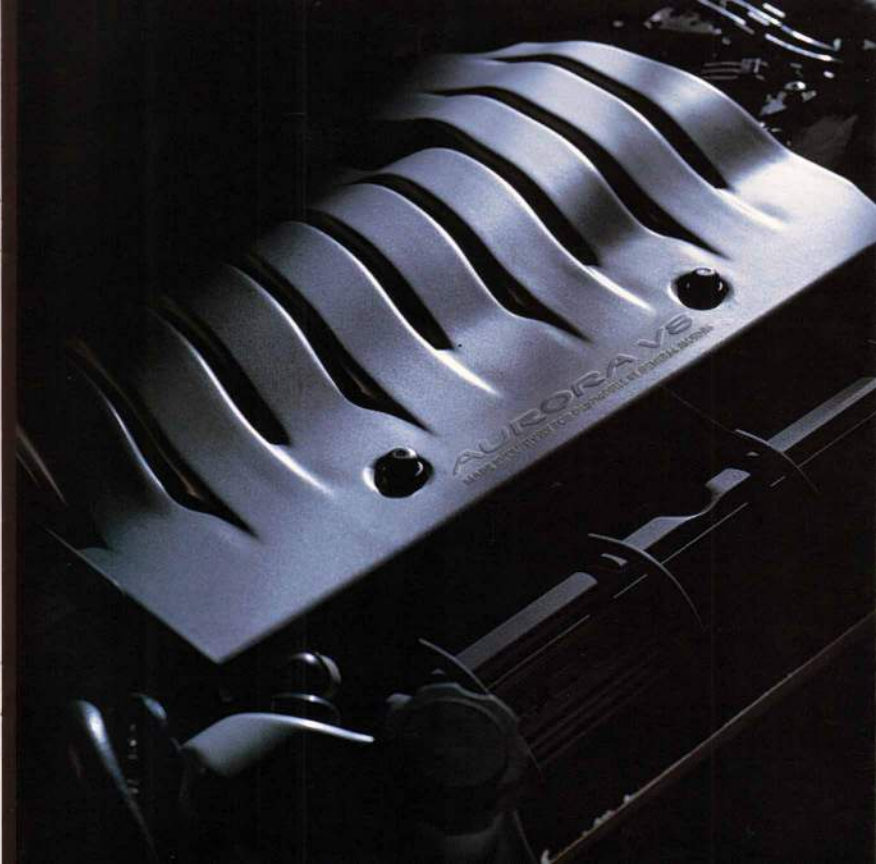




"When our V8 broke the 25,000 kilometer world speed-endurance record previously held by Mercedes, I said 'No big deal.' We knew we'd do it."

Sam Winegarden, Chief Engineer Aurora Engine Team

The Aurora does more than look like a luxury performance sedan. It performs like one. □ A remarkable 250-horsepower aluminum 4.0 liter 32-valve DOHC V8 engine combines record-breaking durability and assured, seamless power. With ninety percent of peak torque available between 1700 and 5600 rpm, you can use the Aurora's V8 power to pass with confidence. Yet this powerhouse is so quiet at idle, an innovative interlock prevents you from trying to start the engine when it is already running. Thanks to electronic controls and platinum-tipped spark plugs, the first tuneup isn't scheduled until 100,000 miles. And in the event of total loss of coolant, you can still drive the Aurora as far as fifty miles. □ Depending on your driving style, you can select either normal or performance shifting modes on the 4-speed electronic automatic transmission. Whichever you choose, the highest combined speed and torque capacity of any front-drive transaxle in the world assures silk-smooth shifting.







"Judge an interior by what isn't there."

Bob Luyckx, Head of Aurora Interior Design Studio

Discomfort and noise are distractions. The Aurora interior practically eliminates them, helping to make you a better driver. □ The Aurora's front contour leather seating areas with six-way power adjustments, including lumbar support, are a distillation of the art and science of seat-making. Thoughtfulness abounds. Large analog gauges, switches and steering-wheel touch controls are placed exactly where your body and mind say they should be. His-and-her climate controls, genuine solid burl walnut, and a six-speaker sound system with cassette player and CD further enhance your comfort. □ Quiet and safety complete an environment you want to escape to, not from. The Aurora's world-class body structure is the foundation of an interior free of unwanted noise and of an exceptionally sturdy safety capsule. Four-wheel anti-lock brakes, traction control, dual airbags and three-point safety belts are, of course, standard.



Always wear safety belts, even with airbags.







"From the beginning, I said, 'Get the fundamentals right, then talk to me about hi-tech.'"

Roger Masch, Chief Engineer



Beneath the Aurora's air-slicing shape is a body structure whose strength is a wonder of engineering fundamentals. You cannot see it, but you can feel what it makes possible: enviable ride quality, superior handling and serene quietness. □ That solid feel you instantly recognize can be

measured scientifically. The Aurora has a natural frequency of 25 hertz. At this frequency, an automobile's driver and passengers are more isolated from vibrations caused by bumps, ruts, and the other jarring facts of the road. No luxury performance sedan in the world has a higher frequency than

the Aurora. □ This robust structure also allows the suspension and steering systems to do their jobs without the need to compensate for flexing and twisting in the body above. A sure-footed, gimmick-free suspension provides extraordinary directional stability and virtually eliminates "dive" on brak-

ing. One-of-a-kind Magnetic Speed Variable Assist steering gives you generous steering assist at low speeds and increasingly less at higher speeds, so you maintain impeccable road feel. And it operates so smoothly, changes in assist rates are undetectable.



"I gave the Aurora team only one goal. 'Surpass my most unreasonable expectations.' Then I butted out."

John Rock, Oldsmobile General Manager

To create the Aurora we wrote down all the rules about making a great luxury automobile. Then we rewrote them. □ We transferred sixty of the men and women who actually build the Aurora to our development center soon after the first concept sketch was drawn. They made sure what the engineers and designers created could be manufactured efficiently and meticulously. The Aurora V8, for example, contains 556 fewer parts than the Lexus V8, yet it delivers the same displacement, horsepower and torque ratings. When it comes to fit and finish, world-class standards are ensured by checking a painstaking total of 550 points on the exterior alone. And every Aurora is driven over a demanding test track and rigorously evaluated before it heads your way. □ The Aurora is the result of a new rulebook written by people who share a passion not to compromise. Now it's your turn. Wait until spring 1994. Then drive the Aurora. It will make you forget the first car you ever fell in love with.



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Get the newest Aurora updates.
Complete and return this postage-paid card,
and we'll send you all the forthcoming
news on this uncompromising automobile.

Mr./Mrs./Ms./Dr. _____

Address _____

City _____ State _____ ZIP _____

Home Phone (____) _____ Work Phone (____) _____

Please describe the vehicle you currently drive:

Year _____ Make _____ Model _____

When will you most likely purchase/lease your next vehicle?

- ☐ Within three months ☐ 4-6 months ☐ 7-12 months
☐ More than one year ☐ No definite plans

Do you intend to lease or buy your next vehicle?

- ☐ Lease ☐ Buy ☐ Unsure

In which price range will you shop?

- ☐ Under \$15,000 ☐ \$15-20,000 ☐ \$20-25,000
☐ \$25-30,000 ☐ \$30-35,000 ☐ \$35-40,000
☐ \$40,000 or more

Which of the vehicles, if any, will you consider? (Check up to three.)

Import

- ☐ Acura Legend/Vigor
☐ Mitsubishi Diamante
☐ Mazda 929
☐ Infiniti J30
☐ Infiniti Q45
☐ Lexus ES 300
☐ Lexus GS 300
☐ Lexus LS 400
☐ BMW 3-Series/5-Series
☐ Mercedes C-Class/E-Class

Domestic

- ☐ Cadillac Seville/STS/Eldorado
☐ Oldsmobile Eighty Eight/Ninety Eight
☐ Buick Park Avenue/Park Avenue Ultra
☐ Pontiac Bonneville SSE
☐ Lincoln Mark VIII/Continental
☐ Ford Taurus/SHO/Mercury Sable
☐ Chrysler Concorde/New Yorker/
LHS/Eagle Vision

Other Make _____

Other Make _____

Model _____

Model _____

Other Make _____

Model _____

Please indicate your age group:

- ☐ 16-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

To speak personally with someone about the new Aurora,
call 1-800-442-6537 between 8 A.M. and 7 P.M. EST.

A-DLR



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AURORA
by Oldsmobile

A U R O R A



SPECIFICATIONS

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SPECIFICATIONS



*Few luxury cars can be called aggressive.
Fewer still can be called daring. Yet Aurora is both.
A true original, Aurora is a luxury performance
car that compromises on neither luxury nor
performance. Thanks to its many innovative
engineering advances, Aurora provides smooth,
solid power, unparalleled comfort and looks that
command attention. This spring, you'll be able
to experience for yourself the power of Aurora.
But for now, examine these impressive details.
A car this unique will certainly be worth the wait.*



ENGINE

4.0-liter 32-valve 250-hp DOHC V8 • Aluminum block with integral cast-iron cylinder bores • Aluminum heads with 4-valve pentroof combustion chamber design • 4-chain-driven overhead camshafts • 4-belt main bearing caps • Tined glass-filled thermoplastic intake manifold

• Sequential fuel injection • Direct

ignition system with 4 coils and dual platinum-tipped spark plugs • Transverse torque-axis engine mounting • Starter lockout—prevents attempts to restart running engine

STEERING

Magnasteer system—magnetic speed variable-assist power rack-and-pinion steering

DRIVETRAIN

Front-wheel drive • Electronic 4-speed automatic transaxle • Powertrain control module—integrates engine and transaxle functions • Driver-selectable normal and performance shifting modes • Equal-length half-shafts

BRAKING & TRACTION

Integrated 4-wheel anti-lock braking and anti-spin traction control systems • 4-wheel disc brakes

SUSPENSION & CHASSIS

Independent modified MacPherson strut front suspension with coil springs and stabilizer bar • Independent semi-trailing arm rear suspension with stabilizer bar and anti-lift geometry • Automatic rear leveling • Utilized 25-Hertz body structure • 16" x 7" 6-spoke aluminum wheels • Goodyear Eagle GA P235/60R16 touring tires

COMFORT & CONVENIENCE

Automatic dual-zone air conditioning with rear-seat duct and outside temperature display • Steering wheel touch controls for audio and climate control • TILT-Wheel steering • Cruise control • Power windows with driver-side auto-down and driver-controlled lockout switch • EZ Kool solar-control glass • Inside day/night Electrochromic automatic mirror • Twilight Sentinel automatic headlamp control • Dual front and rear beverage holders • Lighted visor vanity mirrors • Passenger assist handles • 12-volt power outlet in console • Trunk cargo net

SEATING & INTERIOR TRIM



Front contour bucket seats with 6-way power adjustment, power recliners, power lumbar supports and manually adjustable articulating headrests • Memory con-

trols for driver's seat and outside dual power mirrors • Leather trim in seating areas (cloth trim available as a no-cost option)



• Leather-wrapped steering wheel and floor shifter • Center console with storage compartment • Folding rear-seat storage armrest and pass-through to trunk • Genuine burl walnut trim

OCCUPANT PROTECTION

Driver and front-seat passenger air bags • 3-point front safety belts with slack-set feature • 3-point outboard rear safety belts with minimal-effort retractors • 2-point center rear safety belt • Reinforced safety-cage passenger compartment • Front and rear crush zones • Side-guard door beams • Energy-absorbing 5-mph front and rear bumpers • Programmable automatic power door locks • Remote keyless entry • Illuminated entry feature • PASS-Key vehicle security system • Rear door child security locks

ENTERTAINMENT SYSTEM

AM/FM stereo radio with seek-scan features and automatic tone control • Auto-reverse cassette player • Compact disc player with anti-theft lockout system, soft-load and audio compression features • 6-speaker

SPECIFICATIONS

EXTERIOR COLOR/ INTERIOR TRIM COMBINATIONS

Code & Exterior Colors	Interior Colors*			
	Adriatic Blue	Sandstone	Graphite	Teal
14 Light Gray Metallic				
16 Bright White				
18 Dark Green Gray Metallic				
34 Silver Teal Metallic				
36 Light Adriatic Blue Metallic				
41 Black				
48 Dark Green Metallic				
72 Medium Garnet Red Metallic				
77 Dark Cherry Red Metallic				
83 Champagne Metallic				
89 Mocha Metallic				
91 Purple Pearl Metallic				

*Cloth available only in Graphite or Sandstone

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Dimensional Sound system • Optional: Bose Acoustimass music system—acoustically tailored to the interior of the Aurora, includes bass module, 6 speakers and 6 amplifiers

INSTRUMENTATION

Analog gauge cluster with 140-mph speedometer, tachometer, coolant temperature and fuel gauges, odometer and trip odometer • Driver information system—monitors 21 vital vehicle systems and provides digital readout (English/metric) for date, trip functions and oil life index

EXTERIOR



Composite halogen headlamps • Integrated fog-lamps • Cornering lamps • Body-color bumpers and side moldings • Flush-mounted glass and door

handles • Dual power adjustable mirrors with defoggers • Electric rear window defogger • Side window defoggers



• Dual exhaust
• Rear quarter power antenna

OPTIONS

Power sunroof with tinted sliding glass panel and sunshade • Bose Acoustimass music system • Driver and front-seat passenger heated seats • Michelin P235/60VR16 speed-rated tires (includes special 3.71 transaxle ratio) • Cloth seat trim (no-cost option) • Engine block heater

THE OWNERSHIP EXPERIENCE

4-year/\$0,000-mile Bumper-to-Bumper warranty • 24-hour roadside assistance • Courtesy transportation • Trip interruption expense reimbursement • See your local retailer for complete details

CHASSIS DIMENSIONS

Wheelbase	113.8 in.
Front tread	62.5 in.
Rear tread	62.6 in.
Tire size	P235/60R16
Wheel size	16 x 7 in.
Turning diameter	41.0 ft.
Fuel capacity	20.0 gal.

EXTERIOR DIMENSIONS

Length	205.4 in.
Width	74.4 in.
Height	55.4 in.
Ground clearance	5.6 in.
Curb weight	3,967 lbs.

INTERIOR DIMENSIONS

Front seat	
Head room	38.4 in.
Leg room	42.6 in.
Shoulder room	57.9 in.
Hip room	55.1 in.
Rear seat	
Head room	36.9 in.
Leg room	38.4 in.
Shoulder room	57.9 in.
Hip room	55.8 in.
Trunk capacity	16.1 cu. ft.

Available 16" aluminum alloy wheel with air bags. © 1994 GM Corp. All Rights Reserved. Printed in USA 1-54. Aurora, Magnasteer and TILT-Wheel are trademarks of General Motors Corp. Oldsmobile, PASS-Key and Twilight Sentinel are registered trademarks of General Motors Corp. Acoustimass is a registered trademark of the Bose Corp.

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