

1995 Ciera



by Oldsmobile

— ABOVE ALL,
YOUR NEXT NEW CAR
SHOULD GIVE YOU
PEACE OF MIND.

You want a car that you can count on: a car that earns your confidence and trust year after year.

That's why we invite you to consider Ciera Sedan or Cutlass Cruiser Wagon by Oldsmobile. ➤ Each is an automobile of proven quality, reliability and durability. Both are equipped with a driver-side air bag and anti-lock brakes as standard safety features. Of course, they also provide the comfort and room you'd expect from an Oldsmobile. Ciera offers you a spacious sedan with seating for six adults. While the versatile Cutlass Cruiser seats up to eight passengers or carries loads of cargo. ➤ For 1995, Oldsmobile offers you a better way to buy a new car. You won't have to go through the hassle of comparing a lot of different models and option packages, because Ciera gives you the simple choice of two well-equipped versions. Series I is nicely equipped to provide a comfortable yet practical sedan, while Series II gives you additional conveniences. The Cutlass Cruiser is available in just one version with its own long list of standard features. ➤ Simply put, Ciera and Cutlass Cruiser give you more car, and peace of mind, for your money.

*Ciera gives you the COMFORT, DURABILITY and VALUE you need
for years of SATISFYING ownership.*



Ciera in Medium Adriatic Blue Metallic.

The Safety Factor

YOU SHOULD FEEL PEACE OF MIND EVERY TIME YOU GET BEHIND THE WHEEL. THAT'S WHY CIERA AND CUTLASS CRUISER ARE ENGINEERED TO HELP YOU **PREVENT** AN ACCIDENT. FOUR-WHEEL ANTI-LOCK BRAKES AND POWER RACK-AND-PINION STEERING HELP YOU MAINTAIN CONTROL, WHILE FRONT-WHEEL DRIVE AND MACPHERSON STRUT FRONT SUSPENSION PROVIDE SUREFOOTED STABILITY. OF COURSE, IF A COLLISION OCCURS, CIERA AND CUTLASS CRUISER ARE ALSO ENGINEERED TO HELP **PROTECT** YOU. A DRIVER-SIDE AIR BAG IS STANDARD. A UNI-



BODY STRUCTURE WITH FRONT AND REAR CRUSH ZONES HELPS ABSORB AND GUIDE CRASH ENERGY AWAY FROM THE PASSENGER CABIN. THE INTERIOR IS DESIGNED WITH FLAME-RETARDANT FABRICS AND IMPACT-ABSORBING SURFACES. SINCE SECURITY IS ALSO PART OF SAFETY, CIERA AND CUTLASS CRUISER ARE EQUIPPED WITH AUTOMATIC PROGRAMMABLE POWER DOOR LOCKS AND AN ILLUMINATED ENTRY FEATURE THAT LIGHTS UP THE INTERIOR WHEN YOU LIFT THE DOOR HANDLE.

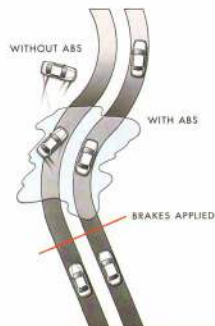
*Ciera is designed to help you **PREVENT** an accident, and to help **PROTECT** you when a collision is unavoidable.*

Every Ciera and Cutlass Cruiser model is equipped with a standard driver-side air bag. Remember, you should always wear your safety belt, even with an air bag.



For added security, the illuminated entry feature automatically lights up the interior when you lift the door handle.

A standard anti-lock braking system (ABS) helps the driver maintain steering control by minimizing the chance of wheel lockup and skidding during hard braking.





Ciera Series II in Medium Beige cloth.

Comfort and Convenience

THE ROOMY INTERIORS OF CIERA AND CUTLASS CRUISER ARE DESIGNED TO PROVIDE LASTING COMFORT. THE DIVIDED BENCH FRONT SEAT FEATURES POWER RECLINERS FOR THE DRIVER AND PASSENGER. A FRONT CENTER ARMREST FOLDS BACK FOR THREE-ACROSS SEATING WHEN THE NEED ARISES. WIDE-OPENING DOORS PROVIDE EASY IN-AND-OUT ACCESSIBILITY, AND EVERY CIERA AND CUTLASS CRUISER PROVIDES STANDARD FEATURES LIKE TILT-WHEEL STEERING, AIR CONDITIONING, AM/FM STEREO WITH CASSETTE, AUTOMATIC PROGRAMMABLE POWER DOOR LOCKS, PULSE WIPERS AND A REAR WINDOW DEFOGGER.

*Ciera gives you the COMFORT, SPACE and FEATURES you need
to ENJOY driving for years to come.*



You'll have no problem reading these big, well-lit analog gauges, even at night. You'll also feel at ease knowing there's a driver-side air-bag.



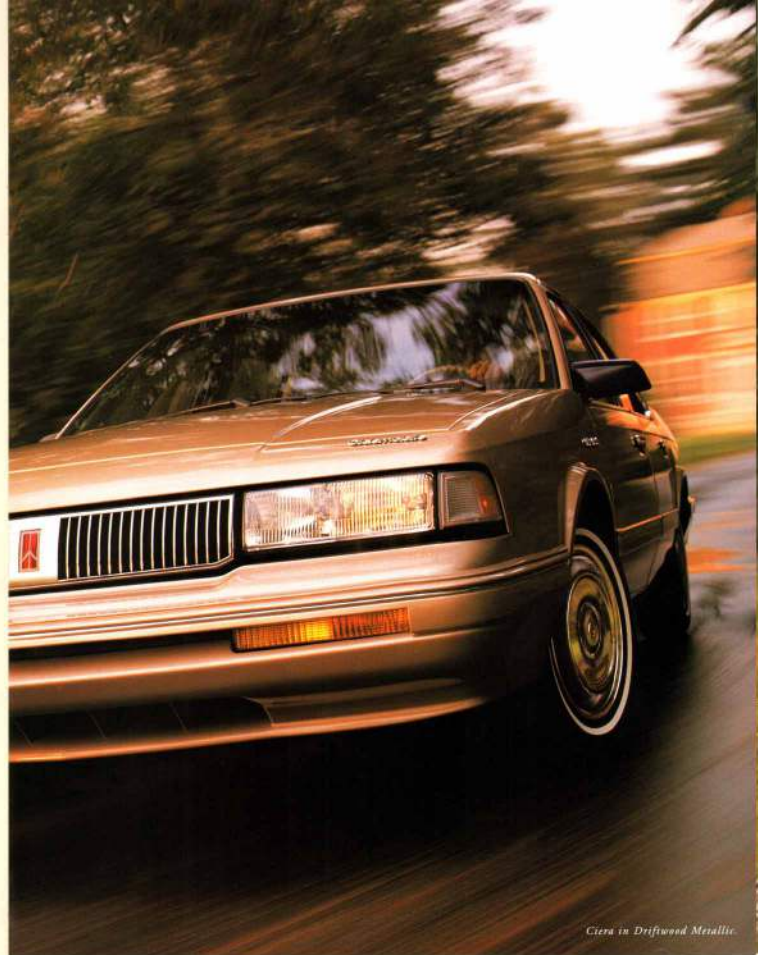
A front center armrest gives you extra storage space and dual cupholders.

— YOU SHOULD FEEL AS
GOOD ABOUT BUYING
YOUR NEW CAR AS
YOU DO DRIVING IT.

Buying a new car SHOULD be fun. But we know that sorting through options and haggling over prices can make it a frustrating experience. So not long ago, we began to explore a new, simpler way to buy an Oldsmobile. → First, we simplified the selection process by making our most popular options standard equipment on most models. To simplify our pricing, we removed the confusing discounts and rebates. But we left in the savings. → The response was so encouraging, we've gone a step further for 1995. This year, every Oldsmobile model is available in just one or two versions that are so well-equipped, there is only a handful of options to consider. And we've simplified pricing across the board, enabling your Oldsmobile retailer to skip the haggling and quote you the best possible price right up front. → Simply put, our new way of doing business means Oldsmobile now offers you even more car for your money...and a more enjoyable way to buy it. And that's certainly something you can feel good about.

— Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.



Ciera in Driftwood Metallic.

We invite you to COMPARE Ciera with other sedans in its class.

We don't think you'll find a better VALUE anywhere.



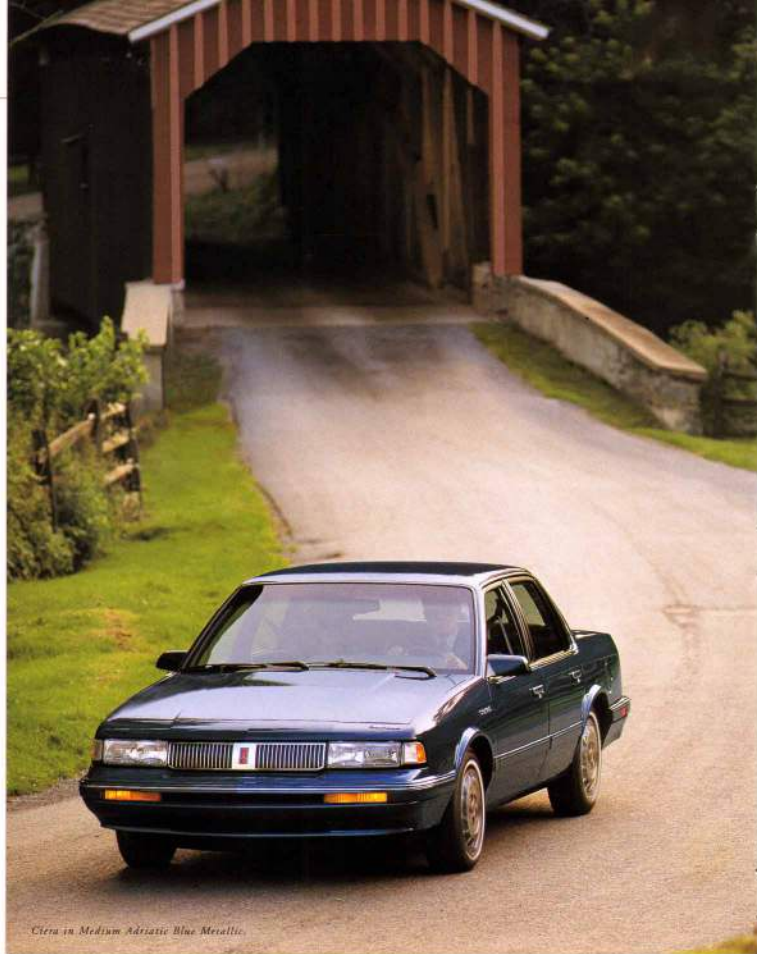
Ciera in Diffused Metallic.

— Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.

We invite you to COMPARE Ciera with other sedans in its class.

We don't think you'll find a better VALUE anywhere.



Ciera in Medium Adriatic Blue Metallic.

When you own a Ciera or Cutlass Cruiser, you'll enjoy the clear sound of a standard Delco AM/FM stereo radio with ice/clean tuning, auto-reverse cassette and four extended-range speakers.



TILT-Wheel steering lets you adjust the angle to your most comfortable driving position.



Or you can tilt the wheel all the way up to make it easier for you to get in and out of the driver's seat.



The Ciera Series II and Cutlass Cruiser feature a 3100 V6 engine that delivers a responsive 160 hp and 185 lb-ft of torque. This engine is also available on Ciera Series I.

The Incomparable Value of Ciera

WITH CIERA, YOU'LL KNOW YOU'RE GETTING A RELIABLE, WELL-EQUIPPED SEDAN AT AN AFFORDABLE PRICE. CIERA SERIES I GIVES YOU STANDARD FEATURES LIKE A 2.2-LITER ENGINE, AUTOMATIC TRANSMISSION, DRIVER-SIDE AIR BAG, ANTI-LOCK BRAKES, AIR CONDITIONING, DIVIDED BENCH FRONT SEAT WITH POWER RECLINERS, FRONT-SEAT STORAGE ARMREST WITH DUAL CUPHOLDERS, AUTOMATIC PROGRAMMABLE POWER DOOR LOCKS, AM/FM STEREO WITH CASSETTE, TILT-WHEEL STEERING, PULSE WINDSHIELD WIPERS, SIDE AND REAR WINDOW DEFOGGERS, ILLUMINATED ENTRY AND CARPETED FLOOR MATS. THE CIERA SERIES II ADDS THE POWER OF A 3100 V6 ENGINE, 4-SPEED AUTOMATIC TRANSMISSION, POWER WINDOWS WITH DRIVER'S AUTO-DOWN FEATURE, CRUISE CONTROL AND DUAL POWER OUTSIDE MIRRORS.

Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.

We invite you to COMPARE Ciera with other sedans in its class.

We don't think you'll find a better VALUE anywhere.



Cutlass Cruiser in Medium Garnet Red Metallic.

The Incomparable Value of Cutlass Cruiser

WITH SEATING FOR EIGHT OR ROOM FOR 74 CUBIC FEET OF CARGO, CUTLASS CRUISER IS DEFINITELY A VERSATILE WAGON. AT THE SAME TIME, IT'S A VEHICLE LOADED WITH COMFORT AND SECURITY. STANDARD EQUIPMENT INCLUDES A 3100 V6 ENGINE, 4-SPEED AUTOMATIC TRANSMISSION, DRIVER-SIDE AIR BAG, ANTI-LOCK BRAKES, AIR CONDITIONING, DIVIDED BENCH FRONT SEAT WITH POWER RECLINERS, FRONT SEAT STORAGE ARMREST WITH DUAL CUPHOLDERS, AM/FM STEREO WITH CASSETTE, DUAL POWER OUTSIDE MIRRORS, CRUISE CONTROL, POWER WINDOWS, FOLDING REAR-FACING THIRD SEAT, ROOFTOP LUGGAGE CARRIER AND A REAR-WINDOW AIR DEFLECTOR.

—Cutlass Cruiser isn't just A LOT OF CAR for the money.

It's a lot of a car, PERIOD.



Cutlass Cruiser's versatile tailgate lets you load cargo by flipping up the rear window or lifting the whole tailgate. The standard rear-facing third seat provides seating for two additional passengers.

Equipment

CIERA & CUTLASS CRUISER		
SAFETY & SECURITY	SERIES: I	II WAGON
Anti-lock power front disc/rear drum brakes	■	■
Brake/transmission shift interlock	■	■
Driver-side air bag	■	■
3-point front and rear outboard safety belts, plus front and rear center lap belts (and dual lap belts on wagon third seat)	■	■
Automatic programmable power door locks	■	■
Remote-control keyless entry system	□	□
Illuminated entry package	■	■
Halogen headlamps	■	■
Side and rear window defoggers	■	■
Dual outside mirrors, driver-side remote	■	■
Dual power outside mirrors	—	■
MECHANICAL		
2.3-liter 4-cylinder multipoint fuel-injected engine	■	—
3100 V6 engine with sequential port fuel injection	□	■
3-speed automatic transmission	■	—
4-speed electronic automatic transmission	□	■
Front-wheel drive	■	■
Power rack-and-pinion steering	■	■
Maintenance-free Freedom battery	■	■
Engine block heater	□	□
EXTERIOR		
14-inch wheels with bob-on-wheel covers	■	■
14-inch wire wheel discs	—	□
P185/75R14 all-season radial tires, white sidewall	■	■
P195/75R14 all-season radial tires, black sidewall	□	□
Body-color side moldings	■	■
Soft Ray tinted windows	■	■
Power wipers	■	■
Rear-quarter vent windows	—	■
■ Standard □ Optional — Not available		



In addition to standard power recliners, the available power driver's seat adjusts six ways to ensure your driving comfort.



Available remote-control keyless entry lets you unlock your doors and trunk from 15 feet away. When you unlock the doors, the interior lights illuminate.



The power windows include a driver's auto-down feature. Just touch and release the control to fully lower the window. (Standard on Ciera Series II and Cutlass Cruiser.)

CIERA & CUTLASS CRUISER		
EXTERIOR, continued	SERIES: I	II WAGON
Rear-window air deflector	—	■
Rooftop luggage carrier	—	■
COMFORT & CONVENIENCE		
Air conditioning with CFC-free refrigerant	■	■
TILT-Wheel adjustable steering column	■	■
Cruise control	—	■
Power windows with driver's auto-down	■	■
Analog gauge cluster	■	■
Front seat storage armrest with cupholders	■	■
Map pockets in front doors	■	■
Glove box, underhood, dome and trunk lamps	■	■
Inside day/night mirror with dual reading lamps	■	■
Dual corexed view vanity mirrors	■	■
Headlamp and turn signal reminder chimes	■	■
Inside hood release	■	■
Cargo area lamp	—	■
Power tailgate lock release	—	■
AUDIO SYSTEMS		
Delco ETB/AM/FM stereo with cassette, seek/scan, digital clock and 4 extended-range speakers	■	■
Fender-mounted fixed-mast antenna	■	■
SEATING & TRIM		
55/45 divided bench front seat with manual controls and power reclining rear backs	■	■
6-way power driver's seat	□	□
Front and rear carpeted floor mats	■	■
Split-folding rear seat back	—	■
Rear-facing third seat	—	■
/ Included with 3100 V6 engine option; not available with 2.3-liter engine.		

Specifications & Colors

CIERA & CUTLASS CRUISER SPECIFICATIONS		
EXTERIOR DIMENSIONS	SEDAN	WAGON
Length (in.)	190.3	194.4
Wheelbase (in.)	104.9	104.9
Width (in.)	69.5	69.5
Height (in.)	54.1	54.5
Curb weight (lb)	2901	3224
Trail width, front/rear (in.)	58.7/57.0	58.7/57.0
Turning circle (ft., curb-to-curb)	38.1	38.1
INTERIOR DIMENSIONS		
Headroom, front/rear (in.)	38.6/38.3	38.6/38.9
Legroom, front/rear (in.)	42.1/35.8	42.1/34.7
Shoulder room, front/rear (in.)	55.8/56.0	55.8/56.0
CAPACITIES		
Fuel capacity (gal)	16.5	16.5
Seating capacity (passengers)	6	8
Trunk volume (cu ft.)	15.8	—
Maximum cargo volume (cu ft.)	—	74.4
Tailgate opening height (in. at belt)	—	49.4
Tailgate opening height (in.)	—	28.7
EPA ESTIMATED FUEL ECONOMY		
2.3-liter 4-cylinder (mpg, city/hwy)	25/32	—
3100 V6 (mpg, city/hwy)	19/29	19/29
TIRES		
P185/75R14 all-season radial, white sidewall	■	■
P195/75R14 all-season radial, black sidewall	□	□
POWER TEAMS		
ENGINES	2.3-LITER 4-CYLINDER	3100 V6
Displacement	2.3 liters (133 cu in.)	3.1 liters (191 cu in.)
Horsepower	120 @ 5200 rpm	160 @ 5200 rpm
Torque (lb-ft)	130 @ 4000 rpm	185 @ 4000 rpm
Fuel delivery	Multipoint fuel injection	Sequential port fuel injection
Transmission	3-speed automatic	4-speed electronic automatic



Medium Adriatic Blue Metallic
Beige, gray or blue interior



Bright White
Beige, gray, blue or red interior



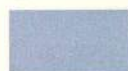
Dark Green Gray Metallic
Beige or gray interior



Medium Marblehead Gray Metallic
Beige, gray or red interior



Driftwood Metallic
Beige or red interior



Light Adriatic Blue Metallic
Blue interior



Dark Adriatic Blue Metallic
Beige or blue interior



Medium Garnet Red Metallic
Beige, gray or red interior



Dark Cherry Red Metallic
Beige, gray or red interior



Purple Pearl Metallic
Beige or gray interior

INTERIOR COLORS

CLOTH

Medium Beige
Medium Gray
Adriatic Blue
Rally Red

The paint color samples shown above may vary slightly from actual vehicle color due to the printing process.

WE WANT YOU TO BE SATISFIED WITH YOUR NEW OLDSMOBILE LONG AFTER THE SALE.

In addition to a comprehensive warranty, we also offer courtesy transportation, provide 24-hour roadside assistance and even guarantee your satisfaction. Which may not sound so important right now, but you'll appreciate them should the need ever arise. Just ask one of our owners.

Charles Bacon, of Lincoln, Nebraska, discovered the value of 24-Hour Roadside Assistance after locking the keys in his car. He called 1-800-442-OLDS and had a new set of keys in 35 minutes, at no charge.



Charles wrote us, "I want to thank and congratulate your Oldsmobile emergency lockout service. This was my first experience with your customer care program and it reaffirmed my satisfaction with Oldsmobile." (Edited for length and clarity only. Complete letter on file.)

As an Oldsmobile owner, you'll get the Oldsmobile Edge:

Bumper-to-Bumper Warranty

Every part of your Oldsmobile is covered under our warranty, except tires (they have their own warranty), for three years or 36,000 miles, whichever comes first. And you won't have to pay a deductible.

24-Hour Roadside Assistance

We'll be there to help you 24 hours a day, 365 days a year, during the warranty period. All you need to do is call our toll-free number. There are over 15,000 emergency facilities ready to help you.

Courtesy Transportation

When you drop off your Oldsmobile for same-day warranty service, we'll give you a free one-way shuttle up to 10 miles. For overnight service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.

Guaranteed Satisfaction

If you're not satisfied with your new Oldsmobile, you can bring it back within 30 days or 1,500 miles, whichever comes first, and receive full credit toward the purchase or SmartLease of another new Oldsmobile.

THE GM CARD

Every time you use the no-annual-fee GM MasterCard® GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-8GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS

NETWORK

Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-947-1000 for more information.

SMARTLEASE

SmartLease lets qualified customers pay for the portion of the vehicle they use, rather than paying for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPANT PROTECTION:

• Driver-side Supplemental Inflatable Restraint • Automatic lap/shoulder safety belts, driver and right front passenger • Manual lap/shoulder safety belts, outboard rear seat positions • Manual lap safety belts, center seat positions and wagon third seat • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • Tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door lock handles • Safety armrests • Head restraints, front adjustable, driver and right front passenger • Dual air vents • 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 • Pressure relief fuel cap

FOR CRASH AVOIDANCE:

• Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Back-up lamps • Center high-mounted stoplamp • Directional signal control • Windshield defroster, washer and multi-speed wipers • Inside daytime 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 windshield moldings, wiper arms and blades) • Safety road wheel rim • Tires with built-in tread wear indicator • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake lining wear indicator • Electric rear window defogger • Door warning light/reflectors

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) • Theft-deterrent key locking system

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 retailer 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. Oldsmobile incorporates 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 on, if there are changes, that they are acceptable to you.

• A WORD ABOUT UPDATED SERVICE INFORMATION:

Oldsmobile regularly sends its retailers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for correcting our products better. Now you can get these bulletins, too. Ask your retailer. 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 or 100,000 miles, whichever comes first. There is no deductible for rust-through repair. Application of additional rust-inhibiting materials is not required or recommended under the corrosion coverage.

• A WORD ABOUT WARRANTY:

The GM 3-year/36,000-mile Bumper-to-Bumper Warranty covers repair for any new Oldsmobile, including labor and parts, to correct any defect 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 charge. See your Oldsmobile retailer for terms of these limited warranties.

The 1995 Oldsmobiles

The 1995 Oldsmobile lineup offers you a wide choice of models for every driving need. There's something in it for everyone.



Aurora



Cutlass Supreme Convertible



Achieva Coupe



Eighty Eight



Achieva Sedan



LSS



Ciera



Ninety Eight



Cutlass Supreme Coupe



Cutlass Cruiser



Cutlass Supreme Sedan



Silhouette

