

1995 LSS



by Oldsmobile

— ENJOY THE PERFORMANCE
OF A SPORTS SEDAN,
IN THE COMFORT OF A
FULL-SIZE LUXURY CAR.

If you've been considering an import sports sedan, we invite you to experience LSS by Oldsmobile. You'll discover an exceptional full-size sports sedan that didn't have to cross an ocean just to reach your driveway. + Settle into the contoured front bucket seats and you'll feel the softness of leather seating surfaces. The instrument panel clearly reflects the car's driver orientation, presenting you with large analog gauges and logically designed controls. You'll also find plenty of space for five adults to stretch out in comfort. And when you finally take LSS out on the open road, you'll experience driving precision you'd only expect from an expensive import. + Yet LSS delivers all this luxury and performance for thousands less than you might expect — a fact that should make you very comfortable with the idea of owning an LSS.

— LSS offers something RARE among sports sedans: the SPACIOUSNESS
and LUXURY of a full-size automobile.

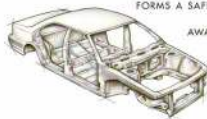


LSS in Brige Metallique

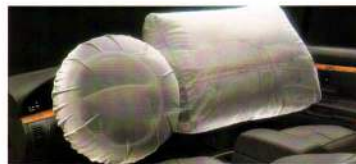


The Safety Factor

THE SAFETY ENGINEERING OF LSS STARTED WITH A SIMPLE GOAL: GIVE THE DRIVER THE ABILITY TO HELP **PREVENT** ACCIDENTS. TO GIVE YOU THE POWER TO REACT QUICKLY, LSS COMES WITH A RESPONSIVE 3800 V6 ENGINE. TO HELP MAINTAIN PRECISE CONTROL WHEN MANEUVERING AROUND UNEXPECTED HAZARDS, LSS IS EQUIPPED WITH ANTI-LOCK BRAKES AND VARIABLE-ASSIST POWER STEERING. AND FOR EXCEPTIONAL STABILITY, LSS PROVIDES FRONT-WHEEL DRIVE, 4-WHEEL INDEPENDENT SUSPENSION AND ELECTRONIC TRACTION CONTROL. OF COURSE, LSS IS ALSO EQUIPPED TO HELP **PROTECT** ITS PASSENGERS. DUAL AIR BAGS ARE STANDARD. A UNIBODY STRUCTURE FORMS A SAFETY CAGE WITH FRONT AND REAR CRUSH ZONES TO HELP ABSORB AND GUIDE CRASH ENERGY AWAY FROM THE PASSENGER COMPARTMENT. IN ADDITION, FLAME-RETARDANT FABRICS AND IMPACT-ABSORBING PADDED SURFACES HAVE BEEN DESIGNED INTO THE INTERIOR. AND SINCE SECURITY IS PART OF SAFETY, LSS IS EQUIPPED WITH REAR DOOR CHILD-SECURITY LOCKS, REMOTE-CONTROL KEYLESS ENTRY AND A PASS-KEY VEHICLE SECURITY SYSTEM.

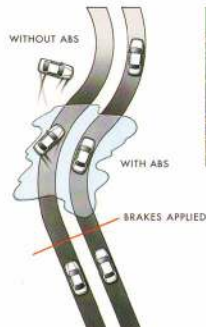


*LSS is designed to help you **PREVENT** an accident, and to help **PROTECT** you when a collision is unavoidable.*



LSS features standard dual air bags. Remember, you should always wear safety belts, even with air bags.

A computer-controlled 4-wheel anti-lock braking system (ABS) is standard on every LSS. ABS helps the driver maintain steering control by minimizing the chance of wheel lockup when braking.

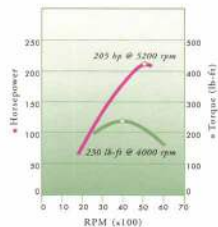


Electronic traction control helps the driver maintain control and stability on slippery surfaces by automatically modulating the brakes and throttle to minimize wheelspin.

Performance

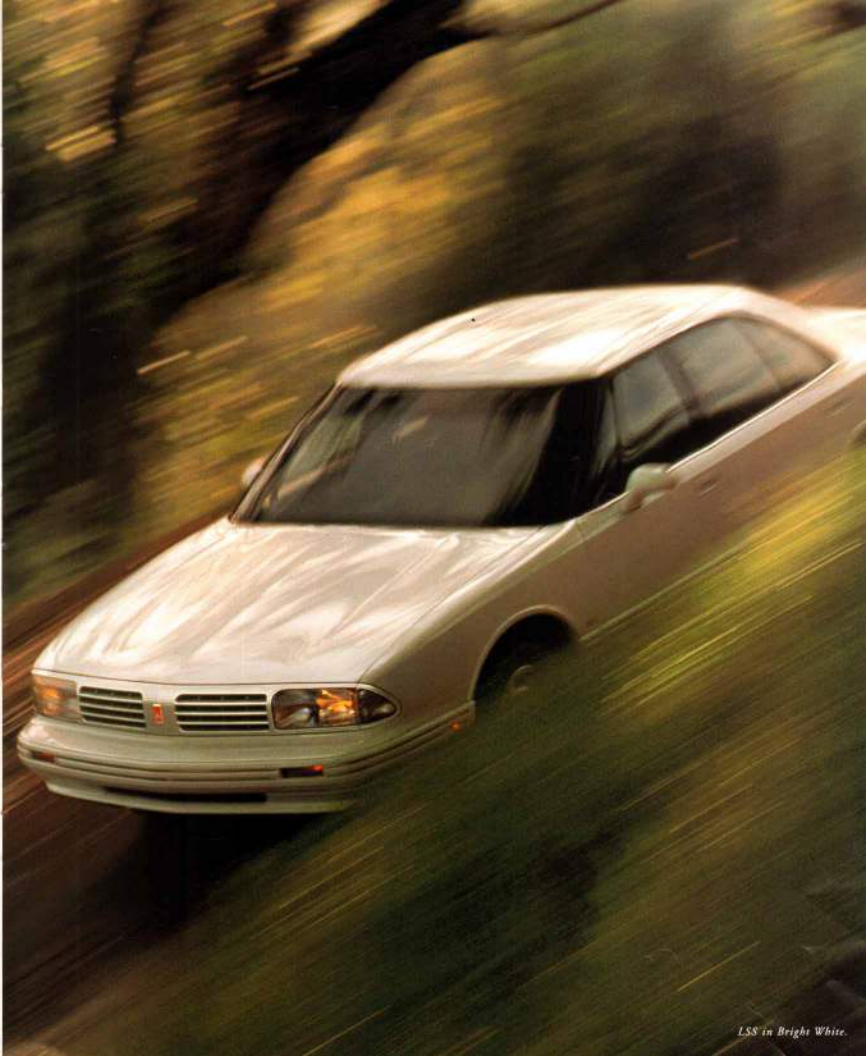
LSS IS POWERED BY THE PROVEN TECHNOLOGY OF A 3800 V6 ENGINE THAT HAS BEEN FURTHER REFINED FOR 1995. THE NEW, LIGHTER, STRONGER, STIFFER SERIES II DESIGN HELPS DELIVER MORE POWER THAN EVER BEFORE. IT NOW PRODUCES AN IMPRESSIVE 205 HORSEPOWER AT 5200 RPM AND 230 LB-FT OF TORQUE AT 4000 RPM. THIS WORLD-CLASS ENGINE IS MATCHED TO A 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION THAT SHIFTS ALMOST IMPERCEPTIBLY TO PROVIDE A SEAMLESS FLOW OF POWER ON DEMAND. LSS ALSO DELIVERS THE AGILITY OF A SERIOUS SPORTS SEDAN. A STANDARD TOURING SUSPENSION WITH AUTOMATIC LOAD LEVELING GIVES LSS QUICK HANDLING RESPONSE AND SMOOTH RIDE QUALITY. TAKE LSS THROUGH A CURVE AND YOU'LL FEEL THE ACCURACY OF VARIABLE-ASSIST POWER RACK-AND-PINION STEERING AND THE ROAD-HUGGING GRIP OF HIGH-PERFORMANCE TOURING TIRES ON 16-INCH ALUMINUM WHEELS.

Agile HANDLING and unhesitating POWER make LSS a true SPORTS SEDAN, not just a full-size car.



Here's the kind of extended-range engine performance you can really use: low-rpm response for lively acceleration from a stop, and high-rpm output for better top-end cruising.

The new 3800 Series II V6 has more horsepower and torque than ever before, yet the added power doesn't compromise highway fuel economy — it now gets an EPA estimated 19 mpg in the city and 29 mpg on the highway.



Interior Space

THE LSS DRIVING EXPERIENCE BEGINS WHEN YOU SLIP INTO ITS THOUGHTFULLY DESIGNED INTERIOR. THE FIRST THING YOU'LL NOTICE IS SPACIOUSNESS BEYOND THAT OF MOST CONVENTIONAL SPORTS SEDANS. THE 5-PASSENGER ACCOMMODATIONS INCLUDE LEATHER-TRIMMED SEATING AREAS AND FULLY ADJUSTABLE FRONT BUCKET SEATS. TAKE YOUR PLACE BEHIND THE WHEEL AND YOU'LL NOTICE HOW THE INSTRUMENT PANEL CURVES GRACEFULLY TO PRESENT A FULL SET OF ANALOG GAUGES. GRIP THE LEATHER-WRAPPED STEERING WHEEL AND YOU'LL DISCOVER TOUCH CONTROLS FOR THE AUDIO AND CLIMATE CONTROL SYSTEMS — RIGHT AT YOUR FINGERTIPS. TURN THE KEY, MOVE THE FLOOR SHIFTER INTO DRIVE AND YOU'LL QUICKLY REALIZE THAT PERFORMANCE AND LUXURY CAN PEACEFULLY COEXIST.

Every aspect of the FULL-SIZE interior was designed with one thought in mind: enhancing the DRIVING EXPERIENCE.

Dual-zone automatic climate control allows the front passenger to adjust

the temperature in his or her personal preference. And to protect the ozone, the air conditioning uses a CFC-free refrigerant.



Steering wheel touch controls let you adjust the audio and climate control systems without taking your hands off the wheel or your eyes off the road.

The controls for the standard 8-way power front seats

are shaped like the seat itself. Just push the twitch in the direction you want the seat to adjust.



The standard audio equipment includes a 6-speaker Dimensional Sound system with AM/FM stereo radio, cassette player and power antenna.



LSS with seating areas trimmed in Light Gray leather.

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

After all, it's your MONEY.



LSS with seating areas trimmed in Light Gray leather.

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

After all, it's your MONEY.

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.

ESS in Dark Green Metallic.



LSS in Dark Green Metallic

Incomparable Value

ANY CAR CALLING ITSELF A LUXURY SPORTS SEDAN CAN'T AFFORD TO CUT CORNERS. THAT'S WHY LSS IS SO WELL-EQUIPPED. EVERY LSS INCLUDES THE NEW 3800 SERIES II V6 ENGINE, 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION, DUAL AIR BAGS, ANTI-LOCK BRAKES, ELECTRONIC TRACTION CONTROL, LEATHER-TRIMMED SEATING AREAS, 8-WAY POWER FRONT SEATS, DUAL-ZONE CLIMATE CONTROL, STEERING WHEEL TOUCH CONTROLS, REMOTE-CONTROL KEYLESS ENTRY SYSTEM, CRUISE CONTROL, TILT-WHEEL STEERING, DUAL POWER OUTSIDE MIRRORS, 16-INCH ALUMINUM WHEELS AND AN OVERHEAD STORAGE CONSOLE. OBVIOUSLY, LSS ISN'T JUST A LOT OF CAR FOR THE MONEY. IT'S A LOT OF CAR, PERIOD.

We invite you to COMPARE the LSS with other cars in its class.

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

The inside rearview mirror dims automatically to reduce reflected glare by up to 94%. It includes an illuminated liquid crystal display compass to help you find your way.



The remote-control keyless entry system lets you unlock just the driver's door, all four doors or the trunk at a touch.

Equipment

L55	
SAFETY & SECURITY	
Anti-lock power front disc/rear drum brakes	■
Brake/transmission shift interlock	■
Electronic traction control	■
Dual air bags	■
3-point front and rear outboard safety belts with front height adjustment and rear Child Comfort Guide; rear center lap belt	■
Automatic programmable power door locks	■
Rear door child-security locks	■
Remote-control keyless entry system with illumination features and restricted accessory power	■
PASS-Key vehicle security system	■
Halogen headlights with flash-to-pass feature	■
Cornering lamps	■
Side and rear window defoggers	■
Dual power outside mirrors	■
MECHANICAL	
3800 Series II V6 engine with sequential port fuel injection	■
Front-wheel drive with 3.06 transaxle ratio	□
Supercharged 3800 V6 engine with sequential port fuel injection and 2.97 transaxle ratio	■
4-speed electronic automatic transmission	■
Variable-assist power rack-and-pinion steering	■
4-wheel independent touring suspension with automatic load leveling	■
Maintenance-free Freedom battery	■
High-capacity engine cooling equipment	■
Engine block heater	□
EXTERIOR	
16-inch aluminum wheels	■
Pulse wipers	■
Soft-Ray tinted side windows	■
EZ-Kool® solar-control windshield and rear window	■
Body-color side moldings	■
■ Standard □ Optional	



A standard overhead console provides dual reading lamps and storage for sunglasses.



The available supercharged 3800 V6 engine boosts peak output to 225 hp and 275 lb-ft torque.



The available audio system includes both compact disc and cassette players.

Specifications & Colors

L55 SPECIFICATIONS		
EXTERIOR DIMENSIONS		
Wheelbase (in)	110.8	
Length (in)	200.4	
Width (in)	74.1	
Height (in)	55.7	
Curb weight (lb)	3439	
Tread width, front/rear (in)	60.4/50.4	
Turning circle (ft, curb-to-curb)	40.7 left/39.4 right	
INTERIOR DIMENSIONS		
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	
CAPACITIES		
Seating capacity (passengers)	5	
Trunk volume (cu ft)	17.5	
Fuel capacity (gal)	18.0	
EPA ESTIMATED FUEL ECONOMY		
3800 Series II V6 (mpg, city/hwy)	19/29	
Supercharged 3800 V6 (mpg, city/hwy)	17/27	
TIRES		
Black sidewall performance radial	P225/60R16	
POWER TEAMS		
ENGINE	3800 SERIES II V6	SUPERCHARGED 3800 V6
Displacement	3.8 liters (231 cu in)	3.8 liters (231 cu in)
Horsepower	205 @ 5200 rpm	225 @ 5600 rpm
Torque (lb-ft)	230 @ 4000 rpm	275 @ 3600 rpm
Fuel delivery	Sequential port fuel injection	
Transmission	4-speed electronic automatic	
Transaxle ratio	3.06	2.97



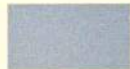
Light Gray Metallic
Gray or red interior



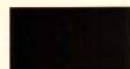
Bright White
Beige, gray, blue or red interior



Dark Green Gray Metallic
Beige or gray interior



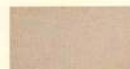
Light Adriatic Blue Metallic
Blue interior



Black
Beige, gray, blue or red interior



Dark Green Metallic
Beige or gray interior



Beige Metallic
Beige or red 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

LEATHER

Light Beige

Light Gray

Adriatic Blue

Ruby 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.

Jack Beynton of Traverse City, Michigan, discovered the value of 24-Hour Roadside Assistance after he found out his car had a flat tire. One call to 1-800-442-OLDS and he was on his way.



Jack wrote us, "The problem that made me call Oldsmobile Roadside Assistance was minor, stupid and frustrating. The service I got was amazing. When it was done, I actually felt good about the incident." (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 and right front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver/front passenger • Manual lap/shoulder safety belts, outboard rear seat positions • Manual lap safety belts, center rear seat position • 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, adjustable, driver and front passenger • Dual air vents • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-security locks • Automatic door locking system • Front and rear crash zones • Pressure lock radiator cap • Pressure relief fuel cap • Power window lockout

FOR CRASH AVOIDANCE:

- Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center high-mounted stoplamp • Directional signal control • Windshield defroster, washer and multi-speed wipers • Inside daylight rearview mirror • Outside rearview mirror • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Traction control • Starter safety switch • Dual-action hood latch (front opening) • Long-life flush (inside windshield molding, wiper arms and blades) • Safety seat belt system • Tire with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake lining wear indicator • Electric rear window defogger • Door warning lights/reflectors

FOR THEFT DETERRENCE:

- Theft-deterrent steering column lock • Remote inside head release • Visible vehicle identification number • Laser-etched VIN plate • Marked body parts (where applicable) • Theft-deterrent key locking system • PASS-Key vehicle security 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. 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 retailers 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 retailer. To get ordering information, call toll free 1-800-551-4125.

• 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 also no deductible for rust-through repairs. 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 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 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

