

The 1996
CIERA





Comfort and convenience.

SERIES I — Standard features include a fuel-injected 2.2-liter engine, 3-speed automatic transmission, anti-lock brakes, driver air bag, power rack-and-pinion steering, air conditioning, automatic programmable power door locks, power front seat recliners, TILT-Wheel adjustable steering column and an AM/FM stereo with cassette player.



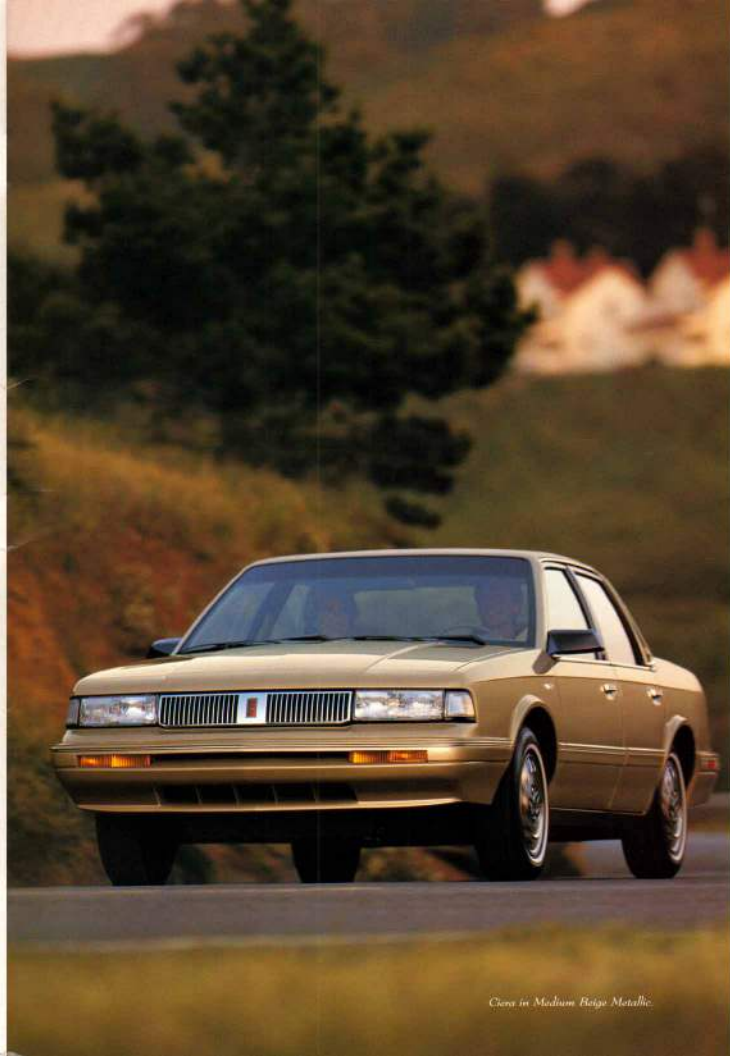
Power and luxury.

SERIES II — Additional standard features include a powerful fuel-injected 3100 SPI V6 engine, 4-speed electronic-shift automatic transmission, power windows, cruise control and power outside mirrors. Available equipment includes a remote-control keyless entry system, 6-way power driver's seat and aluminum wheels or wire wheel covers.



Roominess and versatility.

WAGON — Provides all the comfort and luxury features of the Series II model and also offers standard split-folding rear seat back, rear-facing third seat, rooftop luggage carrier, rear-quarter vent windows, rear-window air deflector and a power tailgate lock release.



STRAIGHTFORWARD
DRIVING.

DISCREETLY IS MODERATE.

ORDER TO BUY YOUR OWN.

WE'VE TAKING THE BEST.

POPULAR FEATURES INTO.

TWO COMPREHENSIVE.

SEDS FOR THE SEDAN AND.

ONE FOR YOUR WAGON.

THERE'S NO NEED TO WALK.

THROUGH ENDLESS LISTS OF.

OPTIONS, AND TO MAKE IT.

EASIER STILL, FOLLOWING A.

VERY CONVENIENT AND.

SPECIALLY TRAINED TO.

WALKER YOUR QUESTIONS.

AND MAKE YOUR BUYING.

EXPERIENCE ENJOYABLE.

Cars in Medium Beige Metallic.



*Ciera Series II in Light Blue Metallic.
Shown with optional wire wheel discs.*

A durable car built for the long run.



Roomy, functional and equipped with the powerful 3100 SFI V6 engine, the Ciera Series II sedan provides an ideal combination of spirited driving and affordable luxury.

it. The new 1996 Ciera is no exception, combining the best of the latest automotive technology with proven reliability and exceptional value. And with its low-maintenance engines and wealth of standard features, you'll value your Ciera for many years to come.



The Ciera Wagon is not just ready for the long run but for the long haul as well. It has enough room for eight occupants or an impressive 74 cubic feet of cargo space with the rear seats folded.



STRAIGHTFORWARD BUYING

OLDSMOBILE IS MAKING IT EASIER TO BUY YOUR CIERA BY PACKAGING THE MOST POPULAR FEATURES INTO TWO COMPREHENSIVE SERIES FOR THE SEDAN AND ONE FOR CIERA WAGON. THERE'S NO NEED TO WADE THROUGH ENDLESS LISTS OF OPTIONS. AND TO MAKE IT EASIER STILL, OLDSMOBILE SALES CONSULTANTS ARE SPECIALLY TRAINED TO ANSWER YOUR QUESTIONS AND MAKE YOUR BUYING EXPERIENCE ENJOYABLE.



ECOLOGICALLY SOUND
GENERAL MOTORS IS
COMMITTED TO THE NATURE
CONSERVANCY® AND ITS
WORK OF PROTECTING
NATURAL HABITATS. GM
CONTRIBUTES GENEROUSLY
TO THE CONSERVANCY'S
EFFORTS AND DOES ITS
SHARE TO PROTECT THE
ENVIRONMENT BY USING
CFC-FREE REFRIGERANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM (OBDII)
TO HELP REDUCE
ENGINE EMISSIONS.

Loaded with space and features, Ciera is
designed for driving comfort.

Whether you're behind the wheel or in the rear seat,
you'll find Ciera's interior comfortable, quiet and
roomy enough for six adults. The divided bench
front seat has power recliners on both sides and a

center storage armrest that folds back for 3-across
seating. Even getting into the Ciera is a comfortable experience,



*An AM/FM stereo with cassette player and four
extended-range speakers is part of the standard
equipment in Ciera.*

thanks to four wide-opening doors.

By providing a wealth of luxury
equipment features at very competitive

prices, Ciera has proven itself to be a
true value leader.



*Standard power door locks
add a measure of
convenience and safety.*



*Standard front-seat power recliners
feature control buttons conveniently
located at the front of the seat.*

Inside every Ciera you'll find a comprehensive level of standard
features that include easy-to-read analog gauges, air conditioning,
illuminated entry/exit system, TILT-Wheel adjustable steering column,
dual cupholders, pulse wipers and a rear-window defogger.



CORROSION PROTECTION
TO INSURE A LONG,
PLEASANT SERVICE LIFE,
CIERA OUTER BODY PANELS
ARE DESIGNED TO RESIST
RUST. CORROSION IN-
HIBITION, ANTI-CORROSION
WATER-BED WAS APPLIED
THROUGHOUT THE VEHICLE
IN AREAS THAT TEND TO
TRAP AND HOLD MOISTURE.
AND FOR YOUR PEACE
OF MIND, CIERA IS
COVERED BY A LIMITED
5-YEAR/60,000-MILE RUST-
THROUGH WARRANTY.

Ciera Series II in Medium Beige cloth.



Clara Series II in Medium Beige cloth.



ECOLOGICALLY SOUND
GENERAL MOTORS IS
COMMITTED TO THE NATURE
CONSERVANCY AND ITS
WORK OF PROTECTING
NATURAL HERITAGE AND
CONTRIBUTING SIGNIFICANTLY
TO THE CONSERVANCY'S
EFFORTS AND GOALS TO
PROTECT THE
ENVIRONMENT BY USING
ECO-FRIENDLY PAPERWORK
AND THE LATEST LOW-ODOR
GLASS-TO-GLASS LITHOGRAPH
TO HELP REDUCE
ENVIRONMENTAL

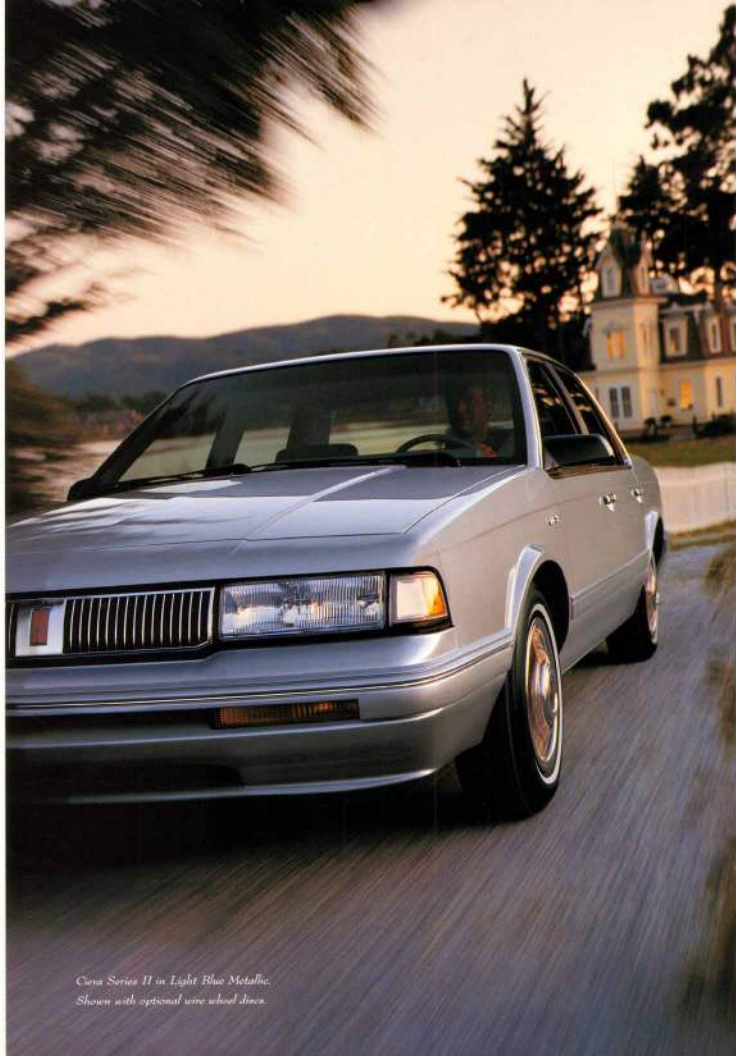


CORROSION PROTECTION
To ensure a long,
dependable service life,
Chevrolet body panels
are designed to resist
rust corrosion. In
addition, anti-corrosion
materials are applied
throughout the vehicle
to ensure that even in
harsh and cold climates,
and with your hard
use, your car is
covered by a limited
steel-through-hole rust
through warranty.

Corsa in Medium Beige Metallic



ECOLOGICALLY SOUND.
GENERAL MOTORS IS
COMMITTED TO THE NATURE
CONSERVATION AND THE
WORK OF PROTECTING
NATURAL RESOURCES. GM
CONTRIBUTES GENEROUSLY
TO THE CONSERVATION
EFFORTS AND ALSO USES
WAYS TO PROTECT THE
ENVIRONMENT BY USING
GROUPS, RECYCLING
AND THE LATEST ON-BOARD
ELECTRONIC SYSTEMS (OBDII)
TO HELP REDUCE
ENGINE EMISSIONS.



*Ciera Series II in Light Blue Metallic.
Shown with optional wire wheel discs.*

Performance and reliability you can depend on.



*The 3100 SFI V6 engine is a model
of power and reliability. Sequential
port fuel injection ensures efficiency.*

The 1996 Ciera inherits Oldsmobile's enviable history of long-lasting dependability and proven performance. In fact, 95% of all Cieras sold in the last eight years are still on the road.* So, whichever model you choose — Series I, Series II or the Ciera

Wagon — Oldsmobile reliability is evident in features like platinum-tipped spark plugs, which provide 100,000-mile tune-up intervals. The 160-horsepower 3100 SFI V6 engine in Series II and Wagon models includes long-life coolant and "filled for life" automatic transmission fluid for responsive power as well as years of reliable, low-maintenance performance.

*R.L. Polk registrations, 1987-1994.



*The stainless steel exhaust
system will resist rust and
corrosion longer than
conventional systems and
reduce maintenance costs over
the life of the vehicle.*

Standard Ciera features that contribute to performance and reliability include a 2.2-liter engine and 3-speed automatic transmission in Series I, and a 3100 SFI V6 engine and 4-speed electronic-shift automatic transmission in Series II and the Wagon. All models feature power rack-and-pinion steering, on-board diagnostic system (OBD-II) and a maintenance-free battery.



CORROSION PROTECTION
TO ENSURE A LONG,
DURABLE SERVICE LIFE,
CIERA OUTER BODY PANELS
ARE DESIGNED TO BETTER
RESIST CORROSION. IN
ADDITION, ANTI-CORROSION
MATERIALS ARE APPLIED
THROUGHOUT THE VEHICLE
IN AREAS THAT TEND TO
TRAP AND HOLD MOISTURE.
AND FOR YOUR PEACE
OF MIND, CIERA IS
COVERED BY A LIMITED
6-YEAR/100,000-MILE RUST-
THROUGH WARRANTY.

Thoughtful safety engineering
for your peace of mind.



SAFETY

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE. COUPLED TO THAT IS A SURE-FOOTED SUSPENSION TO HELP YOU STEER AWAY FROM A POTENTIAL COLLISION OR HAZARDOUS SITUATION. ADDED TO THIS PACKAGE ARE THE TRACTION AND STABILITY ADVANTAGES OF A FRONT-WHEEL-DRIVE LAYOUT. IT'S SAFETY DESIGNED TO INSPIRE A FEELING OF CONFIDENCE AND SECURITY.



An illuminated entry/exit feature is activated when the driver lifts the door handle.

Ciera is engineered to help prevent collisions, as well as protect you if a collision occurs. It features standard safety equipment, such as a driver air bag*



The standard anti-lock brakes help the driver maintain steering control even under maximum braking effort.

and an anti-lock braking system. The body is designed with front and rear crush zones that help absorb impact



Available in Series II and Wagon models, the remote-control keyless entry system unlocks the doors at the push of a button.

energy and guide it away from the passenger cabin. And the interior uses flame-retardant materials and specially designed impact-absorbing surfaces to help minimize occupant injury.

Other standard features that enhance Ciera's safety include automatic programmable power door locks, all-season radial tires, 3-point safety belts for front and rear outboard occupants, front and rear center lap belts, halogen headlamps, side and electric rear window defoggers, side door beams, and a brake/transmission shift interlock.

*Always wear your safety belt, even with an air bag.



Ciera in Bright White.



OWNER AFTERCARE

IN ADDITION TO ALL THE BENEFITS OF AN INSURENCE MODEL FIRST-RESPONSE SERVICE CENTER, WARRANTY, AND SAFETY, OLDSMOBILE TRANSPORTATION, FROM TRUCKS AND BUSES TO RAILROADS, IS AVAILABLE BY CHAIRING VEHICLES. AT OLDSMOBILE, WE'RE COMING TO YOU WITH A SOLUTION AND AFTER THE PROBLEMS OF YOUR CAR.

Ciera Equipment

SAFETY AND SECURITY		EXTERIOR (cont.)	
SERIES	I II WGN	SERIES	I II WGN
Anti-lock power front disc/rear drum brakes	■ ■ ■	Rear-quarter vent windows	— — ■
Brake/transmission shift interlock	■ ■ ■	Rear-window air deflector	— — ■
Driver air bag	■ ■ ■	Rearload luggage carrier	— — ■
3-point front and rear outboard safety belts, plus front and rear center seat belts (and dual lap belts on wagon third seat)	■ ■ ■	COMFORT AND CONVENIENCE	
Automatic programmable power door locks	■ ■ ■	Air conditioning with CFC-free refrigerant	■ ■ ■
Remote-control keyless entry system	— ■ ■	THL® dual adjustable steering column	■ ■ ■
Illuminated entry/exit system	— ■ ■	Cruise control	— ■ ■
Haloogen headlamps	■ ■ ■	Power windows with driver's auto-down	— ■ ■
Side and electric rear window defoggers	■ ■ ■	Analogue gauge cluster	■ ■ ■
Dual power outside mirrors	— ■ ■	Front storage armrest with dual cupholders	■ ■ ■
		Map pockets in front doors	■ ■ ■
		Lighting package (inculcates lamp/dual reading, glove box, interior and underhood lamps, plus trunk lamp on release)	■ ■ ■
MECHANICAL		Inside daylight mirror	■ ■ ■
2.2-liter 4-cylinder engine with multipoint fuel injection	■ — ■	Dual covered door vanity mirrors	■ ■ ■
3000 SFI V6 engine	■ — ■	Headlamp and turn signal reminder chimes	■ ■ ■
3-speed automatic transmission	■ — ■	Inside hood release	■ ■ ■
3-speed electronic-shift automatic transmission	■ — ■	Cargo area lamp	— ■ ■
Front-wheel drive	■ ■ ■	Power tailgate lock release	— ■ ■
Power rack and pinion steering	■ ■ ■		
On-board diagnostic system (OBD-II)	■ ■ ■	AUDIO SYSTEM	
Stainless steel exhaust system	■ ■ ■	Dolby ETR AM/FM stereo with cassette, stereo/AM, automatic tape control and digital clock	■ ■ ■
Maintenance-free battery	■ ■ ■	Four-speaker fixed-mount antenna	■ ■ ■
Engine block heater	■ ■ ■		
		SEATING AND TRIM	
		55/45 divided bench front seat with manual adjustments and power reclining rear seats	■ ■ ■
		6-way power driver's seat	— ■ ■
		Front and rear carpeted floor mats	■ ■ ■
		Spill-filling rear seat back	■ ■ ■
		Spill-filling third seat	■ ■ ■
		■ Standard ■ Optional ■ Not available	
		Driver-side mirror, passenger-side mirror (on Series I, II and WGN only)	■ ■ ■
		Includes 1985/1986/1987 black exterior all-season tires	■ ■ ■
		*Requires 3000 SFI V6 engine.	

Color Combinations

EXTERIOR COLORS	BLUE	INTERIOR CLOTH COLORS	LIGHT GRAY	DARK RED	MEDIUM BEIGE
Medium Gray Metallic (10)	■	■	■	■	■
Bright White (10)	■	■	■	■	■
Dark Green Gray Metallic (18)	■	■	■	■	■
Medium Blue Metallic (30)	■	■	■	■	■
Light Blue Metallic (36)	■	■	■	■	■
Dark Blue Metallic (39)	■	■	■	■	■
Medium Green Gray Metallic (40)	■	■	■	■	■
Medium Beige Metallic (49)	■	■	■	■	■
Red Metallic (72)	■	■	■	■	■
Dark Red Metallic (72)	■	■	■	■	■

Medium Gray Metallic	Bright White	Dark Green Gray Metallic	Medium Blue Metallic	Light Blue Metallic
Dark Blue Metallic	Medium Green Gray Metallic	Medium Beige Metallic	Red Metallic	Dark Red Metallic

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

Ciera Specifications

EXTERIOR DIMENSIONS		CAPACITIES	
BODY STYLE	SEDAN	SEDAN	WAGON
Length (in)	193.2	195.4	—
Wheelbase (in)	104.9	104.9	—
Width (in)	69.5	69.5	—
Height (in)	54.1	54.5	—
Curb weight (lb)	2733	3229	—
Trunk width, front/rear (in)	58.7/57.0	68.7/57.0	—
Turning circle (ft, curb-to-curb)	38.1	38.1	—
INTERIOR DIMENSIONS		POWER TEAMS	
Headroom, front/rear (in)	38.6/38.3	38.6/38.9	—
Luggage, front/rear (cu ft)	42.1/35.9	42.1/34.7	—
Shoulder room, front/rear (in)	58.9/56.0	56.2/56.2	—
EPA ESTIMATED FUEL ECONOMY		ENGINES	
2.2-liter 4-cylinder (mpg, city/hwy)	26/33	2.2-liter 4-CYL 3100 SFI V6	—
3000 SFI V6 (mpg, city/hwy)	20/29	Displacement	2.2 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	Multiport fuel injection Sequential port fuel injection
		Transmission	3-speed automatic 4-speed electronic shift automatic



OWNER AFTER CARE

IN ADDITION TO OUR

3-YEAR/36,000-MILE

(WHICHEVER COMES FIRST)

BUMPER-TO-BUMPER LIMITED

WARRANTY, WE ALSO OFFER

COURTESY TRANSPORTATION,

FREE TRIP ROUTING AND

24-HOUR ROADSIDE

ASSISTANCE BY CALLING

1-800-442-OLDS.

AT OLDSMOBILE, WE'RE

COMMITTED TO YOUR

SATISFACTION LONG AFTER

THE PURCHASE OF

YOUR CAR.

A Word about Oldsmobile

THE GM CARD

Every time you use the on-demand for GM MasterCard, GM will credit 8% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-808-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 1-800-442-OLDS for more information.

SMARTLEASE BY GMAC

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 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 • Safety belt use reminder system • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield plus urethane bonded • Tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-side inside door lock handle • Safety airbags • Head restraints, front adjustable, driver and right front passenger • Dual sun visors • Broad-area inside rearview mirror • Security door locks and door retention components • Automatic door locking system • Front and rear crash zones • Pressure lock radiator cap • Pressure relief fuel cap

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 deflector, wiper and multi-speed wipers • Inside daylight mirror • Outside mirror mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Starter safety switch • Dual-action hood latch (front opening) • Low-placed finish inside windshield moldings, wiper arms and blades • Safety seat belt cues • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake low wear indicators • Electric rear window defogger • Door warning lights/reflections

FOR THEFT DETERRENCE

- Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Visible vehicle identification number • Laminated VIN plate

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 request 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 1-800-555-4233.

A WORD ABOUT CORROSION PROTECTION

Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through frame 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 (whichever comes first) Limited 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 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 1996
OLDSMOBILES



Aurora



Cirra Sedan



Ninety Eight



Cirra Wagon



LSS



Achieva Sedan



Eighty Eight



Achieva Coupe



Cutlass Supreme Sedan



Silhouette



Cutlass Supreme Coupe



Bravada

