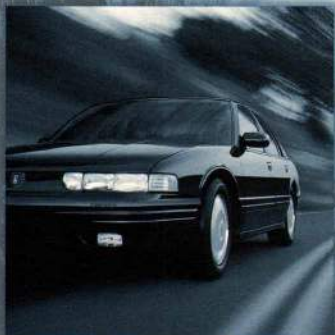


The 1996
CUTLASS SUPREME





Practicality and performance.

SERIES I — Standard features include a 3100 SFI V6 engine, 4-speed electronic-shift automatic transmission, 4-wheel anti-lock disc brakes, dual air bags, air conditioning, power windows, automatic programmable power door locks, power outside mirrors, PASS-Key vehicle security system, cruise control, TILT Wheel adjustable steering column, illuminated entry system, foglamps, and an AM/FM stereo with cassette player and extended-range speakers.



An added measure of style and convenience.

SERIES II — Additional standard features include a remote-control keyless entry system, distinctive and sporty 16-inch aluminum wheels (5-spoke style standard on coupe; "starfish" style standard on sedan), and a Sport Luxury Package including performance tires and leather-wrapped steering wheel and shifter.



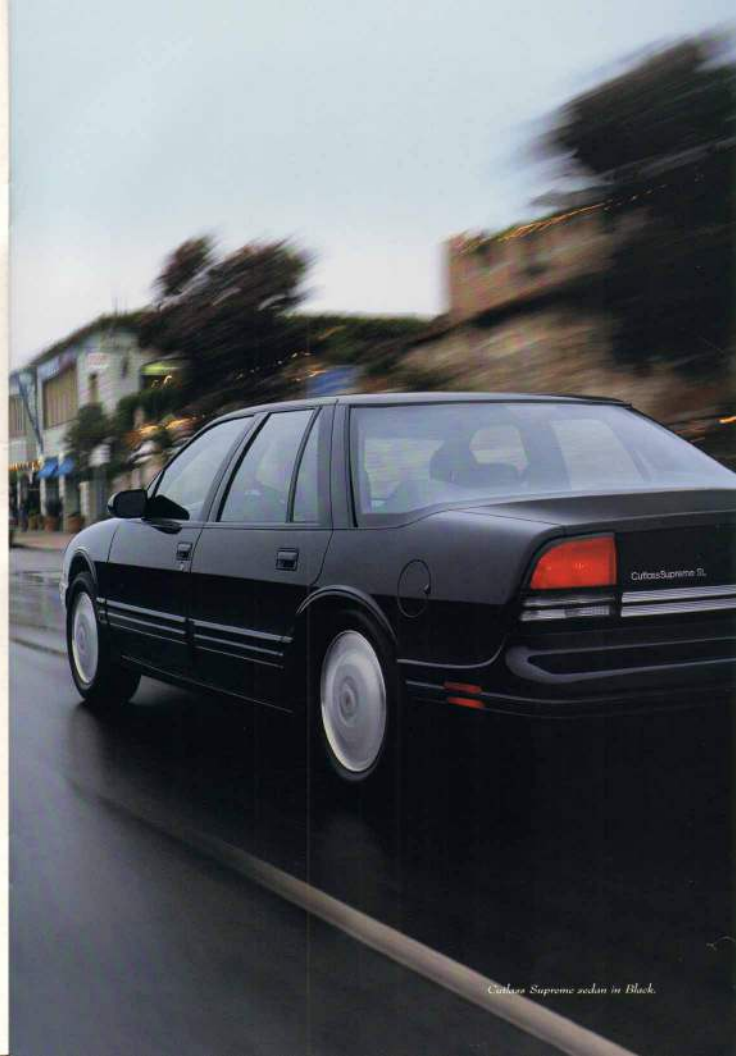
Equipped to set new standards.

SERIES III — Additional standard features include variable-effort steering, 6-speaker Dimensional Sound system, power antenna and split-folding rear seat back.



The ultimate expression of Supreme luxury.

SERIES IV — Additional standard features include leather-trimmed seating areas, dual-zone automatic climate control, steering wheel touch controls, 6-way power driver's seat, and an AM/FM stereo with both compact disc and cassette players.



Cadillac Supreme sedan in Black.



STRAIGHTFORWARD DRIVING

OLDIMOBILE IS MAKING IT
EASIER TO BUY A FOUR-
DOOR SUPREME BY
PACKAGING THE MOST
REGULAR FEATURES INTO
YOUR COMPREHENSIVE
SERIES. THERE'S NO NEED TO
WALK THROUGH ENDLESS
LISTS OF OPTIONS. AND TO
MAKE IT EVEN EASIER,
OLDIMOBILE SAVED
CONCERNANTS AND
SPECIALLY TRAINED TO
WORKER YOUR QUESTIONS
AND MAKE YOUR BUYING
EXPERIENCE ENJOYABLE.

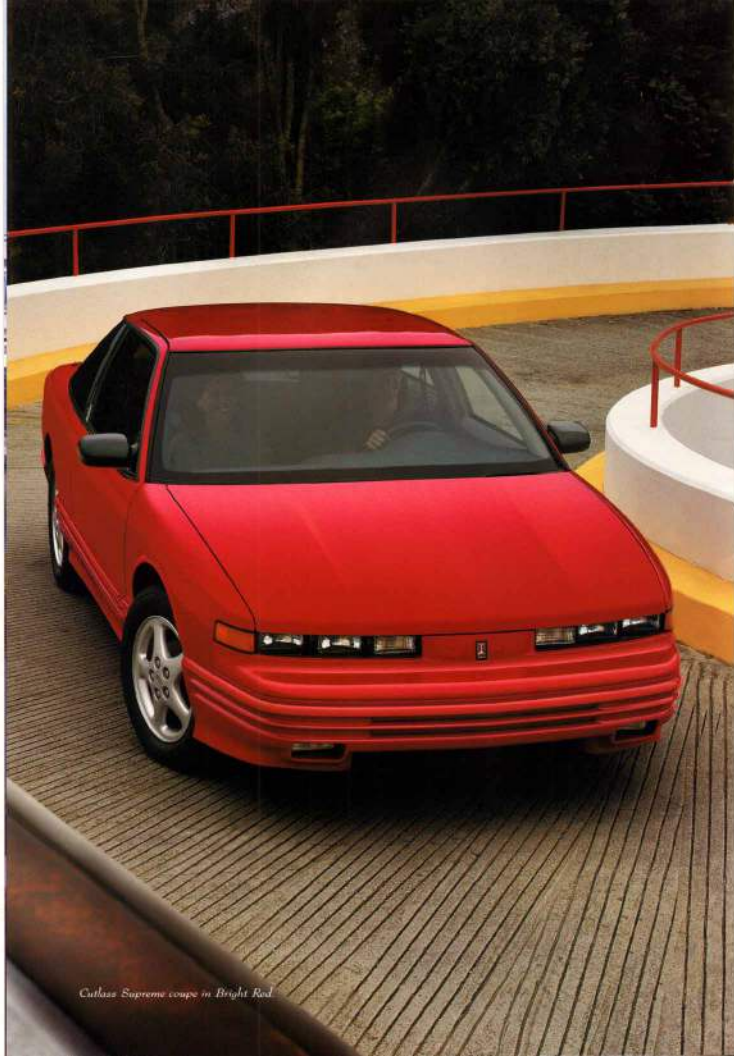


Cadillac Supreme sedan in Black



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT
EASIER TO BUY YOUR
OLDSMOBILE SUPREME BY
PACKAGING THE MOST
POPULAR FEATURES INTO
FOUR COMPREHENSIVE
PACKS. THERE'S NO NEED TO
WADE THROUGH THICKETS
OF OPTIONS AND TO
WASH IT AWAY STILL.
OLDSMOBILE SALES
CONSULTANTS ARE
SPECIALLY TRAINED TO
ANSWER YOUR QUESTIONS
AND MAKE YOUR BUYING
EXPERIENCE ENJOYABLE.



Cutlass Supreme coupe in Bright Red.

Driving pleasure meets practicality —
in beautiful style.



*The Cutlass Supreme sedan
combines sophisticated performance
with functional utility.*

In the boldly aggressive Cutlass Supreme,
expressive styling and the sheer fun of driving
blend seamlessly with family-style utility.

Ample power from an advanced V6 engine and
the sure-footed agility of 4-wheel independent
suspension make Cutlass Supreme a true driver's

machine. Dual air bags, anti-lock brakes and a spacious interior
round out a very impressive package. And with its four Series to
choose from, you can
have a well-equipped
Cutlass Supreme that's
sure to fit your budget.



*Wraparound rear glass, pillar-mounted door handles and mini-quad
headlamps give the Cutlass Supreme coupe an aggressive look.*



**STRAIGHTFORWARD
BUYING**

OLDSMOBILE IS MAKING IT
EASIER TO BUY YOUR
CUTLASS SUPREME BY
PACKAGING THE MOST
POPULAR FEATURES INTO
FOUR COMPREHENSIVE
SERIES. 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,
LONG-LIFE ENGINE COOLANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM
(OBD-II) TO HELP REDUCE
ENGINE EMISSIONS.

Welcome to your
home away from home.



*Rich fabrics and a surprising array of
convenience features characterize the Cutlass
Supreme's quiet, spacious cabin.*

Settle into the Cutlass Supreme's
spacious and accommodating interior,
and "competitive" cars don't seem
very competitive. Cutlass Supreme

features supportive, contoured front
bucket seats and a gracefully sculpted, easy-to-read instrument



*The dual-zone climate
control system is standard
on Series IV models, enabling
the front-seat passenger
to adjust the temperature to
his or her comfort level.*

for convenience and ease of use.
And to enhance your driving
pleasure, Cutlass Supreme



Series IV features standard
steering wheel touch controls.

*Let the sunshine (or moonlight)
in with the power sliding sunroof.
This feature is available on
Series IV coupes and sedans.*

*Other features that contribute to Cutlass Supreme's interior comfort
include air conditioning, power windows, mirrors and doors locks, center storage
console, cruise control, TILT/Whel adjustable steering column, illuminated
entry system, and an AM/FM stereo with cassette player.*



ABILITY
A SURE-FOOTED BALANCE
BETWEEN RIDE COMFORT
AND PRECISE WHEEL
CONTROL IS THE KEY TO
CUTLASS SUPREME'S
ATHLETIC ROAD FEEL.
A SANDWICH TUNE, FULL
INDEPENDENT SUSPENSION
SYSTEM LAYS THE
FOUNDATION. ADD
EV POWER REGENERATION
STEERING AND ANTI-LOCK
BRAKES. CUTLASS
SUPREME COMBINES THE
COMFORTING VERSATILITY OF
A KING FAMILY CAR WITH THE
SWIFT RESPONSIVENESS OF A TRUE
ROAD MACHINE.

Cutlass Supreme Series IV with seating areas trimmed in Medium Beige leather.



ECOLOGICALLY AROUND

GENERAL MOTORS IS COMMITTED TO THE NATURAL CONSERVANCYSM AND ITS WORK OF PROTECTING NATURAL HABITATS. GM CONTRIBUTES SIGNIFICANTLY TO THE CONSERVANCY'S EFFORTS AND VOWS ITS VOWS TO PROTECT THE ENVIRONMENT BY USING CFC-FREE REFRIGERANT, LONG-LIFE ENGINE COOLANT AND THE LATEST DOWNWARD MANIPULATOR SYSTEMSM DESIGNED TO HELP REDUCE ENGINE EMISSIONS.



ABILITY

A BUILT-IN BALANCE BETWEEN RIGID COMFORT AND PRECISE WHEEL-AND-STEERING CONTROL IN THE KEY-TO-CONTROL SUPREMACY. ATHLETIC HEAD-REEL & SAND-DRIFT PUNCH. FULLY INDEPENDENT SUSPENSION SYSTEM LIKE THE FOUNDATION RIDE. BY POWER DOWNWARD-DRIVEN STEERING AND ANTI-DIVE (DRIVE SHAFTS, CATALYST & SUPREMACY) CONTROLLED THE CONTINUING STABILITY OF A FINE FAMILY CAR WITH THE BUCK REPLENISHED BY A FINE ROAD MACHINE.

Cutlass Supreme Series IV with seating areas trimmed in Medium Beige leather.



ECOLOGICALLY SOUND

GENERAL MOTORS IS COMMITTED TO THE NATURAL CONSERVANCY® AND ITS WORK OF PROTECTING NATURAL HABITATS. GM CONTRIBUTES SIGNIFICANTLY TO THE CONSERVANCY'S EFFORTS AND DOES ITS SHARE TO PROTECT THE ENVIRONMENT BY USING STYROFOAM RECYCLABLE, FUEL-EFFICIENT ENGINE COOLANT AND THE LATEST ON-BOARD DIAGNOSTIC SYSTEM (OBD-II) TO HELP REDUCE EXCESS EMISSIONS.



Cadillac Supreme coupe in Bright Red.



AGILITY

A BURTIN BALANCE BETWEEN RIDE COMFORT AND PRECISE WHEEL CONTROL IS THE KEY TO CUTLASS SUPREME. AERIAL-INSPIRED, A CAREFULLY TUNED, FULLY INDEPENDENT SUSPENSION SYSTEM GIVES THE FOUNDATION AIDE-TO-UTING BACKWARD-WHEEL STEERING AND ANTIDIVE JOCK BRAKES. CUTLASS SUPREME COMBINES THE COMFORT AND STABILITY OF A FOUR FAMILY CAR WITH THE QUICK RESPONSE OF A TRUE ROAD MACHINE.



ECOLOGICALLY SOUND

GENERAL MOTORS IS COMMITTED TO THE NATURAL CONSERVANCYSM AND ITS WORK OF PROTECTING NATURAL HABITATS. GM CONTRIBUTES GENEROUSLY TO THE CONSERVANCY'S EFFORTS AND REEKS ITS SHARE TO PROTECT THE ENVIRONMENT BY USING OIL-FREE REFRIGERANT, LONG-LIFE ENGINE COOLANT AND THE LATEST ONBOARD DIAGNOSTIC SYSTEM (OBD-II) TO HELP REDUCE ENGINE EMISSIONS.

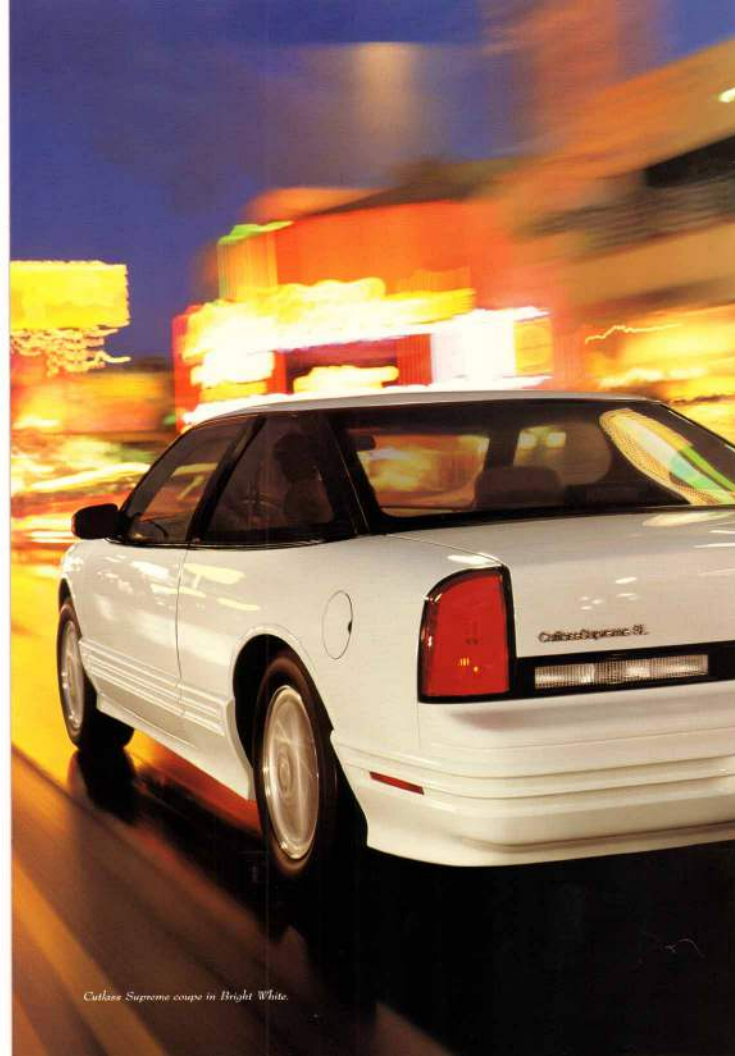


ABILITY

A SUEBLE BALANCE BETWEEN RIDE COMFORT AND PRECISE WHEEL CONTROL IS THE KEY TO OUTLASS SUPREMACY. ETHIOIC AGLE FEEL. A CAREFULLY TUNED, FULLY INDEPENDENT SUSPENSION SYSTEM LAYS THE FOUNDATION. ADD 50-HP POWER RACK-AND-PION STEERING AND ANTI-LOCK DISC BRAKES. OUTLASS SUPREMACY. SUPREMACY COMBINES THE COMFORTING STABILITY OF A FINE SABLE CAR WITH THE QUICK REFLEXES OF A TRUE ROAD MACHINE.

Coltano Supreme coupe in Bright White


 ECOLOGICALLY SOUND
 GENERAL MOTORS IS
 COMMITTED TO THE NATURAL
 RESOURCES AND ITS
 POLICY OF PROTECTING
 NATURAL RESOURCES, ON
 CONTINUOUS DEVELOPMENT
 EFFORTS AND PREP
 TO SHARE TO PROTECT THE
 ENVIRONMENT BY USING
 STEEL-FREE APPROPRIATE,
 LONG-LIFE ENGINE COOLANT
 AND THE LATEST ENGINE
 DIAGNOSTIC SYSTEM
 DESIGNED TO HELP REDUCE
 ENGINE EMISSIONS



Cutlass Supreme coupe in Bright White.

One touch of the pedal
 will convince you these engines
 are built for the road.

Advanced engineering makes Cutlass Supreme the kind of car
 you want to drive just for the fun of it. But it also makes it a
 car that you can depend on. For 1996, the standard 3100 SFI V6

is quieter and more maintenance-
 free with 100,000-mile tune-up

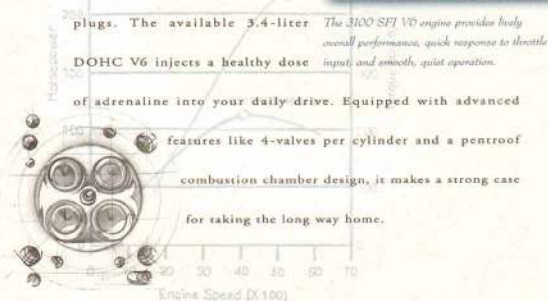
intervals, long-life engine coolant
 and durable platinum-tipped spark

plugs. The available 3.4-liter
 DOHC V6 injects a healthy dose

of adrenaline into your daily drive. Equipped with advanced
 features like 4-valves per cylinder and a pentroof
 combustion chamber design, it makes a strong case
 for taking the long way home.

The potent 3.4-liter DOHC V6, breathing through
 4 valves per cylinder, produces an impressive 215 horsepower
 at 5200 rpm and 220 lb-ft of torque at 4000 rpm.

Cutlass Supreme performance features include a 3100 SFI V6 engine,
 4-wheel independent suspension, anti-lock brakes, and an electronically controlled
 4-speed automatic transmission. The available 3.4-liter V6 engine package
 includes dual exhaust, variable-effort power steering, rear seat wing (coupe),
 and special performance suspension and tires.



ABILITY

A SUBTLE BALANCE
 BETWEEN RIDE COMFORT
 AND PRECISE WHEEL
 CONTROL IS THE KEY TO
 CUTLASS SUPREME'S
 ATHLETIC ROAD FEEL.
 A CAREFULLY TUNED, FULLY
 INDEPENDENT SUSPENSION
 SYSTEM LAYS THE
 FOUNDATION, AIDED
 BY POWER RACK-AND-PINION
 STEERING AND ANTILOCK
 DISC BRAKES. CUTLASS
 SUPREME COMBINES THE
 COMFORTING STABILITY OF
 A FINE FAMILY CAR WITH THE
 QUICK REFLEXES OF A TRUE
 ROAD MACHINE.

A reliable ally in a hostile world.



SAFETY

CUTLASS SUPREME'S SAFETY
ENGINEERING GOES BEYOND
COLLISION AVOIDANCE
AND OCCUPANT PROTECTION.
IT ALSO INCLUDES ITEMS
DESIGNED FOR YOUR
PERSONAL SAFETY AND
SECURITY, SUCH AS THE
PASS-KEY THEFT-DETERRENT
SYSTEM, AUTOMATIC
PROGRAMMABLE POWER
DOOR LOCKS AND
ILLUMINATED ENTRY.



*Standard anti-lock brakes modulate
brake line pressure to prevent
wheel lockup and help the driver
maintain steering control
under maximum braking effort.*

collision avoidance, Cutlass Supreme features
anti-lock brakes and the stability and traction of
front-wheel drive. And to help protect the
occupants, standard features include dual air
bags*, crush zones and safety-cage construction.



*The remote-control keyless entry
system (standard on Series II,
III and IV) can unlock the doors
from up to 15 feet away.*

*Other features that contribute to Cutlass Supreme's safety include 4-wheel
anti-lock disc brakes, side window and electric rear window defoggers, halogen
headlamps, foglamps, and 3-point safety belts for front and rear outboard occupants.*

**Always wear your safety belts, even with air bags.*



OWNER AFTER-SALE
IN ADDITION TO SUP
STANDARD WARR
(WHICHEVER COMES FIRST)
SUPERIOR IMPORTS LIMITED
REPRESENTS, WE ALSO OFFER
IMPORTS TRANSPORTATION
FREE TRAIL ROUTING AND
DELIVERY SERVICE
ASSISTANCE'S CALLED
IMPORTS SERVICE
AT MEMPHIS, WE'RE
COMMITTED TO YOUR
SATISFACTION LONG AFTER
THE PURCHASE OF
YOUR CAR.



SAFETY

CADILLAC SUPREME'S SAFETY
ENGINEERING GOES BEYOND
COLLISION AVOIDANCE
AND OCCUPANT PROTECTION.
IT ALSO INCLUDES ITEMS
DESIGNED FOR YOUR
PERSONAL SAFETY AND
SECURITY, SUCH AS THE
PASSKEY THEFT-RESISTANT
SYSTEM, AUTOMATIC
PROGRAMMABLE POWER
DOOR LOCKS AND
ILLUMINATED ENTRY.



Cadillac Supreme sedan in Medium Beige Metallic.



OWNER AFTERCARE

IN ADDITION TO OUR
OVERWHELMING
(WHICHEVER COMES FIRST)
POWERTRAIN LIMITED
WARRANTY, WE ALSO OFFER
COURTESY TRANSPORTATION,
FREE TOW SERVICE AND
24-HOUR ROADSIDE
ASSISTANCE BY CALLING
1-800-4-A-CADILLAC.
AT CADILLAC, WE'RE
COMMITTED TO YOUR
SATISFACTION LONG AFTER
THE PURCHASE OF
YOUR CAR.

The 1996
OLDSMOBILES



Avenir



Cutler Sedan



Ninety Eight



Cutler Wagon



LSI



Aurora Sedan



Eighty Eight



Aurora Coupe



Cutlass Supreme Sedan



Silhouette



Cutlass Supreme Coupe



Bravada

