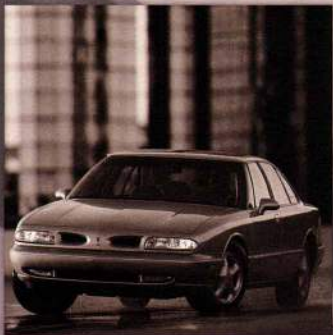


The 1996
LSS





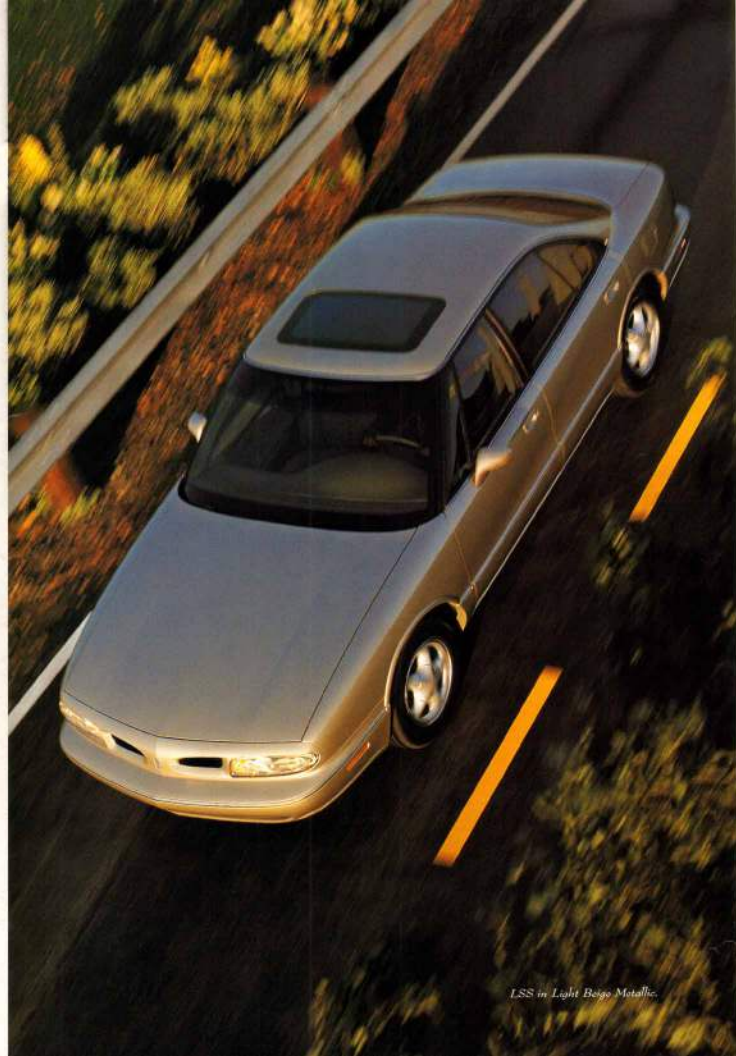
A potent performer for the serious driver.

LSS standard features include the 3800 Series II V6 engine with sequential port fuel injection, 4-speed electronic-shift automatic transmission, anti-lock brakes, dual air bags, daytime running lamps, 8-wheel independent suspension with 16-inch aluminum wheels and touring tires, full-speed traction control system, Magnasteer variable-assist steering, foglamps and the PASS-Key vehicle security system. The fully equipped cabin includes new contour front bucket seats with leather-trimmed seating surfaces, floor-mounted shifter with storage console, full power accessories, dual-zone automatic climate control, leather-wrapped steering wheel with touch controls, remote-control keyless entry system, and an AM/FM stereo with cassette player and 6-speaker Dimensional Sound system.



Guidestar Navigation Information System.

Available on LSS, Oldsmobile's exclusive Guidestar navigation information system puts immediate, easy-to-understand travel information at your fingertips. Using Global Positioning System satellites now circling in space, Guidestar actually tracks your vehicle and knows where you are at every moment. The system provides turn-by-turn routing instructions to local points of interest such as hotels and airports, or the most direct route to your destination. Availability is limited. Ask your local retailer for more information about this exciting new Oldsmobile feature.



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT
EASIER TO BUY YOUR LSS BY
PROVIDING THE MOST
POPULAR FEATURES IN ONE
FULLY EQUIPPED MODEL.
THERE'S NO NEED TO WAGON
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.

LSS in Light Beige Metallic.



STRAIGHTFORWARD
BUYING

LEXUSMAKES IT
EASIER TO BUY YOUR LEXUS BY
PROVIDING THE MOST
POPULAR FEATURES IN OUR
FULLY EQUIPPED MODELS.
THERE'S NO NEED TO MAKE
THROUGH-ENGINEER DECISIONS,
AND TO MAKE IT
EASIER STILL, LEXUSMAKES
SALES CONSULTANTS WHO
SPECIALLY TRAINED TO
ANSWER YOUR QUESTIONS
AND MAKE YOUR BUYING
EXPERIENCE ENJOYABLE.

LS in Light Beige Metallic.



LSS in Black.

Quick and comfortable,
LSS is the high-tech definition of
sophisticated performance.

Think of it as a prizefighter in a well-tailored suit. It's got the power, agility and reflexes you'd find in an all-out sports coupe. But it also features the roominess of a full-size sedan. And with

its newly restyled exterior and 5-spoke



The available power sunroof features a sliding sunshade and a built-in wind deflector to reduce buffeting.

aluminum-alloy

wheels, it has the polish, clean styling and good breeding of a luxury car. It's refined performance ready to go head-to-head with the leading imports.



The sculpted contour front bucket seats have been exhaustively tested and feature deep side and back bolsters for support and comfort.



Standard 8-way power front seats feature a "metaphoric" switch for intuitive operation.



STRAIGHTFORWARD
BUYING

OLDSMOBILE IS MAKING IT
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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
(OBD-II) TO HELP REDUCE
ENGINE EMISSIONS.

Performance oriented
and ergonomically designed, this cockpit is
ready for the open road.



Dual-zone climate control allows the front passenger to adjust the temperature to his or her personal preference.

Serious driving requires a no-nonsense cockpit with as few distractions as possible. But the serious driver

also demands the ultimate in room and comfort to remain relaxed and alert behind the wheel. In LSS,

you'll find sumptuous leather-trimmed seating areas, steering wheel touch controls for the radio and climate control systems, as well as a host of other comfort and



The available audio system adds a compact disc player to the standard AM/FM stereo with cassette player.

It's the performance sedan that doesn't ask you to give up interior space or comfort.



The rear-seat pass-through enhances convenience and security.

Standard features that contribute to LSS comfort and convenience include 8-way power driver and front-passenger seats, cruise control, TILT-Wheel adjustable steering column, remote-control keyless entry system, Electrochromic inside mirror with compass, automatic headlamp control, dual-power outside mirrors, leather-wrapped steering wheel, and much more.



LSS with seating areas trimmed in Light Beige leather.



WELLYS

THANKS TO ITS ADVANCED
TORSION SUSPENSION,
THE LSS CAN CARVE UP A
BRAWLING DARTON ROAD WITH
THE SAME EXCELLENCE AS
IT DOES ACCELERATION
ON A STRAIGHT LINE.
FOR EXCEPTIONAL
CORNERING AND QUICK
RESPONSE, STANDARD
FEATURES INCLUDE
A FULLY INDEPENDENT
SUSPENSION, FRONT AND
REAR STABILIZER BARS,
AND WIDE 20-INCH TUBES.



EXCLUSIVELY 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
DPO-FREE REFRIGERANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM
(OBDII) TO HELP REDUCE
ENGINE EMISSIONS.



ABILITY

THANKS TO ITS ADVANCED
TOURING SUSPENSION,
THE LSS CAN CARVE UP A
BRACING CANYON ROAD WITH
THE SAME EXPLANATION AS
IT DOES ACCELERATING
IN A STRAIGHT LINE.
FOR EXCEPTIONAL
COMFORT AND QUICK
RESPONSE, STANDARD
FEATURES INCLUDE
A FULLY INDEPENDENT
SUSPENSION, FRONT AND
REAR STABILIZER BARS,
AND WIDE-SPACING TUBES.

LSS with seating areas trimmed in Light Beige leather.



ENVIRONMENTALLY FRIENDLY
GENERAL MOTORS IS
COMMITTED TO THE NATURAL
CONSERVANCY AND ITS
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NATURAL HABITATS. GM
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ITS SHARE TO PROTECT THE
ENVIRONMENT BY USING
CFC-FREE REFRIGERANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM
JOB-0-11 TO HELP REDUCE
ENGINE EMISSIONS.



LSS in Black.

Pick your powerplant.
Regular or supercharged.



3.0L V6 Engine (LG7)

The heart and soul of any sports
sedan is the engine. With LSS, you

The available supercharged 3800 Series II V6—have a choice of two lively and
engine produces a potent 240 hp at 5200 rpm
and 280 lb-ft of torque at 3200 rpm. exhilarating personalities. The

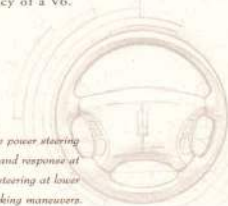
standard powerplant is a responsive and
free-revving 3800 Series II V6. For those
wanting the very ultimate in performance,

the available supercharged 3800 Series II V6 engine provides the quick throttle response
of a V8 with the efficiency of a V6.



The advanced 3800 Series II V6
engine features sequential port fuel
injection for maximum power output
as well as optimum fuel efficiency.

The sophisticated Magnasteer speed-variable power steering
system enhances steering precision and response at
higher speeds, yet provides low-effort steering at lower
speeds and during parking maneuvers.



LSS standard features that enhance handling and performance include a 4-speed
electronic-shift automatic transmission, electronic traction control,
anti-lock brakes, 16-inch 5-spoke aluminum wheels, fully independent suspension
with automatic load leveling, and an on-board diagnostic system (OBD-II).



AGILITY

THANKS TO ITS ADVANCED
TOURING SUSPENSION,
THE LSS CAN CARVE UP A
SHAKING CANYON ROAD WITH
THE SAME EXHILARATION AS
IT DOES ACCELERATING
IN A STRAIGHT LINE.
FOR EXCEPTIONAL
CORNERING AND QUICK
RESPONSE, STANDARD
FEATURES INCLUDE
A FULLY INDEPENDENT
SUSPENSION, FRONT AND
REAR STABILIZER BARS,
AND WIDE 60-SERIES TIRES.

Safety systems as thoroughly engineered
as its performance package.



SAFETY

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE, COUPLED WITH AN AGILE SUSPENSION AND A RESPONSIVE STEERING SYSTEM THAT HELPS YOU AVOID A COLLISION. SINCE BEING SEEN BY ONCOMING TRAFFIC IS IMPORTANT TO SAFETY, LBS IS EQUIPPED WITH DAYTIME RUNNING LAMPS.



The remote keyless entry system features a panic button to enhance your security.

The safety of LSS begins the moment the first steel panels are welded together. The steel itself, except the roof, is galvanized on both sides to resist the weakening effects of corrosion. The structure has been carefully designed and stringently tested so that, if a collision occurs, impact forces will be

directed away from the passenger compartment.

And a dual air bag system*, padded and contoured

interior surfaces, and use of fire-retardant materials further enhance the protective envelope that is designed into the LSS structure.



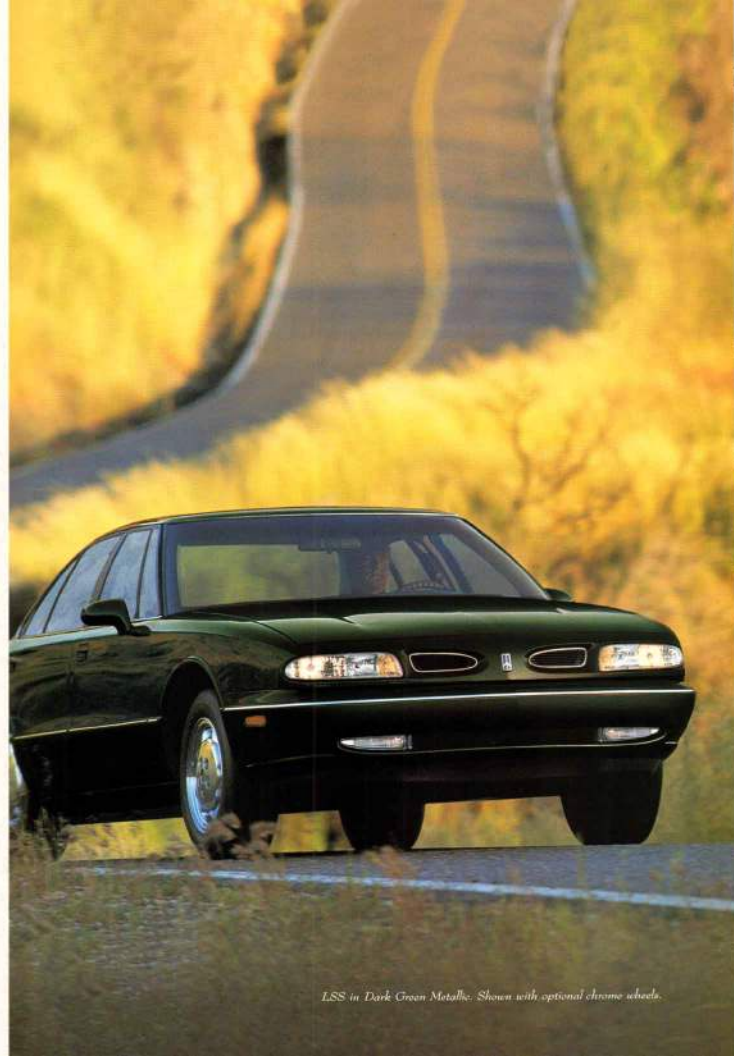
To help ensure your safety, LSS features standard dual air bags.



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

Additional LSS standard features that enhance safety and security include electronic traction control, brake/transmission shift interlock, rear door child-security locks, PASS-Key vehicle security system, illuminated entry/exit system, halogen headlamps, foglamps, side and electric rear window defoggers, and much more.

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



LSS in Dark Green Metallic. Shown with optional chrome wheels.



OWNER AFTERCARE

IN ADDITION TO OUR STEAKHOUSE-QUALITY (WHOLEYER-TO-GETHER) LIMITED WARRANTY, WE ALSO OFFER COURTESY TRANSPORTATION, FREE TOW SERVICE AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-4-A-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR GAA.



SAFETY

OLDSMOBILE TAKES A SYSTEMS APPROACH TO SAFETY. IT BEGINS AT THE DESIGN STAGE WITH A STRONG STRUCTURE, EQUIPPED WITH AN ADJUSTABLE SUSPENSION AND A RESPONSIVE STEERING SYSTEM THAT HELPS YOU AVOID A COLLISION. SINCE BEING SEEN BY DRIVING THROTTLE IS IMPORTANT TO SAFETY, LSJ IS EQUIPPED WITH DAYTIME RUNNING LAMPS.



LSJ in Dark Green Metallic. Shown with optional chrome wheels.



OWNER AFTERCARE

IN ADDITION TO OUR 3-YEAR/50,000-MILE (WHICHEVER COMES FIRST) LIMITED WARRANTY, WE ALSO COVER COURTESY TRANSPORTATION, FREE TIRE ROTATION AND 24-HOUR ROADSIDE ASSISTANCE BY CALLING 1-800-4-A-OLDS. AT OLDSMOBILE, WE'RE COMMITTED TO YOUR SATISFACTION LONG AFTER THE PURCHASE OF YOUR CAR.



SAFETY

DISTANCE TAKES

SYSTEMS APPROACH TO

SAFETY, IT REINTEGRATES

DESIGN STAGE WITH A

STRONG STRUCTURE,

EQUIPPED WITH AN AIR

SUPPLEMENT AND A

RESPONSIVE STEERING

SYSTEM THAT HELPS YOU

AVOID COLLISION,

SINCE BEING SEEN BY

UNCONSCIOUS TRAFFIC IS

IMPORTANT TO SAFETY, OLD

IS EQUIPPED WITH DAYTIME

RUNNING LAMPS.

SAFETY AND SECURITY

- Anti-lock power front disc/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, plus rear center lap belt
- Automatic programmable power door locks
- Rear door child-safety locks
- Remote-control keyless entry system with illumination features and retained accessory power, includes two key-chain transmitters with panic button and chirp feature
- PASS-Key vehicle security system
- Daytime running lamps
- Halogen headlamps with black-to-pass feature
- foglamps
- Side and electric rear window defoggers
- Dual power outside mirrors

MECHANICAL

- 3800 Series II V6 engine with sequential port fuel injection
- Supercharged 3800 Series II V6 engine with sequential port fuel injection
- Front-wheel drive
- 4-speed electronic-shift automatic transmission
- Synchromesh over-over-drive-manual steering
- 4-wheel independent torsion suspension with automatic load leveling
- Maintenance-free battery
- High-capacity engine cooling equipment
- Stainless steel exhaust system
- Engine lock heater

EXTERIOR

- 16-inch 8-spoke aluminum wheels
- 19-inch chrome wheels
- P225/60R16 black sidewall Goodrich® performance radial tires
- Soft-Ray tinted side windows with EZ-View™ side-control windshield and rear window
- Polar wipers
- Power sunroof with tinted sliding glass panel

EXTERIOR COLORS

- Medium Gray Metallic (63)
- Bright White (10)
- Light Blue Metallic (36)
- Black (41)
- Medium Green Metallic (42)
- Medium Green Gray Metallic (47)
- Dark Green Metallic (48)
- Light Beige Metallic (50)
- Red Metallic (72)
- Dark Red Metallic (77)

*Earlier only. *Color tone available as a no-charge option in place of standard leather trim.



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

LSS EQUIPMENT

COMFORT AND CONVENIENCE

- Dual-zone automatic climate control
- Air conditioning with CFC-free refrigerant
- Steering wheel touch controls for audio and climate control systems
- TILT/Wheel adjustable steering column
- Cruise control
- Power windows with driver's auto-down
- Analog gauging cluster with tachometer
- Inside/outside temperature indicator
- Front center console with floor shifter, storage armrest and cupholders
- Rear seat storage armrest with cupholders
- Overhead storage console with dual reading lamps
- Illuminated entry with theater dimming and inoperative load protection
- Rear reading lamps
- Lighting package (includes courtesy, interior, glove box and trunk lamps, plus floor/dual door-mounted controls)
- Automatic headlamp control
- Electrochromic inside mirror with compass
- Dual voices with lighted vanity mirrors
- Front door and seat back map pockets
- Reminders for low fuel, coolant and washer fluid levels, oil pressure and high engine temperature
- Headlamp and turn signal reminder chimes
- Power trunk lock release
- Deluxe trunk trim with cargo net

AUDIO SYSTEMS

- Deluxe ETR AM/FM stereo with cassette player, automatic tone control, seekscan, digital clock and power antenna
- Deluxe ETR AM/FM stereo with CD and cassette players, automatic tone control, seekscan, digital clock and power antenna
- 6-speaker Dimensional Sound system

SEATING AND TRIM

- Courtesy front bucket seats with 8-way power adjustments, including power recline
- Rear bench seat with integrated headrests and center pass-through to trunk
- Leather-trimmed seating area
- Click interior trim (no extra charge)
- Leather-wrapped steering wheel and floor shifter
- Front and rear carpeted floor mats

■ Standard ■ Optional

Color Combinations

INTERIOR LEATHER AND CLOTH COLORS

- GRAPHITE*
- LIGHT GRAY*
- LIGHT BEIGE**

EXTERIOR DIMENSIONS

- Wheelbase (in) 110.8
- Length (in) 201.6
- Width (in) 74.7
- Height (in) 55.7
- Curb weight (lb) 3403
- Front wheel, front/rear (in) 60.4/60.4
- 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) 17.9
- Fuel capacity (gal) 18.0

EPA ESTIMATED FUEL ECONOMY

- 3800 Series II V6 (mpg, city/hwy) 28/30
- Supercharged 3800 Series II V6 (mpg, city/hwy) 17/22

POWER TEAMS

- ENGINES 3800 SERIES II V6 SUPERCHARGED 3800 SERIES II V6
- Displacement 3.8 liters (233 cu in) 3.8 liters (233 cu in)
- Horsepower 205 @ 5200 rpm 240 @ 5200 rpm
- Torque (lb-ft) 230 @ 4000 rpm 280 @ 3200 rpm
- Fuel delivery Sequential port fuel injection
- Transmission 4-speed electronic-shift automatic
- Transmission output 3.06 2.93



OWNER AFTERCARE

IN ADDITION TO OUR

3-YEAR/38,000-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 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 1-800-838-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK Visit participating GM retailers for up to 30% in GM Card earnings on eligible parts and service transactions. Call 1-800-942-2000 for more information.

SMARTLEASE BY GMAC Smart Lease has qualified consumers 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 front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver and front passenger • Manual lap/shoulder safety belts, outboard seat positions • Manual lap safety belt, center seat position
- Safety belt use reminder system • 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-group trunk door lock handles • Safety armrests • Fuel tank vents, front floorboards, driver and front passengers • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-safety locks • Automatic door locking system • Front and rear crash zones • Pressure lock radiator cap • Pressure relief fuel cap • Power window lockout

FOR CRASH AVOIDANCE

- Automatic daytime running lamps • Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center light-mounted stoplamp • Directional signal control • Windshield defroster, wiper and multi-speed wipers • Inside day/night rearview mirror • Outside mirror mirrors • Brake system with dual master cylinder plus warning light
- Anti-lock brakes • Traction control • Starter safety switch • Dashboard head lock (front opening) • Low-die fuel tank (inside windshield wipers, wiper arms and blades) • Safety seat wheel rims • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible dual brake lining wear indicators • Electric rear window defogger • Door warning lights/reflectors

FOR THEFT DETERRENCE

- PASS-Key vehicle security system • Theft-deterrent steering column lock
- Theft-deterrent key lock-in system • Ignition key removal audible reminder
- Remote inside body release • Visible vehicle identification number • Laser-etched VIN plate

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The 1996
OLDSMOBILES



Aurora



Cirrus Sedan



Ninety Eight



Cutlass Wagon



LSS



Achieva Sedan



Eighty Eight



Achieva Coupe



Cutlass Supreme Sedan



Silhouette



Cutlass Supreme Coupe



Bravada

