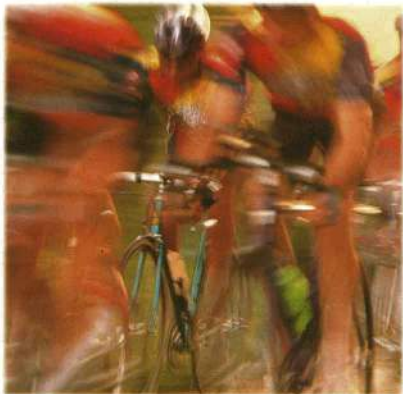


Nineteen Ninety-Seven



ACHIEVA

BY OLDSMOBILE

DON'T JUST MAKE A GOOD BUY. MAKE THE BEST BUY.

According to *Consumers Digest*, "When it comes to choosing a Best Buy...value reigns supreme."¹ Is it any wonder that the editors selected the Achieva coupe and sedan as a "Best Buy" in 1996? With its long list of standard



With some competitors, you'll pay extra even for "must have" items like air conditioning. On Achieva, it's standard.



Little things mean a lot. They sometimes cost a lot, too. Not so on the Achieva, where standards like power mirrors abound.

safety and convenience features, like anti-lock brakes, dual frontal air bags² and 4-speed automatic transmission with enhanced traction system, Achieva simply gives you more of what you want (features), and less of what you don't (big payments). You can conduct your own analysis of what qualifies as a "best buy" on the market. But the experts have already done it for you.



All Achievas come with standard features like automatic programmable power door locks. Series II models also include power windows.

Achieva's level of standard equipment in both coupe and sedan includes automatic headlamp control, timed windows, automatic programmable power door locks, PASSLock vehicle security system, daytime running lamps, and much more. ¹Consumers Digest November/December 1996. ²Always wear your safety belts, even with air bags.

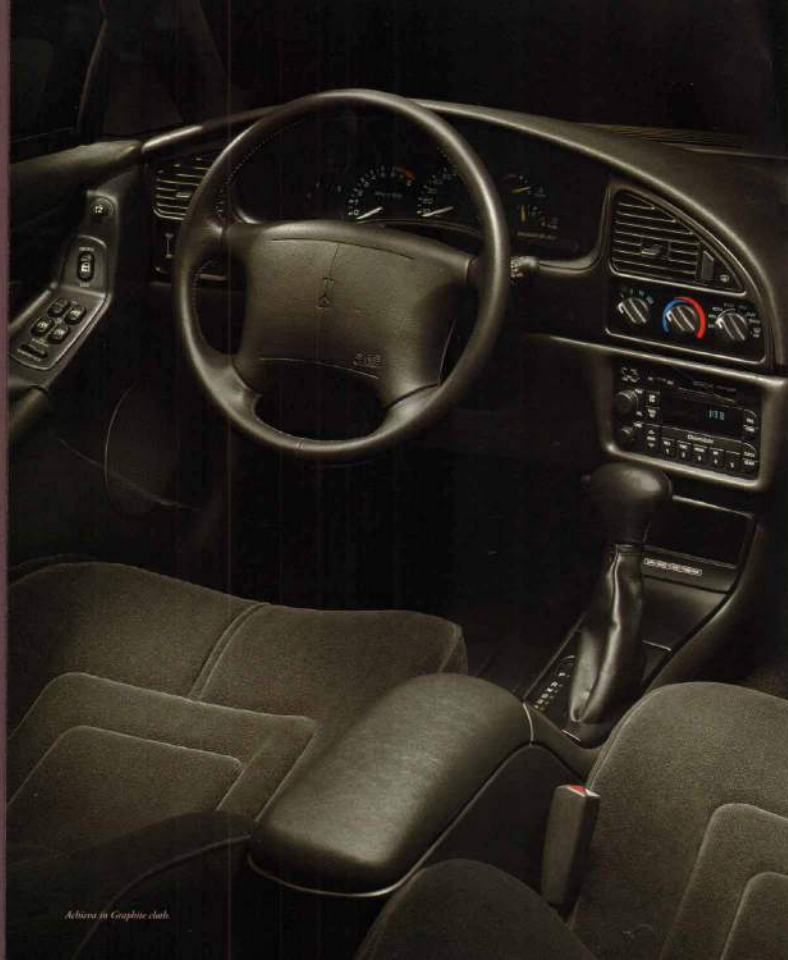


Achieva Series I and Series II

Of course, I offered to drive. I wanted to get the coupe out on that road. So when we reached the fork, I hooked left. My friend, who's a nice guy but short on personality, said it's shorter to go right. "Yeah," I said, "but it's straight." He insisted it was faster. "Faster isn't always better," I said. I just kept driving and reminded myself I should choose my driving companions more carefully in the future.



In a world of \$5 bottled water
and \$100 haircuts, my
Achieva is like the atomic
bomb of bang-for-your-buck.
I look at some cars, and I
think, "Where is the
substance?" I guess some people
need to spend a lot of
money to convince themselves
they made the right
decision. I guess some people
have a lot of vacant space
under their \$100 haircuts.



Achieva in Graphite cloth.

Interior

GET ALL THE NICE SURPRISES WITHOUT THE STICKER SHOCK.

"Ouch" is not the response a new car should evoke. "Oooh" is more like it. That's the reaction you and your passengers can expect inside the Achieva coupe or sedan. For you, standard features like driver's-side lumbar support, TILT-Wheel adjustable steering column, and large, easy-to-reach controls



An AM/FM stereo is standard in every Achieva. Series II models add a cassette player, and even offer an available CD/ cassette combination.

make the drive more enjoyable. For your passengers, rear-seat heat ducts and a roomy interior space with ample rear headroom and legroom eliminate the need to ask, "are we there yet?" Aaah.



The convenient split-folding rear seat back, standard on Series II and available on Series I, lets you rearrange all that interior and trunk space to suit your particular cargo-carrying needs. You can even carry bulky or long items plus a rear passenger without infringing on his or her comfort.



Stay organized and in touch. Dual cupholders, an auxiliary power outlet and a center storage armrest are standard.

Enhancing Achieva's comfort and convenience are other features like reclining front bucket seats, wrap-around instrument panel with tachometer, center console with floor shifter, front seat back map pockets, illuminated entry/exit system, remote trunk and fuel-filler door releases, and much more.

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Achieva SC

ENGINEERED TO STRICT SAFETY STANDARDS — YOURS.



Achieva's standard 150-horsepower, 24-valve Twin-Cam engine gives you confidence and efficiency. Even more power and torque are available with the optional 3100 SFI V6.

When it comes to driving, safety is not an option. It's a must. That's why you'll find so many standard safety and security features on every Achieva. The list starts with anti-lock brakes and daytime running lamps to help you avoid trouble in the first place. For

protection in the event of a collision, Achieva provides dual frontal air bags, safety-cage construction with side-impact reinforcements, and front and rear crush zones. Your security is enhanced by battery run-down protection and automatic programmable power door locks. And peace of mind comes from either of Achieva's two responsive, low-maintenance* engines.



Rain or shine, the Achieva's anti-lock brake system helps you maintain steering control in white-knuckle situations.



To help foil thieves, Achieva's PASSLock vehicle security system "recognizes" the proper key and prevents attempts to start the engine without it. And the available remote-control keyless entry system features "rolling codes" that change with every use.

Additional safety and engineering features on Achieva include composite halogen headlamps, rear door child-security locks (sedan), side and electric-rear window defoggers, 15-inch touring tires, MacPherson strut front suspension, pulse wipers, rear-window grid radio antenna, 100,000-mile platinum-tipped spark plugs, stainless steel exhaust, long-life brake fluid and engine coolant, two-sided galvanized steel exterior body panels (except roof), and a maintenance-free battery.

*Maintenance needs vary with use and driving conditions.



Achieva. Street Huggers on Dryden Road.

AVAILABLE IN TWO COMPLETE,
FEATURE-PACKED VERSIONS, ACHIEVA IS AS THOROUGHLY
EQUIPPED AS IT IS EASY TO PURCHASE.

COLOR COMBINATIONS

INTERIOR	EXTERIOR
Graphite, Medium Beige, Teal	Bright White (16)
Graphite, Medium Beige	Blue Metallic (24)
Graphite, Medium Beige	Bright Green Metallic (37)
Graphite, Medium Beige, Teal	Black (41)
Graphite, Medium Beige, Teal	Medium Green Metallic (42)
Graphite, Medium Beige, Teal	Light Green Metallic (44)
Graphite, Medium Beige	Medium Beige Metallic (49)
Graphite, Medium Beige	Red Metallic (72)
Graphite, Medium Beige	Bright Red (81)
Graphite, Medium Beige	Purple Metallic (89)

STANDARD FEATURES

SAFETY AND SECURITY

- Anti-lock power front disc/rear drum brakes
- Brake/automatic transmission shift interlock
- Dual frontal air bags
- 3-point front and rear outboard safety belts, rear center lap belt, and front height adjusters (seats)
- Rear-seat Child Comfort Guides
- Daytime running lamps with halogen headlamps
- PASSLock vehicle security system
- Automatic programmable power door locks
- Rear door child-security locks (seats)
- Illuminated entry/exit system
- Side and electric-rear window defoggers

COMFORT AND CONVENIENCE

- Air conditioning with CFC-free refrigerant
- Rear-seat heat ducts
- TILT/Whel adjustable steering column
- Analog instrumentation with speedometer, tachometer, coolant temperature and fuel gauges
- Center console with storage, armrest, front and rear cupholders, coin holder, ashtray and auxiliary power outlet
- Automatic headlamp control
- Lighting package (includes courtesy, map, glove box, ashtray, underhood, trunk and reading lamps)
- Dual power outside mirrors
- Inside day/night mirror
- Headlamps, turn signal, key-in-ignition and safety belt reminder chime
- Remote trunk lock and fuel-filler door releases
- Inside hood release

SEATING AND TRIM

- Reclining contour front bucket seats with driver's-side lumbar support and 4-way adjustment
- Front passenger-seat easy entry feature (seats)
- Front and rear carpeted floor mats
- Map pockets in front seat backs

EXTERIOR

- 15-inch wheels with bolt-on wheel covers (Series I)
- P195/65R15 touring radial tires
- Body-color lower side moldings
- Tinted windows
- Tube wipers with wet-arm washers
- Rear-window grid radio antenna

MECHANICAL

- 2.4-liter Twin-Cam engine with balance shafts
- 4-speed electronic-shift automatic overdrive transmission with enhanced traction system
- Front-wheel drive
- Power rack-and-pinion steering
- Front MacPherson strut/rear coil-spring suspension
- On-board diagnostic system (OBD II)
- Maintenance-free battery with automatic run-down protection

SERIES-SPECIFIC AND AVAILABLE FEATURES

PACKAGES	I	II
Sport Package: rear aero wing, foglamps, and leather-wrapped steering wheel and shift knob (seats/disc)	\$/-	\$/O
Economy Package (credit option): 5-speed manual transmission and 14-inch wheels	O	-
Convenience Package: remote-control keyless entry system and driver's-side 6-way power seat	-	O
EXTERIOR		
15-inch aluminum wheels	-	\$
Power sunroof with sliding glass panel	-	O
COMFORT AND CONVENIENCE		
Power windows with driver's-side auto-down and system lockout	O	\$
Cruise control (seats/disc)	\$/O	\$/S
AUDIO SYSTEMS		
Delco ETR AM/FM stereo with seek/scan, digital clock and 4-speaker sound system	\$	-
Delco ETR AM/FM stereo with cassette player, automatic tone control, seek/scan, digital clock and 4-speaker extended-range sound system	O	\$
Delco ETR AM/FM stereo with CD and cassette players, automatic tone control, seek/scan, digital clock and 4-speaker extended-range sound system	-	O
SEATING AND TRIM		
Split-folding rear seat back with trunk pass-through	O	\$
POWER/MECHANICAL		
2000 SP1 V6 engine with variable-effort power steering (seats/disc)	O/-	O/O
5-speed manual transmission (not available with V6 engine) (seats/disc)	O/O	O/-
Engine block heater	O	O
\$ Standard	O Optional	- Not available

SPECIFICATIONS AND DIMENSIONS

ENGINE	2.4-LITER TWIN-CAM	3100 NPI V6
Displacement	2.4 liters (146 cu in)	3.1 liters (191 cu in)
Horsepower	150 @ 5000 rpm	195 @ 5200 rpm
Torque	155 @ 4400 rpm	185 @ 4000 rpm
Fuel delivery	Sequential port fuel injection	
EPA ESTIMATED FUEL ECONOMY	COUPE	SEDAN
2.4-liter Twin-Cam/automatic (mpg city/hwy)	22/32	22/32
2.4-liter Twin-Cam/manual (mpg city/hwy)	23/33	23/33
3100 SP1 V6/automatic (mpg city/hwy)	20/29	20/29
EXTERIOR DIMENSIONS		
Wheelbase (in)	103.4	103.4
Length (in)	182.9	182.9
Width (in)	68.6	68.1
Height (in)	55.3	55.3
Curb weight (lb)	2751	2813
Tread width, front/rear (in)	55.8/55.3	55.8/55.3
Turning circle (ft, curb-to-curb)	35.3	35.3
INTERIOR DIMENSIONS		
Headroom, front/rear (in)	37.8/36.5	37.8/37.0
Legroom, front/rear (in)	43.1/34.0	43.1/34.9
Shoulder room, front/rear (in)	52.2/52.5	52.2/52.2
CAPACITIES		
Seating (passengers)	5	5
Trunk volume (cu ft)	14.8	14.0
Fuel (gal)	15.2	15.2

Vehicles in this catalog may be shown with available equipment.

Visit us at www.oldsmobile.com or call 1-800-255-6337 for information on any Oldsmobile product.

A WORD ABOUT OLDSMOBILE

THE 6M CARD Don't forget to use your GM Card. When you use The GM MasterCard,[®] you earn 3% on every purchase, which you can apply toward the purchase or lease of a new GM car or truck of your dreams. You could save hundreds, even thousands of dollars, over and above any other discount or incentive GM may be offering. To apply for your GM Card, call 1-800-8GM-CARD any time, day or night. **SEE**

ACCELERATED BARRIERS NETWORK Visit participating GM dealers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-943-0000 for more information. **SEE**

SMARTLEASE BY GMAC SmartLease lets qualified customers pay for the portion of the vehicle they use to 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 dealer for more information. **SEE**

FOR OCCUPANT PROTECTION • Driver and right front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver and right front passenger • Manual lap/shoulder safety belts, outboard rear-seat position • Manual lap safety belt, center rear-seat position • Safety belt use reminder system • Front-folding rear seat locks, inertia type/manual (coupe) • Energy-absorbing seating 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 handle • Safety zones • Head restraints, front adjustable, driver and right front passenger • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-security locks (sedan) • Automatic door locking system • Front and rear crash zones • Pressure lock radials cap

FOR CRASH AVOIDANCE • Automatic daytime running lamps • Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center high-mounted stop lamp • Directional signal control • Windshield defroster, wiper and multi-speed wiper • Inside day/night rearview mirror • Outside rearview mirror • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Steerer safety switch • Dual-lock hood latch (from opening) • Low-glass finish (inside windshield moldings, wiper arms and blades) • Safety road wheel rims • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/automatic transmission shift interlock • Audible disc brake lining wear indicators

FOR THEFT DETERRENCE • PASSLock vehicle security system • Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Visible vehicle identification number • Laser-etched VIN plate

IMPORTANT WORDS ABOUT THIS CATALOG We have tried to make this catalog as comprehensive and factual as possible. All illustrations, photographs and specifications are based on the latest product information. 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 dealer for complete details. Computations are based on 1996 competitive vehicles.

A WORD ABOUT ASSEMBLY AND ENGINES All vehicles and components are produced under assembly by different operating units of GM and its subsidiaries/suppliers worldwide. When it is necessary, vehicles may be built with different or differently sourced components than originally scheduled or ordered. Please verify that your vehicle includes the equipment that you ordered, and if there have been changes, that they are acceptable to you. Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

A WORD ABOUT UPDATED SERVICE INFORMATION Oldsmobile dealers receive useful service bulletins about Oldsmobile products. You can order them by calling 1-800-351-4123.

BUMPER-TO-BUMPER LIMITED WARRANTY For three years or 36,000 miles, whichever comes first, every part of your new Achieva is warranted for repairs to correct any vehicle defect related to materials or workmanship, including tires. With this limited warranty, there's no deductible, which means we'll pay for any repairs beyond routine maintenance. 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.

OWNER AFTERCARE 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 1-800-443-OLDS. At Oldsmobile, we're committed to your satisfaction long after the purchase of your car.

I want my car to be as
predictable as gravity. Which
is the reason I picked an
Achieva. Especially when it
gets wet or icy out there.
With standard equipment like
ABS and an automatic
transmission with enhanced
traction system, it's
almost as predictable in the wet
stuff as it is in the dry.
I've driven cars costing
more than Achieva that don't
even offer traction control.
I think these cars are just
spinning their wheels.

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

Value isn't just the price

of a product when you first

buy it. It also has to do

with maintenance costs and

reliability. With Achieva,

I've got a Bumper-to-Bumper

Limited Warranty. 24-hour

roadside assistance and

a lot of other after-purchase

features that give me a

tremendous sense of

assurance when I'm out on

the road. No matter

how far from home, I know

Achieva's backing me up.

