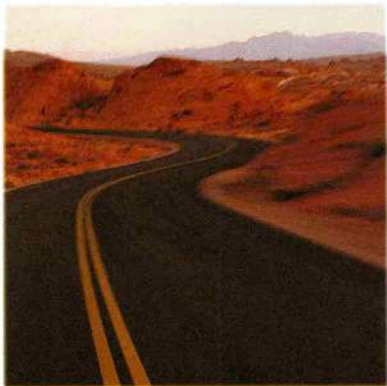


Nineteen Ninety-Seven



CUTLASS SUPREME

BY OLDSMOBILE

WHAT CAN YOU EXPECT
FROM A FAMILY CAR? HOW ABOUT A LOT
MORE THAN BASIC TRANSPORTATION.



Expect the unexpected. With Cutlass Supreme coupe or sedan, you'll get more than a solid, money vehicle to get you from here to there. For starters, you'll get contemporary styling that will get you there fashionably. And to put some fun in your trip, a level of equipment some manufacturers reserve strictly for the options list — like a potent V6 engine, a smooth 4-speed electronic-shift automatic transmission, 4-wheel anti-lock disc brakes and aluminum wheels (coupe wheel shown above). Inside, front bucket seat, air conditioning, power windows, locks and mirrors, and more, make comfort a standard feature. Choose the ultimate Cutlass Supreme to enjoy extras like leather-trimmed seating areas, dual-zone automatic climate control and steering wheel touch controls. If this sounds like far more than basic transportation, you're basically right.



Cutlass Supreme coupe in Bright White

The salesman at the other dealership was telling me how his vehicles were "value-packed." I listened for a while, and then I asked how they compared to a Cutlass Supreme on a feature-for-dollar basis. His fading smile was the only answer I needed. I thanked him for his time and headed right back to the Oldsmobile retailer. Then it was my turn to smile.



Cutlass Supreme sedan in Dark Red Metallic.

1997 Cutlass Supreme

ONE OF THE BEST BUYS SINCE THE ALASKA PURCHASE.

It's about getting the most for your money. And feeling you've made a smart decision. Call it value. Call it bang-for-the-buck. We call it Cutlass Supreme coupe and sedan. These solid performers do a lot more than make your money go a long way. They deliver responsive driving that takes the kinks out of the curves on your ride home. And the kind of style that makes a statement. All the while, providing a comfortable interior that respects your need



With its wrap-around rear glass design, pillar-mounted door handles, mini-quad headlamps, rear aero wing, 5-spoke aluminum-alloy wheels and aerodynamic sleekness, the Cutlass Supreme coupe looks like nothing else on the road.



The Cutlass Supreme sedan is a finely balanced blend of practical sophistication and spirited performance.

for space. Cutlass Supreme:
The kind of car you'll
consider part of the family.

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Cadillac Supreme sedan in Black

*Since I got my Cutlass Supreme,
I always seem to be elected
as the car-pool person. Weddings,
birthday parties, you name it.
I haul everybody. I can see why.
It's one of the best-looking
cars around, so who wouldn't
want to show up in it.
Plus, there's all that interior room
so everybody has enough space.
I suppose being elected to
do the driving is something of a
compliment to my good taste.*



Cutlass Supreme's spacious interior, with reclining front bucket seats, provides comfort even after many hours behind the wheel. Series III is shown with standard leather-trimmed seating areas.

It's nice if a car's interior looks great. But it's imperative that it feels just as good. Cutlass Supreme's does both. The controls, for instance, are presented in an elegant arc so you can see them and reach them. (After all, it's *your* cockpit.) How's it feel? Slide behind the wheel. It's like wearing your favorite cotton sweater. Reclining front bucket seats, contoured to fit your contours, are standard. Surrounded by style, leg-stretching spaciousness, and all the comfort of a hug from mom, you'll find Cutlass Supreme a wonderful place from which to take on the world.

Air conditioning is standard in every Cutlass Supreme. The dual-zone automatic climate control system, standard on Series III, even allows the driver and front-seat passenger to adjust the temperature to individual preference.



A power trunk release opens to a roomy 15.5 cu ft of cargo space. There's 14.9 cu ft in the coupe. Series III models have a split-folding rear seat back to expand your capacity for long or oddly shaped items.

Other features that contribute to Cutlass Supreme's comfort and convenience include power windows, power mirrors and automatic programmable power door locks, center storage console with cupholders, cruise control, TILT Wheel adjustable steering column, illuminated entry system, dual reading lamps, and an AM/FM stereo with cassette player or an available CD/cassette combination.

Interior



Cutlass Supreme Series III with seating areas trimmed in Molteni form leather. Shown with optional equipment.

*I don't expect a mid-size sedan
to drive like an exotic
sports car. At the same time,
I refuse to be out-cornered
or out-accelerated by a motor
home. Thanks to its all-
independent suspension and
responsive steering, my Cutlass
Supreme can duel it out in
the corners. And it's got plenty of
passing ability in the straight.
I like to think of it as a sprinter
with the legs of a miler.*

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I always seem to be elected
as the car-pool person. Weddings,
birthday parties, you name it.
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cars around, so who wouldn't
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compliment to my good taste.*



Cutlass Supreme Sedan. 1988. Medium Blue (270).

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Cutlass Supreme coupe in Dark Tint Metallic.



Engineering

PERFORMANCE LIKE MUSCLE AND SILK.



Offering plenty of torque, lively throttle response, smooth, quiet operation, and remarkable efficiency, the 3100 SHI V6 offers power that outperforms many competitive cars.

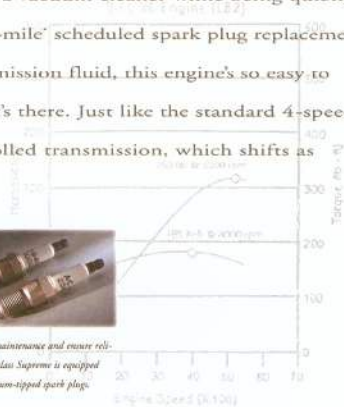
Okay, so you're not a drag racer, and you're not ashamed to admit it. Still, when you step on the pedal, you want to know it'll go.

Like the Cutlass Supreme, its proven 3100 V6 makes the kind of confidence-inspiring power

that sucks up the highway like a vacuum cleaner while being quietly unobtrusive. And with 100,000-mile* scheduled spark plug replacement, and long-life coolant and transmission fluid, this engine's so easy to maintain, you may not know it's there. Just like the standard 4-speed automatic electronically controlled transmission, which shifts as smoothly as a samba at sunset.



To reduce maintenance and ensure reliability, Cutlass Supreme is equipped with platinum-tipped spark plugs.



Cutlass Supreme performance features also include 4-wheel independent suspension, power 4-wheel disc brakes, power rack-and-pinion steering, 16-inch performance radial tires and aluminum wheels.

*Maintenance needs vary with use and driving conditions.



I don't expect a mid-size sedan
to drive like an exotic
sports car. At the same time,
I refuse to be out-cornered
or out-accelerated by a major
home. Thanks to its all-
independent suspension and
responsive steering, my Cutlass
Supreme can duel it out in
the corners. And it's got plenty of
passing ability in the straights.
I like to think of it as a sprinter
with the legs of a miler.

ADVANCED TECHNOLOGY FOR YOUR PEACE OF MIND.

*It was raining fairly hard.
And when I crested the hill, just
a few hundred feet away,
there was a cinderblock right in
my path. Talk about white
knuckles. I pressed hard on the
brakes and felt the ABS activate.
The drama of the moment
quickly went away. The Cutlass
Supreme slowed while
maintaining directional control,
and I steered carefully
around the obstacle. It's like
having a professional driver
working the brakes.*

Real comfort starts with knowing that you can get to your destination safely. That's why the Cutlass Supreme's fully independent suspension deals with pavement as sure-footedly as a gazelle covers a prairie. Its brakes are big, 4-wheel discs with an anti-lock system to help you maintain steering control. And its standard foglamps can help enhance its excellent overall visibility. Cutlass



Steering wheel touch controls, standard on Series III models, allow you to operate the climate control and sound systems without removing your hands from the steering wheel or taking your eyes off the road.



All Cutlass Supremes feature standard anti-lock brakes which prevent wheel lock-up, thereby helping the driver maintain steering control under maximum braking conditions, even on wet or other slippery surfaces.

Supreme also features a rigid unibody that resists torsional and bending loads and helps protect occupants during an impact. And, of course, dual frontal air bags* are standard. Because we want you to reach your destination safely, no matter how many surprises come your way.

The remote-control keyless entry system (standard on Series II and III models) will unlock the doors and trunk, and illuminate the interior, from up to 30 feet away.



Other features that contribute to Cutlass Supreme's safety and security include the PASS-Key vehicle security system, side and electric rear window defoggers, power windows, brake/transmission shift interlock, and 3-point safety belts for front and rear outboard occupants. *Always wear your safety belts, even with air bags.



*My Cutlass Supreme
sometimes seems like a close
friend — ready to
help me out when I need it.
Which is usually at the
most inopportune moments.
Like the time I locked my keys
in my car at a prospective
client's office. Out of town.
I dialed 1-800-442-OLDS
and help was on the way,
saving me from embarrassment,
and making me look
pretty smart. I got the contract,
and my new client still
appreciates the fact that I'm
always prepared.*

Cutlass Supreme sedan in Black.

SIMPLE ENOUGH TO MAKE ORDERING EASY,

BUT WITH ENOUGH CHOICES TO REALLY PERSONALIZE

YOUR CUTLASS SUPREME.

COLOR COMBINATIONS

INTERIOR	EXTERIOR
Graphite, Medium Beige, Blue	Bright White (16)
Graphite, Medium Beige, Blue	Medium Blue Metallic (38)
Graphite, Medium Beige	Dark Teal Metallic (35)
Graphite, Medium Beige, Blue	Black (41)
Graphite, Medium Beige	Medium Green Metallic (42)
Graphite, Medium Beige	Medium Green/Gray Metallic (47)
Graphite, Medium Beige	Medium Beige Metallic (49)
Graphite, Medium Beige	Bright Red (81)

STANDARD FEATURES

SAFETY AND SECURITY	4-wheel anti-lock disc brakes - Dual frontal air bags 3-point front and rear outboard safety belts (with front height adjustment on outlets, and front and rear center lap belts (front with bench seat only)) - Automatic programmable power door locks - PASS-Key vehicle security system - Brake/transmission shift interlock - Illuminated entry system - Haloing headlamps plus foglamps - Side and electric-rear window defoggers - Dual power outside mirrors
EXTERIOR	16-inch 5-spoke aluminum wheels (coupe) 16-inch "starfish" aluminum wheels (sedan) - P215/60R16 performance radial tires - Rear aero wing (coupe) - Soft-Ray tinted glass - Pulse wipers with wet-arm washers
COMFORT AND CONVENIENCE	- Air conditioning with CFC-free refrigerant - TILT-Wheel adjustable steering column - Cruise control - Power windows with driver's-side auto-down - Analog gauge cluster with tachometer - Center console with storage armrest, shifter and dual cupholders - Lighting package (catalytic converter, glove box, overhead and trunk lamps) - Inside day/night mirror with dual reading lamps - Dual visor vanity mirrors (lighted on Sedan II and LII) - Headlamp and turn signal reminder chimes - Power trunk lock release
AUDIO SYSTEM	Delco ETR AM/FM stereo with cassette player, automatic tone control, seek/scan and digital clock
SEATING AND TRIM	- Reclining contour front bucket seats - Front and rear carpeted floor mats - Deluxe trunk trim
MECHANICAL	3100 SFI V6 engine 4-speed electronic-shift automatic transmission - Front-wheel drive - Power rack-and-pinion steering - Power 4-wheel disc brakes 4-wheel independent suspension - On-board diagnostic system (OBD II) - Maintenance-free battery

SERIES-SPECIFIC AND AVAILABLE FEATURES

	I	II	III
EXTERIOR			
Power sunroof* with sliding glass panel	—	—	○
Remote-control keyless entry system	○	\$	\$
COMFORT AND CONVENIENCE			
Dual-zone automatic climate control system	—	—	\$
Steering wheel touch controls	—	—	\$
AUDIO SYSTEM			
Delco ETR AM/FM stereo with CD and cassette players, automatic tone control, seek/scan and digital clock	○	○	○
4-speaker extended-range sound system	\$	—	—
6-speaker Dimensional Sound system	—	\$	\$
Power antenna	—	\$	\$
SEATING AND TRIM			
55/45 divided bench front seat with dual recliners, center storage armrest with cupholders, and column shifter	○	○	—
4-way manually adjustable driver's seat	\$	—	—
6-way power driver's seat	—	\$	\$
Split-folding rear seat back	—	—	\$
Club interior trim	\$	\$	○
Leather-trimmed seating areas (Graphite, Medium Beige)	—	—	\$
Leather-wrapped steering wheel	—	\$	\$
MECHANICAL			
Variable-effort power steering	—	—	\$
Engine block heater	○	○	○
5 Standard	○ Optional	—	Not available

SPECIFICATIONS AND DIMENSIONS

	COUPE	SEDAN
3100 SFI V6 ENGINE		
Displacement	161 liters (100 cu in)	
Horsepower	160 @ 5200 rpm	
Torque	185 @ 4000 rpm	
Fuel delivery	Sequential port fuel injection	
EPA ESTIMATED FUEL ECONOMY		
3100 SFI V6 (mpg, city/hwy)	20/29	20/29
EXTERIOR DIMENSIONS		
Wheelbase (in)	807.5	879.5
Length (in)	193.9	193.7
Width (in)	71.0	71.0
Height (in)	53.3	54.4
Curbs weight (lb)	1283	1388
Tread width, front/rear (in)	59.5/56.0	59.5/56.0
Turning circle (ft, curb-to-curb)	19.0	19.0
INTERIOR DIMENSIONS		
Headroom, front/rear (in)	178/170	187/183
Legroom, front/rear (in)	42/34.8	42/38.2
Shoulder room, front/rear (in)	178/172	178/166.5
CAPACITIES		
Seating (passenger)	5	5*
Trunk volume (cu ft)	14.9	15.3
Fuel (gal)	17.1	17.1

*Not available with divided bench front seat.
 *Seated only.
 *No charge option in place of standard front seat.
 See passenger with available divided bench front seat.

A WORD ABOUT OLDSMOBILE

THE GM CARD Don't forget to use your GM Card. When you use The GM MasterCard, you can save 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 discounts or incentives GM may be offering. To apply for your GM Card, call 1-800-868-CARD are same, day or night.

ACCELERATED FINANCING NETWORK Visit participating GM dealers for up to 10% in GM Card earnings on eligible cars and service transactions. Call 1-800-937-2000 for more information.

WARRANTY BY USCAR StartCare lets qualified customers pay for the portion of the vehicle they expect to use, rather than paying for the entire vehicle as you would with traditional financing. With this program, lease-upfront costs and lower monthly payments. Plus, you'll be able to drive a new vehicle most often or drive a higher-priced model. Ask your Oldsmobile dealer for more information.

FOR OCCUPANT PROTECTION • Drive 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 positions • Manual lap safety belts, center seat positions • Safety belt use reminder system • Frontal/oblique seat back locks, inertia-sensitized (coupe) • 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 • Pivoting/retrading inside door lock handles • Safety armrests • Head restraints, front adjustable, driver and right front passenger • Dual sun visors • Headrests inside rearview mirror • Security door locks and door intrusion components • Automatic door locking system • Front and rear crash zones • Pressure lock recline clip

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 defogger, wipers and multi-speed wipers • Inside day/night rearview mirror • Outside rearview mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Staggered safety wheels • Dual action bond inch (front spring) • Long-life fluid (inside windshield washers, wiper arms and blades) • Safety road wheel rim • Tire wear built-in tread wear indicators • Illuminated brake and defogger controls • Brake/transmission shift interlock • Audible disc brake lining wear indicators

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

IMPORTANT WORDS ABOUT THIS CHARGE We have tried to make this charging as comprehensive and factual as possible. All illustrations, photographs and specifications are based on the latest product information. We reserve the right 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.

A WORD ABOUT ASSEMBLY AND ENGINES All vehicles and components are produced and/or assembled by different operating units of GM and its subsidiaries/suppliers worldwide. When it is necessary, vehicles may be built with different or differently oriented components than originally scheduled or ordered. Please verify that your vehicle includes the equipment that you ordered, and if there are 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 1-800-551-0123.

SUPPLIER TO SUPPLIER LIMITED WARRANTY For three years or 36,000 miles, whichever comes first, every part of your new Cutlass Supreme 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 1-800-442-OLDS. At Oldsmobile, we're committed to your satisfaction long after the purchase of your car.

Visit us at www.oldsmobile.com or call 1-800-295-6037 for information on any Oldsmobile product.

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

My Cutlass Supreme

sometimes seems like a close

friend — ready to

help me out when I need it.

Which is usually at the

most inopportune moments.

Like the time I locked my keys

in my car at a prospective

client's office. Out of town,

I dialed 1-800-442-OLDS

and help was on the way.

saving me from embarrassment,

and making me look

pretty smart. I got the contract,

and my new client still

appreciates the fact that I'm

always prepared.

