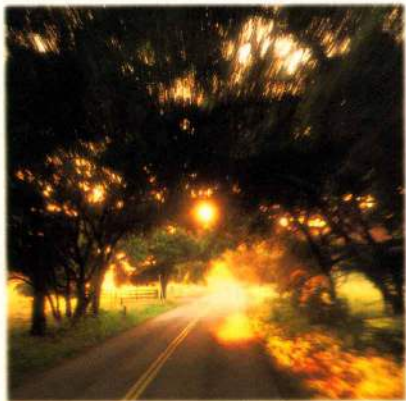


Nineteen Ninety-Seven



EIGHTY EIGHT

BY OLDSMOBILE

**BEFORE YOU BUY, ASK 31,591
CURRENT OWNERS WHAT THEY THINK.**

Save your shoe leather: J.D. Power and Associates already did that. They surveyed over thirty-thousand owners and asked them to evaluate their cars in a variety of ways. The result? According to the 1996 Initial Quality Study™ conducted by J.D. Power and Associates, the Eighty Eight was ranked "Best Premium Midsize Car in Initial Quality," ahead of cars like the Toyota® Camry® and Nissan® Maxima®. Apparently Eighty Eight has developed a taste for automotive accolades. It's also been awarded the Consumers Digest "Best Buy" for full-size cars. In fact, Eighty Eight is the only full-size car to be named a Consumers Digest "Best Buy" for six years running. That's seven prestigious awards in six years. Thirty-thousand people agree. Isn't it time you've seen in the best company?



*Study based on a total of 31,591 owner responses indicating owner reported problems during the first 90 days of ownership.



We've driven a lot of miles in smaller cars. Now that we've had a drive in the Eighty Eight, we don't want to spend another minute in anything less spacious. Think of it like this: Would you rather spend the weekend in a cramped cabin or a luxury suite? There's no question.

Lincoln Eighty Eight is Black.



Eagle Eight in Bright White.

1997 Eagle Eight

A BLOCKBUSTER FEATURE PRESENTATION THAT WON'T BREAK YOUR BUDGET.



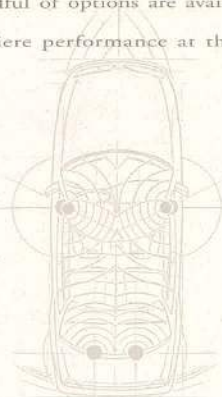
For your convenience, both Eagle Eight models feature Two Light Sensing automatic headlamp control as standard equipment.

A spacious interior and all the features you want. That's Eagle Eight and Eagle Eight LS. Inside, you'll enjoy conveniences like air conditioning, cruise control and power windows — standard. In the powertrain department, you'll find a smooth, powerful 3800 Series II V6 engine mated to a 4-speed electronically controlled transmission that is so precisely engineered, it shifts almost imperceptibly. And as far as features — both Eagle Eights are so well equipped, only a handful of options are available. It's like a premiere performance at the price of a matinee.



Standard on both models is an AM/FM stereo with cassette player. A cassette/CD combination is available on Eagle Eight LS.

The 6-speaker Dimensional Sound system, standard equipment on all Eagle Eights, delivers theater-like performance and all-surrounding sound.



We've driven a lot of miles in smaller cars. Now that we've had a drive in the Eagle Eight, we don't want to spend another minute in anything less spacious. Think of it like this: Would you rather spend the weekend in a cramped cabin or a luxury suite? There's no question.

Our family lives far enough away that we have to plan our visits. It's an all-day drive, and we want the trip to be as easy as possible. To us, Eighty Eight is the answer. It's comfortable. It has a great ride. And we feel safe in it. Plus, with 24-hour roadside assistance, we always get the feeling that we're traveling with reliable friends.



Eighty Eight LS offers standard contoured bucket seats for proper support and comfort, and a center storage console. Luxurious leather trim is available.

Its 55/45 divided bench front seat gives you the sense of being in your own easy chair. And the easy-to-see gauges and controls are arranged in a sweeping arc in front of you to make driving as simple as operating the remote. If you're going to be out driving around, doesn't it make sense to make yourself as much at home as possible?



Controls for the standard power windows and power door locks are conveniently located on the armrest for easy use. LS models also include power outside mirrors.

JUST CONSIDER IT YOUR SECOND HOME.

Some days you might spend more time in your car than your living room. For days like that, you need the full-size comfort of Eighty Eight.

Its 55/45 divided bench front seat gives you the sense of being in your own easy chair. And the easy-to-see gauges and controls are arranged



The standard 8-way driver's side power seat control uses a "metaphoric" switch for ease of operation.

While you have no need for these standard features at home, they're a must on the road. They include full instrumentation with tachometer, cruise control, automatic headlamp control, TILT-Wheel adjustable steering column, passenger assist handles, front storage armrest with dual cupholders, reading lamp, power trunk release, and an auxiliary 12-volt power outlet.

Interior



Eighty Eight in Light Beige cloth.

I enjoy my Eighty Eight as much on the highway as on my daily commute. Whether I'm pulling away from a stoplight or merging into rushing traffic, it feels capable and controlled. Even the experts agree. Automotive Industries magazine said the 3800 Series II engine is "one of the best engines in the world."

*Automotive Industries, November 1993



Eighty-Eight in Light Beige cloth.



Eighty Eight in Medium Green Metallic.

Our family lives far enough away that we have to plan our visits. It's an all-day drive, and we want the trip to be as easy as possible. To us, Eighty Eight is the answer. It's comfortable. It has a great ride. And we feel safe in it. Plus, with 24-hour roadside assistance, we always get the feeling that we're traveling with reliable friends.

Eighty Eight LS in Light Bridge Metallic.



Performance

ALL THE RIGHT MOVES.

Full-size cars ought to perform like the best head waiters. Always prepared and impeccably competent, The Eighty Eight's 3800 Series II V6 is an artful blend of worry-free simplicity, refined technology and ultra-smooth power. With 205 horsepower, 230 lb-ft of torque and a 4-speed automatic transmission with electronically controlled torque converter clutch, the powertrain delivers seamless energy and impressive efficiency. With the addition of a sophisticated, fully independent suspension, you've got a driving experience as smooth as a satin lapel. No gratuity necessary.



A proven performer, the powerful, efficient 3800 Series II V6 engine provides lively response and performance. And it will deliver an estimated EPA mileage of 29/29 city/highway.



The Eighty Eight's 4-wheel independent suspension provides a comfortable and refined ride. It also rewards you with exemplary handling and steering precision.

All your moves will be smooth with standard features that include front-wheel drive, power rack-and-pinion steering, front and rear stabilizer bars, stainless steel exhaust system, all-season radial tires, and a maintenance-free battery. 15-inch aluminum wheels are available on Eighty Eight and standard on LS. 16-inch aluminum wheels are available on LS.

I enjoy my Eighty Eight as much on the highway as on my daily commute. Whether I'm pulling away from a stoplight or merging into rushing traffic, it feels capable and controlled. Even the experts agree. Automotive Industries magazine said the 3800 Series II engine is "one of the best engines in the world."

No one likes to think
about collisions. I certainly
don't. Which is why
I feel confident about my
Eighty Eight's ability to
help me avoid them. It's got
designed-in features like
an agile suspension and ABS
to help avoid obstacles,
and a responsive engine
to help power me
out of the way of danger.



The standard anti-lock braking system helps to maintain steering ability even under maximum braking effort. This is especially useful on slippery or wet road surfaces.

Because we want every trip you take to be a safe one, we've given all Eighty Eights a full range of standard safety and security features. Automatic daytime running lamps help other drivers see you. Anti-lock brakes help you maintain steering control on slippery surfaces. And the galvanized steel structure has crush zones that direct impact forces away from the passenger safety cage. You'll also find standard dual frontal air bags*, a PASS-Key vehicle security system, and power door locks with lockout prevention. The LS model even includes full-range traction control for peace of mind on slick roads.

Like we said, mobile security.



The available GuideStar™ satellite navigation system gives you turn-by-turn audible and visual instructions to your destination so you can feel confident you'll get there quickly and safely.

Other standard safety features include side-impact protection, rear door child security locks, brake/transmission shift interlock, 3-point seatbelts with front height adjustment, automatic programmable power door locks on LS, composite halogen headlamps with flash-to-pass feature, Twilight Sensing™ automatic headlamp control, battery run-down protection, and a pulse wiper system.

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

Safety



Eighty Eight LS in Light Beige Metallic.

People at work call me
the Road Warrior.
Not because of the way
I drive, but because I spend
so much time behind
the wheel. The Eighty Eight
is perfect for me.
Congested traffic, moun-
tains, bad weather,
none of those phase the
Eighty Eight. There's
room for all my samples
and for my clients
when we have lunch out.
But most important,
no matter how long my
trip, I still arrive
comfortable and relaxed.

EIGHTY EIGHT COMES IN TWO FLAVORS TO

MAKE PURCHASING EASY. OF COURSE, A FEW EXTRAS

ARE AVAILABLE TO SUIT YOUR OWN TASTE.

COLOR COMBINATIONS

INTERIOR	EXTERIOR
Graphite, Light Beige, Gray, Blue	Bright White (16)
Graphite, Light Beige, Gray	Silver Metallic (17)
Graphite, Light Beige, Gray, Blue	Medium Blue Metallic (38)
Graphite, Light Beige, Gray, Blue	Black (41)
Graphite, Light Beige, Gray	Medium Green Metallic (42)
Graphite, Light Beige, Gray	Medium Dark Teal Metallic (43)
Graphite, Light Beige, Gray	Medium Green Gray Metallic (47)
Graphite, Light Beige	Light Beige Metallic (50)
Graphite, Light Beige, Gray	Dark Red Metallic (51)
Graphite, Light Beige, Gray	Red Metallic (53)

Cloth trim standard. Leather-trimmed seating available on Eighty Eight LS with standard bucket seats or available divided bench front seat.

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

STANDARD FEATURES

SAFETY AND SECURITY
• Anti-lock front disc/rear drum brakes • Dual front air bags • 3-point front and rear outboard safety belts with front height adjustment and rear Child Comfort Guides, plus center seat lap belt(s) • PASS-Key vehicle security system • Daytime running lamps • Halogen headlamps with flash-to-pass feature • Power door locks • Rear door child-security locks • Illuminated entry/exist system • Brake/transmission shift interlock • Side and electric-rear window defoggers • Battery run-down protection

COMFORT AND CONVENIENCE

• Air conditioning with CFC-free refrigerant • Power windows with driver's-side auto-down • Power trunk lock release • Twilight Sentinel automatic headlamp control • Cruise control • TILT-Wheel adjustable steering column • Analog gauge cluster with tachometer • Lighting package (includes dual reading mirrors, glove box, ashtray and trunk lamp, plus lighted door-inward controls) • Auxiliary 12-volt power outlet • Dual sun visors with auxiliary sunshades • Dual vanity mirrors (lighted on LS) • Map pockets in front doors and seat backs • Soft-Ray tinted glass with EZ-Kool® solar-control windshield and rear window • Pulse wipers • Headlamp, turn signal and key-in-ignition reminder chimes
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SEATING AND TRIM

• 8-way power driver's-side seat • Cloth interior trim • Carpeted front and rear floor mats • Passenger assist handles

AUDIO SYSTEM

• Delco ETR AM/FM stereo with cassette player, automatic tone control, seek/scan, digital clock and 6-speaker Dimensional Sound system • Power antenna

MECHANICAL

• 3800 Series II V6 engine • 4-speed electronic-shift automatic transmission • Front-wheel drive • Power rack-and-pinion steering • 4-wheel independent suspension • Enhanced on-board diagnostic system (OBD II) • Stainless steel exhaust system • Maintenance-free battery
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SERIES-SPECIFIC AND AVAILABLE FEATURES

SAFETY AND SECURITY	EIGHTY EIGHT	EIGHTY EIGHT LS
Electronic full-range traction control	—	5
Foglamps	—	5
Remote-control keyless entry with panic button	—	5
Dual power outside mirrors	—	5
Automatic programmable power door locks	—	5
Guidestar satellite navigation system (dealer install, limited availability)	0	0

EXTERIOR

15-inch wheels with bolt-on covers (P225/70R15 all-season tires)	5	—
15-inch aluminum wheels (P225/65R15 touring tires)	—	5
15-inch aluminum wheels (P225/70R15 all-season tires)	0	0
16-inch aluminum wheels (P225/60R16 touring tires)	—	0

AUDIO SYSTEM

Delco ETR AM/FM stereo with CD and cassette player combination	—	0
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SEATING AND TRIM

55/45 divided bench front seat with center storage armrest and cupholders	8	0
Front bucket seats with center storage console, floor shifter and cupholders	—	5
Leather-trimmed seating areas	—	0
8-way power passenger-side seat	—	0

MECHANICAL

Engine block heater	0	0
5 Standard	0 Optional	Not available

SPECIFICATIONS AND DIMENSIONS

3800 SERIES II V6 ENGINE	
Displacement	3.8 liters (231 cu in)
Horsepower	205 @ 5200 rpm
Torque	230 lb-ft @ 4200 rpm
Fuel delivery	Sequential port fuel injection

ESTIMATED FUEL ECONOMY

3800 Series II V6 (mpg, city/hwy)	19/29
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EXTERIOR DIMENSIONS

Wheelbase (in)	100.8
Length (in)	200.4
Width (in)	74.1
Height (in)	55.7
Curb weight (lb)	3465
Tread width, front/rear (in)	60.9/60.1
Turning circle, left/right (ft, curb-to-curb)	41.7/40.7

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 (passengers)	6 (5 on LS)
Trunk volume (cu ft)	159
Fuel (gal)	18.8

* Included and available only with optional brake assist.

A WORD ABOUT OLDSMOBILE

THE GM CARD Don't forget to use your GM Card. When you use The GM MasterCard, you earn 7% 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-GM-CARD any time, day or night.

ACCREDITED EARNINGS NETWORK Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-963-0000 for more information.

SMARTLEASE BY GMAC SmartLease 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. 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 • Supplemental Inflatable Restraint System with manual lap/shoulder safety belts and air bags for driver and right front passenger • Manual lap/shoulder safety belts, outboard rear-seat positions • Manual lap safety belts, center seat positions • Child Comfort Guides, outboard rear positions • Safety belt use reminder system • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, scratch-free hood • Tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door lock handles • Safety anchors • 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 • Power window lockout • Front and rear crush zones • Pressure lock radiator 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 stoplamp • Directional signal control • Windshield defroster, washer and multi-speed wipers • Inside daytime rearview mirror • Outside rearview mirror • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Starter safety switch • Dual-actuator hood latch • Low-glide flaps (inside windshield moldings, wiper arms and blades) • Safety road wheel rim • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake lining wear indicators • Side and electric-rear window defoggers

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 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 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 ASSEMBLY AND ENGINEERS All vehicles and components are produced and/or assembled by different operating units of GM and its subsidiaries/suppliers worldwide. Where 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 retailers receive useful service bulletins from Oldsmobile products. You can order them by calling 1-800-551-4123.

BUMPER-TO-BUMPER LIMITED WARRANTY For three years or 36,000 miles, whichever comes first, every part of your new Eighty Eight is warranted for repair 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 tire mounting and 24-hour roadside assistance by calling 1-800-442-OLDIS. At Oldsmobile, we're committed to your satisfaction long after the purchase of your car.

Visit us at www.oldsmobile.com or call 1-800-255-6537 for information on any Oldsmobile product.

People at work call me

the Road Warrior.

Not because of the way

I drive, but because I spend

so much time behind

the wheel. The Eighty Eight

is perfect for me.

Congested traffic, moun-

tains, bad weather,

none of those phase the

Eighty Eight. There's

room for all my samples

and for my clients

when we have lunch out.

But most important,

no matter how long my

trip, I still arrive

comfortable and relaxed.

