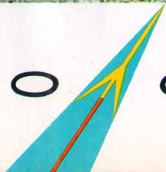




1960



OLDSMOBILE

OLDSMOBILE



Radiantly Styled . . .  
for the Rocketing Sixties

Here is the new shape of the '60 Oldsmobile . . . fresh, balanced, enchanting symmetry, from its crisp, trim grille to the lean contours of its clean-sweep rear deck. This *Olds Original* is a complete-size, complete-value, complete-quality automobile—planned for those who demand the best the medium-price class has to offer. In every way, Olds for '60 is *completely satisfying!*



This smartly notched rear roof pillar is readily identified as a distinctive Olds touch on Holiday Sport-Sedans. The slender roof extends to shade the sweep-around rear window.



NINETY-EIGHT HOLIDAY SPORTSEDAN

One look says it's OLDS . . .  
every view says it's NEW!



The Ninety-Eight Series is fully power-equipped with new Jetaway Hydra-Matic Drive, Roto-Matic Power Steering and Pedal-Ease Power Brakes. Wait no longer! Enjoy the "Ride of the Rocketing Sixties" in a Ninety-Eight by Oldsmobile.

Sparkling in its simplicity—and simply beautiful!

Clearly, tomorrow has taken shape in the Ninety-Eight Series for 1960. This masterful Olds is styled for pleasure and powered by the smooth-muscled *Premium Rocket Engine*.



A rear view refreshingly new—Oldsmobile blends a uniquely arched bumper, taillights and rear deck in elegant harmony. Heat-resistant rear window is standard on all Oldsmobile Scenicoupe models—to let in the light, keep out the heat.

NINETY-EIGHT HOLIDAY SCENICOUPE

The style you want . . . the room you need

*Style!* Style beyond the call of beauty, with the simplicity of excellent taste.

*Room!* Four-door convenience, added head room and all the full-family spaciousness you could ask for. Even the front-floor hump has been reduced over 20%. Enhance your satisfaction with a wide choice of brilliant interiors. The Ninety-Eight Celebrity Sedan is supremely comfortable, a family car of true distinction.



At left you see the luxurious interior of the Ninety-Eight Celebrity Sedan. Handsomely patterned upholstery is available in gray, green, fawn, blue or turquoise. Custom Luxury Interior Trim—optional at extra cost—is shown at the right: Featured are rich leather and nylon upholsteries, deluxe bright roof bows and Star-Lite Headlining, electrically operated power windows and fore-and-aft power seat, and convenient rear seat center arm rest.



For pleasure as great as all outdoors, get into this Ninety-Eight Convertible Coupe. Slide behind the wheel and feel the luxury of glove-soft, hand-buffed leather upholstery. Discover the ease of parking and handling. Then, let the new *Premium Rocket Engine* lend wings to your travel. In appearance and action, it's a solid satisfaction—to drive and own!

Sheer pleasure to see . . . solid pleasure to drive



NINETY-EIGHT CONVERTIBLE COUPE

Superbly styled . . .

super performance!

Styled to please . . . powered to please . . . and what an exhilarating pleasure to drive! That's the Super 88 Series—with the spirited, super action of the *Premium Rocket Engine* that gets the most from today's premium fuels. For added satisfaction, note the super sparkle of the brilliant new interiors. You'll enjoy the new Quadri-Balanced Ride that starts with the inherently greater stability of the Wide-Stance Chassis. You'll maneuver easier, park easier, as you look across the convenience-contoured front fenders.



SUPER 88 HOLIDAY SCENICOUPE

Hitch your star to this wagon! It's a wagonload of new style and new room for family, friends and cargo. For hauling potential, it's easy as can be to flip down the second and third seats . . . and there you have 88 cubic feet of cargo area! All that utility, all that versatility—and it's a stopper for looks with *Premium Rocket Engine* "Go"!



Now there are two Super 88 Fiestas—your choice of two- or three-seat models. New rear-facing third seat, shown above, quickly folds flat when not in use to provide cargo space.



**SUPER 88 FIESTA** (available in 2 and 3-seat models)

Action . . . attraction . . . satisfaction! Get the spirited, super *action* of the *Premium Rocket Engine*.

Be the center of *attraction* in sparkling new style so typically Olds.

Enjoy the height of *satisfaction* . . . with the spacious head room, the four-door convenience, the pleasing interior luxury of the Super 88 Celebrity Sedan.



**SUPER 88 CELEBRITY SEDAN**

**It's mighty satisfying . . . to own an OLDS!**

A revelation of new balanced beauty . . . a new balance of power!

Olds engineers have achieved dramatic new smoothness, stability and silence in ride, too, by adding thicker live-rubber mountings and new nylon-sleeved shock absorbers.



**SUPER 88 HOLIDAY SPORTSEDAN**



**SUPER 88 CONVERTIBLE COUPE**

Here Olds brings its plans for your pleasure right out in the open! Thrill to the Rocket's new flair inside and out . . . fresh ideas in leather interiors to match the subtle hues and lasting luster of fifteen Magic-Mirror Finishes by Fisher.





DYNAMIC 88 FIESTA (available in 2 and 3-seat models)

## Designed for the Dynamic Decade!

Meet the Dynamic 88 Fiesta, a car in keeping with the spirit of the Rocketing Sixties. The style you want . . . the room you need (your choice of two-seat or the new easy-folding, three-seat model) . . . the thrift you asked for . . . they're all abundantly yours in this Fiesta.

*Special note for the budget:* All Dynamic 88 models bring you Oldsmobile's newest achievement in power and economy—the *Regular Rocket Engine* that delivers *Rocket "Go"* on lower-cost, regular gas!



Rear-facing third seat adds passenger room. And note how easy it is to convert from fun to freight. Optional  $\frac{1}{2}$ - $\frac{3}{4}$  divided second seats and electric rear window lift\* are available. With seats down, you have a cargo area of 88 cubic feet—over  $7\frac{1}{2}$  feet long.

\*WINDOW LIFT STANDARD IN 3-SEAT FIESTA MODELS.



DYNAMIC 88 HOLIDAY SPORTSEDAN

ROCKET "GO" . . . on regular gas!



Glamor on the go with special attention to the economy-minded. Olds has engineered a new balance of power and economy! An all-new *Regular Rocket Engine*, standard on every Dynamic 88—with Econ-O-Way carburetion—teams up with an economy Expressway Axle. Result: More miles per dollar with lower-cost, regular fuel. The dollar-saving Dynamic 88 is a powerful pleasure to drive, a thrifty pleasure to own!



DYNAMIC 88 HOLIDAY SCENICOUPE

Convertible... Irresistible!



DYNAMIC 88 CONVERTIBLE COUPE

A clean sweep in style! Here's a high-stepping expression of the 1960 version of Oldsmobility—and it thrives on regular gas! Smooth cruising, too, based on a Wide-Stance Chassis featuring a heavier Guard-Beam Frame. Sports-car control with cooler-running Air-Scoop Brakes on all four wheels.

Going places? Low-loading trunk has room to spare for sports gear and luggage... in every Olds! Your luggage is protected by the smooth, vinyl-coated floor.



New measure of pleasure . . . new sense of value



DYNAMIC 88 2-DOOR SEDAN



DYNAMIC 88 CELEBRITY SEDAN

Meet two standout beauties . . . the lowest priced Rocket Engine Oldsmobiles. Satisfy your sense of thrift with the savings of regular fuel—save about a dollar a fill! And every mile you drive, you and your family will appreciate the smoothest, quietest, most agile ride in Olds' history.

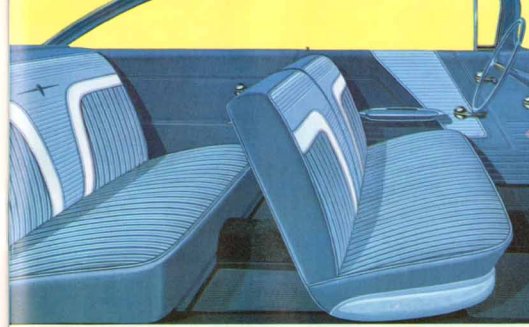


**NINETY-EIGHT SCENICOUPE INTERIOR** with Jeweltone leather bolsters, nylon inserts and Moroccan accents. Five delightful combinations offer you a spectrum of color-keyed luxury.

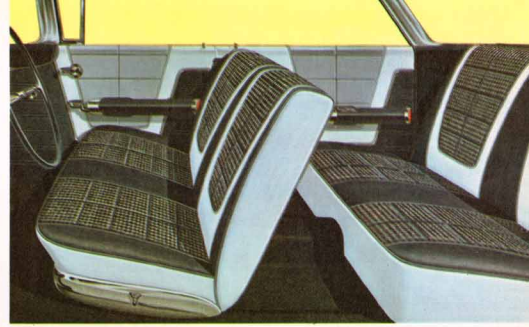


The Rocket's New Flair . . . Here . . . There . . . Everywhere!

Oldsmobile brightens your outlook with colorful beauty of the first magnitude! Take your pick of 15 Magic-Mirror Finishes by Fisher. The inside story is still more color, smartly introduced in sparkling new Fashion-Flair interiors for every one of Oldsmobile's 17 exciting models for 1960.



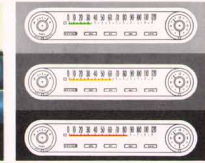
**DYNAMIC 88 HOLIDAY SCENICOUPE** shows you how beautiful economy can be. Five color schemes with striking fabric texture are accented and bolstered in durable Moroccan for long-lasting satisfaction.



**SUPER 88 HOLIDAY SPORTSEDMAN** interior is a stopper for looks! This diamond-pattern fabric has inserts and bolsters of dark gray, accented in ivory Moroccan. Four other colorful combinations are available.



**NEW TWIN-COVE INSTRUMENT PANEL** has all the instruments—including a new resistor-type fuel gage and optional clock—looking you straight in the eye. Safety padding is standard on Super 88 and Ninety-Eight models.



**SAFETY-SPECTRUM SPEEDOMETER** color-keys your speed range. Bar changes from green to amber at 35 mph—to red at 65 mph.



**STAR-LITE HEADLINING**, standard on Super 88 and Ninety-Eight Holidays, is luxury option on Ninety-Eight Celebrity Sedan.



**DEEP TWIST CARPETS** grace Ninety-Eights and Super 88's, are combined with rubber inserts in Dynamic 88 models.

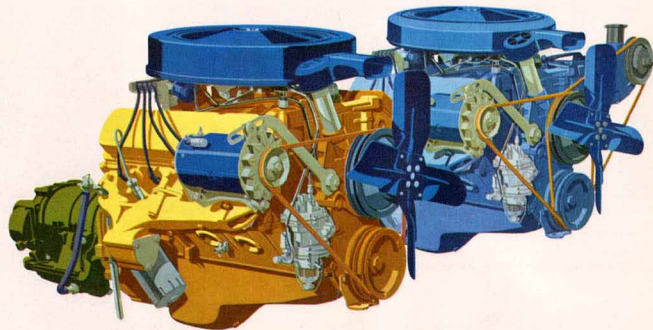
## NEW BALANCE OF POWER—with 2 Great Rocket Engines

### REGULAR ROCKET ENGINE

Rocket "Go" on lower-cost, regular gas is standard in every dollar-saving Dynamic 88 model! This 371-cubic-inch *Regular Rocket* has new pistons, new Econ-O-Way 2-barrel carburetion, for 240 h.p.—teams with an economy Expressway Axle for more miles per dollar.

### PREMIUM ROCKET ENGINE

Powerfully smooth...powerfully silent! The big, new *Premium Rocket Engine* displaces 394 cubic inches and carries a 9.75-to-1 high-compression ratio. You get the spirited, exciting thrust of 315 h.p. with Multi-Jet carburetion—enjoy maximum performance from premium gas. It's a powerful pleasure to command! Standard on Super 88 and Ninety-Eight Series.

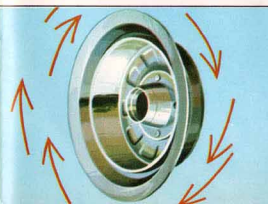


Now there's a *Rocket for every pocket!* And what's more, lower 1960 axle ratios result in reduced engine speeds—with quieter operation, improved economy and greater durability... a marked improvement in total pleasability!



### JETAWAY HYDRA-MATIC

Smooth as polished marble is Jetaway Hydra-Matic action. Standard on Ninety-Eights and optional on other Series, Jetaway Hydra-Matic smoothly harnesses Rocket power at all speeds. You get all the flow of fluid... all the go of gears!



### AIR-SCOOP BRAKES

Add many miles to brake-lining life with sure stopping Air-Scoop Brakes. They run up to 100 degrees F. cooler! The unique design of the brake drum flange draws extra air across the brakes—on all four wheels. Standard on all Series.



### ANTI-SPIN REAR AXLE

Pick a sure-footed trail through ice, sand, mud or snow! Anti-Spin Rear Axle channels most of your power to the rear wheel with the grip. You'll get traction—and quick action—with this all-weather driving convenience. Optional on all Series.

## QUADRI-BALANCED RIDE

Smooth... Stable... Silent... Safer!



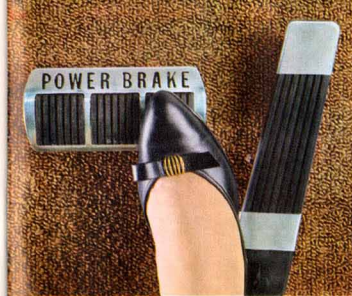
You're looking at the center of solid driving satisfaction in a Rocket '60 Oldsmobile. Exclusive Wide-Stance Chassis features Guard-Beam Frame, widest full X-member frame in the auto industry! New nylon-sleeved shock absorbers and up to 50% thicker "live-rubber" body mountings give the smoothest, softest, quietest ride in Oldsmobile history!



## Deft Touches of Power

Fun comes automatically in the Rocketing Sixties . . . with a feather-touch of your fingertips! These Oldsmobile power options are the ultimate in driving satisfaction.

Truly, Olds for '60 is powered for your pleasure!



**POWER BRAKES**—Tip-toe pedal pressure is all you need to control safe, sure, smooth stopping power. Pedal-Ease Power Brakes team with the remarkable Air-Scoop Brake System to guarantee your driving peace of mind.



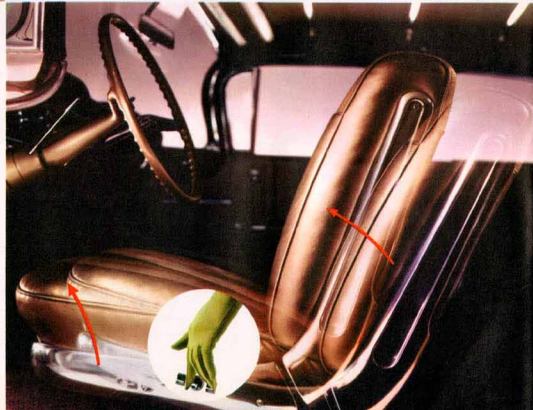
**POWER CONVERTIBLE TOP**—Power does the work smoothly and surely when tops go down on every Olds convertible. Long-wearing Toptex fabrics come in white, black, green, blue, beige and turquoise.



**POWER-OPERATED REAR WINDOW LIFT** slides the rear window of your Fiesta into tailgate. This option features controls at both instrument panel and tailgate. (Standard on 3-seat model, with added control at rear seat.)

**ROTO-MATIC POWER STEERING**—Parking your car will never be a chore again with Roto-Matic Power Steering—the easiest, most precise power steering you have ever experienced. A touch of the wheel puts you in complete command of every driving situation—just 40 ounces of light-fingered pressure turns the trick. There's added satisfaction, too, as you enjoy the complete "feel of the road"!

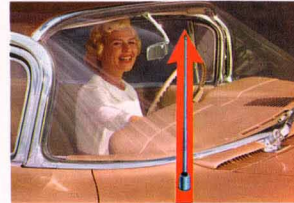
**6-WAY POWER SEAT**—You're sitting pretty in the driver's seat with the convenience of Oldsmobile's Electric 6-Way Power Seat. Just flick a switch on the seat panel beside you—and presto! You move up, down, forward, backward . . . till to the most comfortable position. Every driver in your family will enjoy better comfort and vision. Also optional is an Electric 4-Way Power Seat to add to your driving pleasure.



**DECK LID POWER LOCK RELEASE**—Stay in your seat and use a touch of power to open the trunk for loading. It's all done with a flick of a power switch easily reached in the handy glove compartment.



**POWER WINDOW LIFTS** are standard on Ninety-Eights (except Celebrity Sedan), optional on other Series. Control any side window from master panel or individual switch. Electric ventpanes also available.



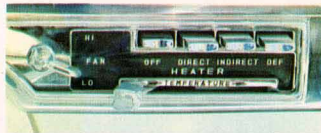
**POWER ANTENNA**—Adjust antenna for best city and country radio reception with a nudge of the switch. It's mighty convenient to lower automatically as you approach a garage or car wash.

## 1960 OLDSMOBILE ACCESSORIES

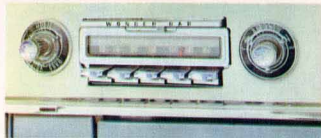


**GUIDE-MATIC POWER HEADLIGHT CONTROL** with exclusive **SAFETY SALUTE**

Dim your headlights automatically for oncoming cars . . . with Oldsmobile's slim, re-styled Guide-Matic Power Headlight Control! Safety Salute marks the courteous driver with two quick, compelling invitations to approach driver to dim his brights. Dial adjustment controls dimming distance. Foot-switch overrides unit.

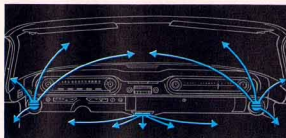
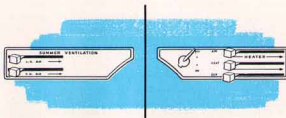


**DUAL-RANGE POWER HEATER**—pioneered by Olds engineers! At the touch of a button, you may choose either quick, direct heat or indirect, evenly distributed heat for normal winter driving. The fan switch gives two-speed heating or defrosting. The dual-range ventilation system provides controlled air flow into the passenger compartment for complete summer driving satisfaction.



**SUPER DE LUXE RADIO**—This handsomely styled option chooses the strongest signals automatically with Wonder-Bar Station Selector. Transistorized. A foot-touch on the floor button tunes it, too. Also offered: De Luxe Radio with push-button tuning, superb tone quality. **BI-PHONIC SPEAKER SYSTEM** permits you to adjust volume of both front and rear speakers. This option now offered on Fiestas, too.

**NEW MANUALLY OPERATED HEATER** makes quick work of heating and ventilating the passenger area. Three easy-slide horizontal hand levers and one rotating lever let you make the precise adjustments you desire. It's efficient, versatile—and simple!



**AIR CONDITIONING**—Even in the hottest, stickiest weather you'll arrive as cool and fresh as when you started with Oldsmobile's advanced air conditioning system. Improved cooling and air-flow capacity can cool and dehumidify your car in 180 seconds. Adjustable vents control flow of cool, dry air. And here's good news: 98% of air-borne pollen is removed!

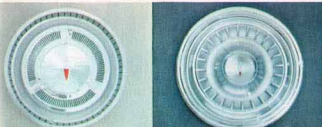


**WIDE-ARC WINDSHIELD WIPERS**—These constant-speed, dual-range electric wipers follow the full contour of Oldsmobile's Vista-Panoramic Windshield . . . clear 14% more glass area than standard wipers.

**SWIVEL DOME LIGHT** directs a slim, brilliant beam exactly where it's wanted, without glare to inconvenience driver.



**SAFETY SENTINEL** watches your speed, automatically flashes and sounds a warning to keep speed at a pre-set limit.



**SPECIAL WHEEL TRIMS**—The low-cost option of sparkling trim rings (left) will give your Olds that extra touch of beauty (standard on Ninety-Eight and Super 88 models) . . . or add chrome-accented De Luxe Wheel Discs for still more individuality (right).

## S P E C I F I C A T I O N S

### GENERAL

**DYNAMIC 88 SERIES**—Wheelbase, 123" • Over-all Length 217.6" • Over-all Width, 80.6" • Over-all Height (5-passenger load): Celebrity Sedan, 2-Door Sedan, 56.1"; Holiday Sport-Sedan, 54.2"; Holiday ScenicCoupe, 53.7"; Convertible Coupe, 53.6"; Fiesta, 56.3" • Tire Size, 8.50 x 14" • Shipping Weight (Celebrity Sedan approx.) 4109 lbs.

**SUPER 88 SERIES**—Wheelbase, 123" • Over-all Length, 217.6" • Over-all Width 80.6" • Over-all Height (5-passenger load): Celebrity Sedan, 56.1"; Holiday SportSedan, 54.2"; Holiday ScenicCoupe, 53.7"; Convertible Coupe, 53.6"; Fiesta, 56.3" • Tire Size 8.50 x 14" • Shipping Weight (Celebrity Sedan, approx.) 4128 lbs.

**NINETY-EIGHT SERIES**—Wheelbase 126.3" • Over-all Length 220.9" • Over-all Width 80.6" • Over-all Height (5-passenger load): Celebrity Sedan, 56.1"; Holiday Sport-Sedan, 54.2"; Holiday ScenicCoupe, 54.0"; Convertible Coupe, 53.6" • Tire Size 9.00 x 14" • Shipping Weight (Celebrity Sedan, approx.) 4353 lbs.

### ENGINE

TYPE . . . . . High Compression 90°-V Type; 8 Cylinders

HORSEPOWER . . . . . Dynamic 88—240 @ 4400 R.P.M.  
Super 88 and 98—315 @ 4600 R.P.M.

TAXABLE HORSEPOWER . . . . . Dynamic 88 . . . . . 51  
Super 88 and 98 . . . . . 54

TORQUE (Lb.-Ft.) . . . . . Dynamic 88—375 @ 2400 R.P.M.  
Super 88 and 98—435 @ 2800 R.P.M.

COMPRESSION RATIO . . . . . Dynamic 88 . . . . . 8.75 to 1  
Super 88 and 98 . . . . . 9.75 to 1

BORE AND STROKE . . . . . Dynamic 88—4" x 3<sup>11</sup>/<sub>16</sub>"  
Super 88 and 98—4<sup>1</sup>/<sub>16</sub>" x 3<sup>11</sup>/<sub>16</sub>"

PISTON DISPLACEMENT . . . . . Dynamic 88—371 Cubic Inches  
Super 88 and 98—394 Cubic Inches

PISTONS (Auto-Thermic type) . . . . . Aluminum

CARBURETOR . . . . . Dynamic 88—Econ-O-Way  
Super 88 and 98—Multi-Jet

VALVES . . . . . Overhead; Hydraulic Lifters

COOLING SYSTEM (Capacity, with heater) . . . . . 21 Qts.

LUBRICATION SYSTEM . . . . . Full Pressure, 4-Qt. Capacity  
(5-Qts. with Oil Filter)

ELECTRICAL SYSTEM . . . . . 12-Volt

### CHASSIS

FRAME . . . . . Guard-Beam design, I-Beam, with X-Center-Member and 5 Cross-Members

FRONT SUSPENSION . . . . . Pivot-Poise, with Counter-Dive; Independent Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar

REAR SUSPENSION . . . . . 58" x 2<sup>1</sup>/<sub>2</sub>" Leaf Springs; Outboard-Mounted, Direct-Acting Shock Absorbers

BRAKES . . . . . Air-Scoop, Super-Hydraulic, with cooling flange; 191.7-Sq. In. Lining Area; Pedal-Operated Parking Brake; Pedal-Ease Power Brakes Standard on Ninety-Eight Series; optional on other Series.

TRANSMISSION . . . . . Syncromesh, Standard on Dynamic 88 and Super 88 Series.

JETAWAY HYDRAMATIC DRIVE . . . . . Standard on Ninety-Eight Series; Optional on other Series.

STEERING . . . . . Dual Center-Control, Recirculating Ball-Nut Gear. Roto-Matic Power Steering Standard on Ninety-Eight Series; Optional on other Series.

STEERING TURNING CIRCLE (DIAM.) . . . . . Dynamic 88 and Super 88—43 Ft.; Ninety-Eight—43.7 Ft.

REAR AXLE . . . . . Semi-floating; Hypoid Gears.

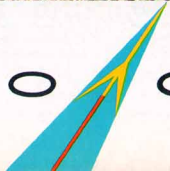
Dual-Range Power Heater, Manual Heater, Super De Luxe Radio, De Luxe Radio, Bi-Phonic Speaker System, Safety Sentinel, Guide-Matic Power Headlight Control, Air Conditioning, Wide-Arc Windshield Wipers, De Luxe Wheel Discs, Swivel Dome Light, 6-Way and 4-Way Electric Power Seat Controls, Power Antenna, Deck Lid Power Lock Release, Power Window Lifts (Standard on 98 Holiday ScenicCoupe, Sport-Sedan, Convertible), Dual Exhausts, Anti-Spin Rear Axle, White Sidewall Tires and all accessories described are optional at extra cost.

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1960



OLDSMOBILE