

OLDSMOBILE...

Out front with the newest for 1966!

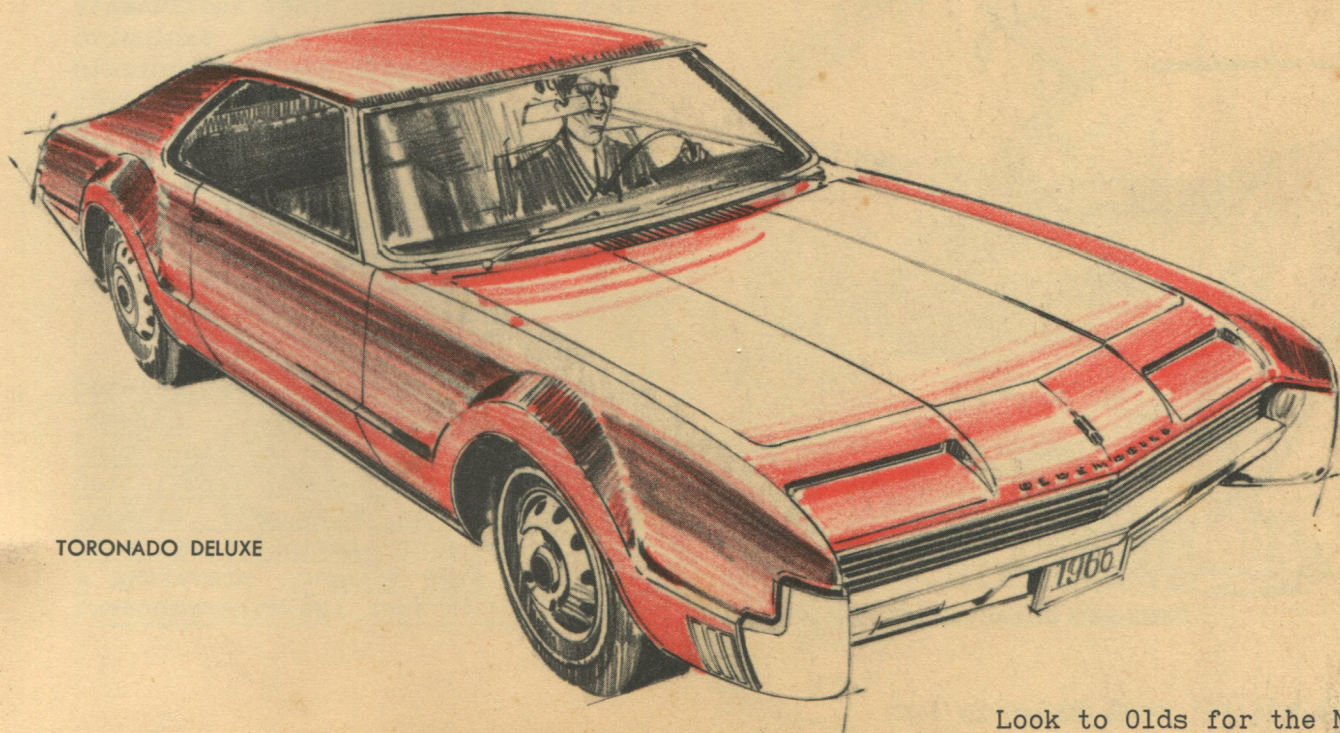
It could not be done ... but, after years of development, Oldsmobile created the only full-size car with front wheel drive! This remarkable new automobile features aerodynamic styling ... 6-passenger room with flat floors ... a new level of riding comfort and handling ease ... and front wheel drive which gives excellent performance! Result: Toronado by Oldsmobile!

A BIG CAR

The Toronado has room for six adults and 14-1/2 cubic feet of luggage. It's nearly 18 feet long and 6-1/2 feet wide but less than 4-1/2 feet high. Wheelbase is 119 inches. Its tread ranks with the widest. And it weighs 4496 pounds.

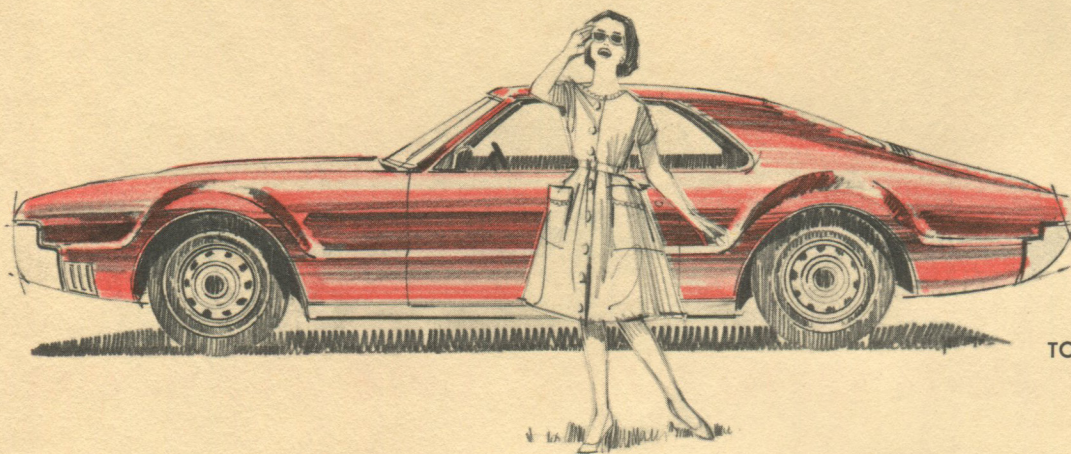
UNIQUE STYLING

Advanced chassis design allows the Toronado to be styled with an extra-long hood and an extra-low profile with a fastback roof sweeping into a short rear deck. Sleek, modern streamlining minimizes its wind resistance and reduces wind noise. Even the headlamps fold flush into the front end panel when not in use.



TORONADO DELUXE

Look to Olds for the New!



TORONADO

For a sporty look, full round wheel openings accent the 15-inch wheels. Wheel openings reveal ribbed brake drums. The hood is inset in the sheet metal. Tail-lamps are housed in the rear end panel mouldings. All windows are curved glass.

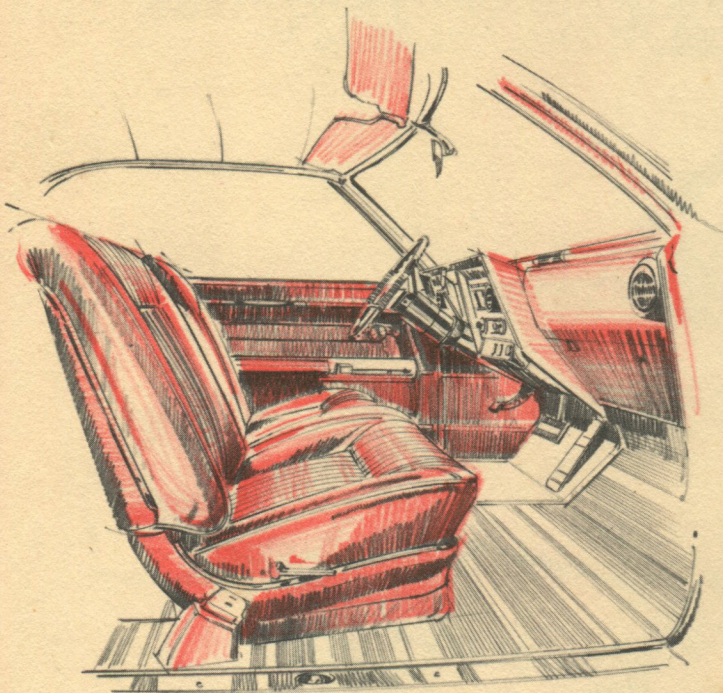
Decorative chrome is smart and tasteful. The slender grille accentuates the car's width. The big bumpers have air slots for engine cooling. Narrow mouldings edge the window and wheel openings. Broad mouldings cover the rocker panels.

FLAT FLOOR

The car has no drive shaft tunnel or rear axle kickup. Thus, its floor areas for passengers and luggage are virtually flat from wall to wall! The flat floors and extra-wide doors make entering easy and exiting graceful. Twin opening handles let rear seat passengers open the doors of the Toronado Deluxe with ease.

TRUE LUXURY

Deep foam-cushioned seats are standard equipment. A smart Strato Bench Seat is furnished in the Toronado Deluxe. Plush carpeting covers the floor. Cockpit styling groups all controls in a hooded enclosure ahead of the driver. The unique speedometer is an easy-to-read rolling dial. Other instruments are square gauges. An exclusive steering wheel with new horn controls is used. To the right of the control area there are dual ashtrays with a cigar lighter and a large lighted glove compartment. An ashtray and cigar lighter are inset in each rear armrest.



TORONADO DELUXE INTERIOR

QUIET RIDE

Drive component noises are isolated in front of the firewall. Streamlining reduces much of the wind noise. And draft-free ventilation allows driving with all windows closed. It also eliminates the need for door vent windows, providing a full view through the side windows.

A MECHANICAL MARVEL

The advanced engineering of Toronado's front wheel drive gives the car outstanding drive traction. Its roadability, performance, handling and cornering are remarkable. And crosswinds have little effect on its stability.

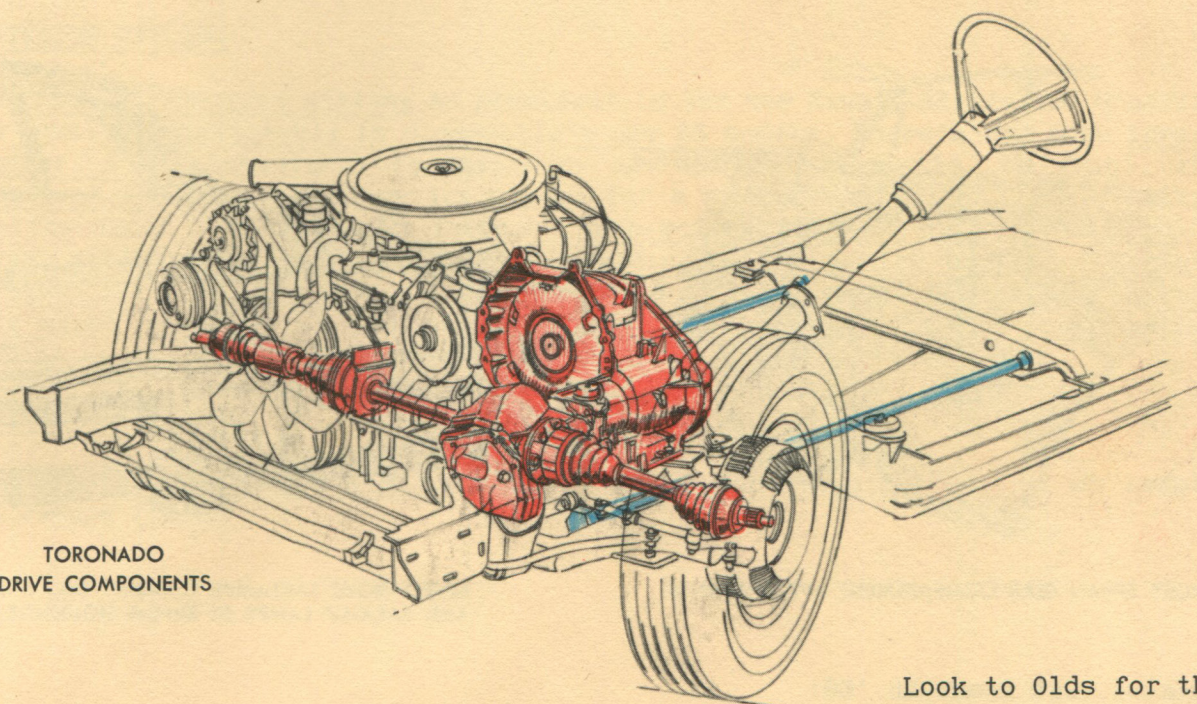
The car's Toronado Rocket V-8 engine develops 385 horsepower and 475 pound-feet of torque. Its special Turbo Hydra-Matic transmission is in two sections: The torque converter is mounted to the engine in the usual manner. The planetary gearsets and controlling elements, however, are rotated 180 degrees and placed alongside the engine. Power is transmitted from converter to gearsets by a link chain. The differential is a planetary gearset mounted to the transmission and driven directly by its output shaft. It, in turn, drives axles connected to the front wheels. Four universal joints allow the axles to swing and the front wheels to pivot or move up and down for a smooth, comfortable ride. While the car is going straight, it drives the wheels with equal force. When a turn is started, the slowing inside wheel sets up a differential motion in the gears. The Toronado is the only American car with a differential like this!

EASY HANDLING

Power steering and power brakes—both standard equipment—help make the Toronado easy to maneuver. A low ratio makes steering fast and precise. External fins on the brake drums permit air to sweep through the wheel cutouts, dissipating heat from the brake linings for longer brake life.

COMFORTABLE RIDE

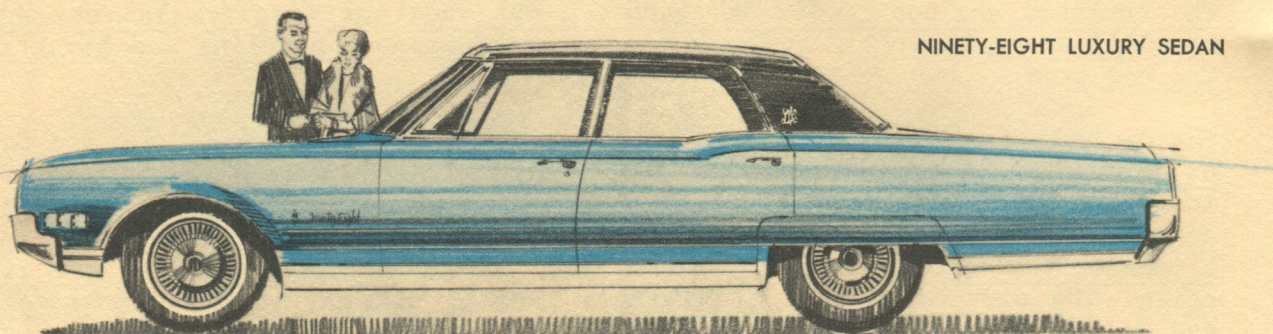
A low center of gravity and wide-spaced wheels contribute to the car's stability. A front stabilizer bar steadies the car on curves. The long wheelbase helps to level the ride. The tires are the biggest ever on an Olds for better traction. Twin torsion bars are used in the front suspension. Their twisting action controls wheel movement like the flexing action of coil springs. But their rate is somewhat stiffer, giving firm, steady handling. In the rear suspension, a channel beam axle suspended on two single-leaf springs provides a smooth, quiet ride. Four rear shock absorbers—another Toronado exclusive—control rear wheel movement.



TORONADO
DRIVE COMPONENTS

Look to Olds for the New!

A NEW LOOK OF ELEGANCE



NINETY-EIGHT LUXURY SEDAN

NEW NINETY-EIGHT LUXURY... LOWER-PRICED STARFIRE

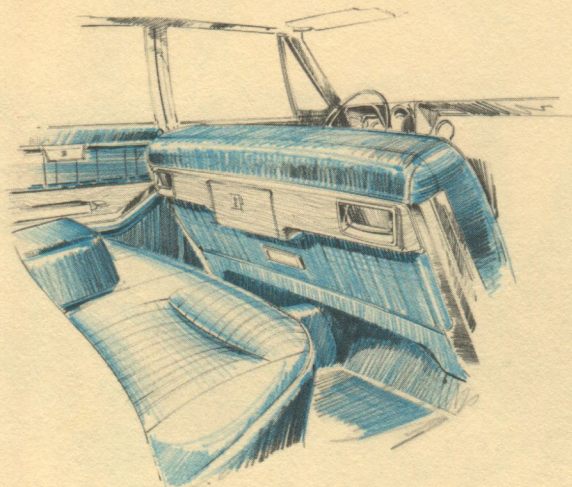
NINETY-EIGHT

The Ninety-Eight Luxury Sedan again sets the pace for automotive prestige. Up front, the Ninety-Eight features a slender grille and rectangular headlamp housings for a wider, lower, longer look. Individual grille styling gives specific identity to the Ninety-Eights, and on the sides, deep-sculptured full-length mouldings add to the richness. At the rear, the deep bumper terminates in large vertical taillamps. Inside, a simulated Haitian walnut trim provides new elegance on the Ninety-Eight instrument panel and on the front seat backrest and doors of the Luxury Sedan. All-nylon carpeting further enhances the beauty of the Ninety-Eight Luxury Sedan.

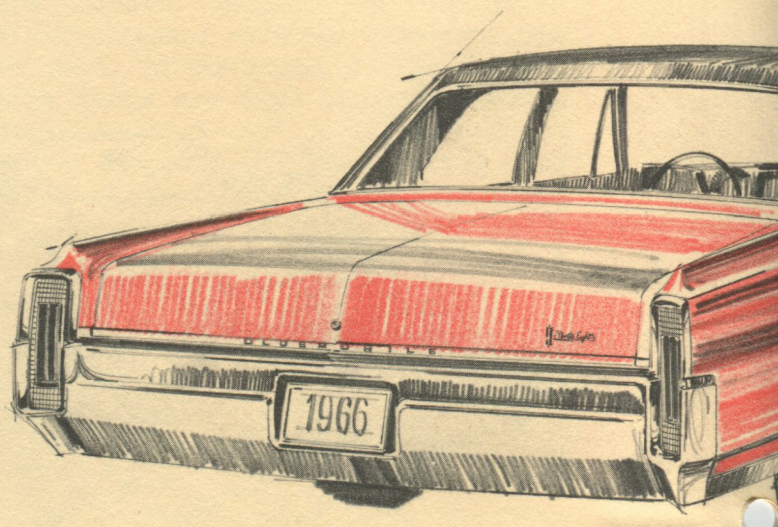
STARFIRE

For 1966, a realignment of equipment places the Starfire -- available as a Coupe -- within the range of many more buyers. The Starfire features a distinctive, slender grille and rectangular headlamp housings.

Its streamlined appearance is further enhanced with wide side mouldings that end in front fender vents. The Starfire also features a large bumper, a latticed grillework extending from taillamp to taillamp, and a crisp roof profile accented by a new back window moulding that blends into the rear fender peaks.



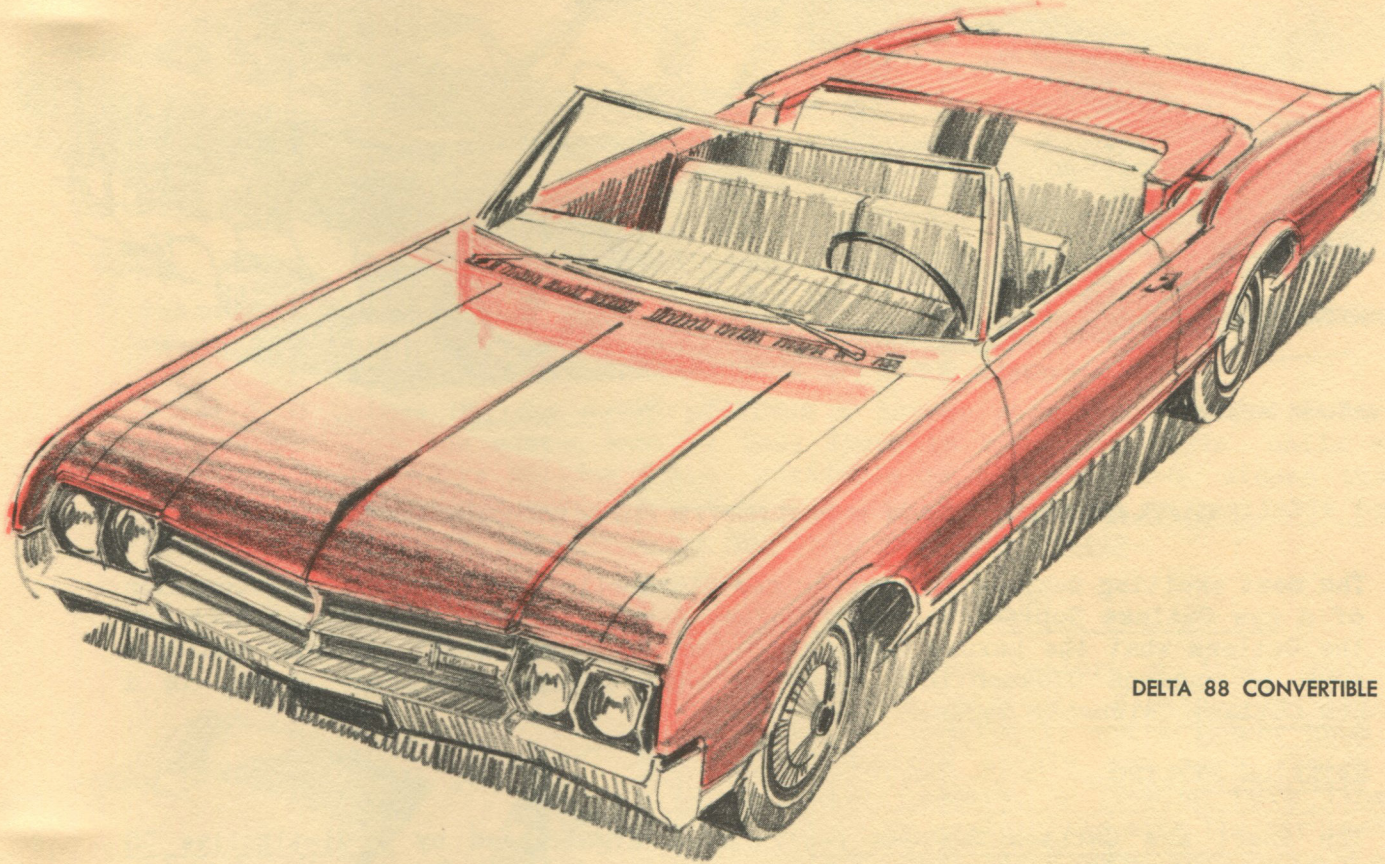
LUXURY SEDAN REAR COMPARTMENT APPOINTMENTS



NINETY-EIGHT TAILLAMPS COMBINE TAIL, STOP AND BACK-UP LAMPS IN SINGLE HOUSINGS.

Oldsmobile ... Out front in '66!

LONGER, LOWER, MORE IMPRESSIVE



DELTA 88 CONVERTIBLE

NEW DELTA 88... NEW DYNAMIC 88... NEW JETSTAR 88

The Oldsmobile 88 body style offering now includes a Convertible in the highly successful Delta 88 line, while the Jetstar 88 Convertible has been dropped. This new model provides a luxurious Convertible to meet the demand for a sporty open car.

EXTERIOR STYLING

The Look of Tomorrow styling so prominent in the new Ninety-Eights and Starfire is equally unmistakable in Oldsmobile's new 88 models. There's the same lower, longer, wider appearance to emphasize the rakish silhouette. Up front, the hood and front fender lines are styled for a strong 1966 Oldsmobile identity. At the sides, the Delta 88 features deep-sculptured full-length side mouldings, while narrow full-length side mouldings with painted centers designate Dynamic 88s. Jetstar 88s are distinguished by narrow side mouldings between the wheel openings. In the rear, all 88s have a big new bumper and taillamp design mounted in the end panel.

INTERIOR STYLING

Color-keyed Madrid-grain Moroccan trims the instrument panels of 88 models to reduce glare.

Look to Olds for the New!

A NEW LOOK OF ACTION...



CUTLASS SUPREME

CUTLASS SUPREME HIGHLIGHTS NEW MODEL OFFERING

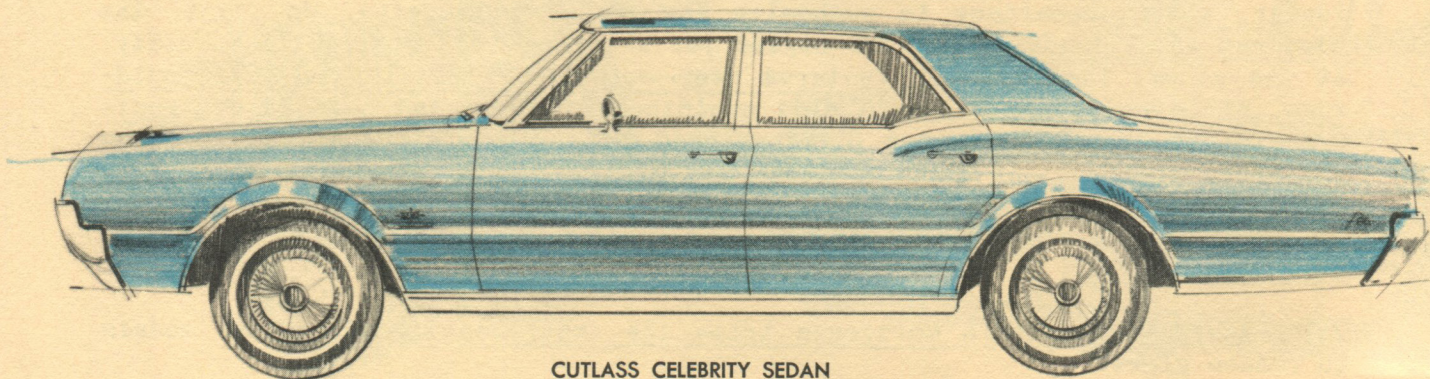
The most exciting news in the low-priced Oldsmobile line-up is the introduction of a new Cutlass Supreme ... a glamorous 4-door hardtop! This model does for the Cutlass what the Luxury Sedan does for the Ninety-Eight. Another addition sure to enhance Oldsmobile's appeal in the growing low-price market is a new Cutlass Celebrity Sedan.

EXTERIOR STYLING

The smart new Cutlass Supreme roofline is highlighted by a distinctive CS medallion. And like the Luxury Sedan, the new Cutlass Supreme is available with a rich, vinyl roof covering in black or beige. The Cutlass Holiday Coupe and Sports Coupe feature a lower roof with unique fastback styling. Here, rear roof pillars sweep into the fenders at each side, recessing the rear window.

INTERIOR STYLING

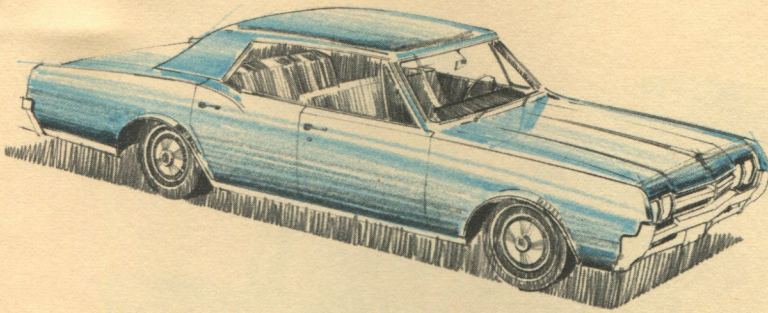
All Cutlass models offer the rich sporty interior befitting Oldsmobile's action entry in the low-price field. Deep carpeting, smart seat lines, colorful fabrics make the 1966 Cutlass the smartest in the low-priced field ever to wear the Oldsmobile nameplate!



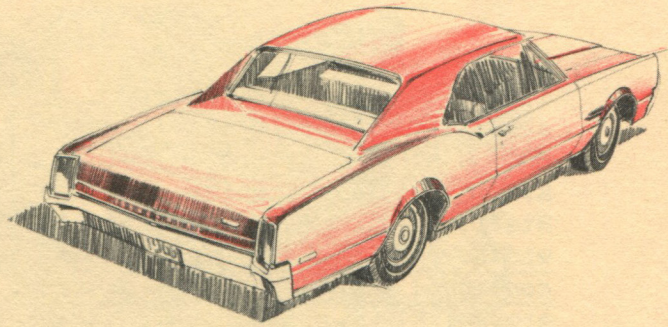
CUTLASS CELEBRITY SEDAN

Oldsmobile ... Out front in '66!

A NEW MODEL LINE-UP



F-85 DELUXE HOLIDAY SEDAN



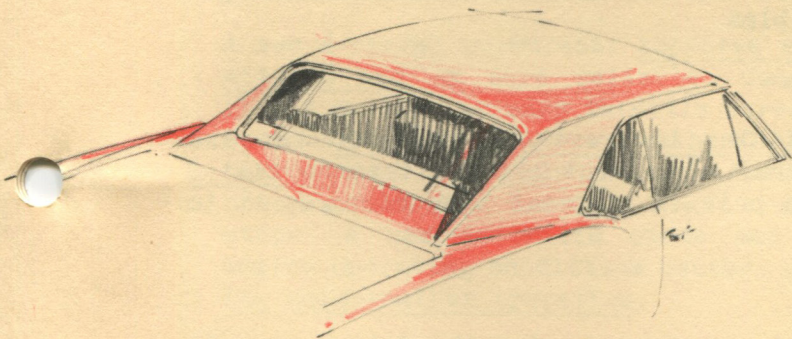
4-4-2 DELUXE HOLIDAY COUPE

NEW SPORTIER LINE-UP FOR F-85 AND 4-4-2

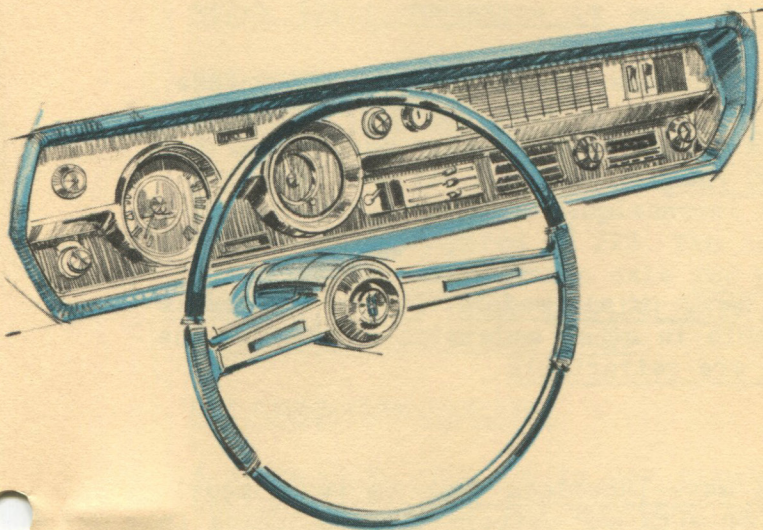
A new F-85 Deluxe Holiday Sedan provides a larger selection of models for persons who like the convenience of four doors in a hardtop style, while a smart new F-85 Deluxe Holiday Coupe, available as a Six or V-8, widens the selection for the Coupe buyer. And for 1966, the 4-4-2 option is available on this model as well as the Club Coupe and Cutlass 2-door models.

EXTERIOR STYLING

F-85 Coupes feature a lower roof, fastback styling, distinctive rear window treatment, and a longer hood. Windshield slants are more rakish. Lower fenders, a flowing belt line and side sculpturing make the car look lower. Full round wheel openings add a sporty touch, while horizontal grille bars and rectangular headlamp housings enhance the new low, wide look. Bright rocker panel mouldings combined with wheel opening mouldings identify the F-85 Deluxe models. Custom Vista-Cruisers feature full-length new body side and wheel opening mouldings with a brushed finish. Rear fenders end in large rectangular tail-lamps.



NEW COUPE ROOF STYLING FORMS
DISTINCTIVE RECESSED REAR WINDOW



A BRAND NEW INSTRUMENT PANEL IS FEATURED
IN CUTLASS, F-85 AND VISTA-CRUISER MODELS.

INTERIOR STYLING

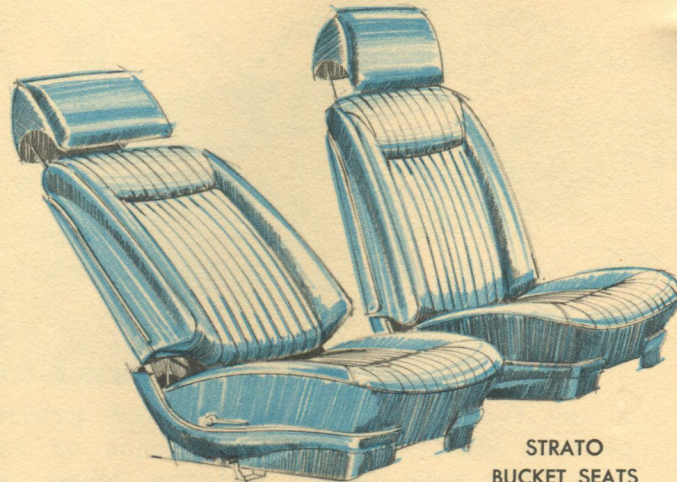
The instrument panel of Cutlasses, F-85s and Vista-Cruisers features recessed round-dial instruments and hand controls. Accessory switches are of the rocker type, while a drawer-type central ashtray features a greater capacity. A new tachometer on the instrument panel is now available. A performance gauge goes on the floor console.

Look to Olds for the New!

SMARTER, MORE COMFORTABLE SEATS

STRATO SEAT STYLING

A new Strato bench seat is standard in the Toronado Deluxe, available as an option in the Starfire. It features a full-width cushion with bucket seat contours and a folding center armrest. Its cushion and backrest are moulded like bucket seats to give snug form-fitting comfort. New Strato bucket seats have the same slim lines as the Strato bench seat. They are standard in the Starfire and the Cutlass Holiday Coupe, Sports Coupe and Convertible. They are also available on special order in Toronados.



STRATO
BUCKET SEATS

When Strato bucket seats are ordered for the Toronado, a short map compartment that fits between the seats is included. A Custom Sport Seat with a folding center armrest is standard in the Cutlass Supreme as well as in Ninety-Eight and Delta 88 Holiday models and Convertibles.

NEW RECLINING BACKREST

For even more relaxing comfort, a reclining backrest is available for the passenger side of any Strato seat. A manual adjustment allows it to be tilted rearward through 30 degrees of travel; a pull on the seat back restores it to normal position.

NEW SEAT HEADRESTS

Headrests for any front seat are available in pairs -- for the driver as well as the passenger. Morocceen trimmed cushions color-keyed to the seat have post supports. The supports slide into the top of the backrest and are adjustable. They allow the headrest to be set in any of three positions or removed.

MORE ROOM

There's more room for tall drivers in Cutlasses, F-85s and station wagons. It's obtained by an increase of 3/4 of an inch in seat adjuster travel. In 3-seat Vista-Cruisers, the second seat is located one inch farther to the rear for more entrance room, leg room and head room.

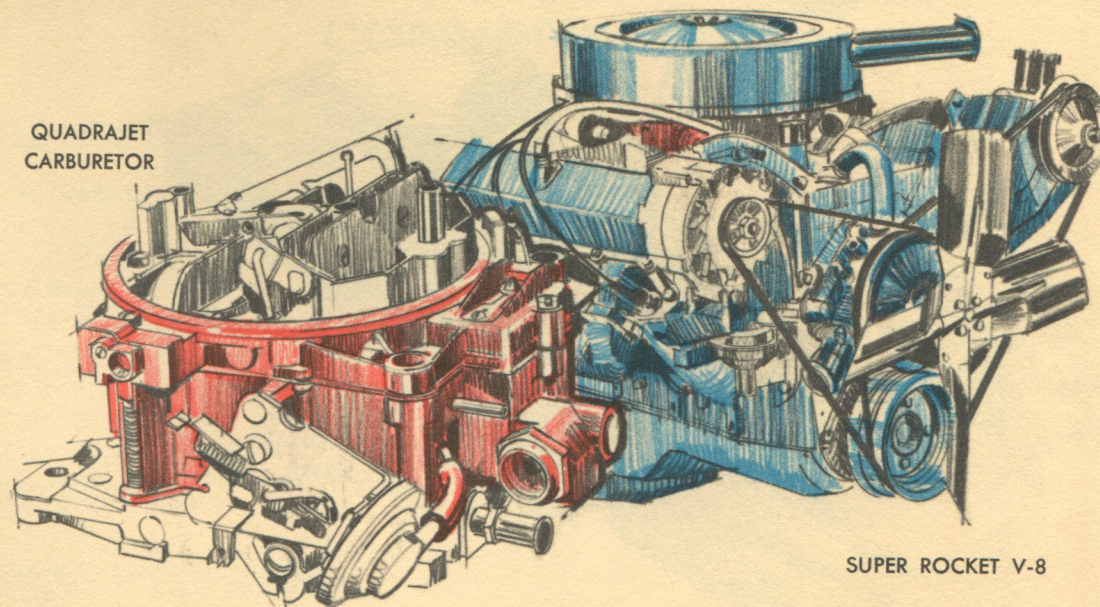
SEAT BELTS FOR ALL SEATS

Seat belts in pairs are standard for all seats of all models. Deluxe seat belts are standard in Ninety-Eights and available in other models as an option. The outer belts of each pair of deluxe belts are retractable.

NEW UPHOLSTERY

New materials with new tailoring give a more luxurious look to every model. Rich Madrid-grain Morocceen, used alone or with new pattern fabrics, comes in a wider selection of colors. The colors range from the bright and cheerful to deep rich tones.

ROCKET ACTION WITH MORE ZEST!



QUADRAJET
CARBURETOR

SUPER ROCKET V-8

NEW QUADRAJET CARBURETOR

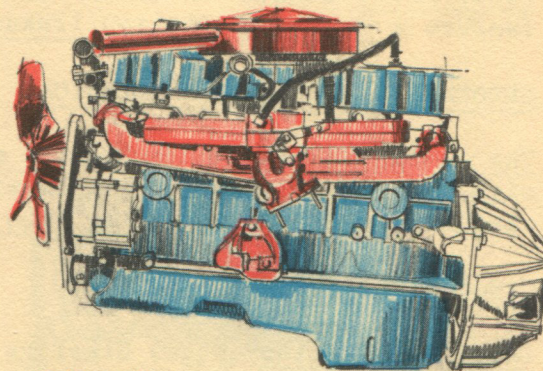
A new 4-barrel carburetor improves engine performance under all operating conditions and is more reliable. Compared to the former 4-barrel carburetor, it has smaller primary throttle bores for improved fuel economy and much larger secondary throttle bores with 40 percent more air flow for an increase in performance. A single central fuel reservoir eliminates fuel starvation on steep grades and in fast tight turns. It also prevents stalling on sudden stops. A new automatic choke can sense engine operating conditions better, improving cold-weather operation.

MORE RELIABLE VALVE TRAIN

All V-8 engines feature new simplified valve mechanisms with fewer parts. As a result, valve train operation is more reliable.

NEW ACTION-LINE 6

A new engine with six cylinders in line replaces the V-6 in F-85 models. It's a larger engine, with a displacement of 250 cubic inches compared to 225. The bigger displacement allows the engine to be teamed with a lower ratio axle for better fuel economy and equal performance. This new six delivers smoother idle and quieter, smoother performance throughout the entire driving range.

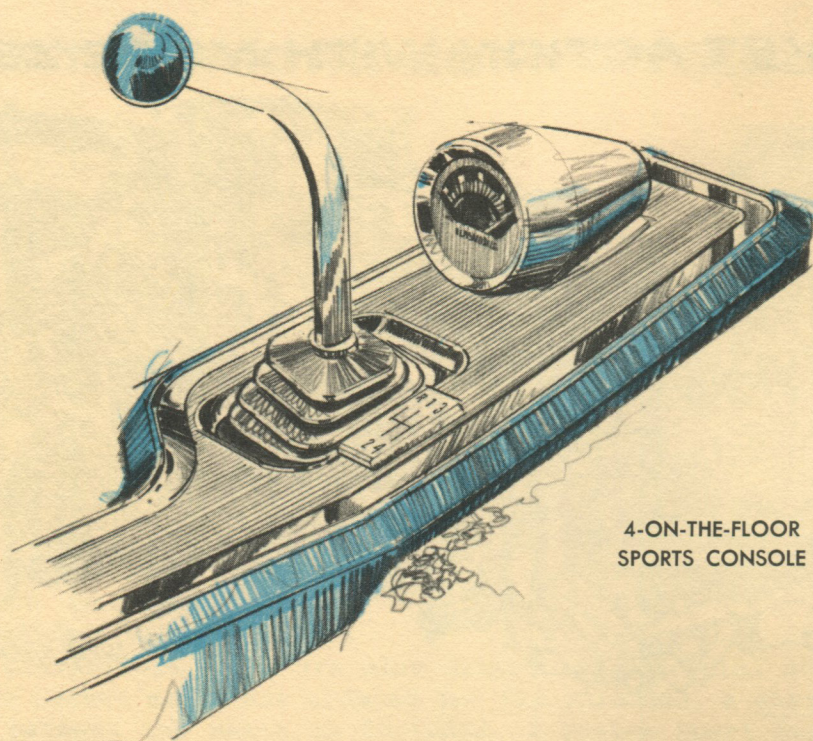


ACTION-LINE 6

NEW CROSS-FLOW RADIATOR

A cross-flow radiator is now standard in all models. Its square shape more nearly matches the air passages in the grille and bumper and is swept more efficiently by the fan. It also is less sensitive to coolant level variations.

Look to Olds for the New!



4-ON-THE-FLOOR
SPORTS CONSOLE

SMOOTHER TRANSMISSIONS

FULLY SYNCHRONIZED MANUAL TRANSMISSIONS

Every manual transmission is fully synchronized for smooth up-and-down shifting. Floor-shift manual transmissions for Cutlass, F-85 and Vista-Cruiser models feature a Hurst competition linkage for fast, positive gear shifting.

SMOOTHER AUTOMATIC TRANSMISSIONS

The Jetaway transmission shifts more smoothly in every situation, due to design modifications. When teamed with a V-8 engine, it features a variable vane stator. Improvements in the Turbo Hydra-Matic make downshifting smoother.

GAS-SAVING AXLE RATIOS

Lower axle ratios in the Starfire and Jetstar 88s with automatic transmissions and in 6-cylinder F-85s improve fuel economy with no loss in performance.

AND MORE STANDARD EQUIPMENT

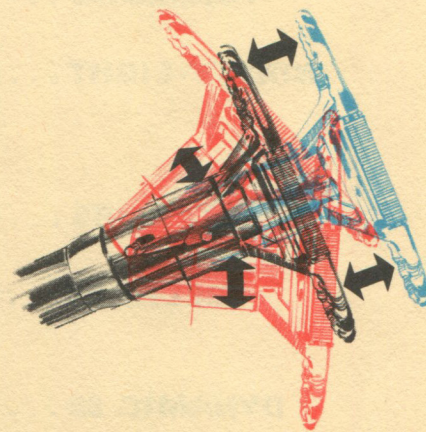
In addition to seat belts for all seats, every Oldsmobile now includes the following items as standard equipment: instrument panel padding, padded windshield sun visors, windshield washer, two-speed electric windshield wipers, left-hand outside rearview mirror and back-up lamps.

Oldsmobile ... Out front in '66!

NEW ACCESSORIES FOR ADDED CONVENIENCE

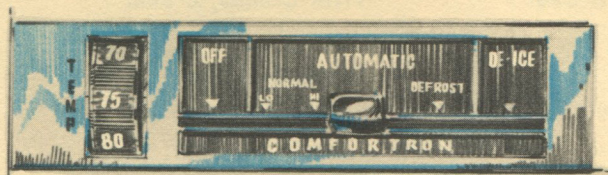
NEW TILT-AND-TELESCOPE STEERING WHEEL

A new adjustable steering column allows an infinite number of steering wheel positions. It telescopes, allowing the wheel to be moved forward and rearward to any position within a 3-inch range. It also permits the wheel to be tilted to any of seven positions, like the Tilt-Away unit. The new steering column is available as an option in Toronados and all larger-size Oldsmobiles. The Tilt-Away steering column is limited to Vista-Cruiser, Cutlass and F-85 models.



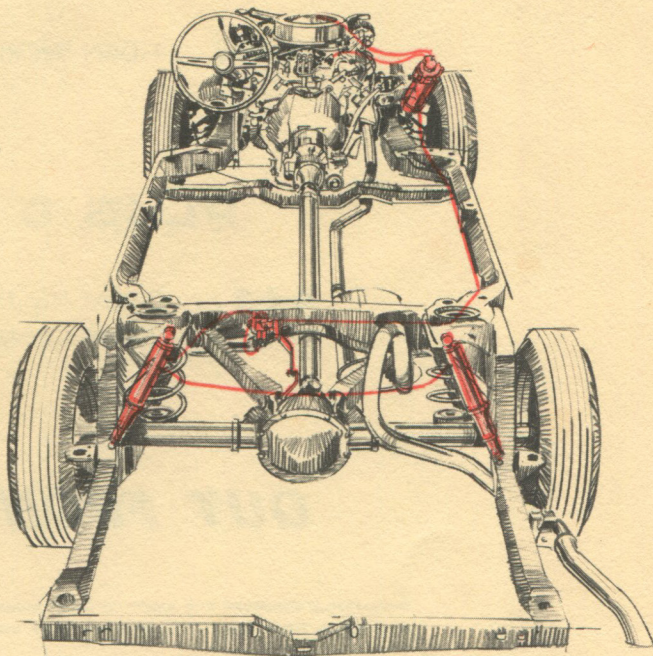
NEW COMFORT CONTROL SYSTEM

Comfortron offers the ultimate in simple all-weather comfort control. The driver merely dials the desired temperature on a thermostat and turns a control lever to one of three positions. Automatically, the temperature is swiftly achieved and from then on is accurately maintained, regardless of varying climatic conditions. Comfortron, a combination Air-Mix heater and Four-Season air conditioner, is available as an option in Toronados and all larger-size Oldsmobiles.



AUTOMATIC LEVEL CONTROL

A new system maintains the car level under varying load conditions. Loads up to 500 pounds may be carried in the rear of the car with no change in the car level. This means a customer may transport a great variety of loads with no change in his car's appearance, ground clearance, ride and handling. A vacuum-operated pump in the engine compartment provides air under high pressure to a rear height control valve. The valve constantly senses the height of the rear suspension. Whenever a load deflects the suspension more than 1/2 inch, the valve regulates the pressure in Superlift shock absorbers to level the car. The new Automatic Level Control is available as an option in all Oldsmobiles except Toronados.



Look to Olds for the New!

35 NEW OLDSMOBILES FOR '66

TORONADO . . .	Toronado Deluxe	Toronado
NINETY-EIGHT . . .	Luxury Sedan Holiday Sedan	Town Sedan Holiday Coupe Convertible
STARFIRE . . .	Coupe	
DELTA 88 . . .	Celebrity Sedan Holiday Coupe	Holiday Sedan Convertible
DYNAMIC 88 . . .	Celebrity Sedan Holiday Coupe	Holiday Sedan Convertible
JETSTAR 88 . . .	Celebrity Sedan	Holiday Sedan Holiday Coupe
VISTA-CRUISER . . .	Custom Vista-Cruiser, 3-Seat Vista-Cruiser, 3-Seat	Custom Vista-Cruiser, 2-Seat Vista-Cruiser, 2-Seat
CUTLASS . . .	Supreme Holiday Coupe	Celebrity Sedan Sports Coupe Convertible
F-85 DELUXE . . .	Holiday Sedan 4-Door Sedan	Holiday Coupe Station Wagon
F-85 . . .	4-Door Sedan	Club Coupe Station Wagon

PLUS 5 4-4-2s

4-4-2 . . .	Cutlass Holiday Coupe Cutlass Convertible	Cutlass Sports Coupe Deluxe Holiday Coupe Club Coupe
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OUT FRONT IN '66!

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