

OLDSMOBILE
NOW SHOWING
YOUNGMOBILE
THINKING 1969

Toronado

For great car lovers.

Oldsmobile recreates a scene from the classic movies.



Every great car has had something extra going for it.

Toronado's outstanding achievements are almost too numerous to list.

This is the automobile that brings a youthful, sporting vigor to the full-size luxury-car field. It's the Oldsmobile that made front-wheel driving famous.

It's an automobile that tracks, manoeuvres, and parks with exceptional ease, obedience, and precision.

For 1969, Toronado is longer and

more luxurious than ever. Its sculptured styling is impressively refined. But there's no mistaking that great look. It's still strictly Toronado.

A 375-hp Rocket 455 V8, 3-speed Turbo Hydra-Matic 400 Transmission, Vari-Ratio power steering and power brakes are standard.

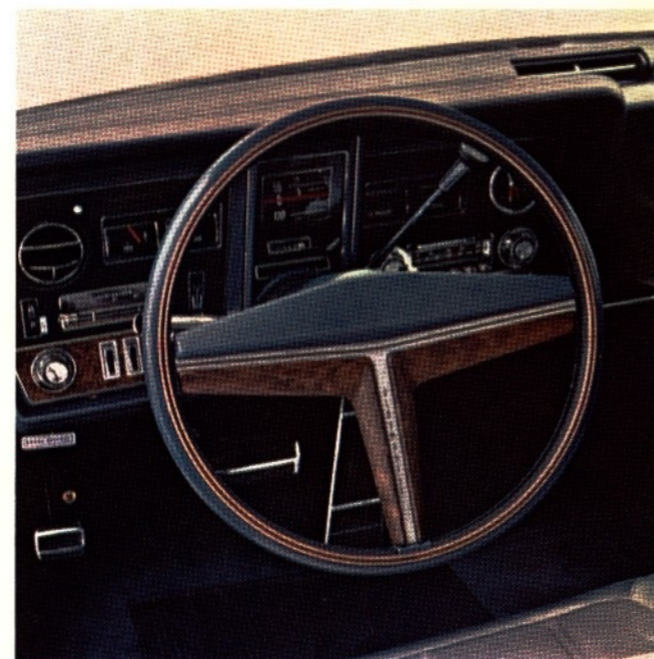
It looks like great car lovers will have a lot in common this year. Namely, the spirited luxury of the great new Olds Toronado.

Some of the equipment illustrated is optional at extra cost.

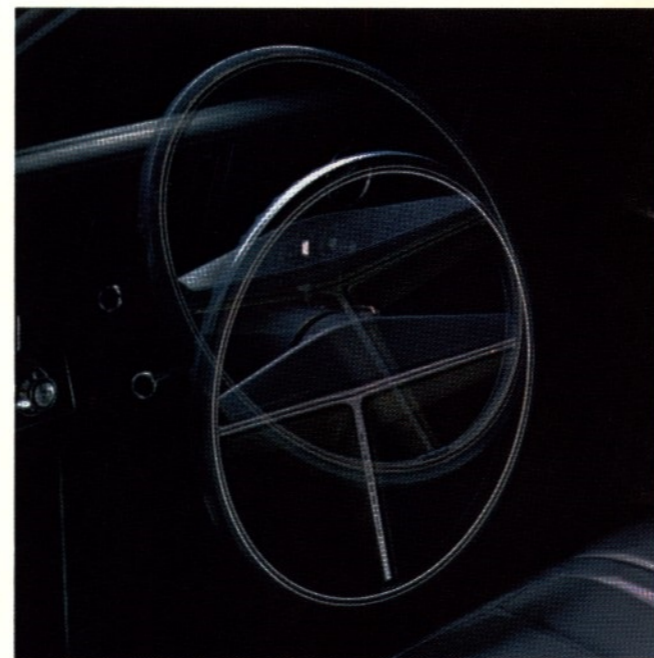
Toronado grille features distinctive headlamps that hide by day, come out at night automatically when headlamps are illuminated. How smart and stylish can you get? Now you know.



The Toronado dash features an impressive array of easy-to-read, easy-to-operate instruments. Tilt-and-Telescope Steering Wheel is available, with "Instant-Horn". Tilts to seven positions.



Toronado dash



Tilt and telescope steering wheel



Ever look at a closed ashtray and wonder whether to push, pull, slide, or tilt it to get it open? Olds has the answer. Now, you just push a button! Pop. It's open. Simple as that.

The great Toronado look. Impressively refined. The longest, sportiest, most luxurious Toronado to date. This is your year to escape from the ordinary, in a front-wheel-drive Toronado. Big, family-size trunk will take on a couple of weeks' worth of vacation luggage. With room to spare.



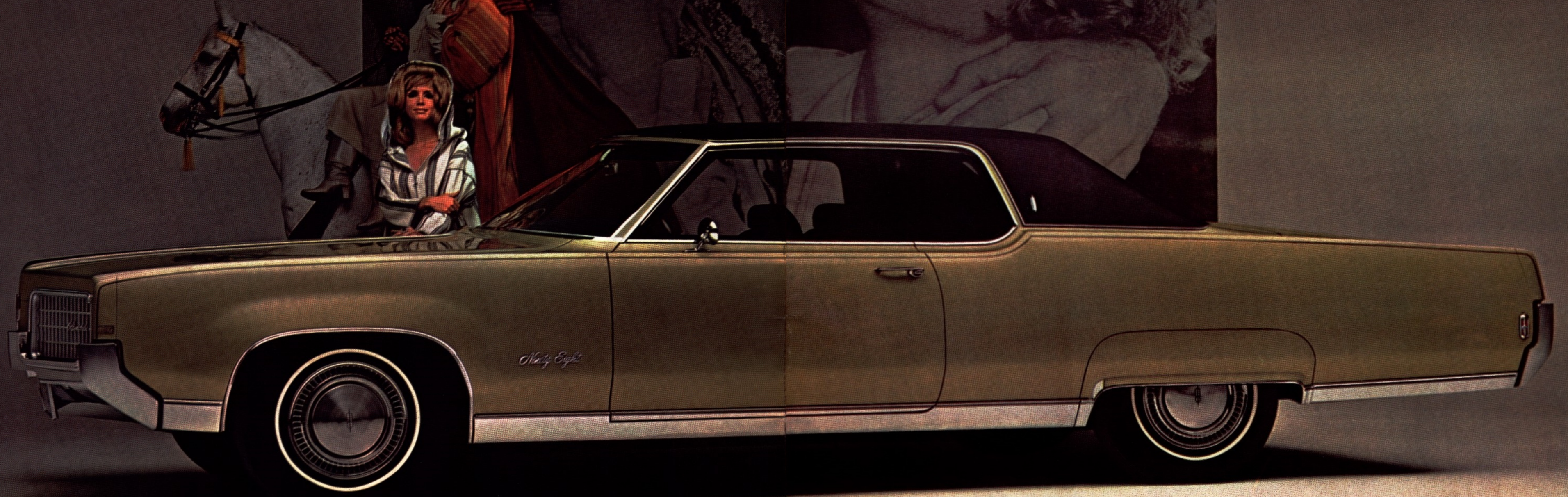
The popular Toronado Strato Bench interior in Excelsa pattern, available. Beautiful and functional. With centre armrest down, you've got bucket-type comfort for two. Armrests up, you've got room and exceptional comfort for three. Strato Bucket Seats also available, if you prefer. Either way, the luxury of front-wheel driving is pure pleasure. Toronado's flat floors, front and rear, offer exceptional room and comfort.

Some of the equipment illustrated is optional at extra cost.

Ninety-Eight

Strong, silent and in the classic tradition.

Oldsmobile recreates a scene from the classic movies.



The 1969 Olds Ninety-Eight is a masterpiece of classic elegance. Smart. Subtle. Yet, completely contemporary. The Ninety-Eight offers you stan-

dard power assists including Vari-Ratio power steering, brakes, windows and seat. (Power windows and seat available as options in the Town Sedan).

For your convenience, Ninety-Eight provides four ashtrays, three lighters, an armrest in each door, a map light, a self-regulating electric clock, and

more. All are standard, of course.

Ninety-Eight's concept of classic luxury is equally evident when you take the wheel. Handling is surpris-

ingly precise. The ride is smooth and awesomely silent. With a standard 365-hp Rocket 455 V8, you move with all the authority you deserve.

From the LS Hardtop, new luxury leader for 1969, to Town Sedan, Olds Ninety-Eight offers a most elegant way to leave the ordinary far, far behind.

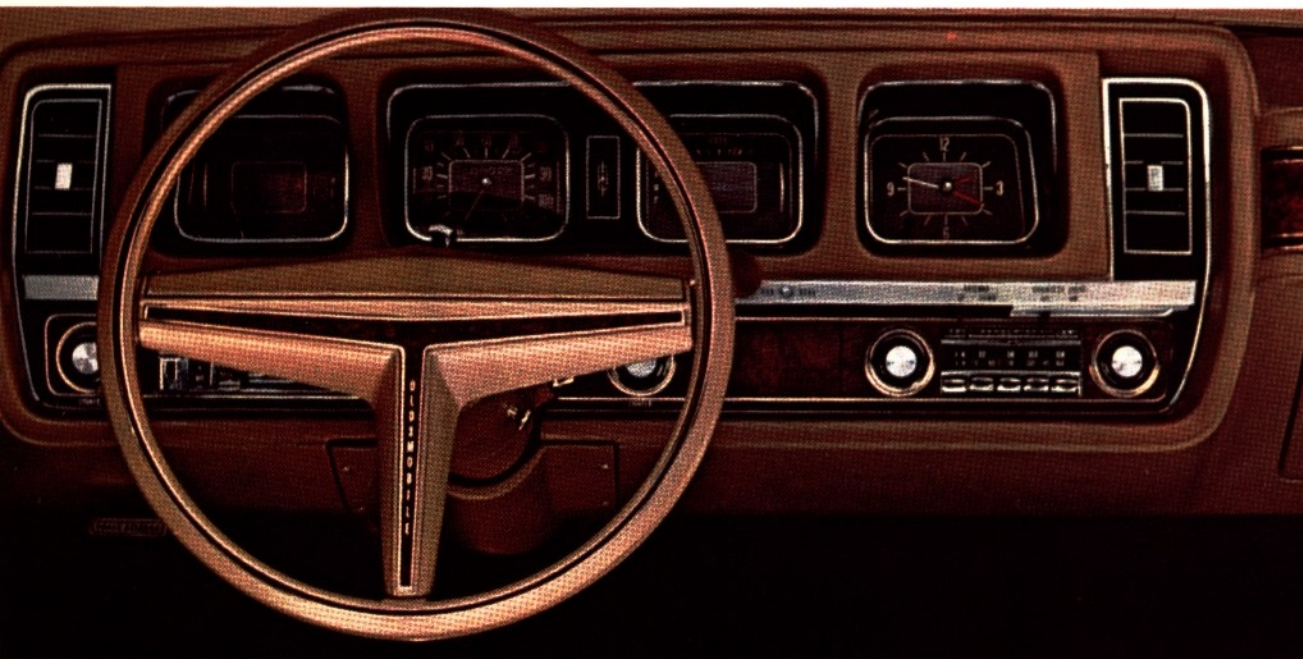
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Ninety-Eight LS Sedan



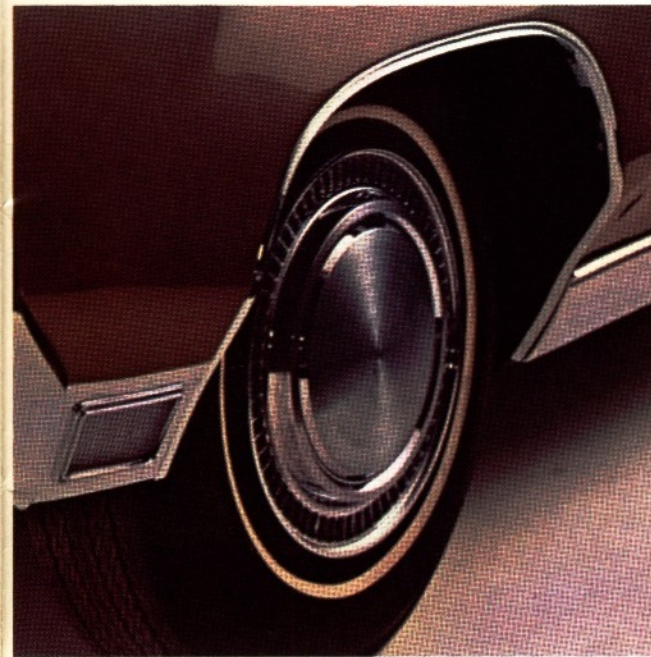
Ninety-Eight Holiday Sedan



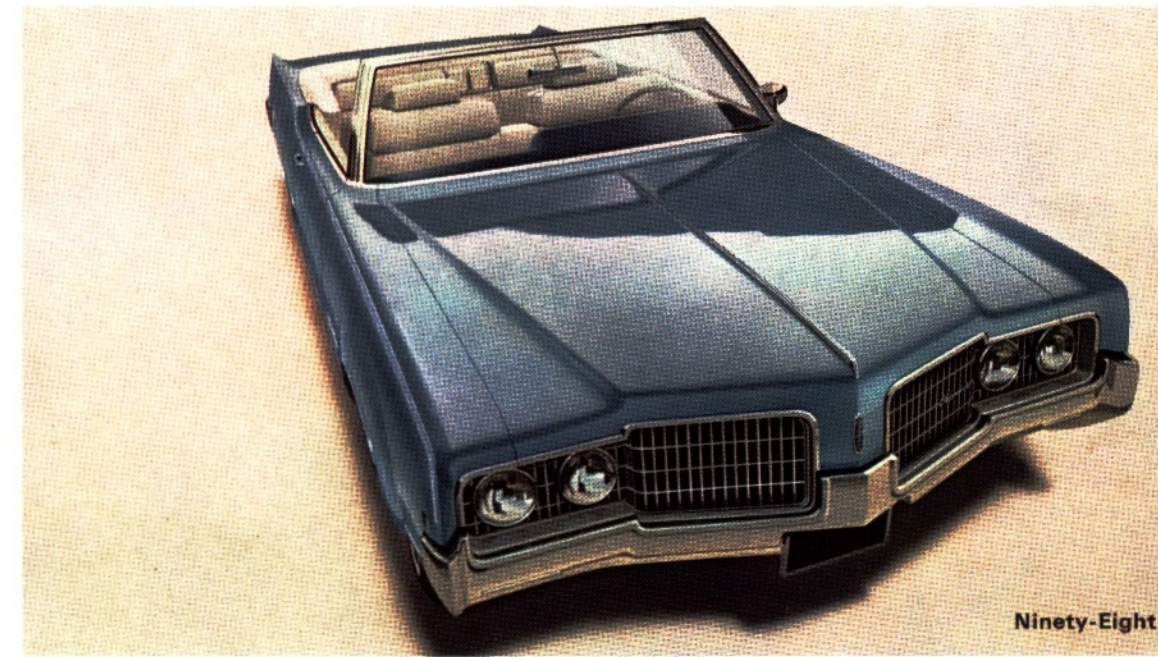
Ninety-Eight instrument panel



Sedan rear seat



15-inch wheels



Ninety-Eight Convertible



Ninety-Eight LS Hardtop

The new Ninety-Eight instrument panel is recessed and deeply padded. Gauges are tilted for easy glare-free reading. Large self-regulating electric clock, standard. Accessories you may order include: AM or AM-FM radio, stereo radio or tape player, Four-Season or completely automatic Comfortron air conditioner, Tilt-and-Telescope steering wheel with the instant-horn that sounds when you squeeze the wheel.

Ninety-Eight LS Sedan and Hardtop interior in Eden body cloth and Moroccan vinyl, standard. Wide, embroidered armrests front and rear. For especially easy entry and exit, chromed assist handles on the back of the front seat. For your convenience, storage pockets in the back of the front seat.



Ninety-Eight Town Sedan

Standard 15-inch wheels add to the plushness of Ninety-Eight's big ride. Full wheel covers with a louvered look and whitewall tires add a tasteful finishing touch at modest extra cost.

Delta 88 Royale

The car with the come-closer look.

Oldsmobile recreates a scene from the classic movies.



If a big, beautiful car with sporting spirit is your weakness—you're in big, beautiful trouble. Because that's exactly what Delta 88 Royale is all about.

The name is brand new. So is the come-closer look. And that smart, youthful roof, featuring a privacy rear window, is a one-and-only. You won't

even see it in another Oldsmobile! And its vinyl covering, by the way, comes gratis. So do the custom pin-striping, chromed front-fender louvers,

and Custom Sport Seat. Or go all out by ordering a pair of all-Moroccan Strato Bucket Seats—with a beautiful sports console front and centre!

How spirited does this 88 get? As spirited as you'd like to go! 4-barrel carb, power disc brakes, dual exhaust system . . . they're all available.

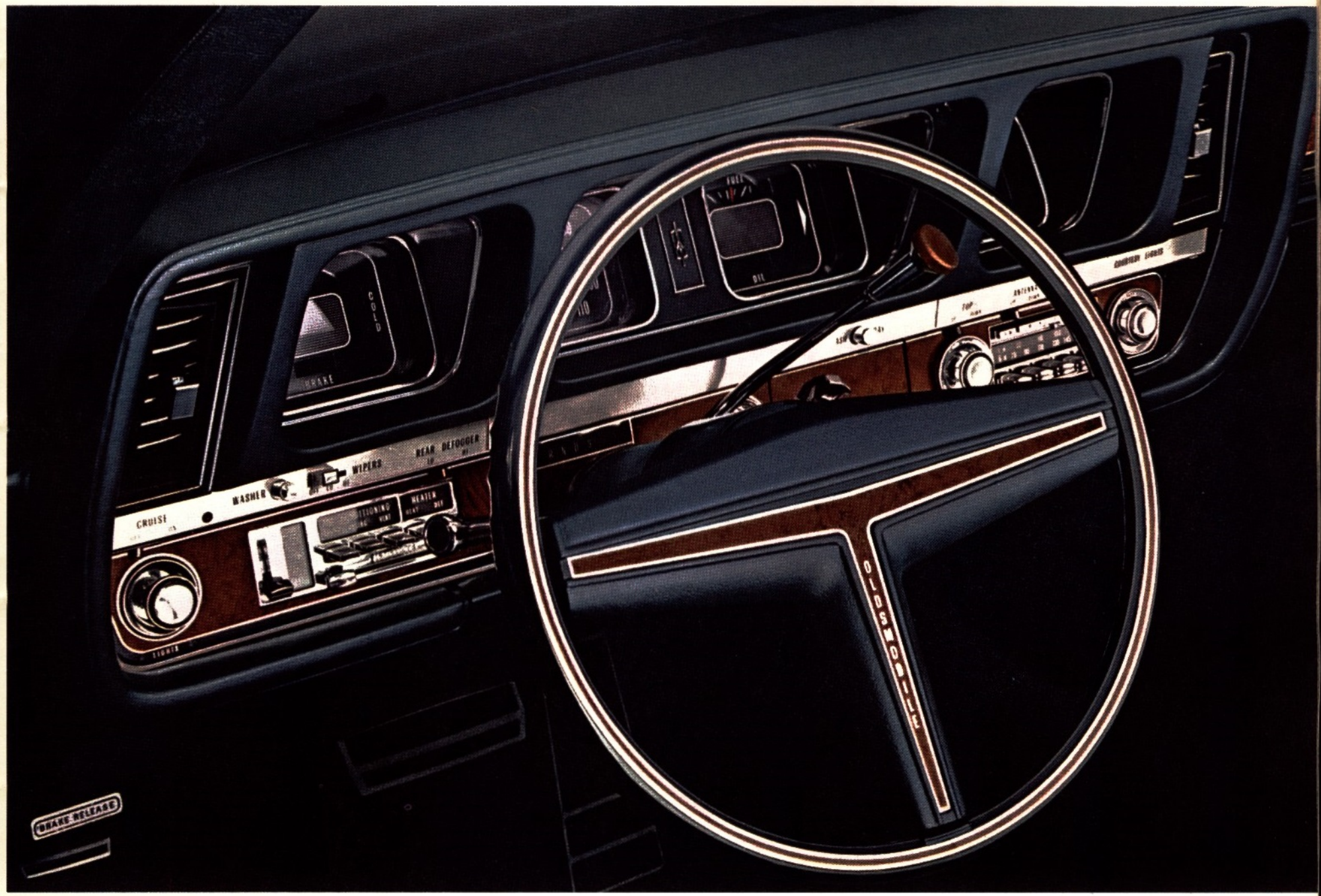
As for model choice, you're looking at it. You might say that the big new Delta 88 Royale is a limited edition . . . of unlimited sporting spirit.

Some of the equipment illustrated is optional at extra cost.

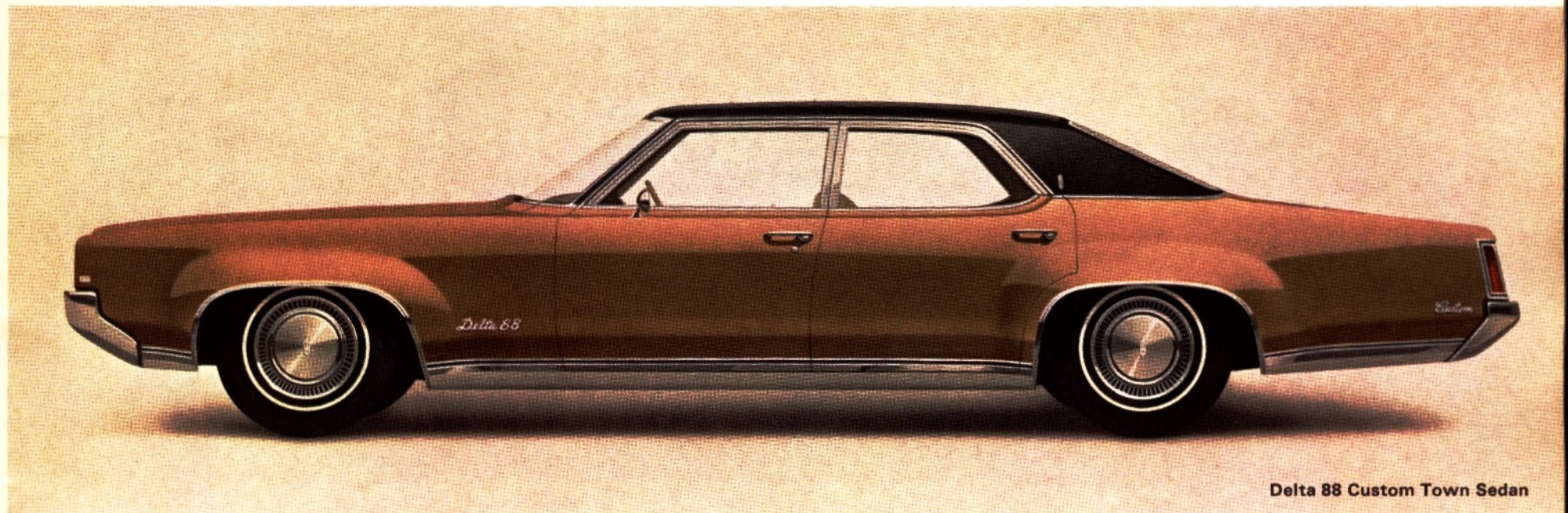
Delta 88 Royale interior is in Excella, a rich, coarse-woven body cloth with metallic-yarn highlights. Trim is in supple saddle-grain Moroccan vinyl. Embossed centre armrest, standard. Is every new Olds a luxury model? It kind of looks that way, doesn't it? The Royale door features a standard horizontal warning light, mounted in the carpeted kickpad at the bottom of the door. Automatically illuminates when door is opened. A convenience to you. A safety warning signal to others.



Deeply padded Royale instrument panel with the warmth of simulated-burl Elm-grain appliqué. Low-lustre paints that reduce glare, and hideaway wipers for clear, panoramic vision make it a complete pleasure to take the Royale wheel. Plan on doing just that. Real soon. Air conditioning, AM-FM radio (shown) are available.



Delta 88 Custom Holiday Coupe



Delta 88 Custom Town Sedan

Delta 88

Easiest way to bag the big one.

Oldsmobile recreates a scene from the classic movies.



If you're hunting for big-car size, performance, and luxury that are well within your means—your safari is over. You've just turned up the new

Delta 88—lowest priced of all the beautiful new full-size Oldsmobiles.

No. Just being lowest priced doesn't make it a great value. But being an

Oldsmobile with such an impressive array of standard finery sure does!

Full wheel discs. Wall-to-wall carpeting. Deep-cushioned seats. Dual

front-seat head restraints. New upper level Flo-Thru Ventilation. All standard in every Delta 88. There's even a light in the pushbutton ashtray.

How's that for thoughtfulness?

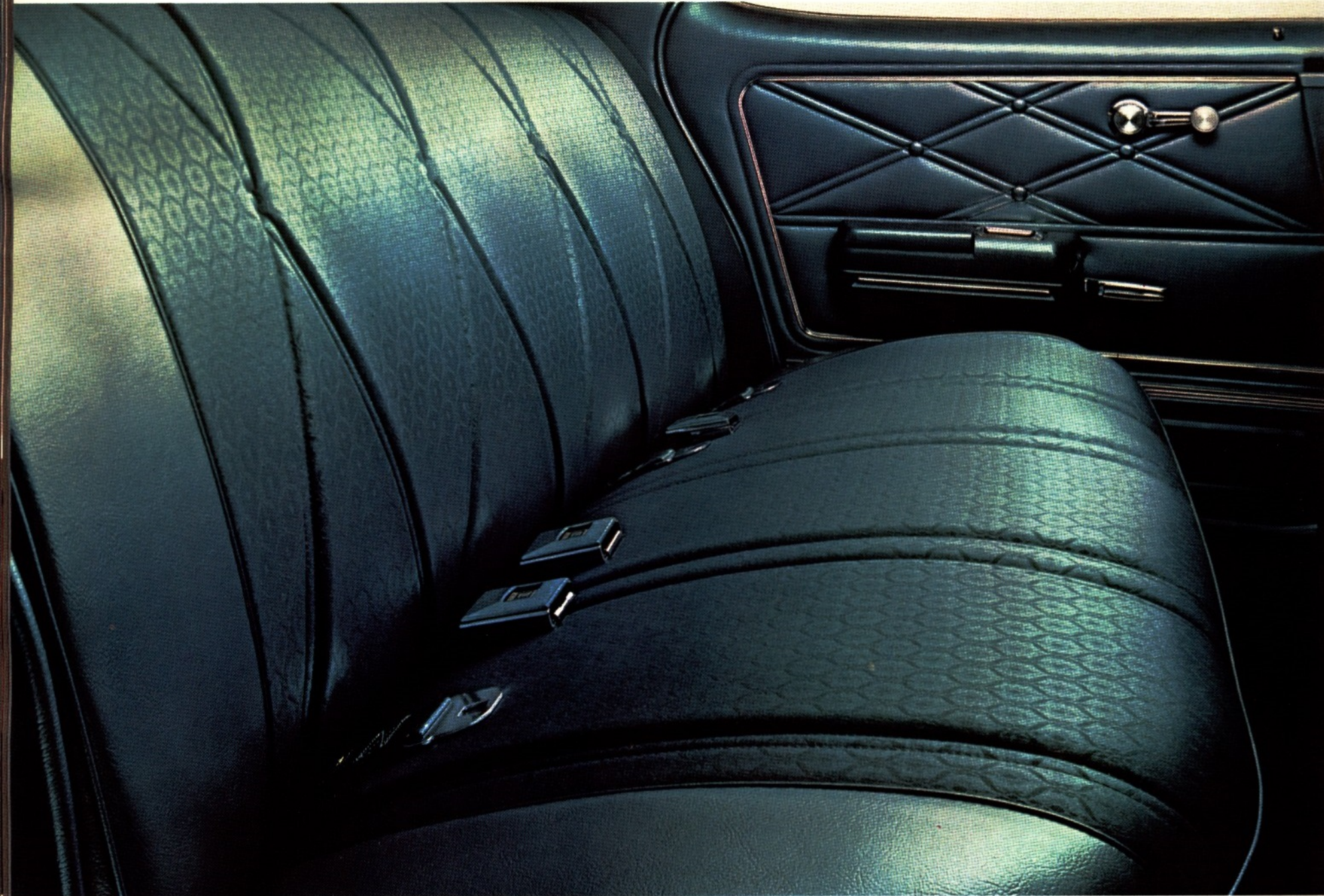
Standard power plant is thoughtful, too. It's a Rocket 350 V8 that gets along just great—on regular!

Big room. Big ride. Big comfort. Big value. This one's got them all!

This year, shoot high, but spend low. Bag a big, beautiful Delta 88!

Some of the equipment illustrated is optional at extra cost.

Delta 88 Holiday Sedan interior in Essex pattern. Richly woven body cloth with saddle-grain Moroccan vinyl trim. Extra cost? No sir! It comes standard. So do the thick, wall-to-wall, loop carpeting and all-Moroccan door panels. Try to beat that for beauty and value at—or anywhere near—the Delta 88 price! Good luck.



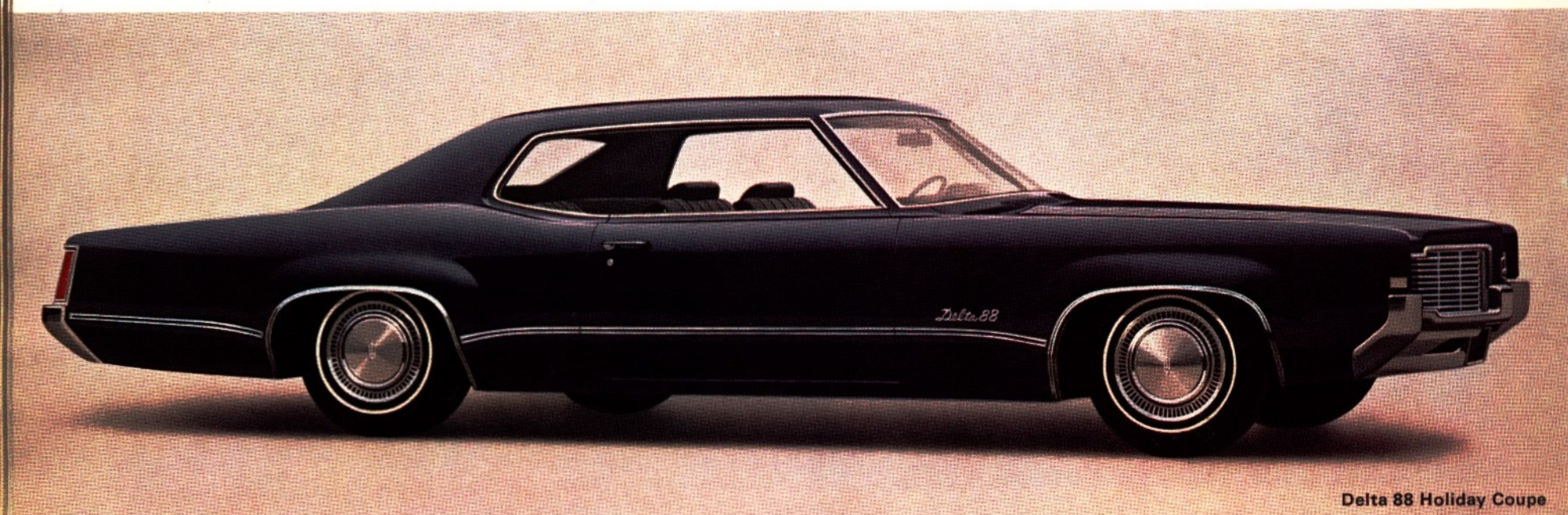
Delta 88 Town Sedan



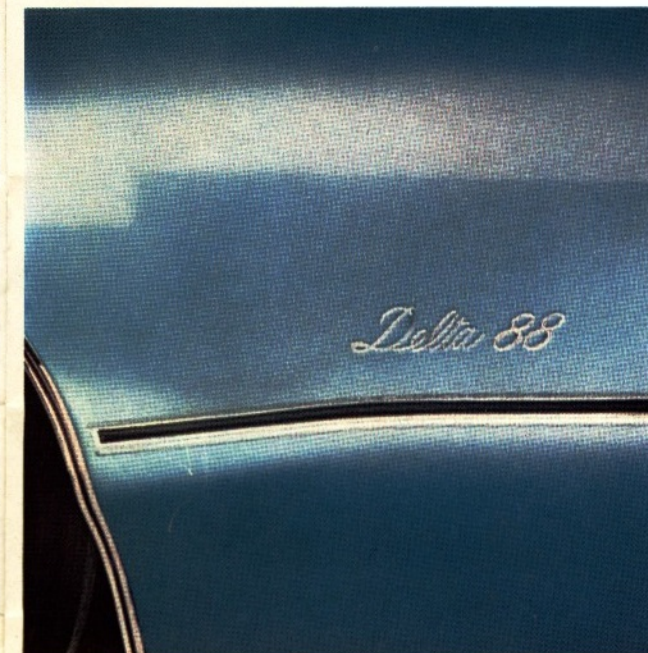
Spacious trunk



Delta 88 Convertible



Delta 88 Holiday Coupe



Good-bye nicks, dings, and pings. A new molding, with a handsome-but-tough vinyl insert, helps protect against those parking lot blues. Available on all Delta 88 models.

4-4-2

Makes everything else look tame.

Oldsmobile recreates a scene from the classic movies.



How do you match looks like these? There's only one way we know of—and that's with unimpeachable cre-

dentials like these! Special 400-cu.-in. Rocket V8. Special 4-barrel carb. Fully synchronized, heavy-duty transmis-

sion, floor-mounted. High-performance rear end up to 4.66-to-1. Dual low-restriction exhausts. Wide-boot

red-stripe tires. Plus heavy-duty everything underneath it all: H-D shocks, H-D wide-rim wheels, and

stabilizer bars—*front and rear*. No other car in 4-4-2's class comes so fully and capably equipped. If you care

to, you can order *your* 4-4-2 with a special Force-Air Induction Package with functional dual air scoops.

Some of the equipment illustrated is optional at extra cost.

Rocket Rally Pac. Combination tachometer and clock that lets you check your engine performance as you check the time. Package also includes oil-pressure gauge and temperature gauge. Extra cost option.

Give the ordinary the brush-off. Roll on 4-4-2's wide, brushed stainless Custom Sport wheels. Extra cost. Wide-boot Red-Line nylon cords (or whitewalls) on heavy-duty wide-rim wheels, standard.

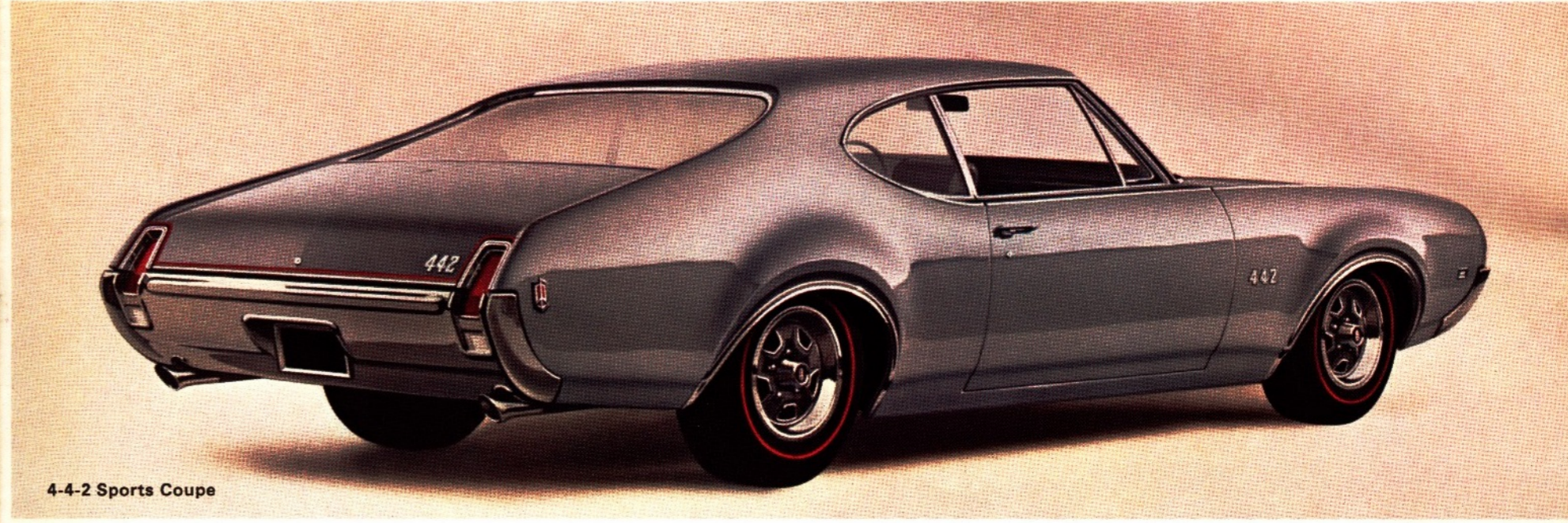
Why not order your 4-4-2 Sports Coupe with extra-cost Force-Air Induction? It crams cooler air into the carburetor. Package includes largest air scoops in the business; special air cleaner; special heads and cam; special 2" intake and 1 1/2" exhaust ports; and special Dual Hood Stripes. Strictly for the man who has everything.



4-4-2 Convertible with GT Rally Stripes on hood.



Tachometer-clock combination



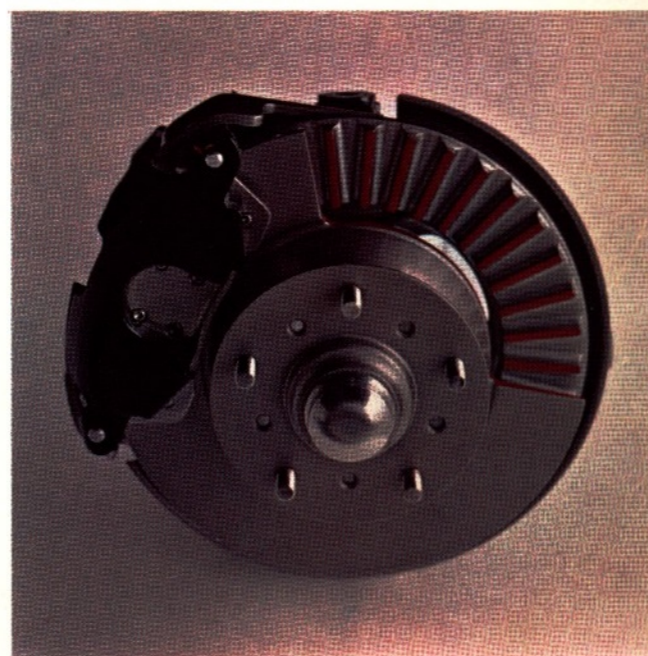
4-4-2 Sports Coupe



The sound of music—to a car buff's ear. And if you think this "trumpet" sounds great, wait till you hear the one under 4-4-2's other taillight!



Knob hill. Classy Hurst shifter takes root in 4-4-2's nifty, optional sports console. 4-speed fully synchronized manual (shown) or 3-speed Turbo Hydra-Matic 400 at extra cost. A floor-mounted, fully synchronized, heavy-duty 3-speed manual, standard. And away you go!



New front disc brakes with single piston design, at extra cost. Combine with resized rear drums for improved braking balance, increased durability.



Drop in. You'll land in one of the cushiest buckets ever: 4-4-2's standard Strato Buckets. Well padded, but firm. Carefully contoured for maximum support and comfort. Or you may order a bench seat at no extra cost, if you wish.

Some of the equipment illustrated is optional at extra cost.

Oldsmobile recreates a scene from the classic movies.



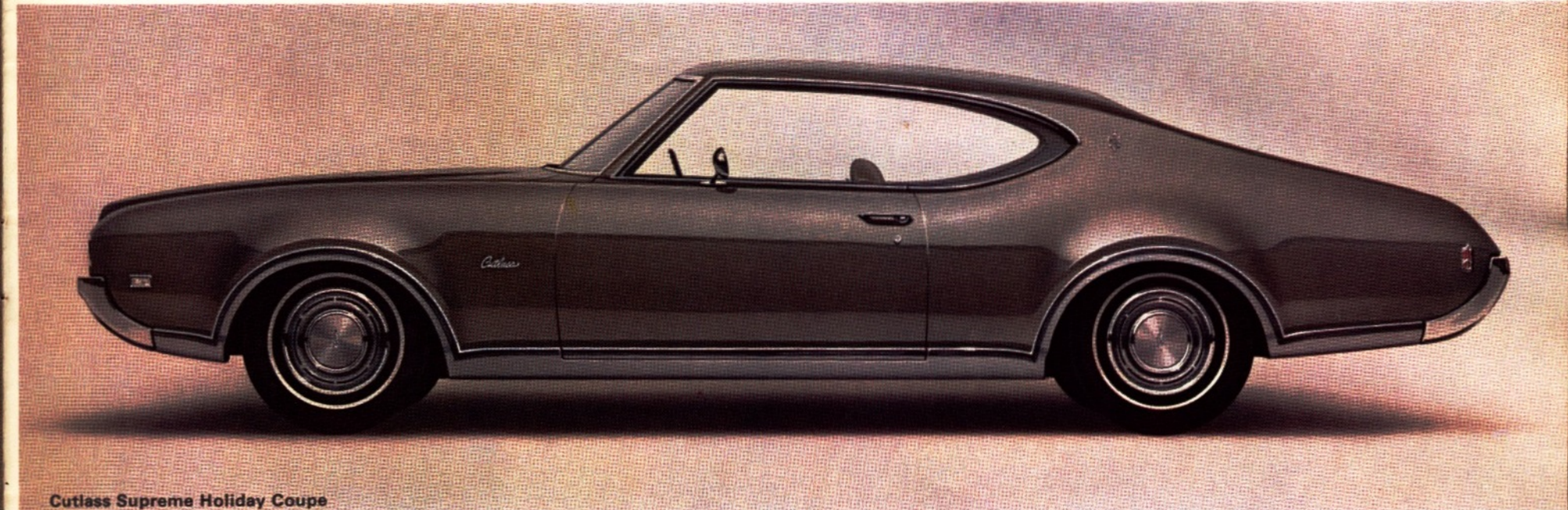
Cutlass Supreme

For action! Adventure! Excitement! Join now!

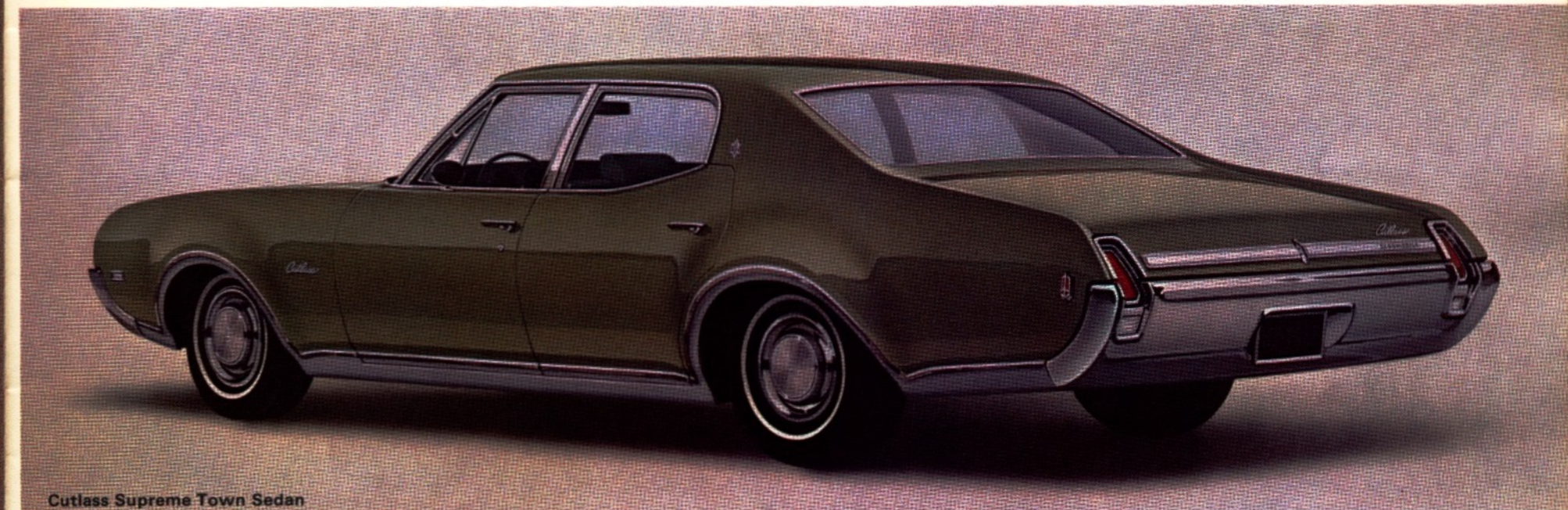
Had it with the ordinary? Then enlist the excitement of Cutlass Supreme. With 310 V8 horsepower and a quick-handling wheelbase, you get a new

lease on liveliness. And lavishness. Richly tailored seats. Full carpeting. Hideaway wipers. The look of burled Elm across the dash. Even new upper

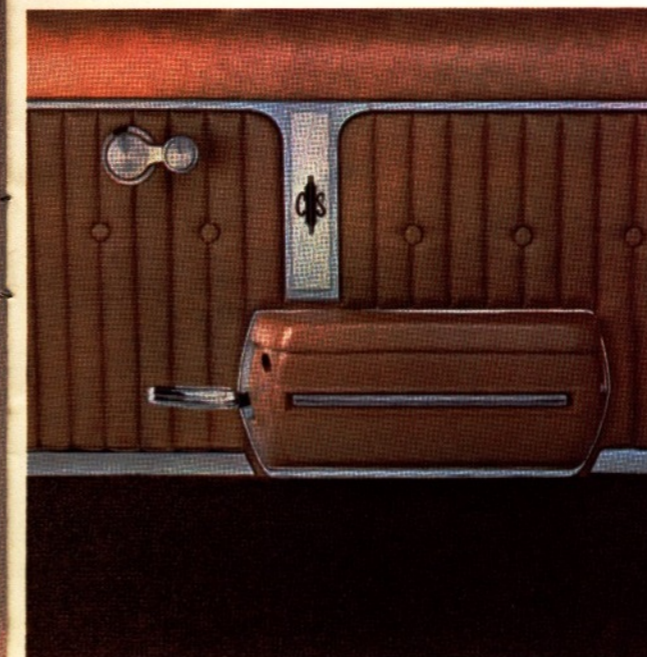
level Flo-Thru Ventilation in the Holiday Coupe. All standard. Escape to the lively, lavish life. Join forces with Cutlass Supreme.



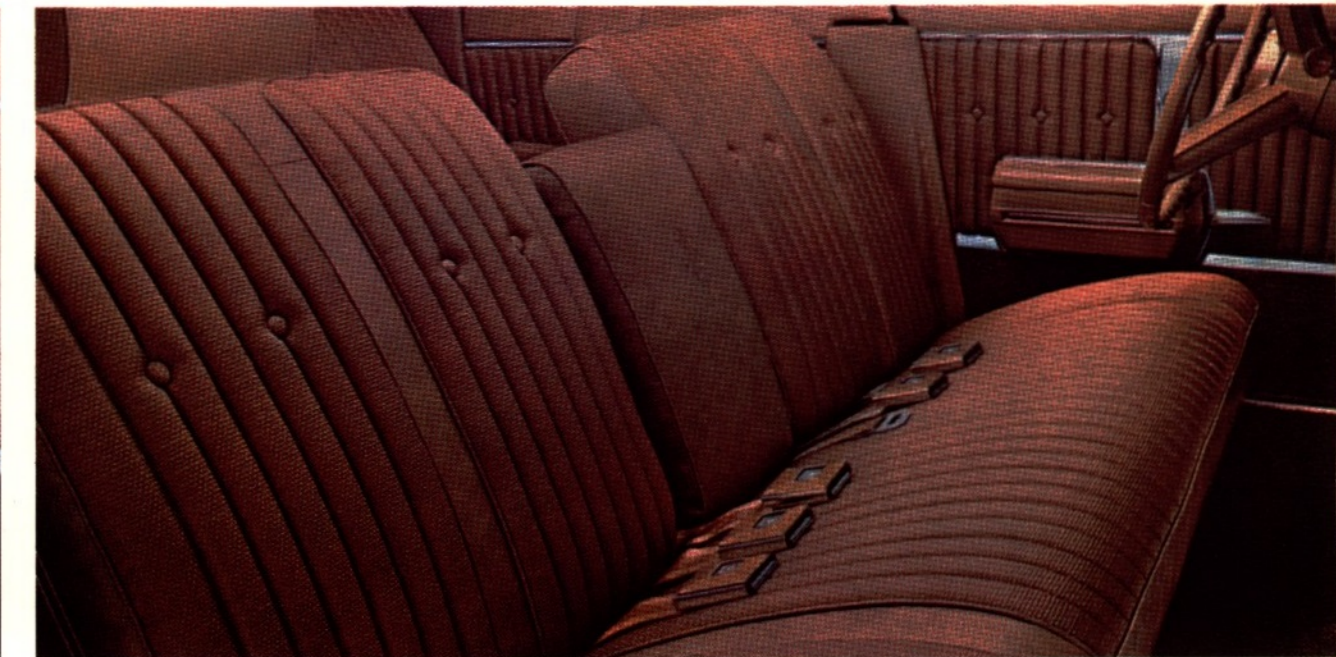
Cutlass Supreme Holiday Coupe



Cutlass Supreme Town Sedan



The richly tailored door panel continues Supreme's interior luxury. Padded Moroccan sill. Stuffed vertical piping. Loop carpeted kick panel. Standard armrest features out-of-the-way door handle that guards against accidental opening of the door.



Cutlass Supreme interior in Empire pattern. A handsome, easy-care fabric with luxuriantly stuffed piping. Embossed centre armrest and trim in fine-grain Moroccan. It's as easy to live with as it is to look at.

Some of the equipment illustrated is optional at extra cost.

Cutlass S

Great way to go Olds
without going overboard.

Oldsmobile recreates a scene from the classic movies.



Take a good look at that new beautifully sculptured Cutlass S. Does it have you thinking . . . high price . . . expensive . . . extravagant?

Then your eyes have just deceived you. Because Cutlass and Cutlass S models carry an easy-to-take and oh-so-welcome low price.

Hard to believe, isn't it? Especially when you consider the lengthy list of standard luxuries—Rocket 350 V8 or big Action-Line Six. Fully synchro-

nized transmission. Full carpeting. Front-seat head restraints. Lighted ashtray. Locking glove compartment. Things like that. And that's going

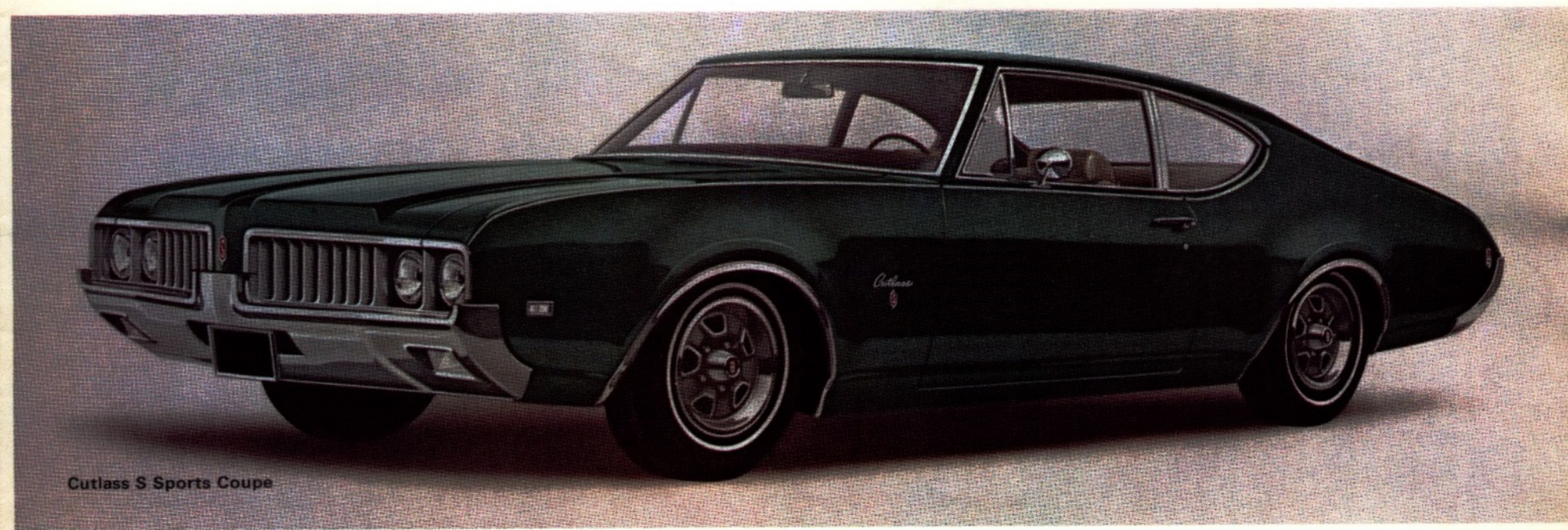
some! Even for Oldsmobile, which has always made it a habit of combining such honest luxury and solid value—on the same set of Olds wheels!

So, if you've been wondering how far a sensible low price can take you . . . now you know. All the way to a beautiful, action-packed Olds Cutlass!

Some of the equipment illustrated is optional at extra cost.



Bucket! Bucket! Who's got the bucket? You do, if you order them in your new Cutlass S. Tailored in pleated all-Moroccan vinyl. Snug. Sumptuous. Sporty. Start ordering. And while you're at it, you might as well include that Hurst shifter, console-mounted.



Cutlass S Sports Coupe



8 Track Stereo Tape Player

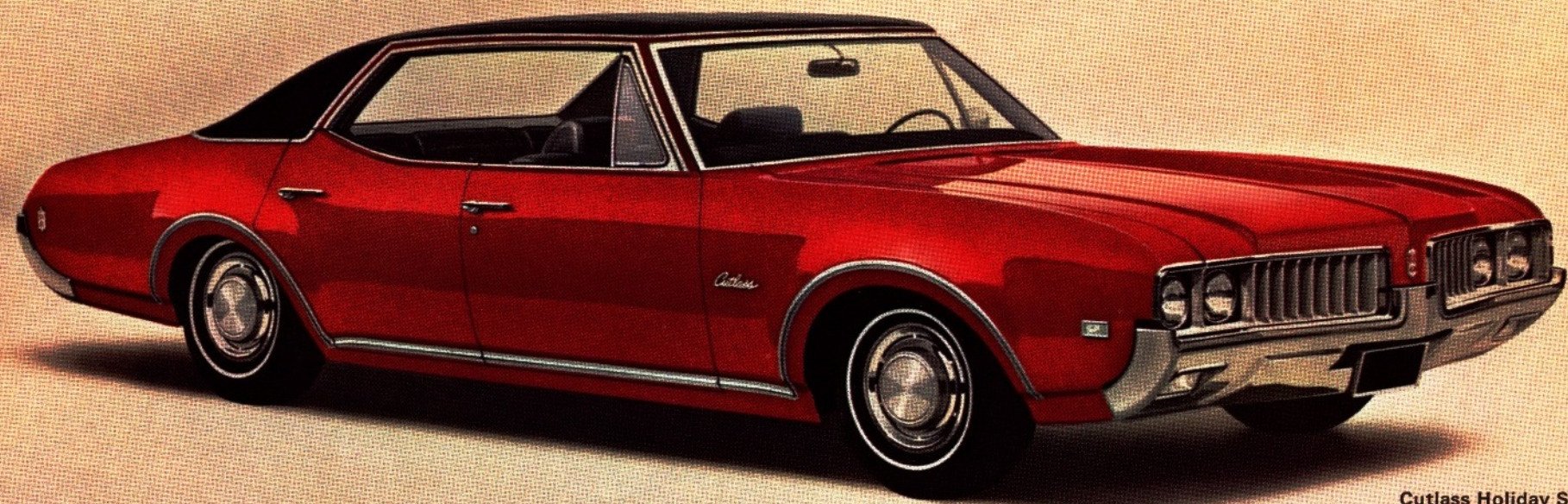


Extra cost options: Super Stock Mag-Type wheels! Available with extra-cost whitewalls or Red-Line tires. Decisions. Decisions. Which way are you going to order yours?

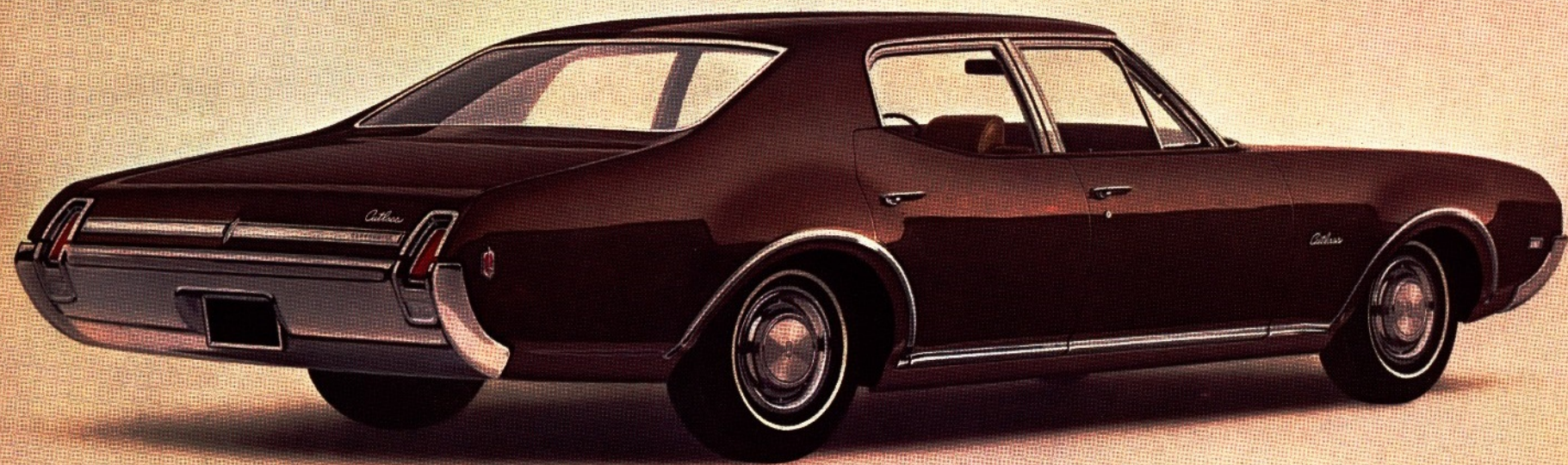


Cutlass S Convertible

Some of the equipment illustrated is optional at extra cost.



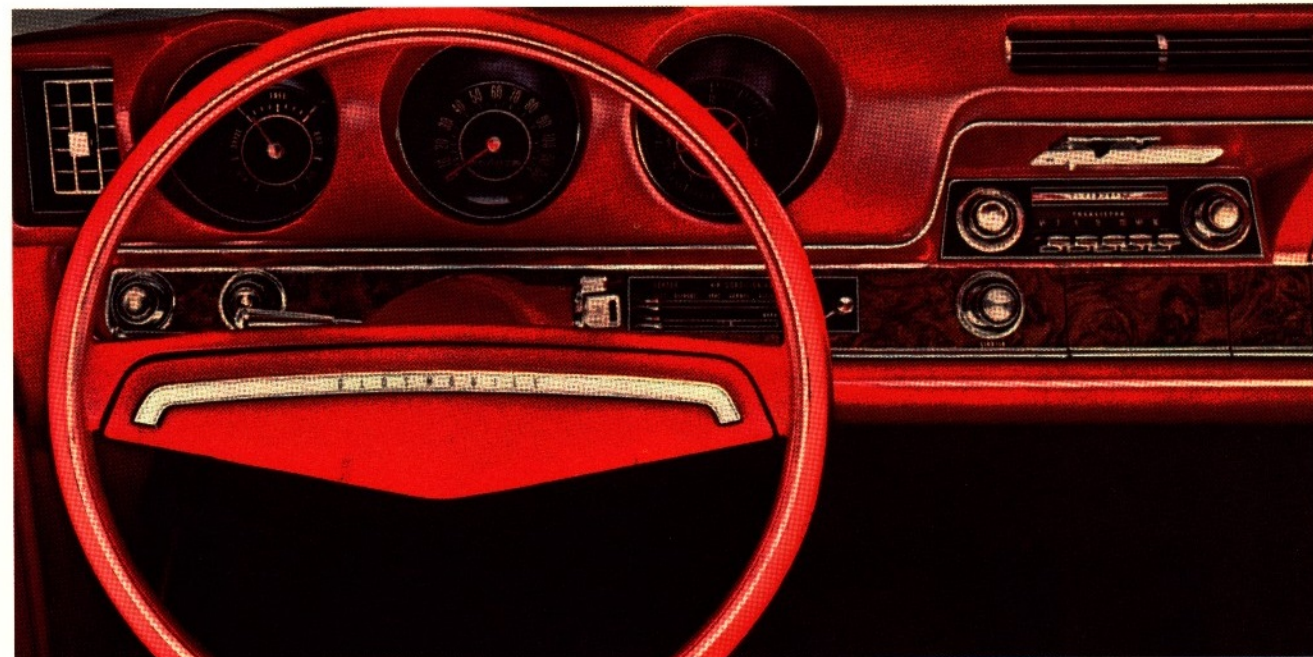
Cutlass Holiday Sedan



Cutlass Town Sedan



Hideaway windshield wipers are standard. The chromed hood louvers? You guessed it. They're standard, too. Cutlass S seems to have everything, doesn't it! Get one. And you will too!



The padded, simply designed Cutlass dash makes for easy reading. Self-regulating clock, air conditioning, radio, along with many other popular Olds extra cost options are available.

Some of the equipment illustrated is optional at extra cost.

Oldsmobile recreates a scene from the classic movies.



F-85

Easiest way of all—to escape from the ordinary.

Olds quality, luxury, and pride start right here. And they don't tail off after a few superfluous touches.

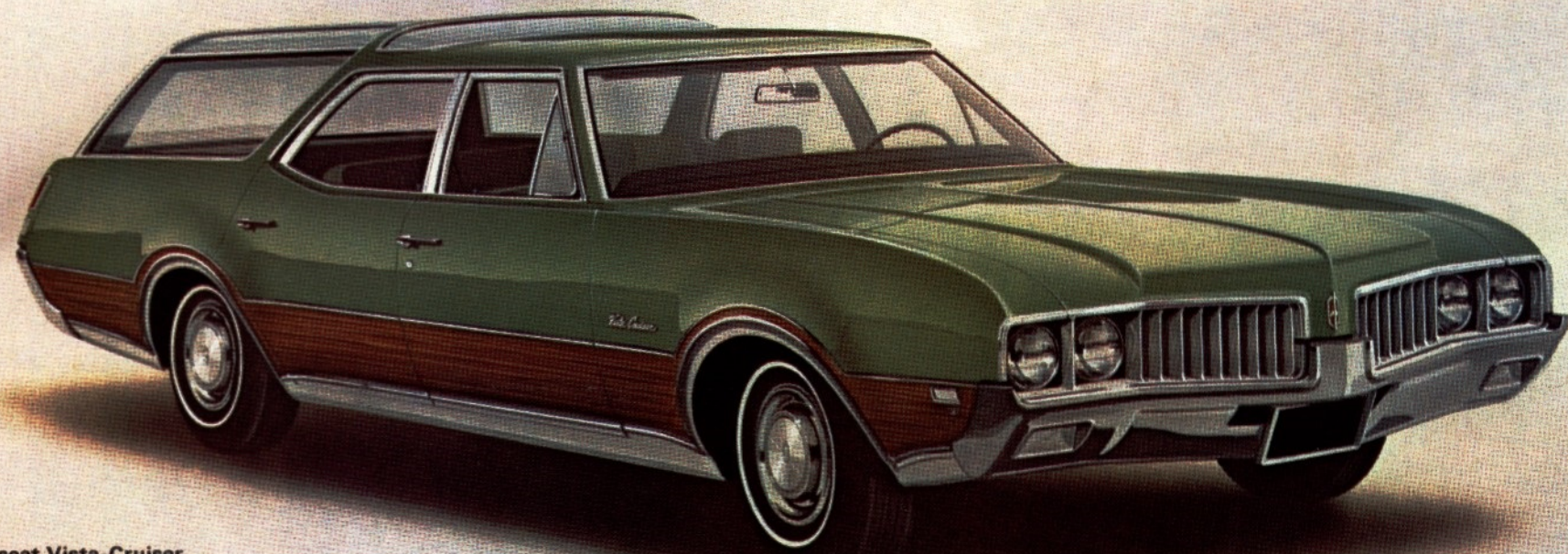
Front head restraints, glove com-

partment lock, lighter, heater-de-
froster, even such a recent innovation
as a turn-signal lever with built-in
lane-changer, are standard. As are

most of the GM safety features.
250-cu.-in. Six or Rocket 350 V8.
Either way, your escape from the or-
dinary will be quick. And easy.

Station Wagons

Takes you away from it all without leaving anything behind.



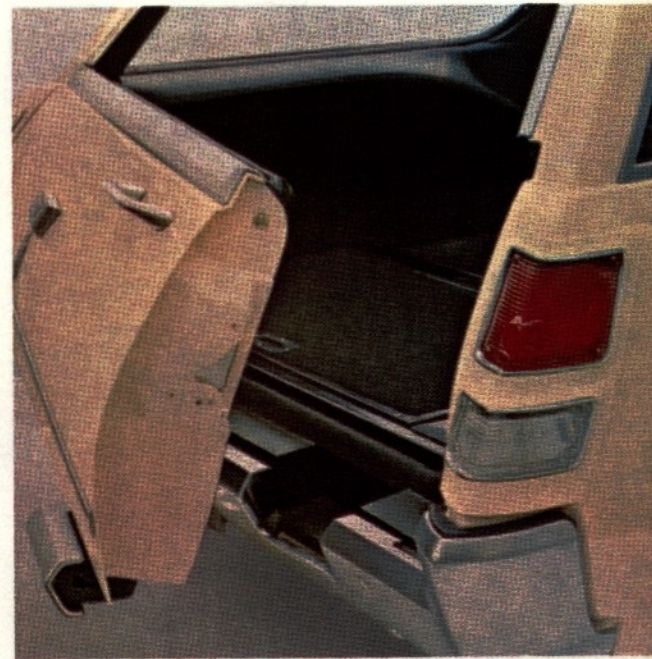
3-seat Vista-Cruiser



Cutlass Station Wagon



You wouldn't think an interior that looked so great could be so tough. But it is! And it's standard in Vista-Cruiser. Spilled soda pop? Dripping ice cream? Goopy candy? No problem. With this handsome all-Moroccan upholstery, the only cleanup kit you'll need is a damp cloth!



It's a door. No... it's a tailgate. No... it's both! Dual-action tailgate and electric tailgate window are extra cost options on Vista-Cruiser wagons.



To make life especially easy—a special feature on the second seat in 3-seat models. When you lean the back of the seat forward, the passenger side slides forward—increasing entry and exit room. Third seat faces forward, folds down quickly and easily for extra cargo space.

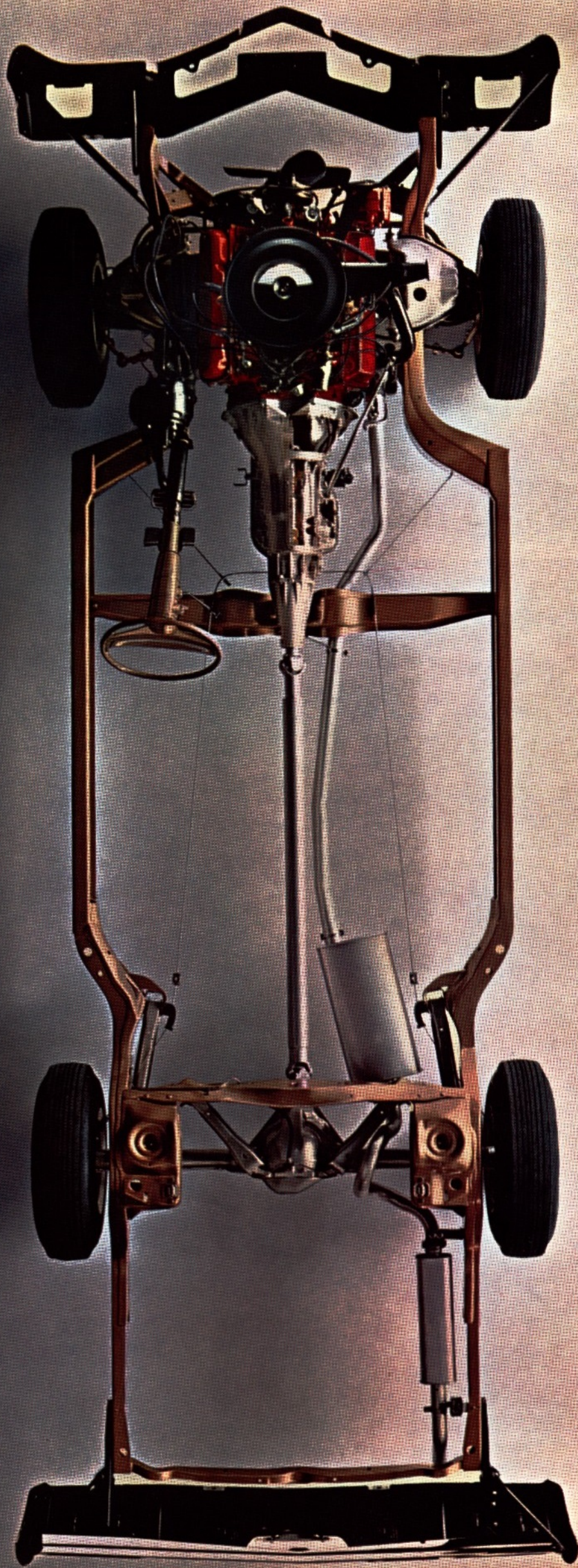


Extra cost option—rooftop luggage carrier



Psssst. Don't look now, but we've got a sizable, lockable secret compartment you can order in 2-seat wagon models. Just the place to stash away your briefcase, camera, or the family jewels.

Some of the equipment illustrated is optional at extra cost.



Chassis & Suspension

Destined for stardom—right from the ground up.

Oldsmobile quality runs deep. And it pays off for you in comfort, dependability, safety, and lasting value. Further example of what youngmobile thinking is all about.

1 Rugged Torque-Beam Frame. Consists of K-braced front crossmembers, channel-section side members and frame torque boxes. Permits a lower body floor, a strong base for all body and drive members. Virtually eliminates body twist.

2 Independent front suspension features Pivot-Poise ball joints with stabilizer bar. New lower rate front springs combine with higher rate rear springs for flatter, smoother ride. Even with heavy loads, headlight aiming and line of vision through inside rearview mirror remain exceptionally stable. The effect on car handling due to load changes is minimized.

3 Rear suspension features a Twin-Triangle characteristic that Olds pioneered. Today, it is widely copied. Deep coil springs and direct, double-acting shock absorbers—front and rear. A combination that is hard to equal for ride and handling ease.

4 Close to a hundred Insulators, some double and triple thick, are used throughout the chassis and body to soak up and dampen noise and vibration. A smooth, quiet ride results.

5 Self-adjusting, dual master cylinder brakes with resized rear drums for improved braking balance and increased durability.

6 Olds steering system incorporates a low-friction design to reduce steering effort to a minimum.

7 Energy-absorbing steering column has collapsible sections that telescope up to 8 1/2 inches upon impact for added safety.

8 Rear axle is expertly designed and matched to engine and transmission for maximum performance and economy—and smooth, dependable operation. Heavy-duty or trailer towing suspensions are available in all models.

9 Exhaust system. Rust- and corrosion-resisting aluminum coats all inner and outer walls, baffles, and tubing of the muffler, resonator, and tailpipe—for longer exhaust-system life.

NOTE: Heavy-duty or trailer towing suspensions are available on all models. Packages can include heavy-duty springs, shock absorbers, rear axles, cooling system, brakes, electrical wiring hookup for trailer, plus many other special-duty accessories to meet your needs.

Olds Engines & Transmissions: The performers of the year

Olds engines and transmissions are built to do a whole lot more than just generate and transmit power. They are carefully designed and selected to

work together—to form a *perfectly balanced power team*. So no matter which model Oldsmobile you choose, or which engine/trans-

mission combination you select—you know you'll be sure of getting the best possible balance of performance, economy, and handling.

ENGINES

400-hp Rocket 455 V8

Horsepower: 400 at 4800 rpm
Torque: 500 lb.-ft. at 3500 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Available in Toronado only.

390-hp Rocket 455 V8

Horsepower: 390 at 5000 rpm
Torque: 500 lb.-ft. at 3200 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Available in all 88 models.

375-hp Rocket 455 V8

Horsepower: 375 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Toronado.

365-hp Rocket 455 V8

Horsepower: 365 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Ninety-Eight. Available with Turbo Hydra-Matic 400 in all 88 models.

310-hp Rocket 455 V8

Horsepower: 310 at 4200 rpm
Torque: 490 lb.-ft. at 2400 rpm
Displacement: 455 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard with manual transmission in Delta 88 Royale, Delta 88 Custom. Available in Delta 88.

360-hp Rocket 400 V8 (Force-Air)

Horsepower: 360 at 5400 rpm
Torque: 440 lb.-ft. at 3600 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Package includes large under-bumper air scoops, special heads, special air cleaner, special high-output cam, special 2" intake and 1 1/2" exhaust ports, low-friction engine bearings, low-restriction dual exhausts. Available with Turbo Hydra-Matic 400, or 4-speed close-ratio manual transmission in 4-4-2 only.

350-hp Rocket 400 V8

Horsepower: 350 at 4800 rpm
Torque: 440 lb.-ft. at 3200 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Exhaust manifold with individual branches for improved tuning, less restriction.
Fuel: Premium gasoline
Standard with manual transmission in 4-4-2.

325-hp Rocket 400 V8

Horsepower: 325 at 4600 rpm
Torque: 440 lb.-ft. at 3000 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Exhaust manifold with individual branches for improved tuning, less restriction.
Fuel: Premium gasoline
Standard with Turbo Hydra-Matic 400 in 4-4-2.

Available with Turbo Hydra-Matic 400 in Vista-Cruiser.

325-hp Rocket 350 V8 (Force-Air)

Horsepower: 325 at 5400 rpm
Torque: 360 lb.-ft. at 3600 rpm
Displacement: 350 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Specially calibrated Quadrajets (4-barrel)
Package includes large under-bumper air scoops, special heads, special air cleaner, special high-output cam, special 2" intake and 1 1/2" exhaust ports, low-friction engine bearings, low-restriction dual exhausts. Available with Turbo Hydra-Matic 350, or 4-speed close, or wide ratio manual transmission in F-85, and Cutlass S.

310-hp Rocket 350 V8

Horsepower: 310 at 4800 rpm
Torque: 390 lb.-ft. at 3200 rpm
Displacement: 350 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajets (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Cutlass Supreme. Available in Vista-Cruiser, Cutlass, Cutlass S, and F-85 V-8.

250-hp Rocket 350 V8

Horsepower: 250 at 4400 rpm
Torque: 355 lb.-ft. at 2600 rpm
Displacement: 350 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard in Delta 88, Vista-Cruiser, Cutlass, Cutlass S, and F-85. Available in Cutlass Supreme.

155-hp Action-Line 6

Horsepower: 155 at 4200 rpm
Torque: 240 lb.-ft. at 2000 rpm
Displacement: 250 cu. in.
Compression ratio: 8.50-to-1
Carburetion: Single-barrel carburetor
Fuel: Regular gasoline
Standard in Cutlass, Cutlass S, and F-85.

TRANSMISSIONS

Turbo Hydra-Matic 400. Perhaps the smoothest, most refined transmission available today. Three speeds for maximum breakaway performance and economy. Standard in Toronado and Ninety-Eight. Available in all 88, Vista-Cruiser and 4-4-2 models. A new **Turbo Hydra-Matic 350** version is also available in all Cutlass, and F-85 V8 models.

Jetaway Automatic. A quick, efficient lightweight 2-speed automatic specifically designed for economical operation. Available in Delta 88, Cutlass (except wagon), Cutlass S, and F-85 models.

Fully synchronized 3-speed manual. Easy-shifting gear lever is located on steering column. Standard in all 88, Vista-Cruiser, Cutlass, and F-85 models.

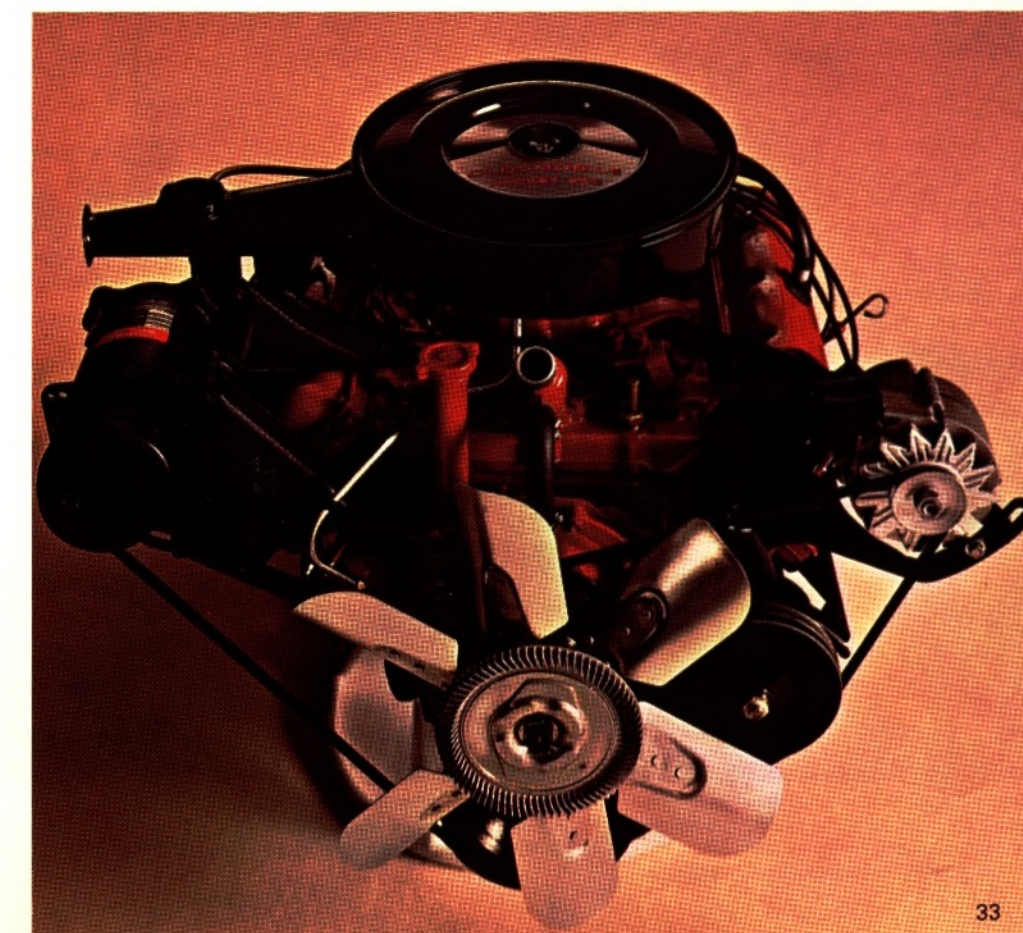
Fully synchronized heavy-duty 3-speed manual. With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass, and F-85 V8 models.

Fully synchronized 4-speed manual (Wide Ratio). Floor-mounted Hurst Competition Shifter. Available in 4-4-2, Vista-Cruiser, Cutlass, and F-85 V8 models.

Fully synchronized 4-speed manual (Close Ratio). For lightning-quick, short-throw shifts. Floor-mounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2, Cutlass, and F-85 V8 models.

AXLE RATIOS: We've got them. To match whatever type of driving you do most. From top economy (2.56-to-1) . . . to all-round (3.31-to-1) . . . to heavy-duty maximum performance (4.66-to-1). Plus six more in-between! Availability, depending on engine and model choice.

NOTE: Special Anti-Spin Rear Axle available on all models. Automatically directs power to wheel with best traction. Especially important if you do a lot of driving in snow or sand, or on soft ground.

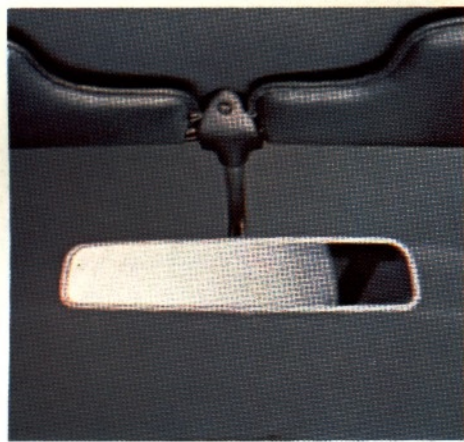


Safety Features

Travel with confidence—with the GM safety features.



Dual front-seat head restraints. Deeply padded. Provides an extra measure of protection as well as comfort.



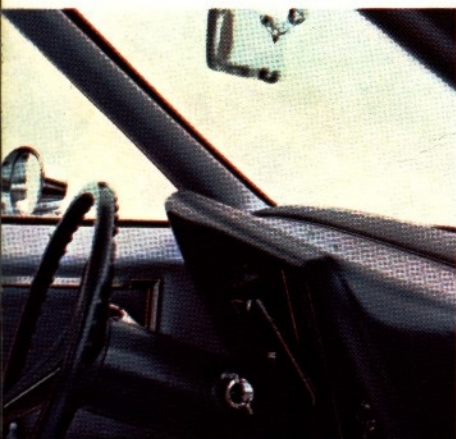
Inside rearview mirror with day/night adjustment. Mounted on breakaway ball joint. A full 2 inches wider this year.



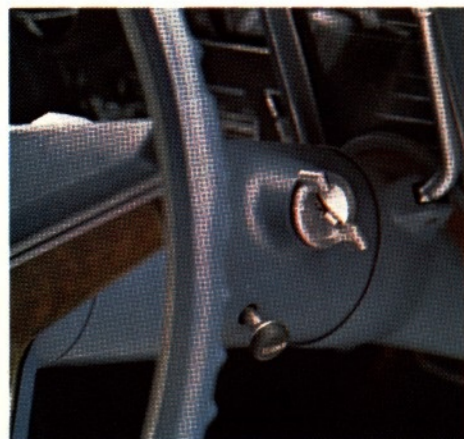
Pushbutton seat belts, front and rear. Shoulder belts for driver and right front passenger positions.



Whoa! That's what our seat-back locks do for all split-back and bucket seat-backs. Won't come forward if you should have to make a quick stop.



Thick, energy-absorbing padding across every Olds dash, on sunvisors, and on windshield pillar. Knobs and switches are recessed and smoothed. Painted surfaces are non-glare.



Brand-new anti-theft lock on the steering column. Remove the key and steering wheel and transmission are firmly locked in place. Buzzer reminds you to remove key.



Door handles are recessed behind padded armrests to protect against accidental opening of the door. Low-profile window knobs have a soft finish.



Outside left rearview mirror. Gives you a wide panoramic view—for safe passing or entering traffic streams.

Options and Accessories

Extra added attractions.



Remote-Control Mirror. An outside-left rearview mirror is standard on all models. For your convenience, you may order it with remote control. Adjust mirror without opening window.



Mirror/Light. Convenient new light, mounted in inside rearview mirror for easy reading of maps, addresses, etc.



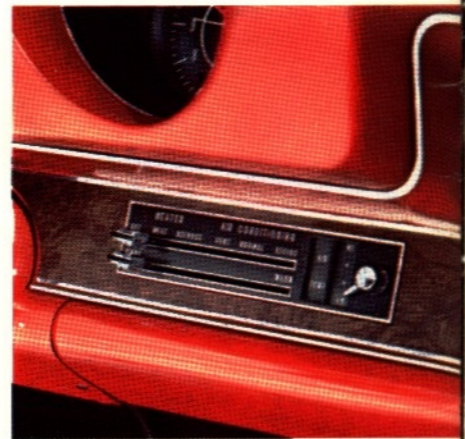
Rear-Seat Speaker. Adds a pleasing dimension and simulates the stereo sound. Play it alone or with front speaker.



Power-operated Antenna. Raise and lower for optimum reception—without leaving your seat. Lower to enter garage or car wash.



Power Control Panel. Lets you operate power side windows and power door locks—right from the driver's seat!



Four-Season Air Conditioner. Cools, warms, dehumidifies. Filters dust, pollen, and smoke from air. **Comfortron.** All the features of Four-Season, plus automatic temperature control.



Deluxe AM Pushbutton Radio. An excellent traveling companion—at home or away.

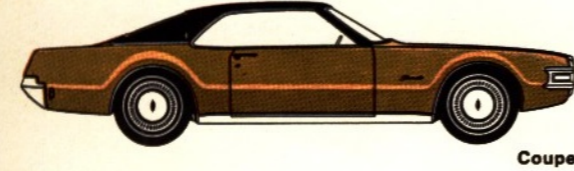


Power Trunk-Lid Release. Unlocks and opens the trunk lid without you ever getting out of the car. Button located in glove compartment.

Glossary

A fabulous roster of brilliant new stars.

TORONADO



Coupe

NINETY-EIGHT LUXURY



Luxury Sedan Hardtop



Luxury Sedan



Holiday Sedan



Town Sedan



Holiday Coupe



Convertible



Holiday Coupe



Holiday Coupe



Town Sedan



Holiday Sedan

DELTA 88



Holiday Sedan



Town Sedan



Holiday Coupe



Convertible

4-4-2



Holiday Coupe



Sports Coupe



Convertible

CUTLASS SUPREME



Holiday Sedan



Town Sedan



Holiday Coupe

CUTLASS



Cutlass S Holiday Coupe



Cutlass S Sports Coupe



Cutlass S Convertible



Cutlass Holiday Sedan



Cutlass Town Sedan



Sports Coupe



Vista-Cruiser, 2-seat



Vista-Cruiser, 3-seat



Cutlass Station Wagon—2-seat

For 1969—eleven great Oldsmobile series . . . thirty great Six and V8 models! All designed and anxiously waiting to whisk you away from the ordinary. All beautiful and exciting examples of youngmobile thinking—in action. So look them over. Make your choice. Because starting today—it's good-bye, ordinary! Hello, Olds!

Specifications

DIMENSIONS	TORONADO	NINETY-EIGHT	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	VISTA-CRUISER	COUPES AND CONVERTIBLES			CUTLASS SUPREME SEDANS	CUTLASS SEDANS
							4-4-2	CUTLASS S	F-85		
OVERALL SIZE											
Length (in.)	214.8	224.4		218.6		217.6		201.9			205.9
Width (in.)	78.8	80.0		80.0		77.2		76.2			76.8
Loaded height (in.)*	52.8	54.8		54.7		58.6		52.8			53.5
Shipping weight (lb.)*	4292	4168	4006	3978	3881	3930	3517	3310	3266	3354	3334
CHASSIS											
Wheelbase (in.)	119.0	127.0		124.0		121.0		112.0			116.0
Tread, front/rear (in.)	63.5/63.0	62.5/63.0		62.5/63.0		59.0/59.0		59.0/59.0			59.0/59.0
Brake diameter (in.)	11.0	11.0		11.0		9.5		9.5			9.5
Brake lining area (sq. in.)	212.0	229.7		208.6		173.6	173.6	156.3	156.3		156.3
Turning diameter (ft.)	42.9	46.9		42.7		42.7		40.0			41.2
INTERIOR ROOM											
Headroom, front/rear (in.)*	37.7/36.9	38.6/37.8		39.0/37.7		38.4/40.3		38.2/36.3			38.8/37.4
Legroom, front/rear (in.)*	41.3/35.3	41.7/37.1		42.5/35.1		42.8/38.0		42.8/32.5			42.8/35.0
Shoulder room, front/rear (in.)*	58.8/57.8	62.3/60.9		62.4/61.0		58.3/57.5		58.3/57.0			58.3/57.4
Hip room, front/rear (in.)*	62.2/55.6	63.6/55.2		63.7/55.5		59.4/59.2		59.5/53.0			59.5/59.3
Trunk capacity (cu. ft.)	14.6	20.5		19.5		—		17.0			17.0
Above-floor cargo capacity (cu. ft.)	—	—		—		100.5		—			—
Total cargo capacity (cu. ft.)	—	—		—		108.5		—			—

*V-8 hardtop coupes, except: 2-Seat Vista-Cruiser, Cutlass Supreme Town Sedan, Cutlass V-8 Station Wagon and Town Sedan, F-85 V-8 Sports Coupe.

ENGINES	440-HP ROCKET 455 V-8 H.C.	390-HP ROCKET 455 V-8 H.C.	375-HP ROCKET 455 V-8 H.C.	365-HP ROCKET 455 V-8 H.C.	310-HP ROCKET 455 V-8 (REG. FUEL)	300-HP ROCKET 400 V-8 H.C. (FORCE-AIR)	350-HP ROCKET 400 V-8 H.C.	325-HP ROCKET 400 V-8 H.C.	325-HP ROCKET 350 V-8 H.C. (FORCE-AIR)	310-HP ROCKET 350 V-8 H.C.	250-HP ROCKET 350 V-8 (REG. FUEL)	155-HP ACTION-LINE 6 (REG. FUEL)
	Max. horsepower at rpm	400 at 4800	390 at 5000	375 at 4600	365 at 4600	310 at 4200	360 at 5400	350 at 4800	325 at 4600	325 at 5400	310 at 4800	250 at 4400
Max. torque at rpm (lb.-ft.)	500 at 3200	500 at 3200	510 at 3000	510 at 3000	490 at 2400	440 at 3600	440 at 3200	440 at 3000	360 at 3600	390 at 3200	355 at 2600	240 at 2000
Displacement (cu. in.)	455				400			350		250		
Bore and stroke (in.)	4.125 x 4.250				3.870 x 4.250			4.057 x 3.385		3.875 x 3.530		
Compression ratio	10.25-to-1				9.00-to-1			10.50-to-1		10.25-to-1		8.50-to-1
Carburetor barrels (no.)	4				2			4		4		2
Exhaust system (type)	Dual		Single			Dual		Single		Dual		Single
Fuel recommended (type)	Premium			Regular			Premium		Premium		Regular	Regular
Fuel-tank capacity (gal.)	20.0	20 $\frac{1}{2}$	20.0	20 $\frac{1}{2}$	16 $\frac{3}{4}$			16 $\frac{3}{4}$		16 $\frac{3}{4}$ (25.0 Delta 88)		16 $\frac{3}{4}$
Crankcase oil capacity (qt.)	4 $\frac{1}{2}$ (5, with filter)	3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)	4 $\frac{1}{2}$ (5, with filter)	3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)	3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)			3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)		3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)		3 $\frac{3}{4}$ (4 $\frac{1}{2}$, with filter)
Cooling system capacity (qt.)	15.0	14 $\frac{1}{2}$	15.0	14 $\frac{1}{2}$	13 $\frac{1}{2}$			13 $\frac{1}{2}$		10 $\frac{1}{2}$		10 $\frac{1}{2}$

AVAILABILITY	TORONADO	NINETY-EIGHT	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	4-4-2	CUTLASS SUPREME	CUTLASS S	CUTLASS	F-85	VISTA-CRUISER
Toronado	W34	—	Std.	—	—	—	—	—	—	—	—
Ninety-Eight	—	—	—	Std.	—	—	—	—	—	—	—
Delta 88 Royale	—	L32	—	L31	Std.	—	—	—	—	—	—
Delta 88 Custom	—	L32	—	L31	Std.	—	—	—	—	—	—
Delta 88	—	L32	—	L31	L30	—	—	—	—	—	Std.
Vista-Cruiser	—	—	—	—	—	—	L31 (w/auto. trans.)	—	L74	Std.	—
4-4-2	—	—	—	—	—	W30	Std. (w/man. trans.)	Std. (w/auto. trans.)	—	—	—
Cutlass Supreme	—	—	—	—	—	—	—	—	W31 (Hol. Cpe.)	Std.	L65 (less cost)
Cutlass S	—	—	—	—	—	—	—	—	W31	L74	Std. V-8
Cutlass Sedans and Wagons	—	—	—	—	—	—	—	—	—	L74	Std. V-8
F-85	—	—	—	—	—	—	—	—	W31	L74	Std. V-8

EQUIPMENT	TORONADO	NINETY-EIGHT	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	4-4-2	CUTLASS SUPREME	CUTLASS S	CUTLASS	F-85	VISTA-CRUISER
Turbo Hydra-Matic 400	Std.	Std.	Opt.	Opt.	Opt.	Opt.	—	—	—	—	Opt.
Turbo Hydra-Matic 350	—	—	—	—	—	—	Opt.	Opt.	Opt.	Opt.	—
Jetaway Automatic	—	—	—	—	—	—	Opt.	Opt.	—	Opt.	—
Power Steering (Vari-Ratio)	Std.	Std.	Opt.	Opt.	—	—	—	—	—	—	—
Power Steering (Roto-Matic)	—	—	—	—	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Power Brakes	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Power Front Disc Brakes	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Power Windows	Opt.	Std.**	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	—	Opt.
Power Seat	Opt.	Std.**	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Radio	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Stereo Tape Player	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Cruise Control	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.*	Opt.*	Opt.*	Opt.
Custom Sport Seat	—	Std.	Std.	Std.	Opt.	—	Std.	—	—	—	—
Strato Bucket Seats	Opt.	—	Opt.	—	—	Std.	Std.	Opt.	—	—	—
Foam-Padded Front Seat	Std.	Std.	Std.	Std.	Opt.	Std.	Std.	Std.	Opt.	Opt.	Std.
Divided Front Seat with Dual Controls	—	Opt.†	—	—	—	—	—	—	—	—	—
Sports Console	Opt.	—	Opt.	—	—	Opt.	Opt.	Opt.	—	—	—
Deluxe Interior Trim	Opt.	—	Opt.	Opt.	Opt.	—	—	—	—	—	—
Vinyl Rooftop Covering	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	—
Deluxe Steering Wheel	Std.	Std.	Std.	Std.	Opt.	Std.	Std.	Std.	Std.	Opt.	Std.
Tilt-Telescope Steering Wheel	Opt.	Opt.	Opt.	Opt.	Opt.	—	—	—	—	—	—
Air Conditioner	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Electric Clock	Std.	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Wheel Discs	Opt.	Std.	Std.	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.

*V-8 models only. **Available in Town Sedan. †Available in LS Hardtop only.
NOTE: Optional equipment listed above is at extra cost unless otherwise indicated. Some items are available in some body styles within a series, and not in others. Some are standard in some body styles, optional in others. Some items require additional optional equipment. Consult your Oldsmobile dealer for detailed information.

Every Oldsmobile has to make it before we mark it.



MARK OF EXCELLENCE

1969 Oldsmobile Safety Features Include:

- Energy absorbing steering column
- Seat belts with pushbutton buckles for all passenger positions
- Driver and front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles)
- Two front seat head restraints
- Passenger guard door locks—with forward mounted lock buttons
- Four-way hazard warning flasher
- Dual master cylinder brake system with warning light and corrosion resistant brake lines
- Folding seat back latches
- Dual speed windshield wipers and washer
- Dual action safety hood latch
- Outside rear view mirror
- Backup lights
- Side marker lights and parking lights that illuminate with headlights
- Energy absorbing instrument panel, padded sun visors
- Reduced glare instrument panel top, inside windshield moldings, steering wheel hub, and windshield wiper arms and blades
- Wide inside day-night mirror with deflecting base
- Lane change feature in direction signal control
- Safety arm rests
- Thick laminate windshield
- Soft, low-profile window control knobs, coat hooks, dome light
- Padded front seat and intermediate seat back tops
- Smooth contoured door and window regulator handles
- Anti-theft ignition key warning buzzer
- Anti-theft ignition, steering and transmission lock
- Starter safety switch on all transmissions
- Uniform shift quadrant
- Cargo-guard luggage compartment
- Contoured windshield header (except convertibles).

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