

1983 OLDSMOBILE

FIRENZA • OMEGA • CUTLASS CIERA • CUTLASS SUPREME • CUTLASS CRUISER • DELTA 88
NINETY-EIGHT REGENCY • TORONADO • CUSTOM CRUISER • CUTLASS CRUISER • FIRENZA CRUISER

At home anywhere in America. At home anywhere you are.





FIRENZA LX SEDAN

Firenza is meant for serpentine roads that twist and turn. Where you can experience the real fun of driving. And, you'll find plenty of roads where you can put Firenza to the test. Firenza's front-wheel drive, MacPherson strut suspension and rack-and-pinion steering help pull you around curves, through snow and rain with ease. A 2.0-liter L4 electronic fuel injected engine and 4-speed manual transmission are standard. 1.8-liter overhead cam electronic fuel injected engine and 5-speed manual transmission, available.



FIRENZA SX COUPE

Go where you must or where you will. It's right at home.



There's a spirit deep within these new little Oldsmobiles that compels them to be as playful as they are practical. That spirit was designed in right from the start. You slip into reclining bucket seats and take off from there. Rack-and-pinion steering, front-wheel drive and a generous cargo capacity make them just right for people on the go. So why not see your Olds dealer and test-drive one soon—sporty hatchback coupe or stylish 4-door sedan. You'll discover for yourself what a small car can be when it's an Oldsmobile!



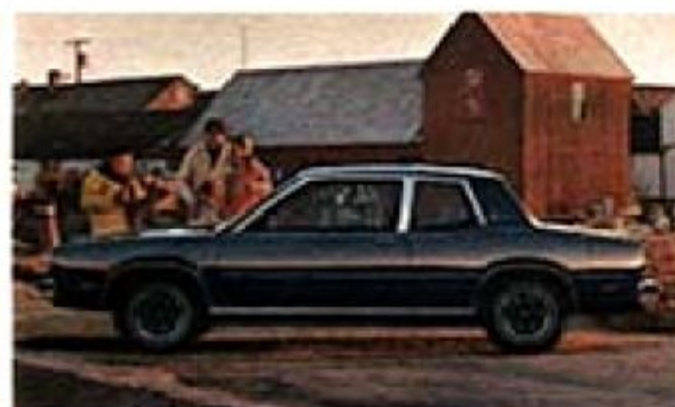
FIRENZA "S" COUPE AND SEDAN

The spirit of fun and sport expressed in stylish ways. It fits right in.

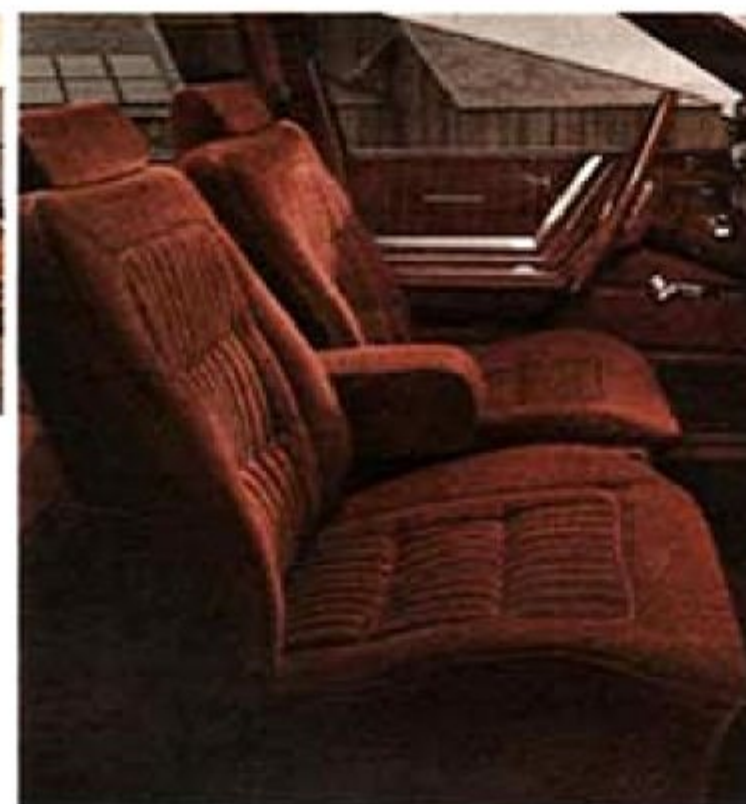




OMEGA ES



OMEGA BROUGHAM COUPE



It all begins with rich, sumptuous seating of deep-pile Berwick velour. Fold-down center armrest. New color-coordinated instrument panel. Under the hood, a transverse-mounted, standard 2.5-liter L4 engine with electronic fuel injection or an available 2.8 liter V6 engine. Omega also delivers a lot of driving pleasure with front-wheel drive and power rack-and-pinion steering. Then there's the Omega ES, a car in the grand-touring tradition. With its special Firm Ride and Handling Package, it's at home on any road anywhere.

OMEGA BROUGHAM SEDAN

It may be compact on the outside...but inside, it's comfortable. A lot like being at home.

Omega starts off on a brisk movement of front-wheel drive and contemporary Olds style. From there, a complement of items make Omega's arrangements even more pleasing. Power front disc brakes are standard. Deluxe steering wheel and deluxe wheel discs, standard. Wall-to-wall carpeting, standard. Custom sport bench seat with fold-down armrest, standard. High energy ignition system and high beam Halogen headlamps, standard. All on our lowest-priced Omegas. A delightful composition of convenience and value.



OMEGA COUPE AND SEDAN

It's comfortable. It's affordable. It's a medley of values that are right at home.





CUTLASS CIERA BROUGHAM COUPE



CUTLASS CIERA ES SEDAN

We believe a front-wheel-drive car should do more than take to the road. It should hold your attention. And Cutlass Ciera does that beautifully with clean, aerodynamic lines and impressive fit and finish. It will hold your attention with value, too. Power steering, power front disc brakes, automatic transmission, side window defoggers and 2.5-liter L4 engine with electronic fuel injection are standard. 3.0-liter gas V6 and 4.3-liter diesel V6 available. Sporty, quicken-the-pulse Cutlass Ciera ES package also available for driving excitement.



CUTLASS CIERA BROUGHAM SEDAN

A new style and elegance of its own. A careful attention to quality and detail. It's a tasteful experience that has you feeling right at home.



CUTLASS CIERA ES COUPE



CUTLASS CIERA LS SEDAN

Cutlass Ciera LS Coupe is every bit as agile as it is beautiful. And it's meant to go the distance. It's been designed and engineered with the latest advances in automotive technology. See your Olds dealer and take one for a test drive. The LS sedan, on the other hand, means family-size room and four-door convenience. It also means a custom-sport seat in handsome velour, with center armrest and convenience tray, standard. Either way you go, you go with front-wheel drive and a carful of Cutlass comfort.



CUTLASS CIERA LS COUPE

Fit and trim. A new look and style that are right at home for the long run.





CUTLASS SUPREME BROUGHAM SEDAN

Like every new Cutlass, Supreme Brougham is a total value car. And total value is why for the past eight years Cutlass has outsold every other model. You see this value in the fit and finish and attention to detail. Feel it in the computer-selected coil spring ride. Appreciate it in the many standard features: Power steering, power front disc brakes, automatic transmission, steel-belted tires and more. Engine choices? Four in all. Standard 3.8-liter V6. Or available 5.0-liter V8, plus two diesels—4.3-liter V6 and 5.7-liter V8.



CUTLASS SUPREME COUPE



CUTLASS CALAIS

With great Oldsmobile looks and comfort, the new Cutlass Supreme is right in tune with today. Check out its solid value and you'll find it's a nice surprise for people who think they can't afford Cutlass style, room and quality. Very affordable in coupe and sedan. Go for grand touring? Cutlass Calais is right at home. Steel-belted radials and front and rear stabilizer bars help hug the road. Reclining front bucket seats and center sports console with automatic shifter add to the grand touring experience. An experience you won't forget.



CUTLASS SUPREME BROUGHAM COUPE

Outside, a classic in metal artistry. Inside, the lap of Oldsmobile luxury.

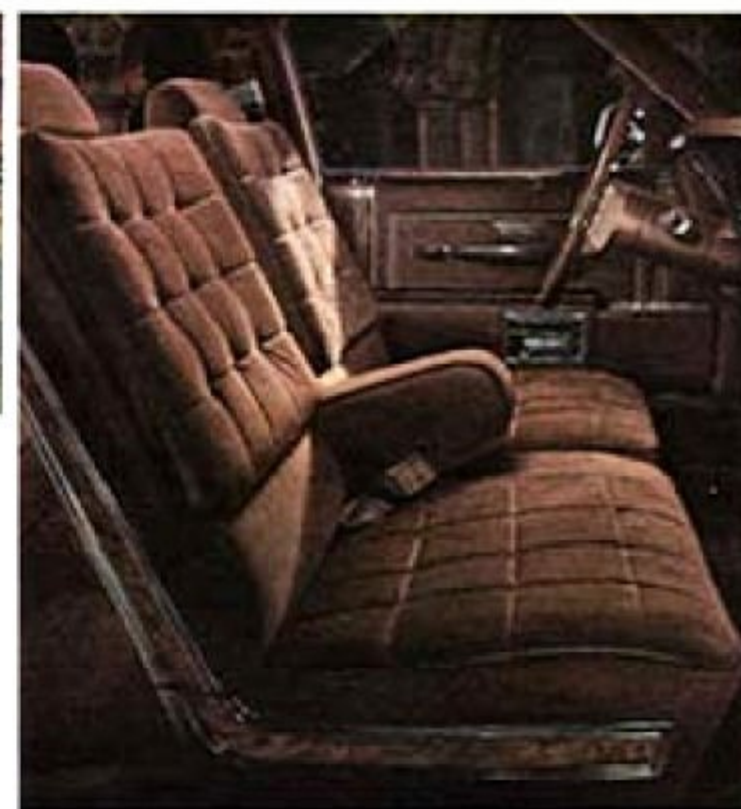
CUTLASS SUPREME SEDAN

Your quiet getaway. Comfortable. Relaxing. Apart from the everyday, yet, affordable. You're right at home.





DELTA 88 ROYALE BROUGHAM COUPE



This family car shows a lot of "smarts." That smart Berwick velour interior with the loose-pillow-look for one. A big vacation-sized 20.8 cubic foot trunk. A smooth-firing 3.8-liter V6 is standard, two V8s available—5.0-liter gas and 5.7-liter diesel—each with available 4-speed overdrive automatic transmission. Naturally, power steering is standard. So are power front disc brakes, automatic transmission and many, many more. Olds Delta 88. It's the family car that didn't forget the family. So bring in the family and drive one soon.



DELTA 88 SEDAN



DELTA 88 ROYALE SEDAN



It's right at home. Families like yours have made Royale our most popular Delta 88. It's a lot of car for the money. Like all Oldsmobiles, it has a Body by Fisher to help protect your investment. That means special rust-resistant metals. Extensive anti-corrosion treatments throughout the body. Plus thermo-plastic liners in the fenders. And there's stretch-out room for six on those elegant full-foam seats. You can even order a divided front seat so driver and passenger can adjust their side individually. You'll feel right at home.

DELTA 88 ROYALE BROUGHAM SEDAN

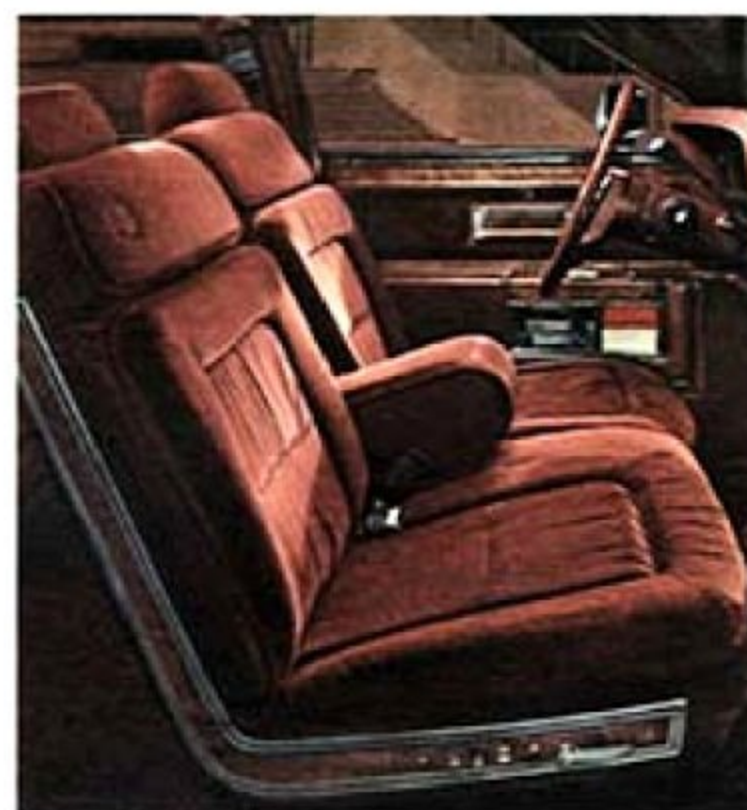
You went through the school of hard knocks. So you know a smart buy when you see it. This one is right at home.

DELTA 88 ROYALE COUPE

The great traditional American road house. What better way to get there than in a great traditional American road car.



Regency Brougham has so much going for it, it's at home in the very nicest places. There are those distinguished lines, so pleasing to the eye. Elegant velour interiors, so pleasing to the touch. And Regency Brougham pampers you hand and foot with everything from power door locks to cornering lamps, air conditioning to trip odometer. You also get a boulevard ride even when you're not on a boulevard. That's the result of Pliacel shock absorbers, computer-selected springs, full coil suspension front and rear. Smooth going!



NINETY-EIGHT REGENCY SEDAN

It's the "thinking" man's luxury car. On the one hand, there are those sleek, sweeping lines. On the other, so much value for the money. There are the stunning loose-pillow-look velour interiors. And smooth, responsive performance. That performance comes from a 4.1-liter V6 and 4-speed overdrive automatic transmission — both standard. Two V8s are also available: 5.0-liter gasoline and 5.7-liter diesel. When you consider logic and the luxury, it's easy to understand why Regency's popularity continues to grow dramatically.



NINETY-EIGHT REGENCY BROUGHAM SEDAN

Not all cars would feel comfortable in a setting like this. But this one is right at home. Sleek. Sophisticated. Self assured.



NINETY-EIGHT REGENCY COUPE

You appreciate what it takes to create something which combines both logic and luxury. With this one you feel right at home.

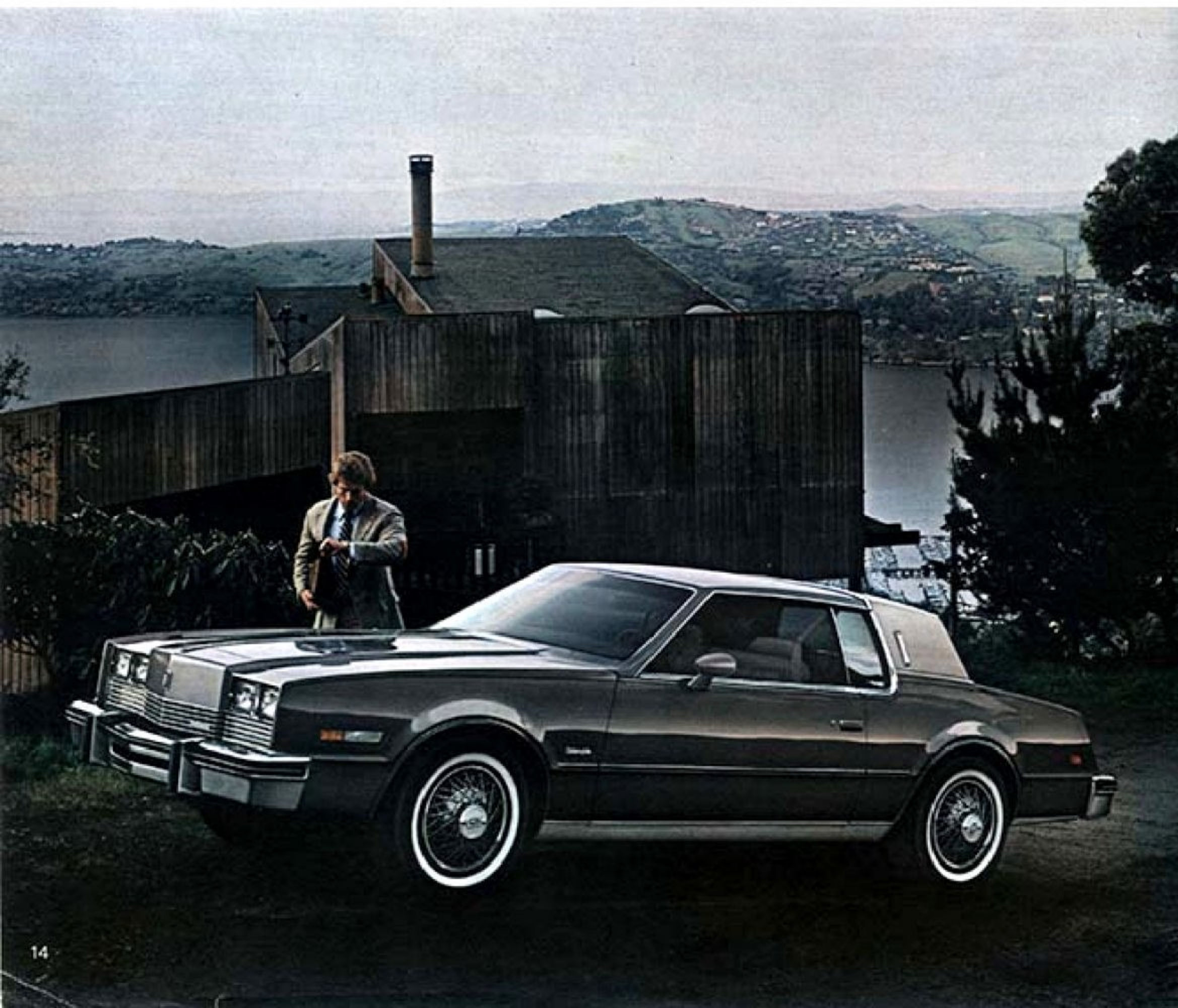


Here's the personal luxury car that got America moving with a modern-day version of front-wheel drive. Front-wheel drive provides impressive traction, flatter floors and a roomy passenger compartment. Standard equipment? Air conditioning, Cruise Control, Tilt-Wheel Steering, automatic transmission, power steering, power brakes, power seat, AM-FM stereo with digital clock. New Delco-GM Bose sound system which can rival the finest home stereo systems is available. 4.1-liter V6 is standard. 5.0-liter gas V8 and 5.7-liter diesel V8 available. Four-speed overdrive automatic transmission standard.



TORONADO BROUGHAM COUPE

You wouldn't settle for a carbon copy of anything. Only the unique and distinctive. This one is right at home.



Custom Cruiser: 87.2 cubic feet of cargo space. Extra storage compartment with lock. Three-way tailgate with rear window controlled by driver. 5.0-liter V8 with 4-speed overdrive automatic transmission standard. 5.7-liter diesel V8 available.

Cutlass Cruiser: 71.8 cubic feet of cargo space. 3.8-liter V6 standard. 5.0-liter V8 and 5.7-liter diesel V8 available.
Firenza Cruiser: 64.4 cubic feet of cargo space. 2.0-liter L4 electronic fuel-injected engine standard.



CUSTOM CRUISER



CUTLASS CRUISER



FIRENZA CRUISER

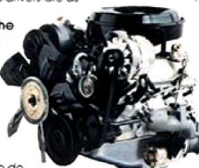
OLDSMOBILE FOR 1983

Oldsmobile has long recognized that there is no such thing as a "typical American driver." America's drivers are as diverse as America itself.

It's horizon-stretching highways in the Texas Panhandle, hairpin curves in the Colorado Rockies. It's Yuma, Arizona, with 110° in the shade and Bangor, Maine, at 10° below. It's small towns, pleasant suburbs and bustling cities, seashores, mountains and forests.

So Oldsmobile recognizes that it's not only who you are, but where you live and how you drive that has a lot to do with choosing the car that's right for you. That's why Oldsmobile offers such a wide variety of models for 1983: 30 models which differ in size, style and driving appeal.

But there's more. Would you like to have front-wheel drive? You can. Rear-wheel drive? You can. Gasoline or available diesel V6 or V8? The choices are many. **America's #1 Seller of Diesels.**



5.7-liter diesel V8

and sedans, and the diesel V8 on the Cutlass Cruiser wagon. The transverse-mounted version of the diesel V6 is designed for the new front-wheel drive Cutlass Ciera, and is available on all four Ciera models.

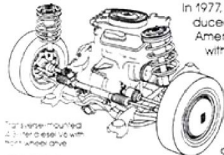
The Diesel Olds Difference.

You'll notice a certain smoothness and quiet as a result of the V-type design. And to further enhance operation, there's a 4-speed overdrive automatic transmission on some models, a water/fuel separation system with warning light and roller hydraulic lifters.

For quick starting, every diesel Olds features the Fast-Start Glow Plug System. At 0°F a diesel Olds is ready to start in about eight seconds or less.

Maintaining your diesel Olds is simple, too: an oil and oil filter change every 5,000 miles, and crankcase ventilation check every 15,000 miles. And there are no spark plugs, no carburetor and no distributor. Olds is out to make things easy on you.

Have one built for you.



Transverse-mounted 4.3-liter diesel V6 with front-wheel drive

In 1977, Oldsmobile introduced the first diesel V8 to American passenger cars with the 5.7-liter diesels.

Then, in 1982, Oldsmobile introduced another first: the world's first transverse-mounted 4.3-liter diesel V6 for passenger cars. As a result, over

500,000 Olds owners have made Oldsmobile the number one choice in diesel cars.

For instance, you can get a diesel V8 in Delta 88, Custom Cruiser wagon, Ninety-Eight Regency and Toronado Brougham.

Also, you can get the diesel V8 or the conventionally-mounted version of the diesel V6 on all five Cutlass Supremes coupes

Important: A word about this brochure. We have tried to make this brochure as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and, before ordering, ask him to bring you up-to-date.

A word about engines: Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details. Refer to the "Fuel Economy Estimate, Engine Supplement Sheet" provided to your dealer for engine source and EPA mileage estimates.

About models illustrated: Some equipment shown may be available only at extra cost, and only on specific models.

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