

BE A WINNER! SEE YOUR OLDSMOBILE DEALER TODAY.



WIN A 1985 OLDSMOBILE CALAIS 500!

YOUR OLDSMOBILE DEALER IS OFFERING...
UP TO \$350.00 SAVINGS*
ON THE 1985 POPULAR OPTION PACKAGES AND SPECIAL COMFORT GROUP OPTIONS

*Savings are based on the manufacturer's suggested retail price for option package versus option purchased separately.



1. WIN

AN OLDSMOBILE CALAIS 500 OR ONE OF 500 OTHER PRIZES!

HOW YOU WIN...

Complete this entry form and deposit it at your participating Oldsmobile dealership on or before May 25, 1985. All prizes will be awarded. Winners will be selected in a random drawing.

4 GRAND PRIZES

Specially equipped 1985 Oldsmobile Calais 500.

10 FIRST PRIZES

MAGNAVOX 25" (diagonal) Console Color TV Set w/remote control.

25 SECOND PRIZES

MAGNAVOX Video Cassette Recorder (VHS) with wired remote control.

465 THIRD PRIZES

MAGNAVOX Personal Stereo FM Radio/Cassette w/headphones/shoulder strap.

PLEASE PRINT:

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Vehicle Owned _____

NO PURCHASE REQUIRED TO ENTER

2. WIN

ONE OF 10 OLDSMOBILE MINI-INDY CALAIS'

HOW YOU WIN...

The Indianapolis 500 race has 33 cars positioned in the official starting line-up. Eleven rows of three cars. Just select the car's starting position (1 thru 33) that you think will win the race and write that number in the box on this entry form titled "Winning Car Starting Position." Entries must be deposited at your participating Oldsmobile dealership by May 25, 1985.

If the car you select wins the race, you are eligible for a special drawing. 10 winners will be selected in a random drawing from the correct entries submitted. The prize is an Oldsmobile Mini-Indy Calais. These fun and exciting scale model cars are 82" long, 37" wide with a 4-stroke, single cylinder engine, maximum speed 22 mph.

WINNING CAR STARTING POSITION

PLEASE PRINT:

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Vehicle Owned _____

NO PURCHASE REQUIRED TO ENTER

3. WIN

A 1985 OLDSMOBILE OF YOUR CHOICE - IT'S YOUR TEST DRIVE BONUS

HOW YOU WIN...

To be eligible to enter the separate drawing for the "Bonus Prize" of a 1985 Oldsmobile of your choice, complete this section:

I TOOK AN OLDSMOBILE YES NO TEST DRIVE (Check One)

If you check "No" above, please complete the following sentence: Oldsmobile's 1985 advertising theme is:

"There is a _____

Have an Oldsmobile salesperson validate your entry form. Entries must be deposited at your participating Oldsmobile dealership on or before May 25, 1985.

PLEASE PRINT:

Name _____

Address _____

City _____ State _____ Zip _____

Dealership Representative's Signature _____

Dealer Code No. _____

NO PURCHASE REQUIRED TO ENTER

OFFICIAL RULES - NO PURCHASE NECESSARY

TO ENTER THE PRIZE DRAWING FOR AN OLDSMOBILE CALAIS 500 ...OR ONE OF 500 OTHER VALUABLE PRIZES

- Complete the official entry form and deposit at a participating Oldsmobile dealership on or before May 25, 1985.
- Winners will be selected by a random drawing conducted by the judging organization whose decisions are final. The 4 Grand Prize winners will receive a specially equipped 1985 Oldsmobile Calais 500.

TO WIN ONE OF 10 OLDSMOBILE MINI-INDY CALAIS'

- Write in on your entry form the car's starting position (1 thru 33) that you think will win the race.
- 10 winners will be selected in a random drawing from among all correctly answered entries by the judging organization whose decision will be final.
- The 10 winners will receive an Oldsmobile Mini-Indy Calais. The fun scale model replica cars are 82" long, 37" wide, 4 stroke, single cylinder engine, maximum speed 22 mph.

All prizes will be awarded and winners notified by mail. Only one prize to a family or household.

Residents of Ohio and Missouri only may visit their Oldsmobile dealership or mail the entry form and hand-print the answer on the lower left-hand corner of the envelope and mail to: Winner's Circle Sweepstakes, P.O. Box 3322, Livonia, MI 48151-3322.

TEST DRIVE BONUS PRIZE

- To be eligible to enter the separate drawing for the Bonus Prize of a 1985 Oldsmobile of your choice, test-drive any new 1985 Oldsmobile. Have a

salesperson validate your entry. Entries must be deposited at your Oldsmobile dealership on or before May 25, 1985. If you do not wish to test-drive in the 1985 Oldsmobile advertising theme.

- The prize will be awarded. The winner will have a choice of any 1985 Oldsmobile model with a Manufacturer's Retail Price of up to \$18,000 and based on product availability.
- Residents of Ohio and Missouri only may visit their Oldsmobile dealership or mail the entry form after completing the 1985 Oldsmobile advertising theme on this entry form and mail it in a separate envelope to: Bonus Prize Headquarters, P.O. Box 3322, Livonia, MI 48151-3322, postmarked on or before May 25, 1985.

This program is open to licensed drivers 18 years of age or older who are residents of the Continental U.S. except employees and their families of Oldsmobile dealers, General Motors Corporation, its subsidiaries and affiliates, advertising and promotion agencies. Void where prohibited, and subject to all federal, state and local regulations.

Prizes are not transferable and no substitutes are offered; however, if the winner of the car purchased a new Oldsmobile between March 1 and May 25, 1985, the Manufacturer's Suggested Retail Price of the car at the time of delivery will be offered. All taxes including vehicle registration and licensing fees are the responsibility of the winner. Winner may be asked to execute an affidavit of eligibility and release. Not responsible for lost, misdirected or late mail, or dealer submissions. Only one entry per person.

For a list of winners, send a stamped, self-addressed envelope to: Winner's Circle - Winner's List, P.O. Box 2010, Bloomfield Hills, MI 48003-2010.



PARTNERS IN A TRADITION OF WINNING...

The 1985 Pace Car will be an Oldsmobile Calais 500 specially customized as a topless coupe.

This year will mark the seventh time in the last 36 years that Oldsmobile has been proud to sponsor the Indy-500 Pace Car. The Oldsmobile 500 Pace Car will be ready for action on May 26, 1985 for the 69th running of the internationally famous Indianapolis 500-Mile Race. Actor James Garner...long a racing enthusiast and driver, piloted the 1977 Oldsmobile Delta 88 Pace Car and will drive the 1985 Pace Car.

There is a special feel
in an



YOU'RE INVITED TO TEST DRIVE A WINNER...

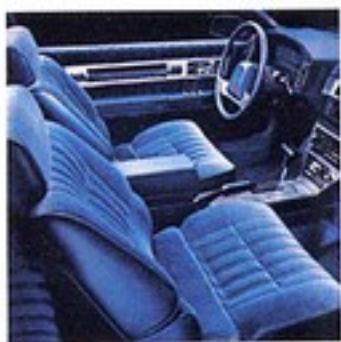
WIN AN '85 OLDSMOBILE OF YOUR CHOICE.

ASK ABOUT "SPECIAL VALUE PACKAGES."

1985 Oldsmobile **CALAIS**

The latest generation
of sporty, personal coupes.

Maybe you thought you might have to wait years before you could move up to an Oldsmobile. Think again. The new Calais and Calais Supreme are value-priced to make your ownership a reality this year! When equipped with the Oldsmobile special-value packages, your Calais can be one of the most satisfying automobile bargains you've ever owned or leased.



Calais offers
rich interiors for five.
Reclining bucket seats
are standard.



The Calais instrument panel
features a contemporary look and
modular instrumentation. Headlamp,
wiper and washer controls are
within fingertip reach. Deluxe steering
wheel and trip odometer are also standard.



Five-speed manual
transmission is standard
with both Calais
fuel-injected engines,
standard 2.5-liter L4
or optional V6.



**TEST DRIVE AN '85 OLDSMOBILE TODAY!
YOU COULD WIN IT!**

1985 Oldsmobile **FIRENZA**

The most affordable new Oldsmobile gives you more than you expected!

When you consider other cars in Firenza's class, you might get the feeling you're doing without a lot of the features you want. Not so with Firenza! Your Oldsmobile Dealer can show you many exciting Firenza models. All have front-wheel drive and each has that "special feel" that tells you it's every inch an Oldsmobile.

Firenza is more than you expected at a price you can afford.



1985 Oldsmobile **CUTLASS CIERA**

Test-drive this one! You'll discover why it's the mid-size leader.

Year after year, more people are firmly convinced that Cutlass Ciera best meets their needs for room, comfort, performance, prestige and—above all—honest value. You can make the Ciera discovery for yourself in a single test drive! Choose front-wheel-drive Cutlass Ciera coupe or sedan. Choose from a distinct variety of models, as well.



1985 Oldsmobile **CUTLASS SUPREME**

The established style and value leader can be even more appealing now.

Cutlass Supreme delivers so many features people really want. Right now there is an extra-special reason for checking into an Oldsmobile Cutlass Supreme: the special-value packages that can spell more Oldsmobile for your dollar (based on Manufacturer's Suggested Retail Price). See your Oldsmobile dealer now to test-drive this proven winner. Ask about the Cutlass special-value package. It's a winner, too!



Right now, you can get more Oldsmobile for your money with special-value packages available on Cutlass Ciera models. You can actually pay less to get more with one of these (based on Manufacturer's Suggested Retail Price). Cutlass Ciera special values are great and you get to pick the best ones to fit your special needs. Enter the winner's circle with Cutlass Ciera and enjoy one of the most satisfying cars you've ever owned or leased.



1985 Oldsmobile **DELTA 88**

Drive the traditional Oldsmobile winner with full-size room, comfort and quality!

Some people like what they don't have to give up in their next new car. Those people will appreciate the traditional values like room, comfort, and quality: things for which the Delta 88 has long been famous.



1985 Oldsmobile **NINETY-EIGHT REGENCY**

Surround yourself with uncompromising luxury and advanced technology.

When you look for the "top of the line," this is what Oldsmobile offers you: front-wheel drive, plenty of room, elegance, and comfort.



1985 Oldsmobile **TORONADO**

Isn't it time you enjoyed the ultimate expression of style in a personal luxury car?

It is only rarely that a car really lives up to the designation of "personal luxury." Measured in terms of long-range satisfaction, few other cars are the equal of the Toronado.





1985 Oldsmobile **FIRENZA CRUISER**

Buy it for price and enjoy unexpected room, versatility and comfort.

Few station wagons can match the style and panache of the Firenza Cruiser! It is, after all, an Oldsmobile. See the exciting Firenza Cruisers. They're all winners! Test-drive one now!



1985 Oldsmobile **CUTLASS CRUISER**

Drive the winner for style, value and flexibility.

A special-value package included on a Cutlass Cruiser means only one thing: remarkable value. Test-drive this winner now at your Oldsmobile Dealer's showroom and enter the winner's circle!



1985 Oldsmobile **CUSTOM CRUISER**

Roominess, dependability, solid Oldsmobile quality to fit your lifestyle.

When you're looking for the best—the roomiest Oldsmobile Cruiser in the 1985 line—this is the one! It delivers the characteristics you don't want to give up: prestige and superb craftsmanship.



3 WAYS TO WIN...

OVER 500 EXCITING PRIZES! DETAILS ON PAGE 2

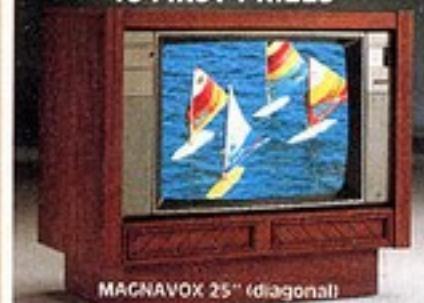
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4 GRAND PRIZES

Specially equipped 1985 Oldsmobile Calais 500.

10 FIRST PRIZES



MAGNAVOX 25" (diagonal)

Console Color TV Set with remote control.

25 SECOND PRIZES



MAGNAVOX Video Cassette Recorder (VHS) with wired remote control.

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MAGNAVOX Personal Stereo FM Radio/Cassette w/headphones/shoulder strap.

2 WIN ONE OF 10 OLDSMOBILE MINI-INDY CALAIS'



3 WIN AN '85 OLDSMOBILE OF YOUR CHOICE...

CALAIS/FIRENZA
CUTLASS CIERA
CUTLASS SUPREME
DELTA 88/TORONADO
NINETY-EIGHT REGENCY

VISIT OUR SHOWROOM TODAY!



BROADWAY AUTO SALES
4329-33 INDIANAPOLIS
EAST CHICAGO (219) 397-3050