

In man's search for a new measure of excellence...

1978 OLDSMOBILE



CUTLASS SUPREME



CUTLASS SALON

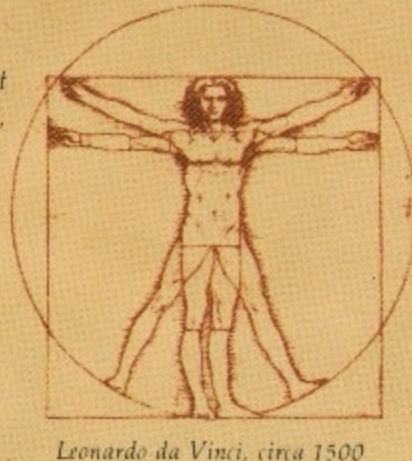


CUTLASS CRUISER



OMEGA

Leonardo da Vinci (1452-1519) . . . painter, inventor, engineer, draftsman . . . spent a lifetime in the pursuit of excellence. Oldsmobile's continuing search also combines art,



Leonardo da Vinci, circa 1500

science and human engineering to a unique degree. We have chosen a da Vinci graphic theme to emphasize that search.

The Search:

Design and build cars that do more than they've ever done before. Cars that meet the demands of our times—while meeting your individual driving needs.

A CHANGING WORLD. It changes constantly. And your driving needs change with it. That's why Oldsmobile's continuing search for excellence has led to a dramatic new model lineup for 1978.

New design and engineering refinements have been made in Omega. But the biggest news comes with the introduction of our all-new Cutlass models!

CUTLASS SUPREME: Exceptional styling makes it a contemporary classic. Yet, it retains and improves the qualities that have made Supreme so popular. It's more Supreme than ever.

Classic formal roofline, Supreme

CUTLASS SALON: It's introducing a design concept for North American cars to follow. With trim exterior dimensions, Salon offers surprising head and legroom inside. It's designed specially for the practical-minded buyer.

New efficient design, Salon

CUTLASS CRUISER: It's a whole wagonfull of good ideas! It rides like a sedan, loads like a wagon, and gets impressive gas mileage.

A whole wagonfull of good ideas, Cutlass Cruiser

NEW SIZE OUTSIDE. The first time you thread a new Cutlass through traffic, you'll appreciate the trim new size. Parking places that you formerly passed by now seem larger.

NEW ROOM AND COMFORT. Once inside, you'll appreciate the more space-efficient design—because it provides more front headroom and legroom than last year.

Seats are completely redesigned for your comfort. You sit tall—on full-foam cushions, lean back into foam seatbacks.

Trunk space? There's lots of it. And now it's more efficient. A space-saving compact spare tire stands upright to the side—conveniently out of your way.

NEW CUTLASS RIDE. It's based on the same design principles as the smooth riding Olds Ninety-Eight.

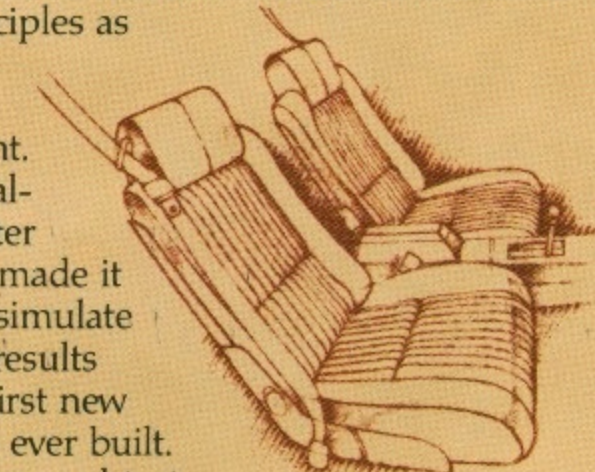
Finite-analysis computer technology made it possible to simulate "road-test" results before the first new Cutlass was ever built. Now you can road-test the beautiful results for yourself. When you do you're sure to discover that great new Cutlass feeling.

NEW FUEL ECONOMY.* Compared to other cars in its class, Transport Canada fuel economy estimates for Cutlass have been good in the past. Good enough, in fact, to help Cutlass become North America's best-selling mid-size car. Now, with new size and improved power-to-weight ratios over last year, Cutlass Transport Canada estimates are higher than ever!

*For 1978 Transport Canada Mileage Guide figures, see the accompanying engine supplement sheet. Remember, these figures are estimates and actual mileage may vary, depending on how you drive, your car's condition, and its equipment.



"Loose-cushion" look, Supreme Brougham



Reclining bucket seats, Calais

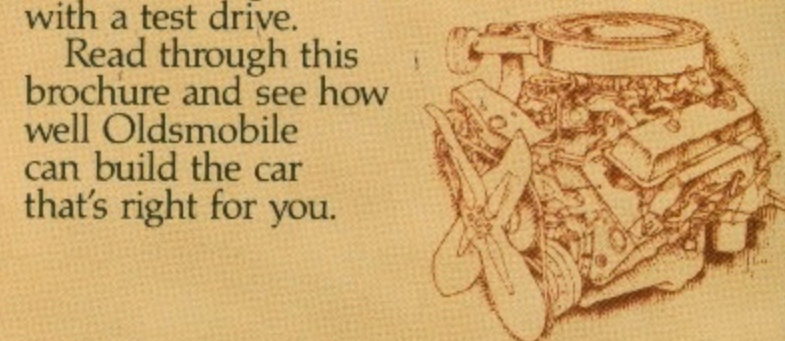
CORROSION RESISTANCE. Zinc-metal and galvanized body panels are used in critical areas. Zinc-rich primers are used extensively throughout the body. New plastisol compound is flowed into joints, covering seams and welds. New application techniques reach innermost crannies. The result is important advances in corrosion resistance to help keep your Cutlass looking good.

WHICH IS THE RIGHT OLDS FOR YOU? OMEGA: There are good reasons why more than half the owners and principal drivers of Omega are women. Omega is stylish, practical, economical, and offers solid value for the money.

Available Tilt-Wheel adjusts to you

CUTLASS: North America's favorite mid-size car, has been improved in many ways over last year. Discover that great Cutlass feeling with a test drive.

Read through this brochure and see how well Oldsmobile can build the car that's right for you.

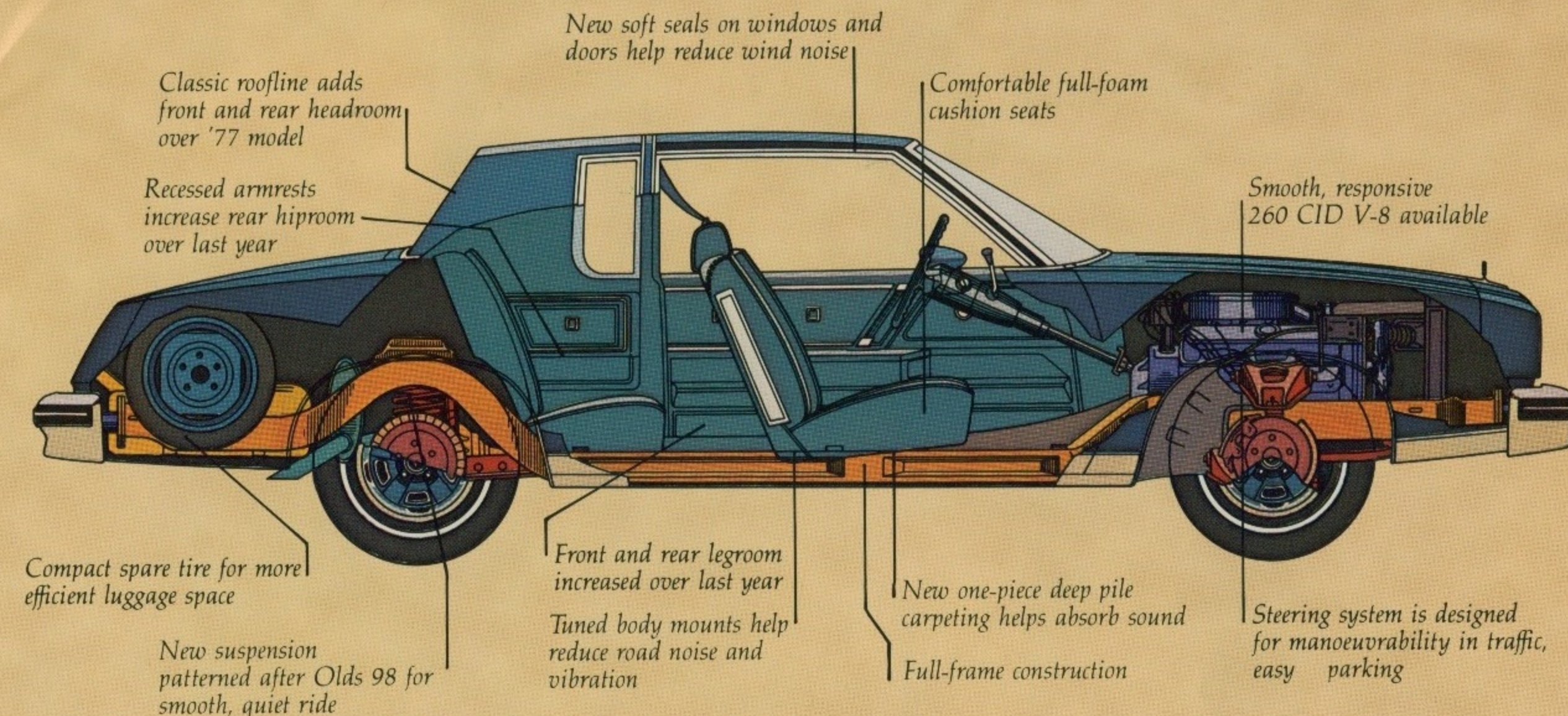


A WORD ABOUT ENGINES: Oldsmobiles shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your dealer's for complete details about engine sources and availability.

Oldsmobile

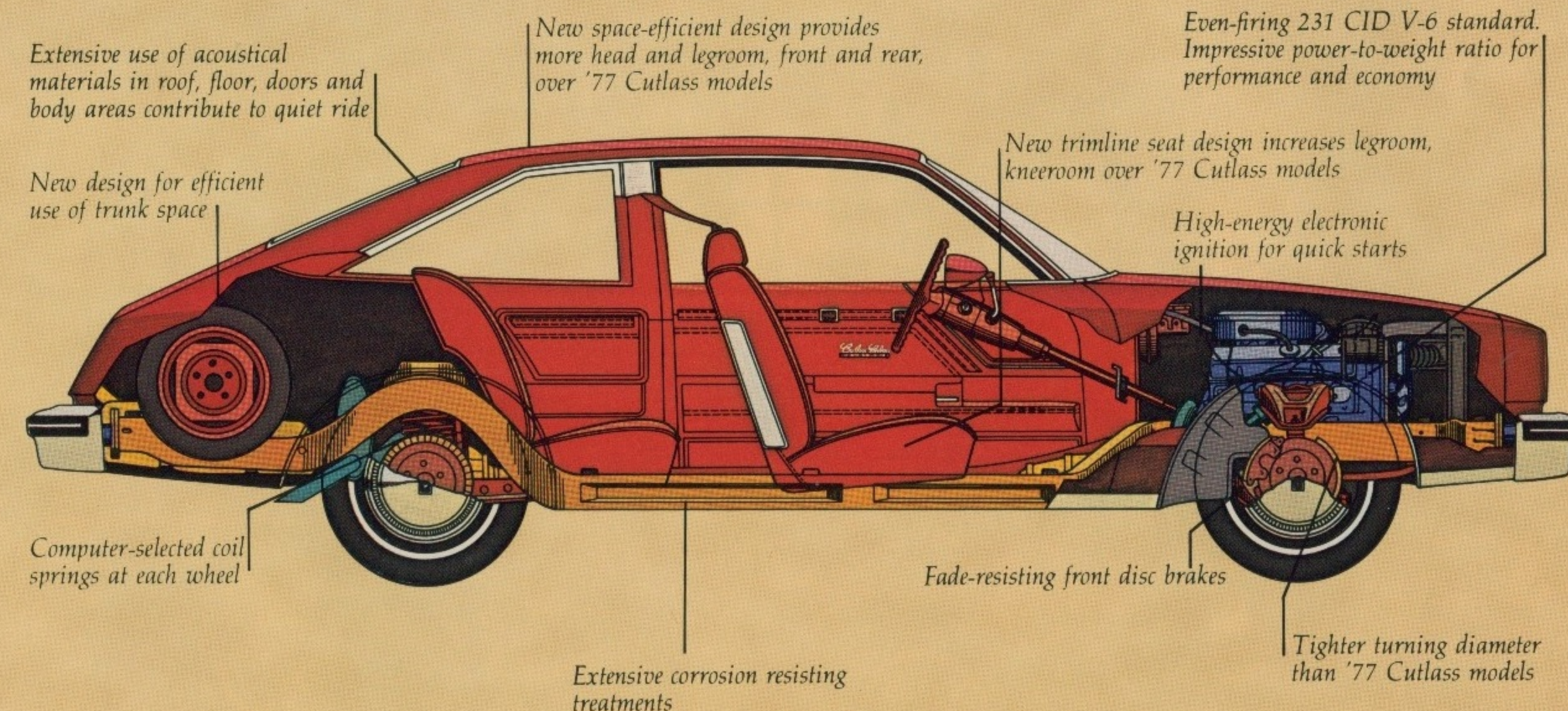
Can we build one for you?

CUTLASS SUPREME



The pursuit of excellence runs deep in every 1978 Olds Cutlass...

CUTLASS SALON





CUTLASS SUPREME

The beautiful new styling says a lot about your good taste. So does its practicality and value.



Convincing friends of your practicality may be a little difficult—when you're nestled comfortably behind the wheel of this contemporary classic.

But you'll have all the facts you need to make your case, because all of Supreme's practical virtues are still there. It's more Supreme than ever.

Sure, you still find the elegance inside that sets Supreme apart from the others. But now you'll enjoy it with increased head and legroom, front and rear, over last year.

Turn the key and discover that Supreme feeling. Try any highway you've ever dreamed about. Within moments, you'll discover that new Supreme ride. Smooth. Quiet. Very Oldsmobile. And manoeuvrability in city traffic is a breeze with a new tighter turning diameter.

Fuel economy? Good last year. And even better this year, engine for engine with the standard 231 CID V6 and the available 260 CID V8! A new 305 CID V8 is also available.

As for other available options there's a list as long as your desires. So you can personalize your Supreme to fit your needs exactly.

Another nice thing about buying a Supreme is selling it, because traditionally its resale value has been impressive—year after year. It's no wonder that Supreme has led the Cutlass lineup to become North America's best-selling mid-size car.

Now it's your turn—to discover that great Olds Cutlass Supreme feeling. Take a test drive.

Cutlass Supreme (far left).
1. Interior elegance is standard. So is the centre armrest. 2. New panel has a console for available radio, air conditioning. Available sport wheel shown. 3. Prefer contoured bucket seats? They're available. 4. More efficient luggage space.



CUTLASS SUPREME BROUGHAM

Luxury and comfort are rewards you've earned. Now you can enjoy them in a beautifully manoeuvrable new-size car.

Digital clock,
available



The new Cutlass Supreme Brougham brings you the kind of elegance and comfort you might expect to find only in an expensive luxury car—in a manoeuvrable new mid-size car at a practical price.

Outside, Brougham's classic profile sets a pace for others to follow—with a crisp new formal roofline and an understated expensive look that belies its price.

Inside, luxury surrounds you. With new acoustical headliner above. And thick,

sound-absorbing carpet below. Listen to the quiet. Settle into the plush "loose cushion" look seats. Stretch out and relax. There's more head and legroom than last year.

Set it in motion and you experience even more of Brougham's new luxuries. Journey along roads that up to now existed only in your mind. You'll appreciate the way its new suspension helps smooth jolts and bumps. And notice Brougham's impressive manoeuvrability in city traffic. Here is top-of-

the-line elegance in a car that's remarkably practical. You'll find it's a luxury retreat for the highways of your mind.

Take the wheel and discover that great Cutlass Brougham feeling for yourself—in a test drive.

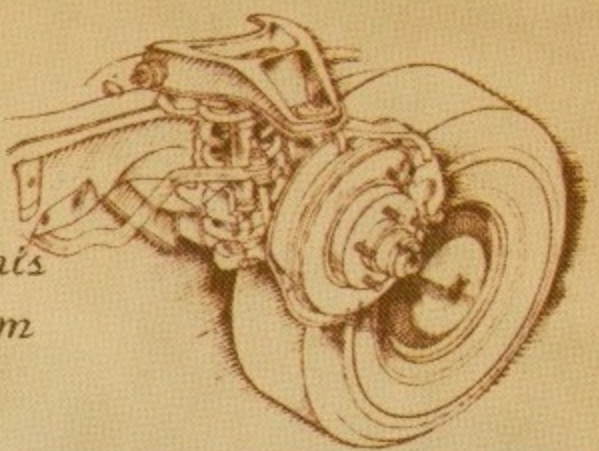
Cutlass Supreme Brougham (far left). 1. Luxurious 55/45 divided seat with "loose cushion" look, dual controls. 2. A classic look. 3. Available power sunroof reduces headroom but adds sun, fun and air. 4. A styling leader. Again.



CUTLASS CALAIS

There's just one way to judge a grand touring car. You know it. We know it. And the keys are waiting!

*Special Calais
suspension system*



Road feel, agility, smooth braking, brisk performance are just words—until you've slipped behind the wheel of a new Cutlass Calais. It was designed and built not only for the highways of your world, but for the highways of your mind.

Experience Calais.

In the cockpit—where it all comes together. You, snug in that reclining bucket seat. Your hands easy on the custom-sport wheel. Full instrumentation tells you what's going on: tachometer, engine temperature, oil pressure, voltage. All controls within reach. Perhaps an available 5-speed right at hand.

Now find a winding stretch of road. That's where you unmask the imposters and discover the real thing.

If you really enjoy driving, you'll get along beautifully with the new Cutlass Calais. You'll like that one-on-one feeling between you and the road, and the feeling that you could travel any road you've ever dreamed about.

The sophisticated suspension on Calais is new. It includes front and rear stabilizer bars to help minimize sway.

Steering is quick, with a special 14-to-1 constant ratio. Brakes feature quick-cooling

discs up front, efficient aluminum drums in back. Steel-belted radial-ply tires are standard.

Olds Cutlass Calais. A grand touring experience—an affordable road car. If you really enjoy driving—discover that great Cutlass Calais feeling, in a test drive at your Olds dealer's now.

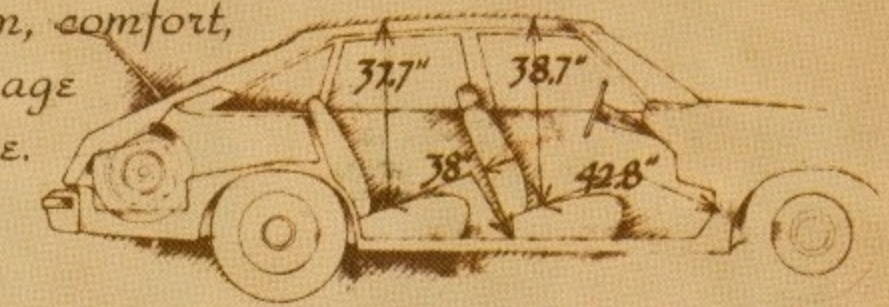
Cutlass Calais with its own special grille and wheel discs (far left). 1. The grand touring comfort begins with reclining front bucket seats. 2. Removable glass panels available for sun, air. No reduction in headroom. 3. Relax, recline! 4. Tachometer and gauges, standard.



CUTLASS SALON BROUGHAM

A new efficiency of movement. A closer harmony between man and machine.

Space-efficient design for room, comfort, luggage space.



Salon Brougham introduces a design concept for North American mid-size cars to follow. It's built to meet tomorrow's needs—today.

Outside, it is trim, distinctive and obviously handsome. Inside, a new space-efficient design provides more head and legroom, front and rear, and more rear hiproom than any '77 Cutlass model.

The trunk is space-efficient, too, with a flat floor and new compact spare tire that stands upright, out of your way.

But what really makes these dimensions exciting is that they have been achieved in a car that is quicker, more manoeuvrable in city traffic and most importantly—*more fuel efficient* than last year's Cutlass models!

A smooth-firing 231 CID V-6 engine is standard. But you can order a 260 or 305 CID V-8 if you prefer.

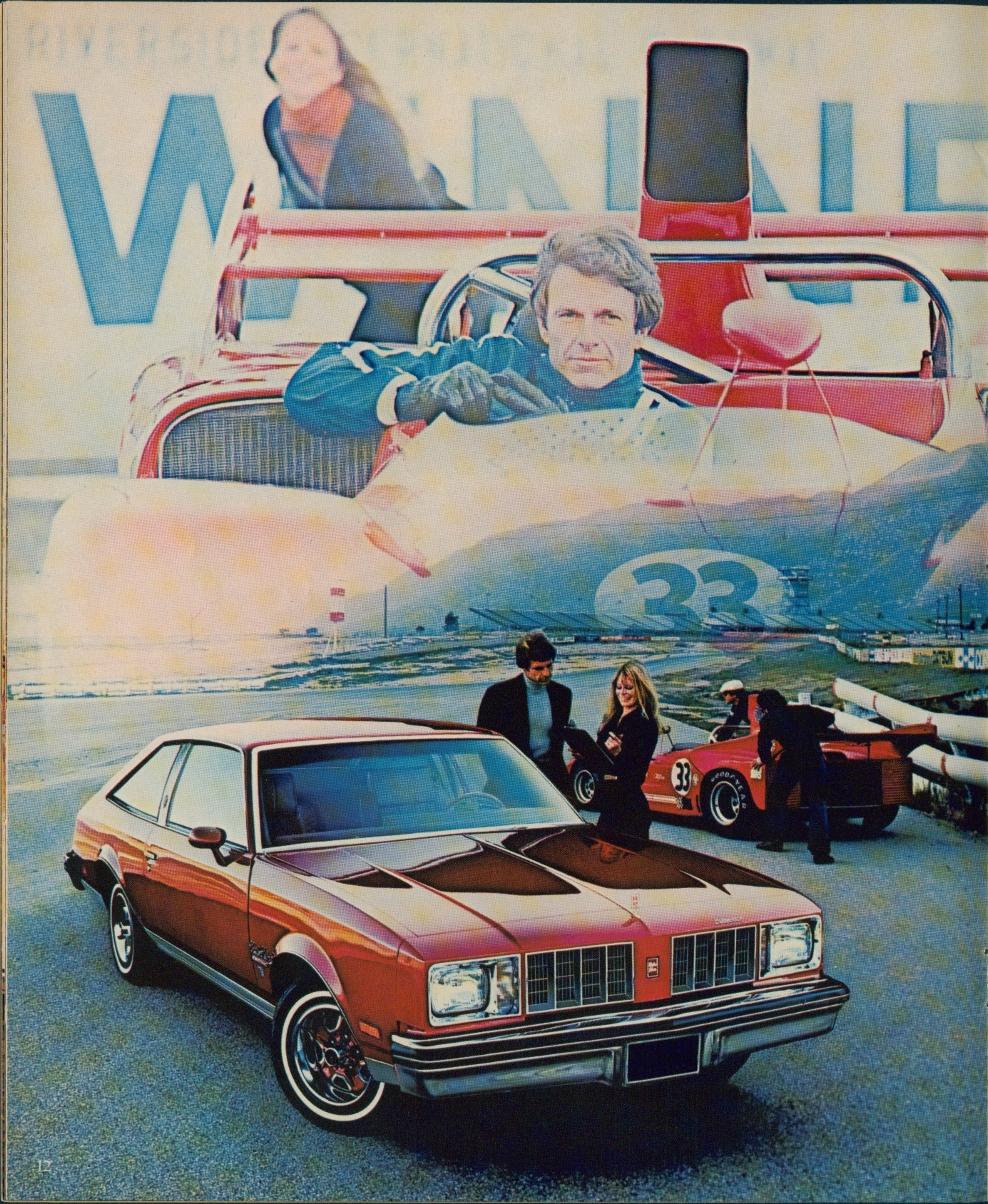
A car for today. A smart car for you. Slip into the new Salon Brougham. You just might lose yourself in its spaciousness,

tasteful luxury and smooth, quiet ride. Salon Brougham is more than a new car. It's a carfull of new ideas. Come on! Discover that great Cutlass Salon Brougham feeling! Take a test drive.

Cutlass Salon Brougham 4-door (far left).

1. Custom sport bench seat with centre armrest, standard. Supple vinyl bucket seats, available.
- 2-3. Four-door model has fixed rear side windows and adjustable rear vent windows for ventilation.
4. More efficient trunk space than '77 Cutlasses.

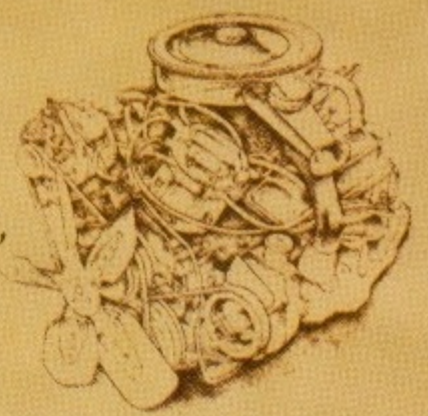




CUTLASS SALON BROUGHAM

Setting a beautiful new standard for form. And function.

Responsive 260 V-8, available



Slip inside the new Salon Brougham and the benefits of its remarkably functional design become obvious—lots of room, great stretch-out comfort.

But set this distinctive looking new beauty in motion and you uncover a new kind of efficiency—efficiency of movement!

You feel it when you turn a corner or whisk into a parking space...when you encourage the accelerator. You feel it when you change gears or change lanes.

We think its manoeuvrability will impress you. You feel a harmony between you and the road. You've discovered that great Cutlass Salon Brougham feeling!

A new sophisticated suspension system, an impressive power-to-weight ratio, a 108-inch wheelbase, a tighter turning diameter than last year—and great engineering—help make it happen.

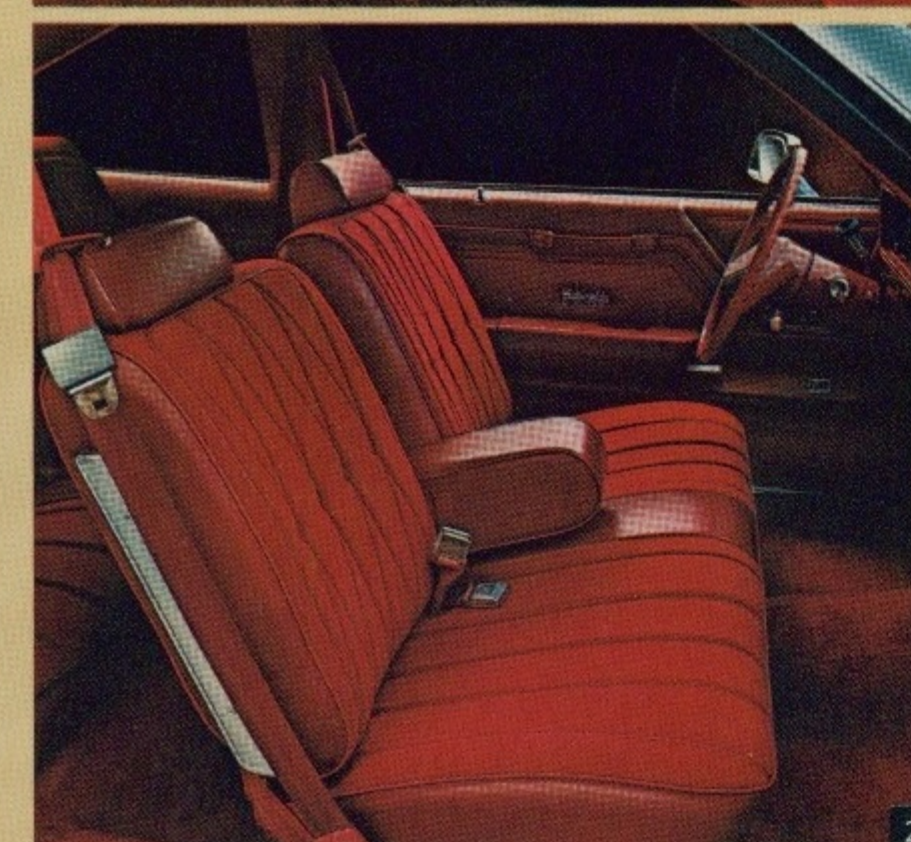
And it can happen every time you and your Salon Brougham take to the road—for a loaf of bread or a cross-country vacation!

A three-speed manual shifter, 231 CID V-6 engine and good gas mileage come standard. But if you've a mind to, you can order a sporty 5-speed manual overdrive with either the V-6 or the available 260 CID V-8 to heighten the action—and still roll up fuel mileage.



Great looks, room, comfort, driving agility—great feeling. That's Cutlass Salon Brougham.

Available 5-speed manual overdrive



Cutlass Salon Brougham 2-door (far left). 1. Supple Ostrich-grain vinyl bucket seats available. 2. A custom sport seat with centre armrest is standard. 3. Full instrumentation, available. 4. Manoeuvrability and visibility will impress you.



CUTLASS SALON

An efficient new design
for practical, economy-minded people.
It's a carfull of new ideas.



*Symbol of engineering
excellence*

With all the room, visibility and comfort, you'd think Salon is bigger outside. *It isn't!* In fact, it manoeuvres in city traffic and parks in tight spaces with ease.

We think you'll like Salon so much you'll want it to last and last. So does Oldsmobile. So we made extensive use of rust and corrosion inhibiting techniques on it. Zincrometal, zinc sprays, special primers, hot waxes, galvanized metal, even thermoplastic front fender liners—all to help resist corrosion.

That's a lot of protection. But then, our new Salon is a lot of car.

With slide rules and computers at hand, Oldsmobile's engineers set out to build the most practical Cutlass yet! We think you'll love the results.

We literally built the new Salon from the inside out—adding more headroom and legroom than in last year's Cutlass models, and almost two inches more rear hiproom!

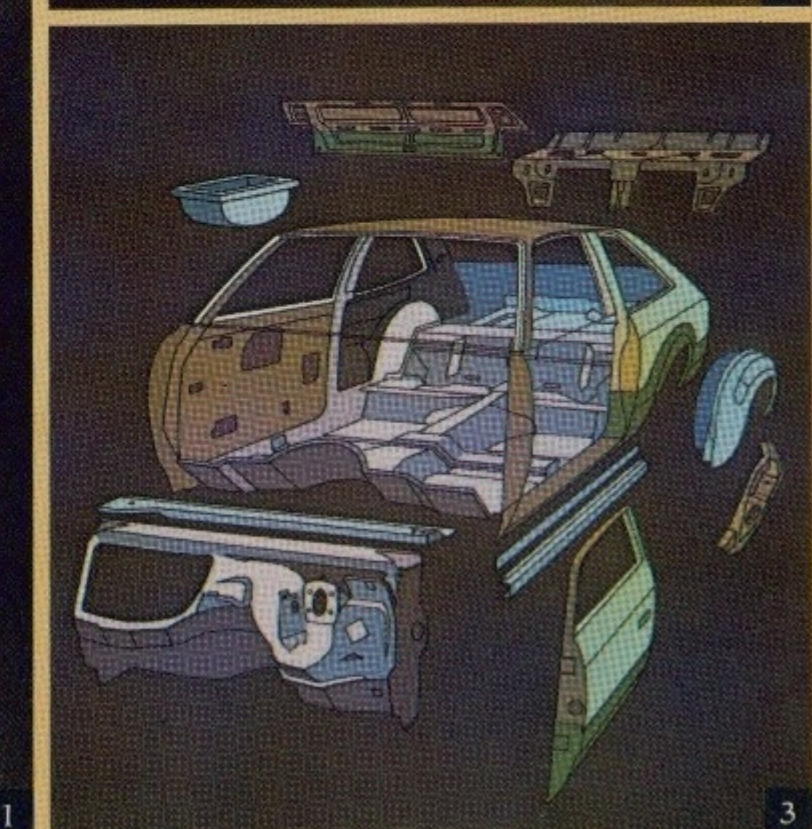
To do that, we recessed the armrests into the rear doors, under fixed windows. Then we added vent windows for still more visibility, and they open for ventilation. We've also made power vent controls available, so you can open or close them from the driver's seat. How's that for new ideas?

The new Olds Cutlass Salon is practical at the gas pumps, too, with standard 231 CID V-6. Practical to service as well—up to 36,000 kilometres (22,500 miles) between tune-ups, up to 24,000 kilometres (15,000 miles) for oil filter changes.

A 260 or 305 CID V-8 is available.

Practical? With our lowest-of-all Cutlass prices—it's solid value. Discover that great Cutlass Salon feeling in a test drive.

Cutlass Salon 4-door with fixed rear side windows and adjustable rear vents (far left). 1. Bench seats standard, bucket seats available. 2. Salon 2-door. 231 CID V-6 is standard. 3. Special metals, plastisols, waxes, zinc-rich primers and more provide comprehensive corrosion protection for every 1978 Cutlass.





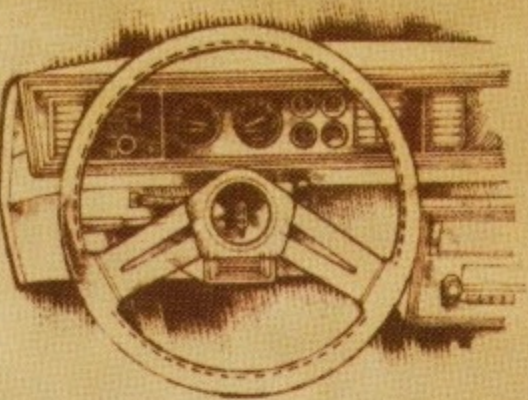
CUTLASS 4.4.2

It draws a lot of attention.
Even standing still.

With a reputation like 4-4-2's, you just might have to get used to stares at traffic lights and admiring looks at drive-ins.
For good reason. 4-4-2's street prowess is legend. But add the available 4-4-2 package to this 1978 Cutlass and you've got one impressive street car. A trim new size and 108-inch wheelbase make 4-4-2 agile. And

an improved power-to-weight ratio makes it feel more spirited than last year's 4-4-2!
FE2 rallye suspension, macho stripes and bold blacked-out grille—all included. And you can tailor 4-4-2 exactly to your liking. With new cast-aluminum sport wheels; 260 or 305 CID V-8; 4-speed manual, 5-speed overdrive manual or automatic shifter; dual

*Precision instruments
and sport wheel, available*



sport mirrors—all available. Cutlass 4-4-2. A great feeling. The legend lives on!

Cutlass Salon 4-4-2 (far left). 1. Bucket seats, console, available. 2. Rallye suspension—with special spring rates, firm shock absorbers, plus front and rear stabilizer bars. 3. Take a test drive for fun. 4. Get an autographed copy!



CUTLASS POWER TEAMS¹

Standard engine2-bbl. 3.8 litre (231 CID) V-6
Available engines:	
.....2-bbl. 4.3 litre (260 CID) V-8	
.....2-bbl. 5.0 litre (305 CID) V-8	
.....4-bbl. 5.0 litre (305 CID) V-8	
Standard transmission: Manual 3-speed, all sync.	
Available transmissions:	
Manual 4-speed* all sync.	
Overdrive Manual 5-speed** all sync.	
Automatic 3-speed	

DIMENSIONS: Millimetres/Inches	
(Supreme Coupe)	
Overall length.....	5085/200.1
Wheelbase.....	2746/108.1
Headroom, front.....	963/37.9
rear.....	968/38.1
Hiproom, front.....	1313/51.7
rear.....	1394/54.9
Legroom, front.....	1087/42.8
rear.....	925/36.4
Luggage capacity:	
(litres/cu. ft.).....	459/16.1
Fuel tank capacity:	
(litres/gals.).....	66/14.6

DIMENSIONS: Millimetres/Inches	Salon	Salon Coupe
Overall length.....	5021/197.7	5021/197.7
Wheelbase.....	2746/108.1	2746/108.1
Headroom		
front.....	963/37.9*	983/38.7
rear.....	970/38.2*	957/37.7
Hiproom		
front.....	1314/51.7	1326/52.2
rear.....	1384/54.5	1412/55.6
*36 mm (1½") decrease with available Sunroof or Astro roof.		

Legroom		
front.....	1087/42.8	1087/42.8
rear.....	894/35.2	965/38.0
Luggage capacity:		
(litres/cu. ft.).....	464/16.4	456/16.1
Fuel tank capacity:		
(litres/gals.).....	66/14.6	66/14.6

¹Check your Engine Supplement Sheet for specific details.
*Available with 305 V-8/2-bbl.
**Available with 260 V-8 (all models), 231 V-6 (Coupes with bucket seats only).
For additional detailed Cutlass information see page 4.

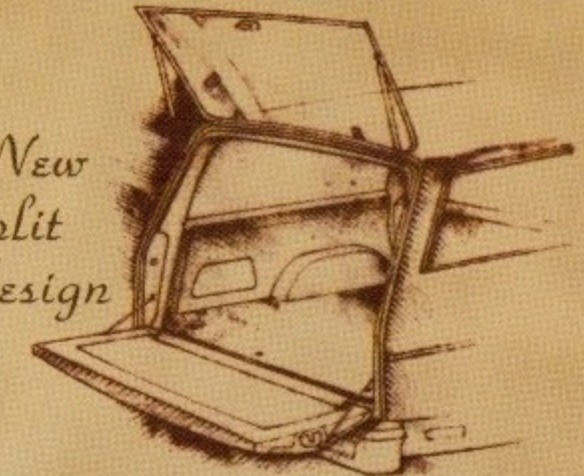
A separate engine usage sheet with approved Transport Canada mileage estimates forms part of this catalogue. Ask your dealer for a copy of this sheet.



CUTLASS CRUISER

Discover Cutlass Cruiser—
you'll find a whole wagonfull of good ideas.

*New
functional split
tailgate design*



Whether you're looking, loading, driving or just lounging—you'll be dazzled and delighted by Cutlass Cruiser's many smart new ideas.

It rides much like a Cutlass sedan, works like a wagon, and offers impressive gas mileage.

Open a door and you'll see how easy it is to get in and out. Slip into the comfort of the full-foam seats and you're aware that we've increased front headroom—and legroom, front and rear, over its '77 counterpart.

Surprisingly, some of the new ideas make Cutlass Cruiser seem like it's really a family sedan. The new ride, for example, is smooth and quiet. And the new manoeuvrability makes Cutlass Cruiser impressively agile.

But make no mistake. When you check out the cargo space, you know that some of our best new ideas have made Cutlass Cruiser a great Olds wagon.

Thanks to some ingenious space-efficiency engineering, this handsome new wagon offers surprising cargo space. And you'll like the way it loads—with its flat, carpeted floor.

Other ideas make Cutlass Cruiser more convenient.

That split tailgate, for example, is a wagon owner's dream. The window section swings up, completely out of the way, but not so high that you have to worry about bumping things on your garage ceiling. The lower section swings down—providing a "loading dock" for cargo. Or a "table



top" for picnics. It adds about 19 inches of load floor, too, for those long items.

And you'll especially like the split tailgate when loading in tight quarters. Because the window section will open with only very little clearance between Cutlass Cruiser and a car parked behind it.

Hidden storage compartments? You can have three of

them, all with locks available.

The spare tire well? That has a functional new idea you're going to like, too. Since it's deeper than the tire, there's extra storage space for your convenience. Leave the lid open and it helps secure those brimming bags of groceries—all the way home.

Cutlass Cruiser. It'll give you that great Cutlass feeling—for a lot of good reasons.

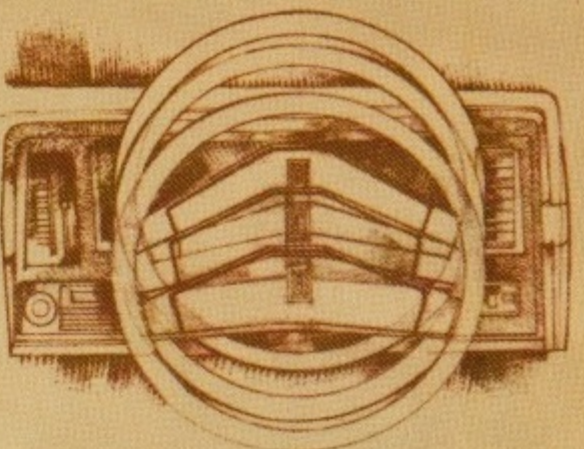
Cutlass Cruiser with available wood-grain vinyl exterior (far left). 1. A luxury sedan interior? No, it's Cutlass Cruiser's new family room in rich, supple Ostrich-grain vinyl. Or choose vinyl bucket seats, also available. 2. Load floor is carpeted. 3. Our lowest priced way to get a wagonfull of new ideas! Handsome. Affordable. Fun to drive. A great new family wagon! Fixed rear side windows and adjustable rear vents are standard.



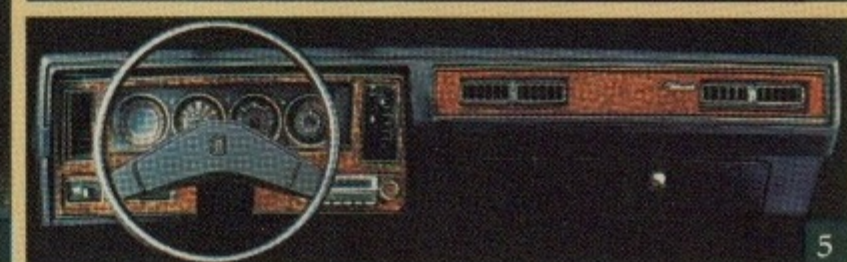


OMEGA BROUGHAM

Available
Tilt-Wheel
adjusts to you



Our "little limousine"
compliments your good
taste. Beautifully.



Every Omega Brougham for 1978 is comfortably luxurious, with a roomy and elegant brushed knit interior.

But add the available LS package and you have a "little limousine" and then some!

Four-Season air conditioner, AM/FM stereo radio, automatic transmission, power windows, power steering, power front disc brakes, special exterior paint treatment,

tinted glass, electric clock, visor vanity mirror, steel-belted radial-ply whitewalls and much more are all standard on LS.

Affordable luxury—made all the more rewarding with graceful manoeuvrability and impressive parking ease.

Olds Omega Brougham, the "little limousine" that's so practical to own. And so economical to drive. Take your pick. Omega

Brougham or Omega Brougham LS. You win either way. Can we build one for you?

Omega Brougham Sedan (far left). 1. A brushed knit cloth interior makes Brougham special among cars its size. 2. Bucket seats available in that same impressive fabric. 3. Omega Brougham Sedan with available LS package. 4. Omega Brougham Coupe with available landau roof. 5. Neat, clean command centre.



OMEGA

Let it be your declaration of independence.



*Precision tach,
gauges and 5-speed
manual overdrive,
available*



Doing your own thing. Driving your own kind of car. Your personal statement of independence. That's why we offer the thrifty and youthful Olds Omega.

The Omega Coupe is the most affordable Olds of all — priced for young budgets and built for young needs. Omega is handsome. It's agile and a snap to park. It's comfortable to sit in. Beautiful to ride in. All in all, Omega is a solid Olds value.

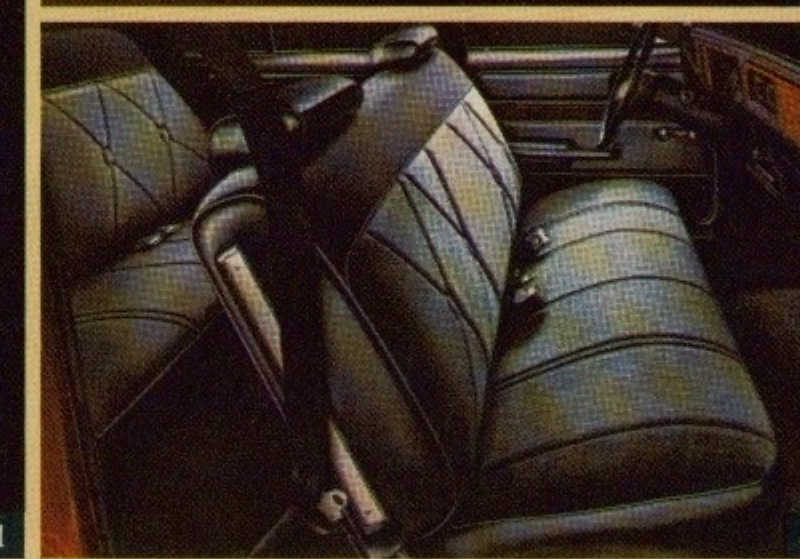
And you can do your own thing by adding the SX package, sport wheels, even a sporty 5-speed transmission.

Like to keep maintenance costs to a minimum, right? That's what we figured. That's why Omega comes equipped with a long-life exhaust

system and tough, front disc brakes. And that's why it's designed to go a long way between scheduled service intervals: up to 24,000 kilometres (15,000 miles) between oil filter changes, up to 36,000 kilometres (22,500 miles) between tune-ups. These are just a few of the features you don't pay extra for.

A new Olds Omega can be your declaration of independence. Just say the word...and we'll build one — just for you!

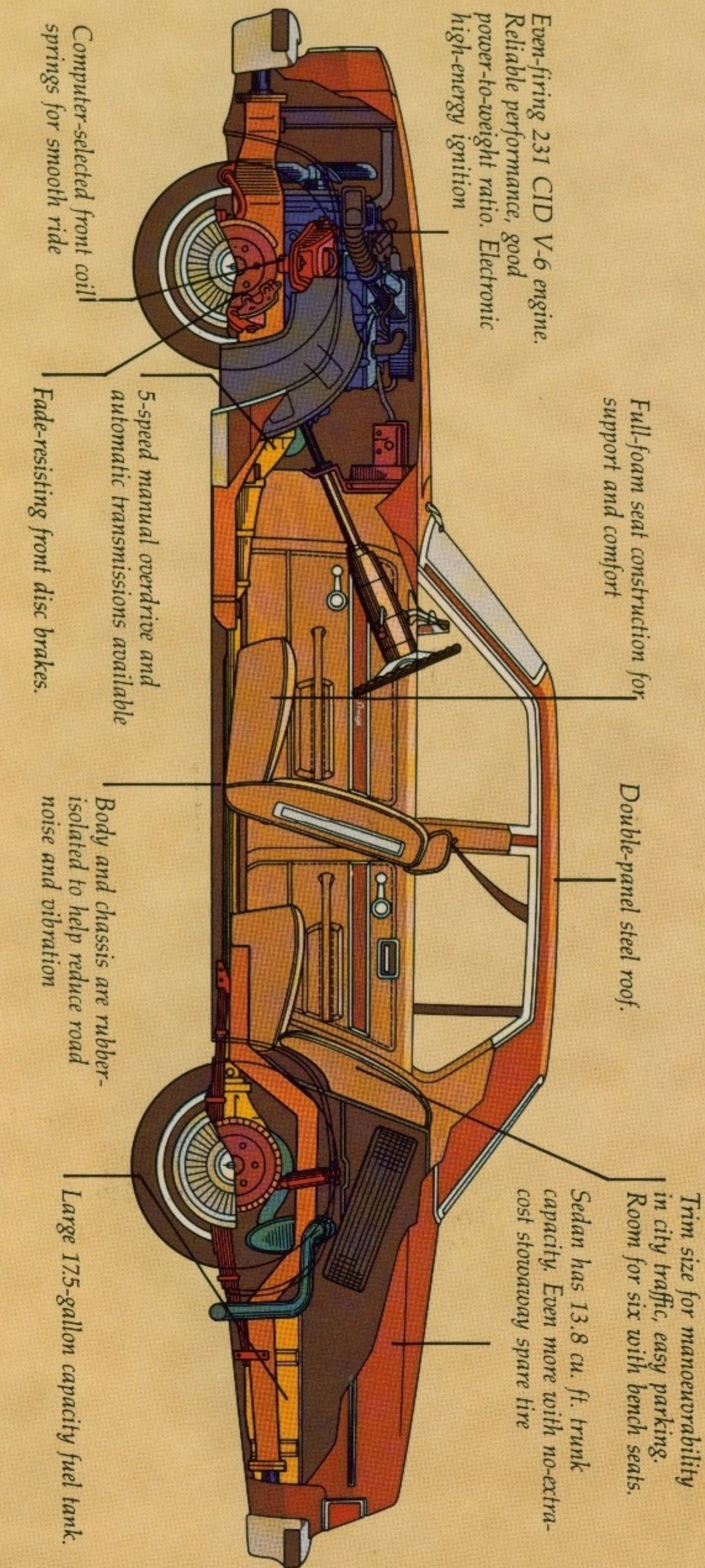
Omega Hatchback Coupe with available SX package (far left). 1. Bucket seats available in Hatchback and Coupe. 2. Room and ride make Omega a favorite. 3. Stylish Omega Coupe. 4. Comfort is standard.



OMEGA POWER TEAMS ¹		DIMENSIONS: Millimetres/Inches		Hiproom		Fuel tank capacity:	
Standard engine: 2-bbl. 3.8 litre (231 CID) V-6	Coupe	Sedan	front 1354/53.3	1354/53.3	(litres/gals.)..... 79/17.5
Available engine: 2-bbl. 5.0 litre (305 CID) V-8	Overall length 5070/199.6	rear 1341/52.8	1361/53.6	79/17.5
Standard transmission:	Manual 3-speed, all sync.	Wheelbase 2819/111.0	Legroom	front 1059/41.7	1059/41.7
Available transmissions:	Manual 4-speed*, all sync.	Headroom	front 970/38.2	rear 823/32.4	894/35.2
Overdrive Manual 5-speed** all sync.	front 932/36.7	rear 942/37.1 402/14.2	391/13.8
Automatic 3-speed						

A separate engine usage sheet with approved Transport Canada mileage estimates forms part of this catalogue. Ask your dealer for a copy of this sheet.

The pursuit of excellence runs deep in every 1978 Olds Omega...



Even-firing 231 CID V-6 engine. Reliable performance, good power-to-weight ratio. Electronic high-energy ignition.

Full-foam seat construction for support and comfort.

Double-panel steel roof.

Trim size for manoeuvrability in city traffic, easy parking. Room for six with bench seats. Sedan has 13.8 cu. ft. trunk capacity. Even more with no-extra-cost stowaway spare tire.

Computer-selected front coil springs for smooth ride.

5-speed manual overdrive and automatic transmissions available.

Fade-resisting front disc brakes.

Body and chassis are rubber-isolated to help reduce road noise and vibration.

Large 17.5-gallon capacity fuel tank.

¹Check your Engine Supplement Sheet for specific details.
*Available with 305 V-8 only.
**Available with 231 V-6 only.
For additional detailed Omega information see page 24.

OLDSMOBILE ACCESSORIES

Available answers to your own search for a car that's right for you.

1. **Hatch Roof.** This "lift-off" roof gives you the sun, fun and air of a convertible— in a coupe! Tinted glass roof panels lift out and store in trunk carrying case.
2. **Electric sliding sunroof.** Panel slides into roof for sunshine and ventilation. Installation reduces headroom.
3. **Rear vent windows.** On Cutlass 4-door sedan and Cruiser, available with power control. Operate from the driver's seat.
4. **Tilt-away steering wheel.** Adjusts easily to fit the drivers in your family. Helps make entry and exit more convenient.
5. **Five-speed manual overdrive transmission.** For sport of shifting. 5th gear is overdrive!
6. **Cruise Control.** Lets you maintain a constant speed on highways without the use of the accelerator pedal.
7. **Deluxe wheel covers and wheels.** Available on Cutlass—A,B,C,D,E (std. on Calais),

F (std. on Supreme Brougham). Available on Omega—C,D,G. Note: "A"—a special new cast-aluminum sport wheel available on all Cutlass models except Cruiser. "C"—available with body-paint color or argent silver on Cutlass; body-paint color only on Omega.

8. **New AM-FM stereo radio with stereo cassette tape player.** Five additional quality Delco radios available including: AM-FM stereo radio with stereo tape player, AM-FM stereo radio and AM radio with stereo tape player—all with front and rear speakers. AM-FM radio and deluxe AM radio. Take your pick.

9. **Reclining seat back.** Passenger side only. Lets your passengers lean back and relax as you travel. Great for those long trips.

10. **Custom-Sport Steering Wheels.** Thick padded rim with brushed metal spokes. Stan-

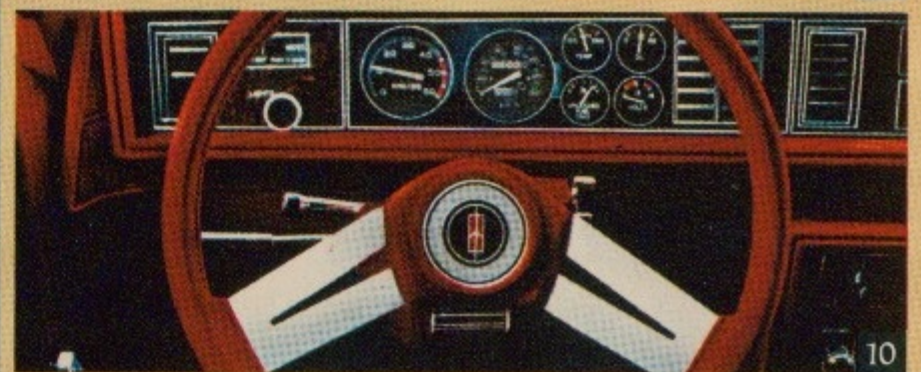
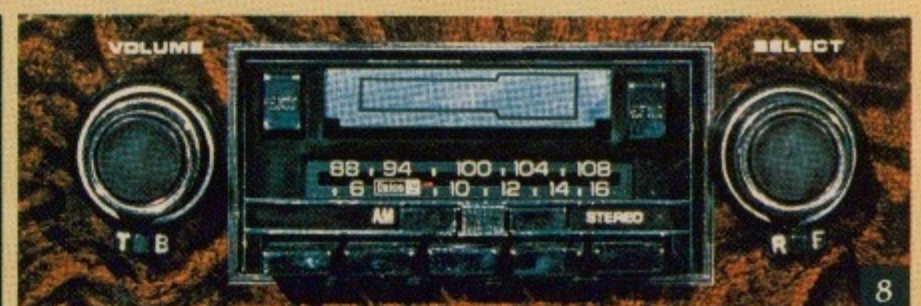
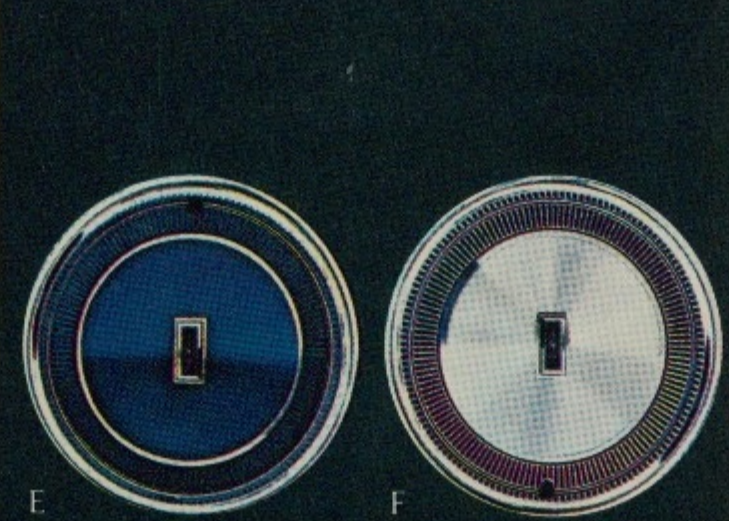
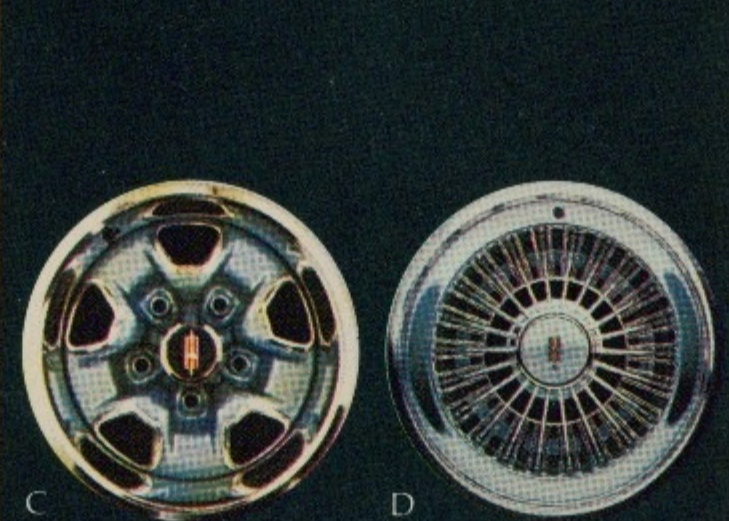
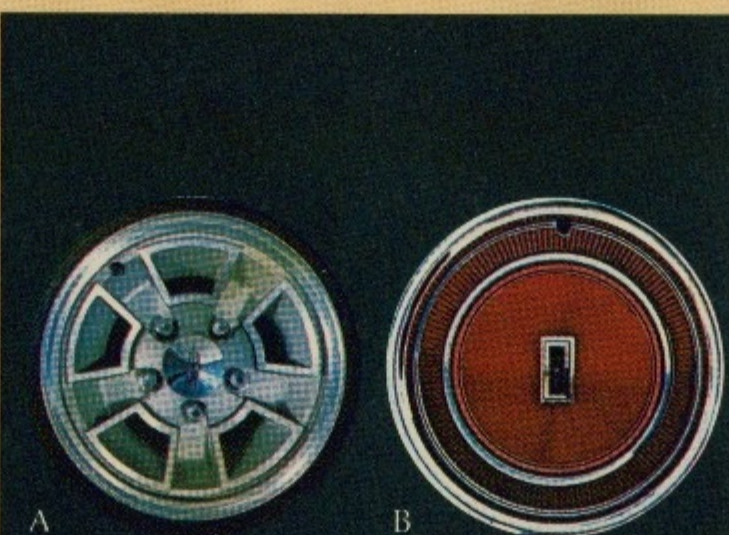
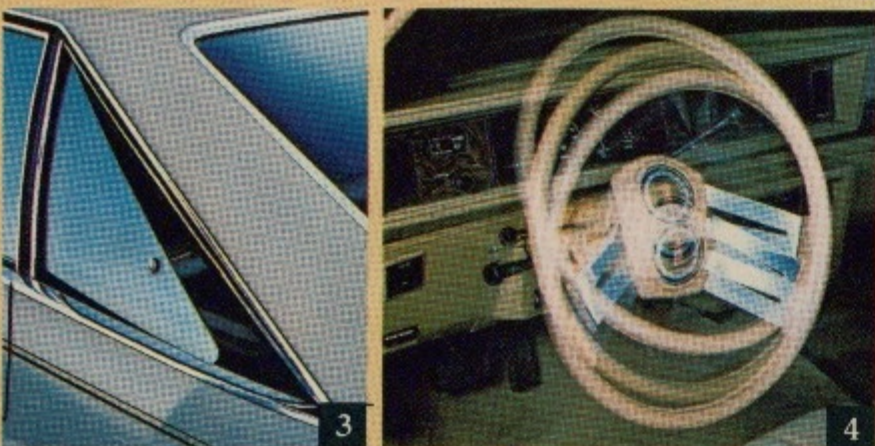
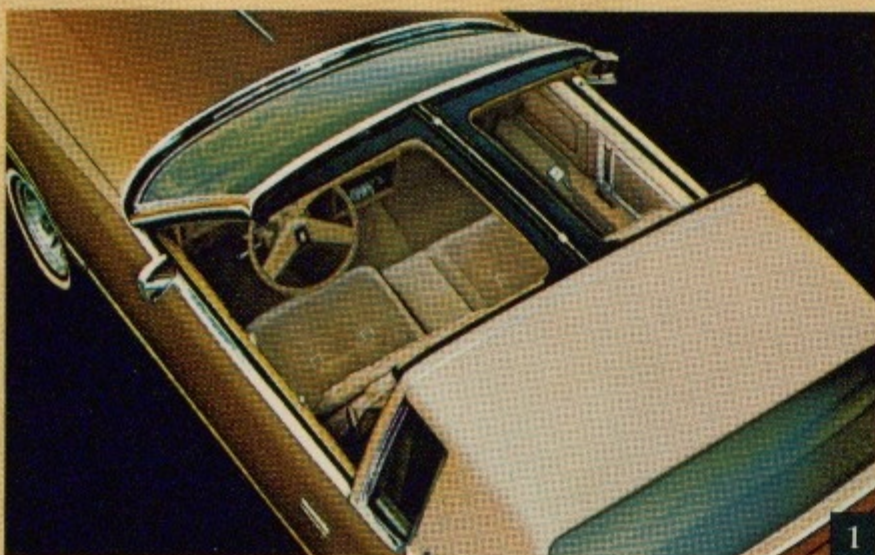
dard on Omega SX (Cutlass wheel shown). Gauge clusters and tachometer available, too.

11. **Visor vanity mirror.** Illuminated for your convenience.

12. **Cornering lamps.** Automatically illuminates when you use the turn signal.

There's more! Tempmatic or Four-Season air conditioner. Power door locks. Power windows. Power seats. Power trunk release. Power steering. Power front disc brakes. Digital clock. Sports console. Rallye suspension. Tinted glass. Full or landau vinyl roof covering. Body stripes. Remote-control mirrors. Dual sport mirrors. Anti-spin axle assembly. Protective side mouldings. And more.

Note: Not all accessories are available on all models. Check your Olds dealer for specific availability.



Which one can we build for you?

 <p>CUTLASS SUPREME BROUGHAM COUPE</p>	 <p>OMEGA BROUGHAM COUPE (2)</p>	 <p>98 REGENCY COUPE</p>	 <p>DELTA 88 ROYALE COUPE</p>
 <p>CUTLASS CALAIS COUPE</p>	 <p>OMEGA BROUGHAM SEDAN (2)</p>	 <p>98 REGENCY TOWN SEDAN</p>	 <p>DELTA 88 ROYALE TOWN SEDAN</p>
 <p>CUTLASS SUPREME COUPE</p>	 <p>OMEGA HATCHBACK (2, 3)</p>	 <p>98 LUXURY COUPE</p>	 <p>DELTA 88 COUPE</p>
 <p>CUTLASS SALON BROUGHAM 2-DOOR (1)</p>	 <p>OMEGA COUPE (2, 3)</p>	 <p>98 LUXURY TOWN SEDAN</p>	 <p>DELTA 88 TOWN SEDAN</p>
 <p>CUTLASS SALON BROUGHAM 4-DOOR</p>	 <p>OMEGA SEDAN (2)</p>	 <p>CUSTOM CRUISER, 2-SEAT (4)</p>	 <p>TORONADO BROUGHAM COUPE (6)</p>
 <p>CUTLASS SALON 2-DOOR (1)</p>		 <p>CUTLASS CRUISER, 2-SEAT (6)</p>	<p>(1) 4-4-2 package available. (2) LS package available. (3) SX package available. (4) Wood-grain vinyl and 3rd seat available. (5) Wood-grain vinyl available. (6) XS package available.</p>
 <p>CUTLASS SALON 4-DOOR</p>	<p>The illustrations or descriptions in this catalogue do not necessarily show standard colours, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colours, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars and trucks previously sold.</p> <p>GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO</p>		



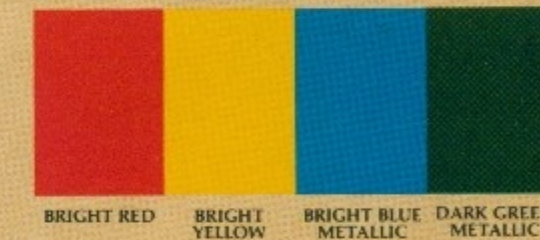
1978 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



ALL MODELS EXCEPT OMEGA



OMEGA COLORS ONLY



...A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada Limited or related companies. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name. With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

To help guard your investment—your Oldsmobile has these accident prevention features: Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Lane-change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Wide view inside mirror (vinyl edged, shatter re-

sistent glass and deflecting support) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latches. To help protect you—these occupant protection features: Seat belts with pushbutton buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver and right front pas-

senger (with reminder light and buzzer) • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped steel hinges • Folding seat back latches (Toronado and Omega coupes) • Energy-absorbing padded instrument panel and front-seat back tops • Contoured windshield header • Thick laminate windshield • Safety armrest

• Safety steering wheel. Oldsmobile also provides these anti-theft features: Anti-theft ignition key reminder buzzer • Anti-theft steering column lock • Inside hood latch release on some models.