Who buys an Oldsmobile ... and why?

That's not a question—it's an ever-present challenge to those who produce the cars of Oldsmobile Division.

Over a half-million Americans will buy a '76 Olds—each one with his or her own tastes, needs and lifestyle. Yet all, we believe, will share certain traits in common.

Oldsmobile buyers typically hold high standards—for themselves, and their cars. They're achievers, who enjoy the challenge of their professions and their leisure-time pursuits. And those attracted to our younger Oldsmobiles want a car that offers the same kind of satisfaction they find in their lifestyle.

Oldsmobile buyers are thoughtful shoppers, who shop for more than price alone. They look for quality. Careful workmanship. They expect comfort and luxury as part of an automobile's value. They appreciate excellence, and the prestige that goes with it.

They find it all in Oldsmobile. In fact, the more you shop around, the more likely you are to finally choose an Olds. It's a good feeling to have an Olds around you.

For 1976 there are six different kinds of Oldsmobiles, from full-size and luxury models—to the mid-size Cutlass, compact Omega and sporty Starfire models presented in this brochure. But each Oldsmobile is designed, engineered and built for that buyer who seeks a car beyond the ordinary in its class ... Can we build one for you?

Cutlass Supreme Brougham
A classic look ... a graceful response ... a special elegance. Experience these same values ashore—in the luxurious new mid-size Olds.

Cutlass Supreme Brougham

In a classic head-stop handling yacht sector you, then you'll appreciate the new mid-size Olds personal luxury car—Cutlass Supreme Brougham.

We took the best features of our popular Cutlass Supreme—good handling, easy parking, room for a family, an affordable price—and added a full automatic transaxle.

Outside, new classic lines that bring the distinguished look and splendour of Toronado to Olds—elegance like never before in a new Brougham. Smooth and pillowy ride feature the "lowers'" comfort lack of the most luxurious full-size Oldsmobiles. The divided front seat is very special. It offers separate seating comfort for two, with individual controls. Underfoot, sound-absorbing deep-pile carpeting.

Cutlass Supreme Brougham—a new concept of personal luxury in a car that is remarkably manoeuvrable and satisfyingly unusual. A classic new standard for other mid-size cars to live up to.

Cutlass Supreme Brougham Cutlass Supreme (4-door) New personal luxury to a mid-size car.

Cutlass Supreme Brougham is the exception to the old saying, "For the best, you have to pay twice." With a choice of automatic or manual transmission, and available in Red, White and Blue. Choose the color, blue, red, or white.

2: A classic profile.

4: Upper luggage capacity, too.
To some, driving is more than getting from point A to point B. It's communication between man and car...command and feel...excitement. It's the grand touring experience of Cutlass Salon.

In the grand touring tradition, Cutlass Salon is a car built to be driven. Just enjoyed.

Ride slip into a contoured bench seat. Adjust the reclining back to the position you prefer. Then, turn it on. Slip the sporty 8-speed manual shift lever into gear and move out—on a suspension that seems to straighten tight turns and shorten long drives. Maybe you prefer to see your speedometer illuminated. Then be our guest. Choose our smooth, efficient Turbo Hydra-Matic at no extra cost.

Stabilizer bars, front, rear, quick ratio power steering, steel-belted radial-ply tires and power front disc brakes make driving a pleasure.

If your driving seriously, you can own yourself a test drive of old Cutlass Salon—a grand touring experience. American-style.

Cutlass Salon

(Prices Clamshell Barracuda Sunroof, COMP, Air Conditioning available at extra cost)

In California: Baracuda Deluxe, Family Sedan, GT-style package, one model, available at extra cost.

In Oregon: Delmar Barracuda 2-Door, one model, available at extra cost.

Options: Slant Six, Turbo Hydra-Matic, American-style, Supreme and 440 coupes.
The easy way isn't your way. You demand more of yourself—and the car you drive. You get more in Cutlass Supreme—the most popular Olds ever.

Cutlass Supreme is built to the top quality with an eye. Classic sophistication and harmony in a mid-size car. America obviously liked the idea. Because it has become the most popular Olds in history—and 1979's best selling mid-size car.

The tradition continues. New styling features rectangular head lamps and dual grille that sweep powerfully up and back. The profile—a classic from the start—ever cleaner now. The formal roof includes opera windows. Inside, the kind of stretch-out room and comfort that has helped make Supreme a favorite. Front and center—a plush headrest. Relax. Enjoy. Cutlass Supreme's trim name helps make handling and porting climate control smooth.

At its price, expect value. Because Supreme's popularity helps make it one of America's leading values, year after year.
Feeling free. Letting your spirit soar. It's a great feeling—and you want it in the car you drive. Meet Cutlass S...the carefree, smooth-lined Olds fastback.

What smooth, aerodynamic styling can do for you in the air. Olds Cutlass S can do for you spirit on the road. For 1970, Cutlass S lines are sleek and more unibody-ed than ever. The new grille in that all-new front end, for example. It shrinks into a slant grille, then slants back with a flourish all its own. New headlamps, too, are new. They're recognitioners.

The new side styling—smooth, like a fuselage. To the rear—a gently sloping fast-boat bodystyle that says "I've buckled up and gone." And when you drive, you find the going smooth and quick. Standard power steering and a 1 3/4-inch wheelbase help make handling and parking a driver's delight.

A lot of mid-size? To be sure. Yet, even with all its sporty good looks and carefree flair, Cutlass S is still priced with care that carries low-price names. And, best, good friends, can keep you feeling carefree, too.

Cutlass S, Colonnade Hurst/Coupe like it fast, sporty, spirited, low-priced. Available with bucket seats that recline, not just lean. Cushiony, roomy, rear seat. Each seat is standard.

Cutlass S with available 442 package. Includes power stripe, interior accents, 4-speed, floor console, 8-track tape system. Other options available. The 4-speed is standard for all Cutlasses.
Active families on the go... enjoying life together. It takes a lot of car to keep up with them—comfortably—and economically.

Culasse sedans have always been popular with active, growing families for a lot of good reasons. There's room for six, room for baggage—and room for fun. Culasse can go up to 22,500 miles between recommended spark plug changes and up to 15,000 miles between recommended oil filter changes. So you spend more time with the family... less time on servicing. And you thought people bought Culasse just for its good looks.

CUSTOMER SERVICE. Recruited to help protect your investment.

DEALER QUOTE TREE. Standard. Mode to GM specification.

RETAILER QUALITY TRADE. Standard. Go after less, look for more, enjoy every ride.

PIONEER VENTILATION SYSTEM. Available with any 2-door model. It's the only one designed for weather riding comfort.


Rallye wheels. Standard on Custom and Coupe. Optional on all models except Caprice.


Because family outings aren’t always picnics in a park. This is the wagon that takes you away from it all and back. Beautifully.

Cutlass Supreme Cruiser
The quick response of a well-tuned machine... the skill and handling on tight turns... the excitement of motion. It doesn’t end when you head for home—in Starfire SX.

Starfire SX is a Sport Coupe that turns drivers into enthusiasts. One turn in its cockpit and you begin to know why.

Not just bucket seats, but full-length high-backed buckets, for firm support and solid comfort. To your right is available Turbo Hydra-matic transmission and automatic. A full-synch 4-speed manual, standard.

Or you can order a Superglide overdrive manual transmission, too.

The steering wheel is sports-styled all the way, with padded safety rim and braided metal spoke.

But the test fun starts when you set it all in motion.

Where you go, you go off and running on steel-belted radials and sophisticated disc brakeings. Up front, computer-selected coil springs and stabilizer. To the rear, a torque-arm suspension that handles drive forces—and the road—with authority. You have quick, corner with little lean. And stop smoothly, with front disc brakes.

If you’ve been wondering where the joy of driving went, you now know. Rediscover it in Olds Starfire SX.

Starfire SX (with Super, ake, super ride: Superagripse):
1. SX standard buckets. Upholstered in genuineWalshy. Also available in Premium velour with three leathered Lk. Sports equipment may be ordered.

Starfire You can’t tell by looking, but Starfire is the lowest-priced Superagripse. Economy, obviously, doesn’t have to be dull.

A couple of miles of winding road in Starfire and you may never want to go straight again. It’s just a ride. It’s an experience!
Yesterday's experience is for others. You go looking for what's new and exciting. You find it in this new Omega—the Olds compact offering Brougham luxury.

The compact idea isn't new. But Oldsmobile luxury is a compact is. And you find it, appropriately enough, in our new Omega Brougham. It's in its tail-finned seats. Relax. Run your hand over the rich new brushed wool fabric. You get the feeling you're in a bigger, more spacious car. You're surrounded with comforting touches. Overhead, acoustical sound-absorbing ceiling. Upholstered thick, lavish cut-pile carpeting. Interior room is for six. You may find Brougham's ride impressive. It features components patterned after larger Oldsmobiles. And if you wish, you may even top it off by ordering a special London roof with privacy side windows on coupe models. Very elegant.

Yet with all its luxurious and comforting ways, Omega Brougham remains a most efficient compact. It is designed to help you save on operating costs by going up to 22,000 miles between tune-ups, up to 15,000 miles between oil filter changes.

Compact economy has always been a good idea. Now it's a proud, comfortable and elegant idea as well.

Omega Brougham Graflex (for left): The sound of rain. 1. Omega Brougham's rich, brushed wool cloth interior makes it very special among compacts. Choose of tone or upholstery. Comes in your choice of colors: black, tan, brown, white or black. Or you can order body mohair in your choice of colors. 2. Omega Brougham Sedan. Proof that luxury and comfort don't have to be an expense.
The snow is right... you want to pack up the family and go. Omega adds to the fun. It's a roomy, economical way to go anywhere.
**Omega SX**

Bring on the surf boards, 10-speeds and sleeping bags. Omega SX Hatchback can handle them—and be sporting about it.

The Omega Hatchback with available SX package, is fast becoming a 4-wheeled youth movement. It's priced to fit young budgets...styled to suit young tastes with bold stripe and sport mirrors...and built to live on the go life.

Get up—and out of the way—goes the rear hatch.

Flip! Down goes the second seat. And just like that, you've got a 40 x 20 ft. long space—that's ready to go—nothing extra dinging, clanging, hopping hitting or whistling.

And you go on a rally sus- pense that's got it all togeth- er. Smooth, fast, firm, to help straighten out turns. You can go with added spirit too. Order our available 5-speed over- drive gear box, along with a 280 V6 and you're set.

Take it from packed sport- style steering wheel, in your hands and not on Omega SX Hatchback to the test. You'll see why more and more young people are getting carried away...with this spirited and sporty compact from Olds.

Flip down second seat helps provide a folded long cargo space.

5-speed option. It's available—between the SX package and standard. Just like the eagle's run down. More efficient, too.

Compact size makes handling and parking a pleasure too. Carilo bucket seats on Omega Hatchback.

Omega SX Hatchback—oneyou who like to make sport of driving.
Built-in Olds features to help protect you, your investment and the environment.

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
- Backup lights
- Lane change feature in direction signal control
- Windshield defrosters, washer, and dual speed wipers
- Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support)
- Outside rear view 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 passenger (with reminder light and buzzer)
- Energy absorbing steering column
- Passenger guard door locks
- Safety door latches and hinges
- Folding seat back latches
- Energy absorbing padded instrument panel
- Front seat back tops
- Contoured windshield header
- Thick laminate windshield
- Safety armrests
- Safety steering wheel
- Cargo Guard (except hatchback and station wagon models)
- Contoured roof inner panel

*Including intermediate seat back tops on three-seat station wagons.

AND TO HELP PREVENT THEFT—YOUR OLDSMOBILE PROVIDES THESE ANTI-THEFT FEATURES:
- Anti-theft ignition key reminder buzzer
- Anti-theft steering column lock
- Inside hood latch release on most models

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also discontinue models. Printed in U.S.A. NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models. See page 20. For specific prices and availability, check your Oldsmobile dealer.

Oldsmobile

Can we build one for you?