Welcome to a 1985 Olds album of fine cars, where you can sample a medley of our newest hits. Every one a masterpiece of style, performance, and value. Each a harmonious blend of innovation that give that special feel to an Oldsmobile. First, enjoy our newest hit. Olds Cutlass once it gets in your mind, it will stay in your mind. It's designed for today's quality-conscious, style-conscious buyers. Next, Olds Firenza and Firenza Cruiser, front-wheel-drive, fun-to-drive cars that let you easily step up to Olds in style like all Oldsmobiles — each has been meticulously orchestrated by people who care about the quality of what they do. Yes, there is a special feel in an Oldsmobile and for 1985 it goes like this...
No matter how you look at it, it will get in your mind and stay in your mind.

From every angle, its styling is the essence of contemporary. The new Calais from Oldsmobile is a sport, sophisticated, 4-cylinder, five-passenger coupe that's built for precise handling and built with world-class quality. It is built with the most advanced technology, tools and processes in the industry. You must drive it. Until you've experienced the electronically fuel-injected 2.3-liter L4 engine or available 3.0-liter V6, you haven't begun to get the Calais feeling.
The look tells you it's new. The quality tells you it's Oldsmobile.

Quality makes Olds Calais very special - inside and out. From its rugged fit to its gleaming multi-coat high-gloss paint finish to its elegant interior. Look inside and you discover five-passenger comfort with full reclining front bucket seats. They are covered in soft Stafford vinyl and have both lateral and lumbar support built in. To make getting in easy for rear passengers, Calais has a "easy entry" passenger side front seat that slides forward. How about behind the wheel and fake hold of Calais business steering wheel. You're surrounded by cockpit-styled instrumentation. Speedometer and odometer in blue backlight graphics. Read easily. An instrument panel includes washer, wiper and headlamp controls. Plus available auto trip calculator. All within finger tip reach. Yes, Calais Supreme, look tells you it's new...its quality tells you it's Oldsmobile.
Oldsmobile Galais

An unmistakable flair for style — and value.

You know who you are. Confident and competent. On the way you're planning for tomorrow and tomorrow isn't always in the same Olds called Calais. But don't let Calais' high-styled appearance deceive you. Calais is a value you can afford. And appreciate.

Front-wheel drive, electronically fuel-injected performance, power rack-and-pinion steering are standard. So is a ride that is Oldsmobile smooth. World-class quality beautifully wrapped in unmistakable style. That's the new Galais from Oldsmobile.
Calais is stylish. It's youthful. It's Oldsmobile. Any way you look at it, it measures up.

Take a good look. Then look even closer. You'll find that the new Calais maxed out from a car being built today. Styling. Calais has it all in its own comfort. The ride is sure. Oldsmobile's Quietun. The lift and finish of doors, hood and trunk are precise. The multi-coat high-gloss enamel finish brings a foot deep, value. It's even there in the go; you can't mistake corrosion protection and sound absorption — the new Calais is not only a beautiful car but a beautifully built, value, too.
The Calais Story.
It's the quality that makes an Olds worth owning.

Before Calais could be built, the way cars are built had to be revolutionized. There was no transformation taking place in the American automobile industry. A rebirth that is literally redefining the way world class quality cars are designed and built. And Oldsmobile's Calais is at the very core of it.

Oldsmobile's goal for the Calais was to go beyond your expectations of what a quality car should look like and behave like. The new Oldsmobile Calais is a world class quality car should be. But before Calais could be built, the way cars are built had to be revolutionized.

Where does Calais' quality come from?
From quality people working together as a team—pooing their resources into one, every person is an expert at their chosen craft. They are specialists who, from the very beginning, understand that design engineers have to be able to implement what they envisioned. And manufacturing and production engineers, who know how to build what the stylists and designers created.

In 1973, teams of workers—each with 40-50 hours of preparatory Calais training, using their skill and knowledge, are sure that the quality that was designed into Calais was, in fact, built into Calais.

It takes quality tools to create a world class quality car. Space-age tools. High-tech tools. The same type of tools that have helped America reach further and further into outer space. These state-of-the-art devices are the tools that allowed a high standard of quality to be designed into Olds Calais.

Calais designed so that all the ingredients that go into manufacturing, production and quality assembly match Calais' personal requirements exactly.

Over two hundred robots, the highest number in any GM facility, apply their graphic precision in the ideal space—accurately and consistently.

A master body "cube" with a precision scanner: the first to be used in the automobile industry, checks Calais' metal surfaces and compares it to a numerically perfect "calais". It helps ensure that each part, as well as the entire car, is a match to the Calais master formula for quality.

The "line" optic laser scanner keeps an incredibly close eye on Calais' tight quality tolerances levels throughout manufacture and assembly. And every electrical device is checked both before and after it goes into Calais. Making sure it works the way it was designed to work.

New quality programs, processes and techniques were developed. For instance, to fight off the effects of weather. Calais' body is totally restressed in an ELPO bath of rust-resistant paint.

Even a special paint process was added using liquid multi-coat high gloss enamels. These luxurious paints are not only more weather resistant but also more radiant and brilliant to look at—a truly mirror quality. And to make sure that all of Calais parts meet Calais specifications, "just-in-time" inventory sourcing and statistical process control procedures were instituted. Automated Guided Vehicle Systems were created—the most sophisticated in North America—to bring parts on moving workbenches to workers' hands. These unique individualized quality workers teams use their training in the new technologies to not only set, but meet Calais' world class quality goal.

And there are fewer body joints or fender gaps, which mean fewer places where "fit" problems might occur. Calais also makes use of more one-piece components than ever before. They are fed firmly in place thus reducing the chance for annoying rattles to occur. Quality that was designed in and is built in.

Quality that was designed in and is built in. Yes, Calais' quality even shows up under its hood. The engine compartment is not only out to protect a neat orderly appearance, but also to make serviceability a lot easier.

Quality is what makes an Olds worth owning. Quality is the essential character of the new 1973 Olds Calais. But, Oldsmobile offers quality in Toronto, Pontiac-Side Reacquaint, Delta 88 Royale, Cutlass Supreme, Cutlass Ciera, Olds Fiero and our Crusier wagons. Remember, Olds states our goal best. "To build a car in an easily a perfect manner as possible!" And after 87 years we're proud to be living up to those words. Now we invite you to test drive, inspect, and completely check what your heart desires the new world class quality of the real Near Calais Oldsmobile... a car built for the '80s. Experience for yourself this special feeling of quality that makes this Olds worth owning.

There is a special feel in an...
The Calais instrument panel features a contemporary look and modern instrumentation. Headlamps, wiper, and washer controls are within finger-tip reach. Deluxe steering wheel and soft steering feel are standard. Full-length consoles provide the available auto calculator. It computes estimated time of arrival, elapsed time, fuel economy, and more—as in an instant.

For extra performance a 3.5 liter V8 engine with multi-port fuel injection is available. A convenient Calais touch, an overhead storage area for your garage door opener or sunglasses.

The look of youth—with a sport to match. Yours Firenza SX, sleek and sporty, with fold-down rear seat and room for your gear. This fun begins with 2.0-liter L4 engine with electronically fuel injection performance. Its standard running mate is a 4-speed manual transmission with sporty console-mounted shifter. To heighten the action, a 1.8-liter L4 with overhead cam and 3-speed or automatic transmission are available. The special feel in this affordable Oldsmobile? It's pure fun. And excitement.
Firenza LX Sedan is handsome and sporty—with surprising room that makes it as smart and trim as an afford- able choice for today’s first families. Full-beam reclining front seats for comfort. Storage pockets in the doors for convenience. Front-wheel drive, rack-and-pinion steering. MacPherson struts up front for handling. Smooth Oldsmobile ride. Plus a surprising package to help make it even more a sound value: The sporty Olds Firenza LX Sedan. Include it in your family planning.

When your first Olds is a winner, you come back for more.

Because Firenza models are the most affordable Oldsmobiles, and because they are loaded with quality features, they are often a new car buyer’s first Oldsmobile. Bucket seats, sport console, 4-speed shifter, front-wheel drive, AM radio are all standard. (Radio may be deleted for credit.) From the fit-and-finish to the impressive fuel economy, every Firenza is built to be a rewarding experience. Oldsmobile is dedicated to the proposition that your first Olds won’t be your last.
Its numbers speak louder than words.


Brake 28mm front, 10mm rear. Delay 0-60...3.58 seconds. The numbers go on but the point is this—with a 2.8 liter V6, contoured hood, special grille, GT paint scheme, rally suspension, leather-wrapped steering wheel, special interior, available rear window louvers and more—Firenza GT is one hot number.

A sporty way to tame the open road.

It's what a sporty, front-wheel drive road car can be when it's an Oldsmobile—Quick. Agile. Competitor. With sophisticated boxed-out trim, accent stripes and aerodynamic styling. It has a look all its own with electriically fuel injected 1.8-liter overhead cam engine, console-mounted 5-speed shifter, rally gauges, leather-wrapped steering wheel, 4-wheel-disc GT tires and more—it has a feel all its own, too. For even more performance, a 2.8-liter multi-port fuel injected V6 is available.
Options and accessories add to the feeling of pride.

A word about engines. Some Oldsmobiles are equipped with engines produced by General Motors or GM Canada. These engines are manufactured at General Motors plants in Canada, which are then shipped to GM Canada for assembly. The engines are manufactured to the same high standards as those produced in GM's North American plants.

A word about assembly components and optional equipment. These Oldsmobile products are assembled at facilities operated by General Motors or GM Canada. These facilities are subject to regular audits to ensure compliance with GM's quality standards.

A word about the Oldsmobile Protection Plan. The Oldsmobile Protection Plan offers service protection in addition to your dealer's limited warranty. Ask your dealer for details. Coverage is available only in the U.S.A., Canada, and Puerto Rico. Why drive without it?
THE 1985 OLDSMOBILES:
TORONADO BROUGHAM COUPE
NINETY-EIGHT REGENCY BROUGHAM SEDAN
NINETY-EIGHT REGENCY BROUGHAM COUPE
NINETY-EIGHT REGENCY SEDAN
CUSTOM CRUISER
DELTA 88 ROYALE BROUGHAM LS SEDAN
DELTA 88 ROYALE BROUGHAM SEDAN
DELTA 88 ROYALE BROUGHAM COUPE
DELTA 88 ROYALE SEDAN
DELTA 88 ROYALE COUPE

CUTLASS SALON COUPE
CUTLASS SUPREME BROUGHAM COUPE
CUTLASS SUPREME BROUGHAM SEDAN
CUTLASS SUPREME SEDAN
CUTLASS CRUISER
CUTLASS CIERA BROUGHAM SEDAN
CUTLASS CIERA BROUGHAM COUPE
CUTLASS CIERA LS SEDAN
CUTLASS CIERA LS COUPE

CALAIS COUPE
CALAIS SUPREME COUPE
FIRENZA SX COUPE
FIRENZA LX SEDAN
FIRENZA COUPE
FIRENZA SEDAN
FIRENZA LX CRUISER
FIRENZA CRUISER

There is a special feel in an Oldsmobile.