Eighty Eight

By Oldsmobile
Before You Buy, Ask 31,591
Current Owners What They Think.

Save your dough before you buy. Let's see what owners think. They
surveyed over thirty-five thousand owners and asked them to evaluate their cars
in a variety of areas. The results? According to the 1996 Initial Quality Study,
conducted by J.D. Power and Associates, the Eighty Eight was ranked "Best
Premier Midsize Car in Initial Quality" ahead of cars like the Toyota
Camry and Nissan Maxima. Apparently Eighty Eight has developed a taste
for automotive accolades. It's also been awarded the Consumer Digest "Best Buy" for full-size cars. In fact, Eighty
Eight is the only full-size car to be named a Consumer Digest "Best Buy" for six years running. That's a lot of prestigious
awards in six years. Thirty-five thousand owners agree. Just as you'd expect from the best company!

*Based on a survey of 31,591 consumer responses following owner-reported problems during the first twelve months of ownership.
A BLOCKBUSTER FEATURE PRESENTATION
THAT WON'T BREAK YOUR BUDGET.

A spacious interior and all the features you want. That's Eighty Eight and Eighty Eight LS. Inside, you'll enjoy conveniences like air conditioning, cruise control and power windows — standard. In the powertrain department, you'll find a smooth, powerful 3800 Series II V6 engine mated to a 4-speed electronically controlled transmission that is so precisely engineered, it shifts almost imperceptibly. And as far as features — both Eighty Eights are so well equipped, only a handful of options are available. It's like a premiere performance at the price of a matinee.
JUST CONSIDER IT
YOUR SECOND HOME.

Some days you might spend more time in your
car than your living room. For days like that,
you need the full-size comfort of Eighty Eight.
Its 55/45 divided bench front seat gives you
the sense of being in your own easy chair. And
the easy-to-see gauges and controls are arranged
in a sweeping arc in front of you to make driving as
simple as operating the remote. If you're going to
be out driving around, doesn't it make sense to make
yourself as much at home as possible?

The standard four-way driver-side
power seat control is a "thumbs
off the wheel" switch for ease of operation.

While you have no need for these standard features at home, they're a must on the road. They include fully instrumented with indicator,
steering controls, automatic headlamp control, TILT-Wheel adjustable steering column, passenger side mirror, front chrome mirrors with dual caps, steering wheel, power seat, and an auxiliary 12-volt power outlet.

I enjoy my Eighty Eight as much on the highway as on my daily commute. Whether
I'm pulling away from
a stoplight or merging into
carrying traffic, it feels
capable and controlled. From
the experts again, Automobile
Industries magazine
said the 3500 Series V
engine is "one of the
best engines in the world."

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ALL THE RIGHT MOVES.

Full-size cars ought to perform like the best hotel waiters. Always prepared and impeccably competent. The Eighty-Eight's 3800 Series II V6 is an artful blend of worry-free simplicity, refined technology and ultra-smooth power. With 205 Horsepower, 230 lb-ft of torque and a 4-speed automatic transmission with electronically controlled torque converter clutch, the powertrain delivers seamless energy and impressive efficiency. With the addition of a sophisticated, fully independent suspension, you've got a driving experience as smooth as a satin lapel. No gratuity necessary.
YOUR OWN MOBILE SECURITY SYSTEM.

Because we want every trip you take to be a safe one, we've given all Eighty Eights a full range of standard safety and security features. Automatic daytime running lamps help other drivers see you. Anti-lock brakes help you maintain steering control on slippery surfaces. And the galvanized steel structure has crush zones that direct impact forces away from the passenger safety cage. You'll also find standard dual frontal air bags, a PASS-Key vehicle security system, and power door locks with lockout prevention. The LS model even includes full-range traction control for peace of mind on slick roads.

Like we said, mobile security.

Other standard safety features include side-impact protection, one-piece child security belts, baskethamster seats, and interior, 3-point rearward safety belts with front height adjustment, automatic programmed power door locks on LS, composite tailgate handles with built-in panic bar, theft deterrent automatic hornaudible

People as we be called me the Road Warrior. Not because of the way I drive, but because I spend so much time behind the wheel. The Eighty Eight is perfect for me. Congested traffic, mountains, bad weather, none of these phases the Eighty Eight. There's room for my samples and for my clients when we have lunch out. But most important, no matter how long my trip, I still arrive comfortable and relaxed.

Eighty Eight LS in Light Beige Metallic.