SATISFY YOUR DESIRE FOR LUXURY, WITHOUT COMPROMISING YOUR DEMAND FOR VALUE.

The Ninety Eight Regency Elite by Oldsmobile is a full-size luxury sedan built to satisfy your highest expectations. Slip inside Ninety Eight and you'll enter a spacious, 6-passenger interior equipped with standard comfort and convenience features that you would only expect on cars costing thousands more. On the road, you'll find exceptionally smooth, responsive performance and the whisper-quiet ride that's synonymous with the Ninety Eight name. And you'll feel a reassuring sense of security, thanks to its advanced safety features. For 1995, Oldsmobile offers you a better way to buy a Ninety Eight. You won't have to go through the hassle of comparing a lot of confusing models and option packages, because Ninety Eight gives you the simple choice of two well-equipped versions. Series I comes complete with our most popular features as standard equipment, while Series II is the ultimate statement of Ninety Eight luxury. Each represents a combination of luxury and value truly rare in luxury sedans today.

Ninety Eight is the kind of car that caters to your sense of LUXURY, as well as your sense of VALUE.
The Safety Factor

TO YOU, SAFETY FEATURES AREN'T A LUXURY. THEY'RE A NECESSITY. WHICH IS WHY NINETY EIGHT IS ENGINEERED TO HELP YOU PREVENT AN ACCIDENT. FOUR-WHEEL ANTI-LOCK BRAKES AND POWER RACK-AND-PINION STEERING HELP YOU MAINTAIN CONTROL, WHILE FRONT-WHEEL DRIVE AND 4-WHEEL INDEPENDENT SUSPENSION GIVE YOU SURFEOOTED TRACTION AND STABILITY. OF COURSE, NINETY EIGHT IS ALSO ENGINEERED TO HELP PROTECT YOU IF A COLLISION OCCURS. DUAL AIR BAGS ARE STANDARD. ITS UNIBODY STRUCTURE FORMS A STEEL SAFETY CAGE WITH FRONT AND REAR CRUSH ZONES TO HELP ABSORB AND GUIDE CRASH ENERGY AWAY FROM THE PASSENGER CABIN. FLAME-RETARDANT FABRICS AND IMPACT-ABSORBING PADDED SURFACES HAVE BEEN DESIGNED INTO THE INTERIOR. ON-EXCLUSIVE CHILD COMFORT GUIDES LET YOU ADJUST THE OUTBOARD REAR SAFETY BELTS TO BETTER FIT SMALL CHILDREN, AND SINCE SECURITY IS ALSO PART OF SAFETY, NINETY EIGHT INCLUDES REAR DOOR CHILD-SECURITY LOCKS, REMOTE CONTROL KEYLESS ENTRY AND A PASS-KEY VEHICLE SECURITY SYSTEM.

Ninety Eight is designed to help you PREVENT an accident, and to help PROTECT you when a collision is unavoidable.

Dual air bags are standard on Ninety Eight. Remember, you should always wear safety belts, even with air bags.

A computer-controlled 4-wheel anti-lock braking system (ABS) is standard on every Ninety Eight. ABS helps the driver maintain steering control by minimizing the chance of wheel lockup and skidding when braking.

Electronic traction control helps the driver maintain control and stability when accelerating on slippery surfaces by automatically modulating the brakes and throttle to minimize the chance of wheelspin. (Available on Series I, standard on Series II.)

Performance

Take a durable, proven V6 engine, increase the horsepower, torque and fuel economy, and the result is the extraordinary new 3800 V6 engine. Peak performance is now 265 horsepower and 250 lb-ft of torque.

Ninety Eight offers you a truly luxurious driving experience: robust power, smooth acceleration and a composed ride.
Luxury, Comfort and Convenience

Ninety Eight's attention to detail makes driving a pleasure for you and your passengers. You'll notice, for example, how the controls for the leather-trimmed, 8-way power front seats are shaped like the seats themselves. So it's easy to make the precise adjustments to suit your preference. For additional comfort, both front seats have power lumbar supports. Another example: the dual-zone climate control system automatically maintains a preset cabin temperature regardless of the season, and lets front-seat passengers adjust the temperature to their personal preference. A separate heating and air conditioning outlet keeps rear-seat passengers comfortable. For added convenience, front and rear center armrests provide extra storage space and dual cupholders.

With thoughtful features throughout the interior, Ninety Eight responds to your desire for driving pleasure.

The standard dual-zone climate control system allows the driver and rear seat passenger to adjust the temperature to his or her personal preference.

The 8-way power front seats with adjustable lumbar supports are standard on the Ninety Eight. A 2-position memory feature for the driver's seat and outside mirrors is standard on Series II.

Rear-seat passengers can adjust a separate heating and cooling outlet to their preference.

The overhead storage console gives you the illumination of map lights, plus storage space for a garage door opener and sunglasses.

For 1995, Oldsmobile introduces a simpler, better way to buy a car. After all, it's your money.
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After all, it's your money.
Ninety Eight provides a standard 10-speaker Dimensional Sound system. Because a sound mapping process identified the best locations for insulation to reduce wind and road noise, there's little to interfere with your listening pleasure.

The remote-control keyless entry system lets you unlock the driver's door, all four doors or the trunk from up to 15 feet away. The interior lights also illuminate when you unlock the doors.

Ninety Eight's divided front and rear bench seats. (Cloth is available as a no-charge option.)

A Better Way to Buy

Buying a new car should be fun, but we know that sorting through options and haggling over prices can make it a frustrating experience. So not long ago, we began to explore a new, simpler way to buy an Oldsmobile. First, we simplified the selection process by making our most popular options standard equipment on most models. To simplify our pricing, we removed the confusing discounts and rebates. But we left in the savings. The response was so encouraging, we've done it an step further for 1995. This year, every Oldsmobile model is available in just one or two versions that are so well-equipped, there is only a handful of options to consider. And we've simplified pricing across the board, enabling your Oldsmobile retailer to skip the haggling and quote you the best possible price right up front. Simply put, our new way of doing business means Oldsmobile now offers you even more car for your money...and a more enjoyable way to buy it.

For 1995, Oldsmobile introduces a simpler, better way to buy a car.

After all, it's your money.
Incomparable Value

COMPARE NINETY EIGHT WITH OTHER CARS IN ITS CLASS AND YOU’LL SOON SEE HOW MUCH LUXURY IT GIVES YOU FOR YOUR MONEY. NINETY EIGHT SERIES II IS EQUIPPED WITH THE NEW 3800 V6 ENGINE, 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION, DUAL AIR BAGS, ANTI-LOCK BRAKES, LEATHER-TRIMMED SEATING AREAS, 8-WAY POWER FRONT SEATS WITH POWER LUMBAR ADJUSTERS, DUAL-ZONE CLIMATE CONTROL, STEERING WHEEL TOUCH CONTROLS, REMOTE-CONTROL KEYLESS ENTRY SYSTEM, FRONT AND REAR STORAGE ARMRESTS, PASS-KEY VEHICLE SECURITY SYSTEM, 8-SPEAKER DIMENSIONAL SOUND SYSTEM, CRUISE CONTROL AND 15-INCH ALUMINUM WHEELS. SERIES II ADDS ELECTRONIC TRACTION CONTROL, 2-POSITION MEMORY FOR THE DRIVER’S SEAT AND OUTSIDE MIRRORS, ELECTRONIC INSTRUMENT CLUSTER, TWILIGHT SENTINEL HEADLAMPS, ELECTROCHROMIC REARVIEW MIRROR WITH COMPASS, ELECTROCHROMIC HEATED DRIVER-SIDE MIRROR, CORNERING LAMPS AND POWER TRUNK PULL-DOWN.

An automatic trunk pull-down lets you close the lid with just a touch, adding convenience to the deep, 20 cubic foot trunk. Low liftover height helps make loading heavier items easy, and a cargo net restrains objects such as grocery bags while you’re driving. (Standard on Series II.)

Ninety Eight’s Electrochromic inside rearview mirror automatically dims to reduce reflected glare by up to 94%. (Standard on Series II.)

Ninety Eight isn’t just a lot of luxury car for the money. It’s a lot of car, PERIOD.
**SPECIFICATIONS & COLORS**

<table>
<thead>
<tr>
<th>LIGHTS</th>
<th>CLOTH</th>
<th>LEATHER</th>
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<tbody>
<tr>
<td>Light Gray Metallic</td>
<td>Graphics, gray or red interior</td>
<td>Graphics, red interior</td>
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</tbody>
</table>
| Bright White | Available with all interior colors | |}

**EQUIPMENT**

**SAFETY & SECURITY**
- Anti-lock power front disc/rear drum brakes
- Brake traction control system
- Electronic stability control
- Dual air bags
- Supersized front and rear outboard safety belts with front height adjustment and rear child restraint anchors
- Guide rails and rear center lip hooks
- Automatic programmable power door locks
- Rear door child-occupant locks
- Retractable interior rearview mirror with illumination function and infrared accessory power
- PVC-key vehicle security system
- Halogen headlamps with dusk-to-glow feature
- Twilight Sentinel automatic headlight control
- Cornering lamps
- Rear and side window defrosters
- Dual power outside mirrors
- Electrochromic, heated, driver's outside mirror

**MECHANICAL**
- 3050 Series III V6 engine
- Supercharged 3050 V6 engine (includes steering suspension, 16-inch aluminum wheels, black soft-top convertible, all-weather front wiper, Hi-Tech power windows, motion detector, electronic automatic transmission)
- 4-speed automatic, electronic transmission
- Power rack and pinion steering
- 4-wheel independent suspension
- Automatic headlamp leveling
- Engine block heater

**EXTERIOR**
- 15-inch aluminum wheels
- White sidewall all-season radial tires
- 13-inch wire wheels (no extra charge)
- Paint options

**AUDIO SYSTEMS**
- Delco ETR AM/FM stereo with cassette, (standard, digital clock and power antenna)
- Delco ETR AM/FM stereo with CD, cassette, (standard, digital clock and power antenna)
- 6-speaker Dimensional sound system

**SEATING & TRIM**
- VHF/VHF digital front seat w/dual-way power adjustment and power headrest support
- Memory control for the driver's seat and outside mirrors
- Leather exterior seating area
- Clutch-intractor van (no extra charge)
- Front and rear carpeted floor mats

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An available audio system includes both compact disc and cassette players.

The supercharged 3050 V6 engine boost peak outputs to 225 horsepower. (Available on Series II.)

The power Antenna includes an electric sliding glass panel with a sunshade. (Available on Series II.)

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**INTERIOR COLORS**
- Medium Ash Gray | Graphics, gray or red interior
- Medium Cherry Red | Graphics, gray, beige or red interior
- Light Gray Metallic | Graphics, gray or red interior
- Light Green Metallic | Graphics, gray or beige interior
- Light Aqua Metallic | Graphics, blue or beige interior
- Black | Available with all interior colors

The paint shown above covers areas that may vary slightly from actual vehicle color due to the printing process.
WE WANT YOU TO BE SATISFIED WITH YOUR NEW OLDSMOBILE LONG AFTER THE SALE.

In addition to a comprehensive warranty, we also offer courtesy transportation, provide 24-hour roadside assistance and even guarantee your satisfaction. Which may not sound so important right now, but you'll appreciate them should the need ever arise. Just ask one of our owners.

Charles Raven of Lincoln, Nebraska, thinks Oldsmobile Roadside Assistance was more than just a perk.

Until he locked the keys in his car.

After calling 1-800-442-OLDS, he had a new set of keys in 35 minutes, at no charge.

"Charlesarsi us, "I was so shocked and I appreciate your Oldsmobile emergency lockout service. This was my first experience with your customer care program and I'm unequivocally satisfied with Oldsmobile." (Edited for length and clarity only. Complete letter on file.)

As an Oldsmobile owner, you'll get the Oldsmobile Edge:

Bumper-to-Bumper Warranty
Every part of your Oldsmobile is covered under our Oldsmobile warranty (they have their own warranty), for three years or 60,000 miles, whichever comes first. And you won't have to pay a deductible.

24-Hour Roadside Assistance
We'll be there to help you 24 hours a day, 365 days a year, during the warranty period. All you need to do is call our toll-free number. There are over 15,000 emergency facilities ready to help you.

THE GM CARD
Every time you use the no-annual-fee GM MasterCard, GM will award 3% of your purchase toward buying or leasing a new Oldsmobile. It's one of those deals where the more you use it, the more you save. Call 1-800-80-MCARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK
Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-547-1000 for more information.

SMARTLEASE

SMARTlease lets qualified customers pay for the portion of the vehicle they use, rather than paying for the entire value of the vehicle with traditional financing. You'll enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPATIONAL PROTECTION

CRASH AVOIDANCE


FOR TIPS
• If you desire a service manual, order code LAD ROMAN and first edition of the Oldsmobile manuals at no charge. For your Oldsmobile owner for terms of limited warranty.

IMPORTANT WORDS ABOUT THIS CATALOG:
We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice. In price, colors, material, equipment specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile retailer for complete details.

• A WORD ABOUT ENGINES: Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

• A WORD ABOUT ASSEMBLY: Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobile incorporates thousands of components produced by different operating units, subsidiaries or suppliers to GM worldwide. Sometimes it is necessary to produce Oldsmobiles with different or differently sourced components than originally scheduled. All such components have been approved for use in Oldsmobiles and will provide the quality performance associated with the Oldsmobile name. Since some options may be unavailable when ordering, Oldsmobile suggests that you verify that your vehicle includes the equipment you ordered, if there are changes, that they are acceptable to you.

• A WORD ABOUT UPDATED SERVICE INFORMATION: Oldsmobile regularly sends its retailers useful service bulletins about Oldsmobile products. Oldsmobile maintains product performance information in the field. We show participating retailers for servicing our products better. You can get these bulletins, too. Ask your retailer. To get ordering information, call toll-free 1-800-551-1221.

• A WORD ABOUT CORROSION PROTECTION: Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are safeguarded against rust-through from corrosion for six years or 100,000 miles, whichever comes first. There is no deductible for rust-through repairs. Application of additional anti-corrosion materials is not required or recommended under the warranty coverage.

• A WORD ABOUT WARRANTY: The GM 5-year/100,000-mile Bumper-to-Bumper Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defect in material or workmanship occurring during the warranty period. The complete vehicle (engines, chassis, etc., which are covered by GM's manufacturer's warranty) will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile retailer for terms of limited warranty.
The 1995 Oldsmobile lineup offers you a wide choice of models for every driving need. There's something in it for everyone.