

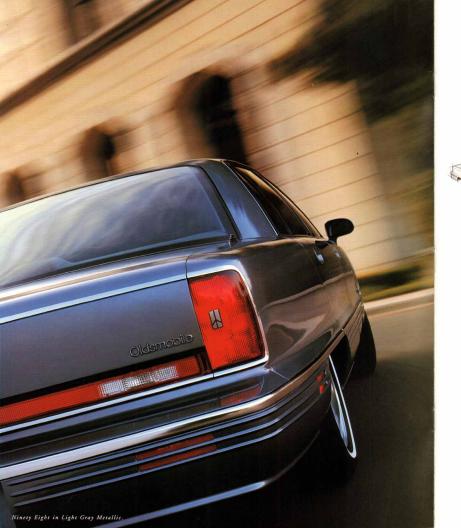
FOR LUXURY, WITHOUT COMPROMISING YOUR DEMAND FOR VALUE.

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 SUREFOOTED 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

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.

DESIGNED INTO THE INTERIOR. GM-EXCLUSIVE CHILD COMFORT GUIDES LET YOU ADJUST THE OUTBOARD

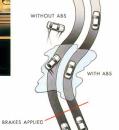
Ninety Eight is designed to help you PREVENT an accident, and to help PROTECT you when a collision is unavoidable.



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



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.)



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.



Performance

UNDER THE HOOD OF THIS REFINED LUXURY SEDAN IS A HIGHLY REFINED ENGINE: THE WORLD-CLASS 3800 V6. FURTHER ENHANCED FOR 1995 TO RUN SMOOTHER AND MORE EFFICIENTLY, THIS DURABLE ENGINE NOW DELIVERS 205 HORSEPOWER AND 230 LB-FT OF TORQUE. YET ITS SWIFT AND SEEMINGLY EFFORTLESS ACCELERATION ISN'T AT THE EXPENSE OF FUEL ECONOMY. THE EPA ESTIMATED MILEAGE IS 19 MPG IN THE CITY AND 29 MPG ON THE HIGHWAY. THE 3800 V6 ENGINE IS MATCHED WITH A 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION THAT IS SO PRECISE, IT SHIFTS ALMOST IMPERCEPTIBLY. OF COURSE, NINETY EIGHT'S RIDE, COMFORT AND HANDLING ARE EQUALLY IMPRESSIVE. TO MAINTAIN ITS LUXURY-CAR COMPOSURE WHEN TRAVELING WITH A FULL LOAD, THE 4-WHEEL INDEPENDENT SUSPENSION INCLUDES AUTOMATIC LOAD LEVELING.

Ninety Eight offers you a truly LUXURIOUS driving experience: ROBUST power, SMOOTH acceleration and a COMPOSED ride.



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 205 horsepower and 230 lb-ft of torque.

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 OUTLE'T KEEPS REAR-SEAT PASSENGERS COMFORTABLE. FOR ADDED CONVENIENCE, FRONT AND REAR CENTER ARM-

With THOUGHTFUL features throughout the interior, Ninety Eight
responds to your desire for DRIVING PLEASURE.

The standard dual-zone climate control system allows the right

front passenger to adjust the temperature to his or her personal preference.





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

The 8-way power front seats with adjustable lumbar supports are standard on the Ninety Eight. A 2-position mem-



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

ory feature for the driver's seat and outside mirrors is standard on Series II.



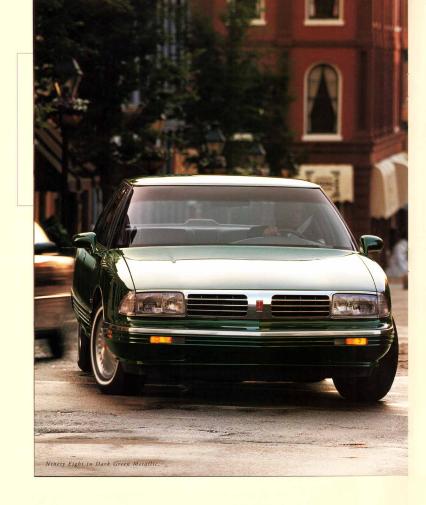
For 1995, Oldsmobile introduces a simpler, BETTER way to buy a car.

After all, it's your MONEY.



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

After all, it's your MONEY.



Steering wheel touch controls let you keep your eyes on the road and hands on the wheel while

adjusting the audio system and automatic climate control.

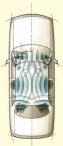


The remote-control keyless entry system lets you unlock the driver's door, all four doors or the trunk



from up to 15 feet away. The interior lights also illuminate when you unlock the doors.

Ninety Eight provides a standard 8-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.





Soft leather covers the seating surfaces of the 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 GONE A 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 I 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, B-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, TWILLIGHT SENTINEL HEADLAMPS, ELECTROCHROMIC REARVIEW MIRROR WITH

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.

Equipment

SAFETY & SECURITY	SERIES I	SERIES I
Anti-lock power front disc/rear drum brakes		-
Brake/transmission shift interlock		
Electronic traction control		
Dual air bags		
3-point front and rear outboard safety belts with front height adjustment and rear Child Comfort Guides, plus front and rear center lap belts	•	•
Automatic programmable power door locks		
Rear door child-security locks		
Remote-control keyless entry system with illumination features and retained accessory power	•	•
PASS-Key vehicle security system		
Halogen headlamps with flash-to-pass feature		
Twilight Sentinel automatic headlamp control	_	
Cornering lamps	-	
Side and rear window defoggers		
Dual power outside mirrors		
Electrochromic heated driver's outside mirror	_	
MECHANICAL		
3800 Series II V6 engine		
Supercharged 3800 V6 engine (includes touring suspension, 16-inch aluminum wheels, black sidewall tires, variable-assist power steering and analog gauge cluster with tachometer)		
4-speed electronic automatic transmission		
Power rack-and-pinion steering		-
4-wheel independent suspension		
Automatic load leveling		
Engine block heater		
EXTERIOR		
15-inch aluminum wheels		
White sidewall steel-belted radial tires		
15-inch wire wheel covers (no extra charge)		
Pulse wipers		

NINETY EIGHT		
EXTERIOR, continued	SERIES I	SERIES I
EZ-Kool [®] solar-control glass	•	•
Power trunk pull-down	-	•
Astroroof (reduces headroom slightly)	-	
COMFORT & CONVENIENCE		
Air conditioning with CFC-free refrigerant		•
Dual-zone climate control	•	•
Steering wheel touch controls		
TILT-Wheel adjustable steering column	•	•
Cruise control	•	
Power windows with driver's auto-down		•
Analog gauge cluster (with tachometer on Series II)		- t
Electronic instrument cluster	7-	
Overhead storage console		
Front and rear storage armrests with cupholders		-
Door courtesy, ashtray, glove box and trunk lamps		
Dual front and rear reading lamps		
Electrochromic inside mirror with compass	-	
Dual lighted visor vanity mirrors		
Headlamp and turn signal reminder chimes		-
Power trunk-lid lock and fuel-filler door releases		
Trunk cargo net		
AUDIO SYSTEMS		
Delco ETR AM/FM stereo with cassette, seek/scan, digital clock and power antenna	•	•
Delco ETR AM/FM stereo with CD, cassette, seek/scan, digital clock and power antenna		
8-speaker Dimensional Sound system		
SEATING & TRIM		
55/45 divided front seat with dual 8-way power adjusters and power lumbar supports	•	•
Memory controls for driver's seat and outside mirror	5 -	
Leather-trimmed seating areas		
Cloth interior trim (no extra charge)		
Front and rear carpeted floor mats		



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



The supercharged 3800 V6 engine boosts peak output to 225 horsepower. (Available on Series II.)



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

Specifications & Colors

NINETY EIGHT SPECIFIC	CATIONS
EXTERIOR DIMENSIONS	
Wheelbase (in)	110.7
Length (in)	205.5
Width (in)	74.6
Height (in)	54.8
Curb weight (lb)	3593
Tread width, front/rear (in)	61.5/60.3
Turning circle (ft, curb-to-curb)	39.4 left/40.0 righ
INTERIOR DIMENSIONS	
Headroom, front/rear (in)	38.7/37.6
Legroom, front/rear (in)	42.0/41.6
Shoulder room, front/rear (in)	59.0/58.7
CAPACITIES	
Seating capacity (passengers)	6
Trunk volume (cu ft)	20.2
Fuel capacity (gal)	18.0
EPA ESTIMATED FUEL ECONOMY	
3800 Series II V6 (mpg, city/hwy)	19/29
Supercharged 3800 V6 (mpg, city/hwy)	17/27
TIRES	
P205/70R15 white sidewall radial	
P225/60R16 black sidewall radial	

	POWER TEA/	MS
ENGINE	3800 SERIES II V6	SUPERCHARGED 3800
Displacement	3.8 liters (231 cu in)	3.8 liters (231 cu in)
Horsepower	205 @ 5200 rpm	225 @ 5000 rpm
Torque (lb-ft)	230 @ 4000 rpm	275 @ 3600 rpm
Fuel delivery	Sequential p	ort fuel injection
Transmission	4-speed elec	tronic automatic
Transaxle ratio	2.84	2.97
Included in superch	arged engine package; not availa	ble separately.



Light Gray Metallic Graphite, gray or red interior

Bright White Available with all interior colors



Dark Green Gray Metallic Graphite, gray or beige interior



Medium Adriatic Blue Metallic Graphite, gray, beige or blue interior



Light Adriatic Blue Metallic Graphite or blue interior



Available with all interior colors



Dark Green Metallic Graphite, gray or beige interior



Beige Metallic Graphite, beige or red interior







Dark Cherry Red Metallic Graphite, gray, beige or red interior



Purple Pearl Metallic Graphite, gray or beige interior

CLOTH	LEATHER
Graphite	Graphite Pearl
Light Gray	Light Gray
Light Beige	Light Beige
Ruby Red	Ruby Red
Adriatic Blue	Adriatic Blue

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 Bacon of Lincoln, Nebraska, thought Oldsmobile Roadside Assistance was nothing more than PR hype.

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.



Charles wrote us, "I want to thank and congratulate your Oldsmobile emergency lockout service. This was my first experience with your

customer care program and it reaffirmed my satisfaction 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 warranty, except tires (they have their own warranty), for three years or 36,000 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.

Courtesy Transportation

When you drop off your Oldsmobile for same-day warranty service, we'll give you a free one-way shuttle up to 10 miles. For overnight service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.

Guaranteed Satisfaction

If you're not satisfied with your new Oldsmobile, you can bring it back within 30 days or 1,500 miles, whichever comes first, and receive full credit toward the purchase or SmartLease of another new Oldsmobile.

THE GM CARD

THE GM CARD Every time you see he no-annual-fee GM MasterCard.® CM will credit 5% of your purchase toward buying or leasing a new Oldmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-8GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS ACCELERATE ON NETWORK

Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-947-1000 for more information.

SMARTLEASE SMARTLEASE

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

FOR OCCUPANT PROTECTION:

· Driver and right front passenger Supplemental Inflatable Restraints . Manual lap/shoulder safety belts, driver/right front passenger . Manual lap/shoulder safety belts, outboard rear seat positions . Manual lap safety belts, center seat positions . Energy-absorbing steering column . Energy-absorbing instrument panel · Laminated windshield glass, urethane bonded . Tempered safety glass, side and rear windows . Power window lockout . Interlocking door latches . Side door beams . Passenger-quard inside door lock handles · Safety armrests · Head restraints, front adjustable, driver and right front passenger . Dual sun visors . Break-away inside rearview mirror . Security door locks and door retention components . Rear door childsecurity locks . Automatic door locking system . Front and rear crush zones . Pressure lock radiator cap · Pressure relief fuel cap

FOR CRASH AVOIDANCE:

Side market lamps and reflectors: Parking lamps 4-way hazard warning flainer: Back-up lamps Center high-mounted stoplamp. Directional signal control. Windhold defenset, number and multi-spaced wipers: huide dayhight rearview mirror. Dutide rearview intron. Buket ystem with dual matter clipited us warning light: Anti-lock brakes. Statret aftery witch Dual-action bood latch (from oning): Ious-glare fluids (inside windshield meldings, wiper arms and blade) Saftery road used rims. The suits bulli-in treat windstators: Illuminated beater and deforate controls. Braketneamission shift interlock. Audible disc brake lining wear indicators: Electric rear window defogger. Door warning lightst-reflectors.

FOR THEFT DETERRENCE:

 The fi-deterrent steering column lock * Remote inside hood release * Visible vehicle identification number * Lauer-etched VIN plate * Marked body parts (where applicable)
 The fi deterrent key locking system * PASS-Key vehicle scarity system

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 change at any time, without notice, in price, colors, materials, equipment, specifications, models and availability. Since nome information may have been updated since the time of printing, please check with your Oldsmobile resulter 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:

Oldmobiles are assembled by different operating units of General Mours, in subsidiaries or suppliers to Montrolaids, Oldmobiles incorporate these under Good, nontroporated by different operating units of God, in subsidiaries or suppliers to GM worldwide. We sometime find it necessary to produce Oldmobiles with different or differently sourced components than originally icheduled. All unde components have been approach for use old oldmobiles and will provide the quality performance ancotated with the Oldmobile name. States some options may be unwaitable when your vehicle its assembled, we suggest that you verify that your exhelic includes the equipment you ordered on; 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 monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your retailer. To get ordering information. call toll free 1.800-551-4120.

A WORD ABOUT CORROSION PROTECTION.
Oldambite are designed and built to retit crossion that
body sheet metal components are warranted against rustthrough from corression for its years or 100,000 mit
unbickners come first. There is no deductible for rustthrough repair. Application of additional vust-inbigue
materials is not required or recommended under the
corrosion converse.

· A WORD ABOUT WARRANTY:

The GM 3-year15,000-mile Bumper-to-Bumper Warransy covere repair for any new Oldmobile, including year and warransy covere repair for any new Oldmobile, including the advantable including the warransy period. The control was defect in material or workman-thip accurring during the warransy period. The control we whitele (except tire, which are covered by their manufactures) will be covered for three years or 3,600 mile with whicheve comes first, with no deductible charges. See your Oldmobile readile for term of these limited warrantse.

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The 1995 Oldsmobiles

The 1995 Oldsmobile lineup offers you a wide choice of models for every driving need. There's something in it for everyone.

