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OLDSMOBILE

Presenting a new way of going places in the Rocket Age . . .

OLDSmobility

Here is your special introduction to the pleasure, the excitement and the lasting satisfaction in store for you, as the owner of a 1958 Oldsmobile.

You'll discover a completely new way of going places in this modern era.

The magnificent 1958 Oldsmobile brings you fresh new distinction in design . . . revolutionary engineering developments . . . and a new experience in riding comfort.

Here, then, is *OLDSmobility* . . . the supreme achievement of 60 years of continuous progress at Oldsmobile.

INTRODUCING NEW-MATIC RIDE . . . a true air suspension! New-Matic Ride suspends you on four buoyant air cushions. You enjoy a ride so smooth, so level, that road irregularities seem to vanish. And New-Matic Ride instantly and automatically compensates for any change in weight distribution . . . you ride at true "design level" *all the time.* (See pgs. 24 and 25.)

EXCITING "MOBILE LOOK" STYLING . . . Olds for '58 is the epitome of good taste. Majestic, with an unmistakable look of luxury . . . yet displaying fleetness in every smooth, sleek line. Recess-styled grille, flowing Twin Blades and distinctive taillight design all add to the impressive new look. You may choose from three great series, sixteen stunning models in all.

ADVANCED FEATURES ON EVERY HAND . . . From Oldsmobile's creative engineering comes a tremendous array of new features! There's Oldsmobile's new Trans-Portable Radio . . . the "take-it-with-you" car radio (Pg. 28), new, precision-aimed four-headlamp system (Pg. 14), and the great new Rocket Engines . . . featuring a marked advance in fuel economy (Pgs. 26, 27).



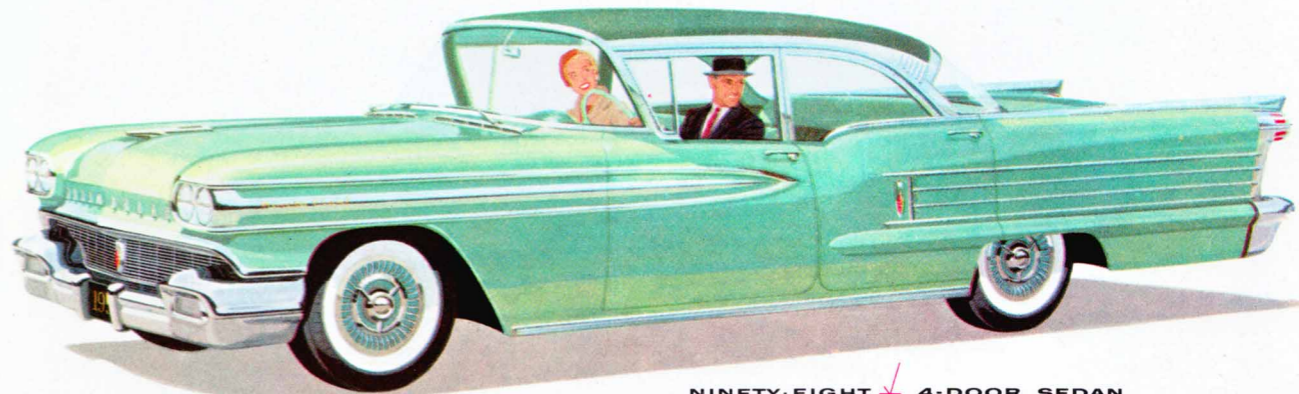
OLDSmobility in its most regal form

Oldsmobile's Ninety-Eight is a car of great distinction . . . a luxurious and distinguished automobile. People who choose their automobiles with great care have found that the Ninety-Eight meets their most critical demands. It is styled with fresh originality . . . crafted with meticulous attention to detail. So, put the ordinary behind you . . . step into a Ninety-Eight *today!*

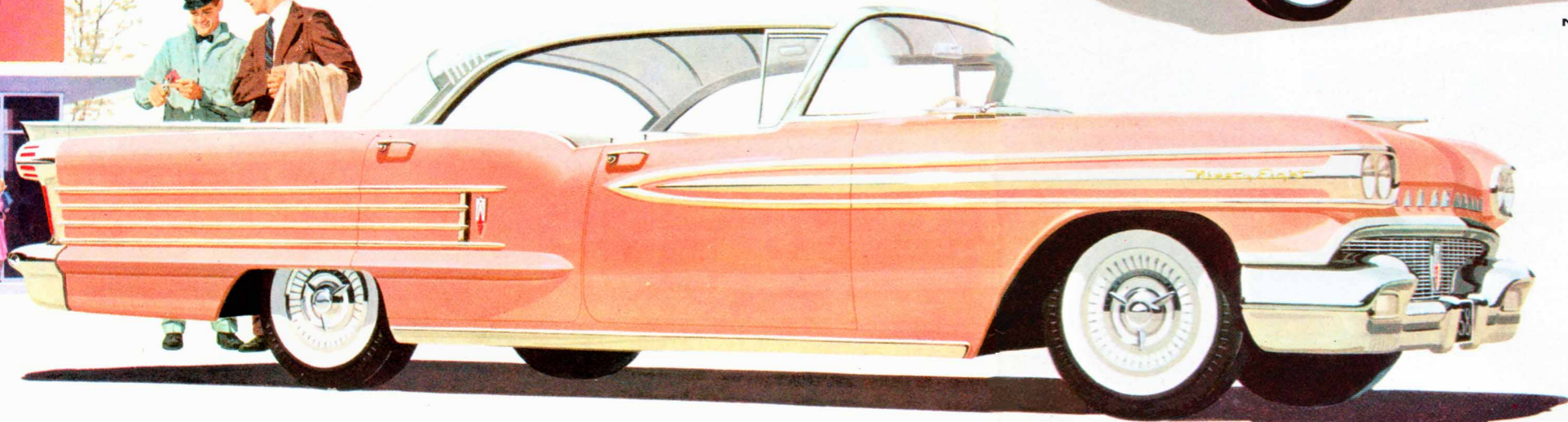
NINETY-EIGHT  HOLIDAY COUPE

It's no ordinary outlook from behind the wheel of Oldsmobile's magnificent Ninety-Eight. For on your every side are the luxurious fabrics, hand-buffed leathers and tasteful décor of new Fashion-flair Interiors. Cushioning you are soft, deep Custom Lounge Seats and deep-pile carpeting. Above is new Star-Lite Headlining. Every motoring convenience is at your command in the Ninety-Eight. Super-smooth Jetaway Hydra-Matic, Safety Power Steering, Power Brakes, Dual Exhausts and Self-Winding Electric Clock are all standard equipment.

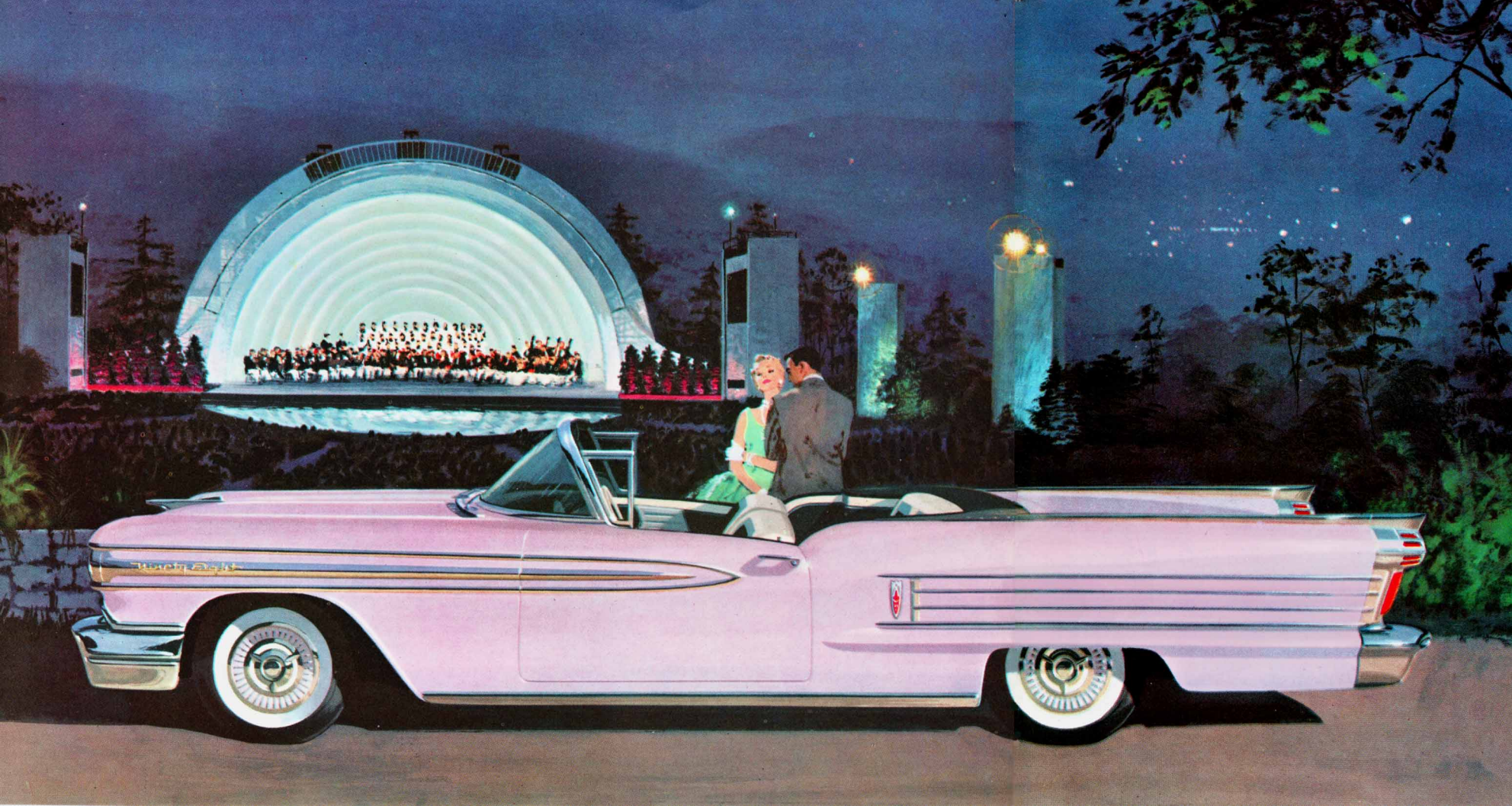
NINETY-EIGHT ✦ HOLIDAY SEDAN



NINETY-EIGHT ✦ 4-DOOR SEDAN



Sparkling chrome outlines the broad expanse of Oldsmobile's new rear window, adds richness to the Ninety-Eight's impressive beauty.



Here in all its splendor is Oldsmobile's Ninety-Eight Convertible. A stirring symphony of line and motion, elegant in repose . . . exciting in action! Beyond that, when you own this magnificent automobile you get something extra that only Oldsmobile can provide. A pride and a deep satisfaction in the certain knowledge that you're commanding the most impressive car on the road. It's the finest achievement of the oldest and most respected name in automobiles.

Olds for '58 presents a completely new rear-view. Majestic tail-lights have a classic beauty . . . new dual back-up lights are recessed in the bumper.



NINETY-EIGHT  CONVERTIBLE COUPE

OLDSmobility . . . a new fun-filled way of doing things

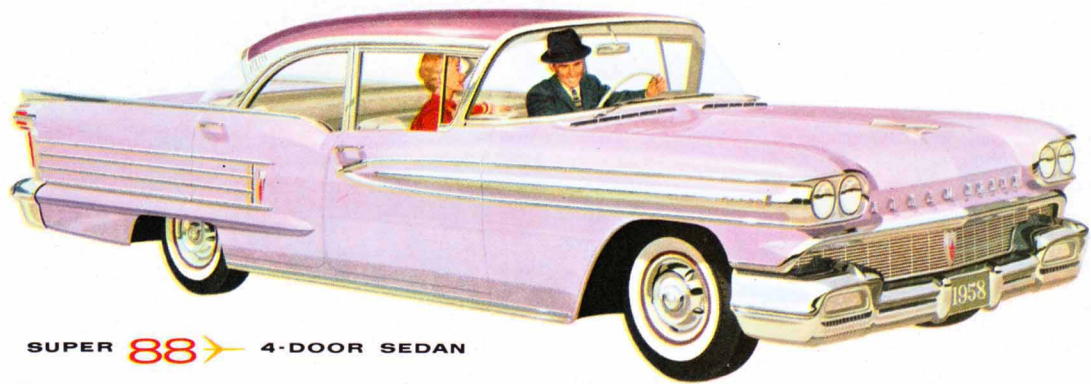
The Super 88, as every Olds for '58, is designed and styled for people living in the modern manner. People whose outlook demands something more than the ordinary in a car. New-Matic Ride provides the ultimate in riding comfort. And there's still nothing like the alert response and new fuel economy of the Rocket Engine! From every point of view, *OLDSmobility* is the password to motoring at its free-and-easy best. . . . *the action-way to go!*



The most dramatic head-on view on the road! New four-headlamp system and bold new grille add safety, round out the impression of the car designed for a brand new mobile era.

SUPER **88** → HOLIDAY SEDAN





SUPER 88 → 4-DOOR SEDAN

From the ground up, the Super 88 is designed for your kind of driving. It's smooth and sure-footed on the open road, surprisingly easy to handle in traffic. If it's super performance you want, Oldsmobile's Super 88 really has it! You'll welcome, too, the improved gas economy of this new Rocket Engine. Standard for your comfort and safety are Foam Seat Cushions, Safety-Padded Instrument Panel, De Luxe Safety-Vee Steering Wheel, Latex Padded Carpeting.



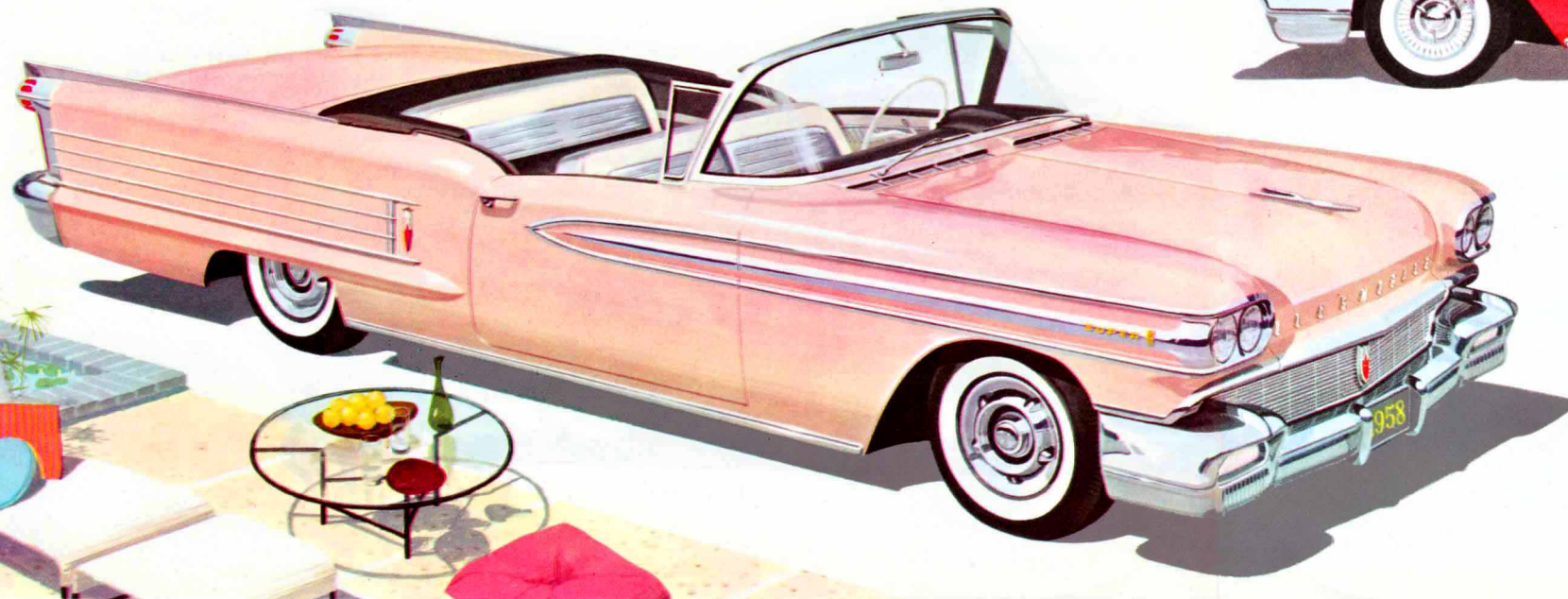
SUPER 88 → HOLIDAY COUPE

New air intakes, located in the cowl, give better ventilation year 'round . . . provide you with plenty of fresher, cleaner air.



Distinctive, even from a distance. A wide range of festive colors in eye-catching combinations keynote Oldsmobile's "Mobile Look" design. Inside, where permanent eye appeal and comfort really count, new Fashion-flair Interiors lead the style parade. The Super 88 Convertible with its soft, pliant genuine leather and springy carpet, combines smart décor with living-room comfort. So for the stylish flair to match your contemporary air, in a car geared for super performance, make *your* choice the exciting new Oldsmobile.

SUPER 88 → CONVERTIBLE COUPE



SUPER 88 → FIESTA



Oldsmobile's distinctive answer to the demands of modern living. When you're going places, the Fiesta, with its durable, glamorous interiors, is a high-style beauty . . . when you're hauling to do, it's a rugged worker with 65 cu. ft. of load space.

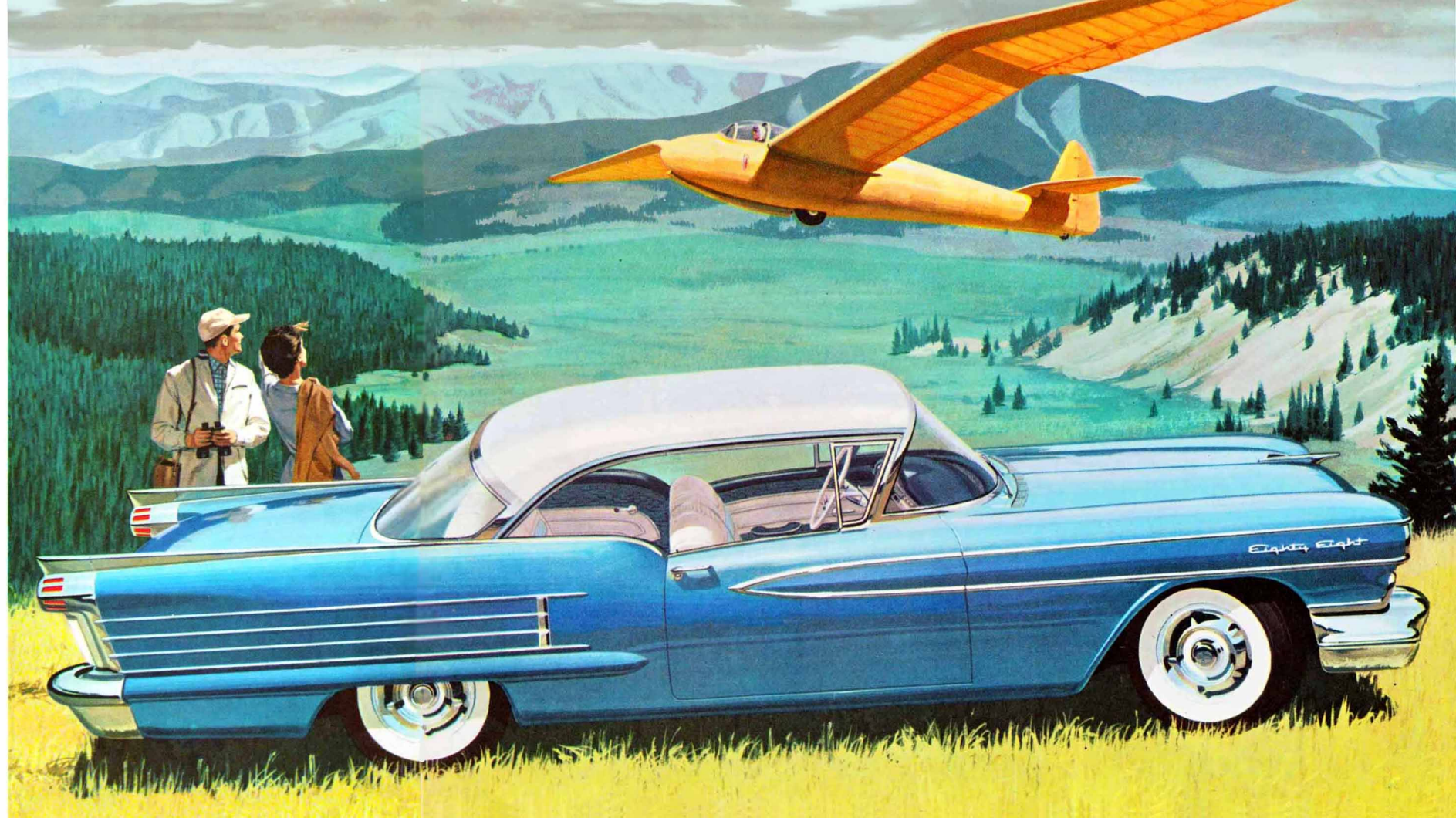
OLDSmobility . . . a dynamic concept for this mobile era

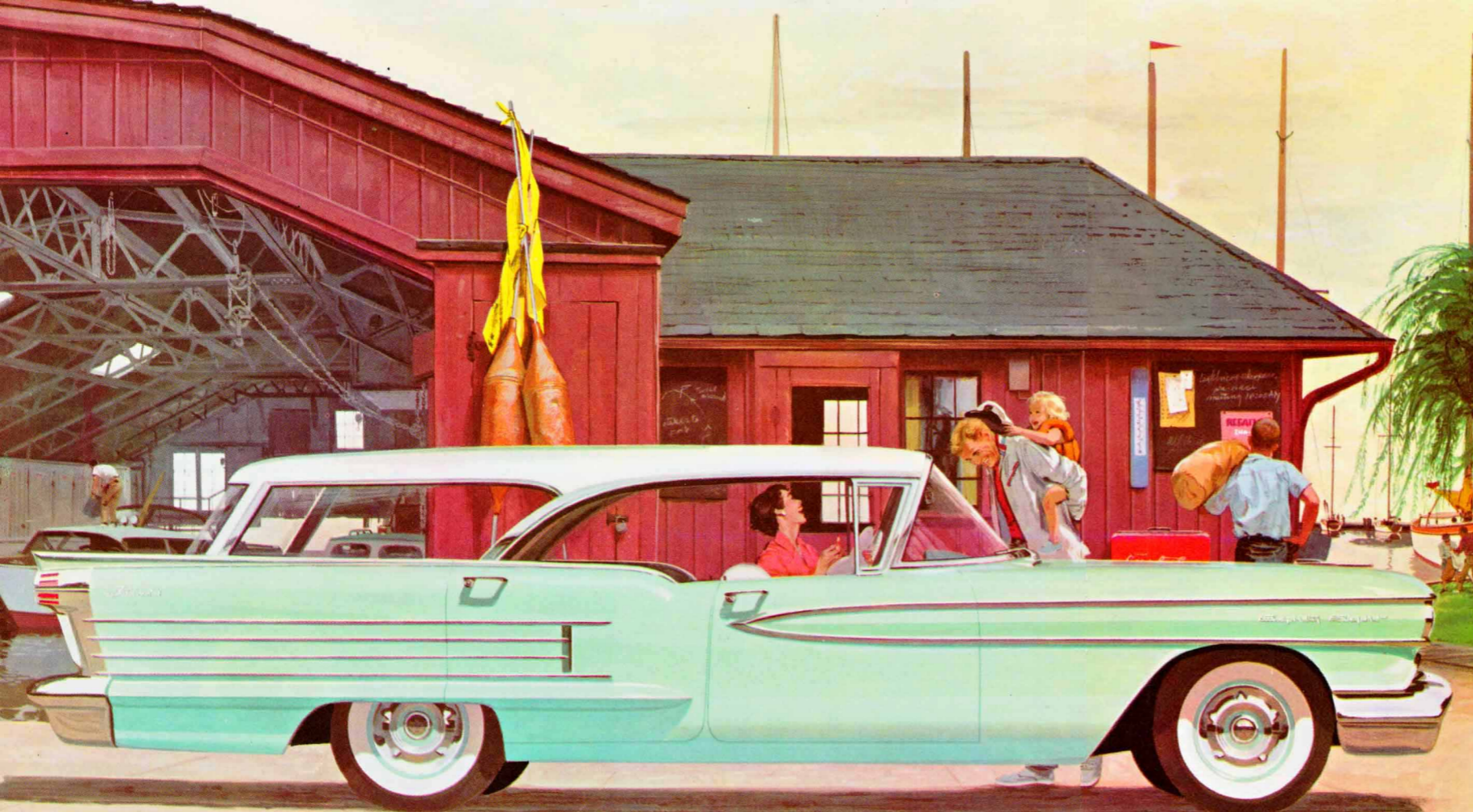
Over and over again, the budget-priced Dynamic 88 has been the happy choice of people with an eye to the pocketbook. For nowhere can you find a more perfect combination of a quality automobile and a price within reason. Impressive, as only a big car can be, the beautiful new "88" brings you the traditional luxury and craftsmanship of Oldsmobile for a most moderate investment. Drive the new Dynamic 88 and feel for yourself the pride and excitement that are yours in *every* 1958 Oldsmobile.



From the wonder-world of modern electronics come Oldsmobile's new Four-Beam Headlamps! On low beam alone, you can see up to 50 feet further ahead. The four beams in unison will give improved vision, ahead and to the side.

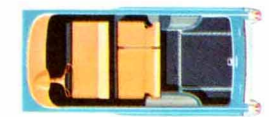
DYNAMIC 88  HOLIDAY COUPE



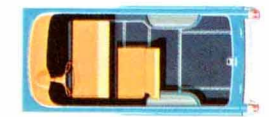


Spirited Companion for Work and Play

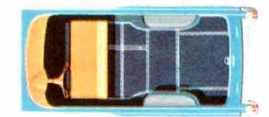
Oldsmobile's glamorous Fiesta represents a completely new concept in station wagon design. It combines all the care-free beauty of Holiday hardtop styling with the rugged utility of a station wagon. For loads, all the way from lumber to fishing tackle, the Fiesta fills the bill to perfection. Durable Vinoleum floor mat and Vinyl plastic trim can take the scuffs and roughing that go with heavy-duty hauling. And for a trip, it's terrific! So if your way of living calls for a versatile performer, it's *Fiesta* time!



With both seats in use, the Fiesta seats six with ample headroom.



Optional 1/2-3/4 division gives any combination of load-space and seating.



Or, if you desire, the rear seats folds flush, providing 65 cu. ft. for cargo.



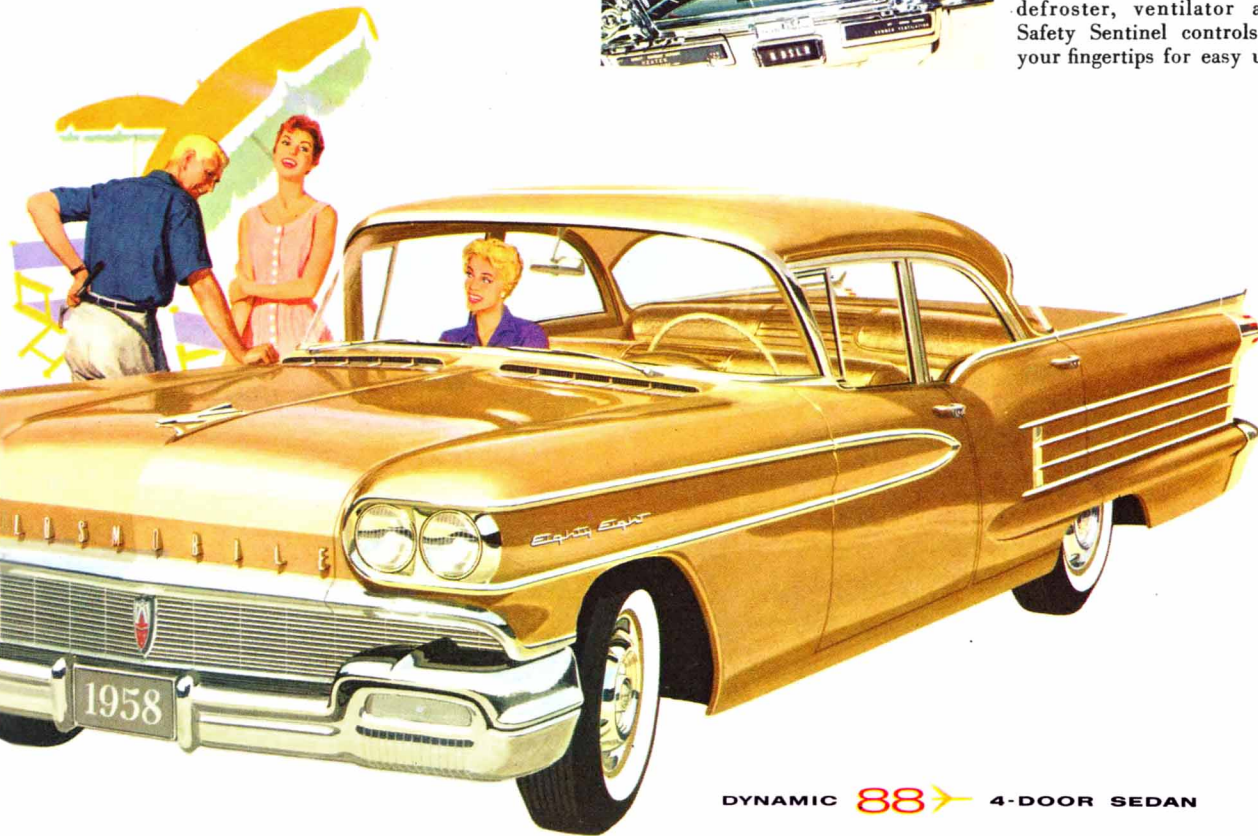
DYNAMIC 88 → FIESTA



DYNAMIC 88 → HOLIDAY SEDAN

If you enjoy being a part of exciting new things, Oldsmobile's Dynamic 88 will suit your mood like a fresh sea breeze. For Olds owners, traditionally, are folks who enjoy the action that this big car can deliver! The new Rocket Engine, with ECON-O-WAY carburetion, combines remarkable fuel economy with the renowned performance that's made the Rocket famous. So if you and fun go hand in hand, *you belong in an Olds!*

From the rear, the Dynamic 88 possesses an impressive beauty that matches its fleet, big-car look!

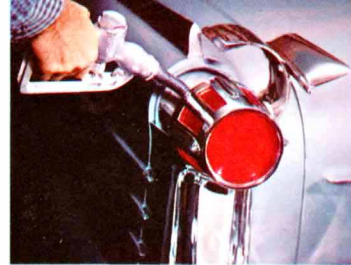


DYNAMIC 88 → 4-DOOR SEDAN



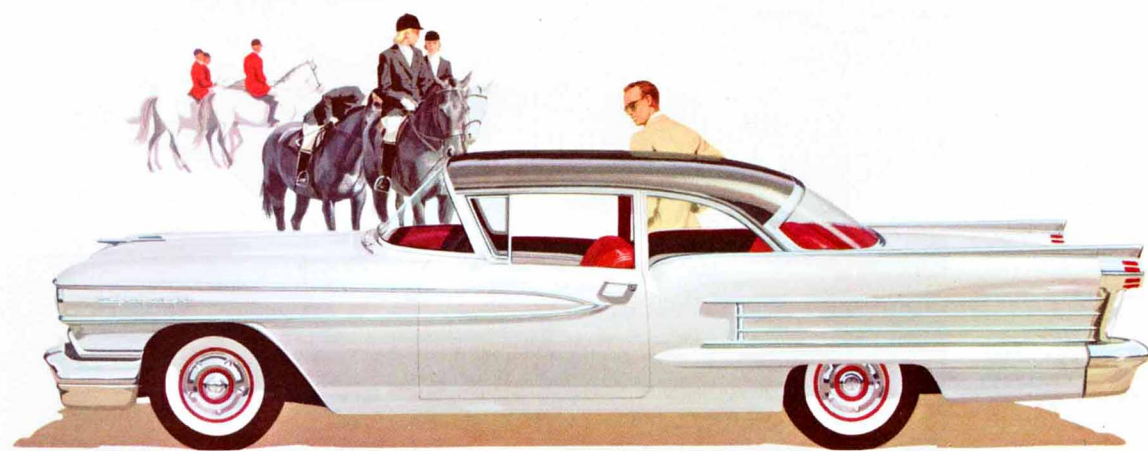
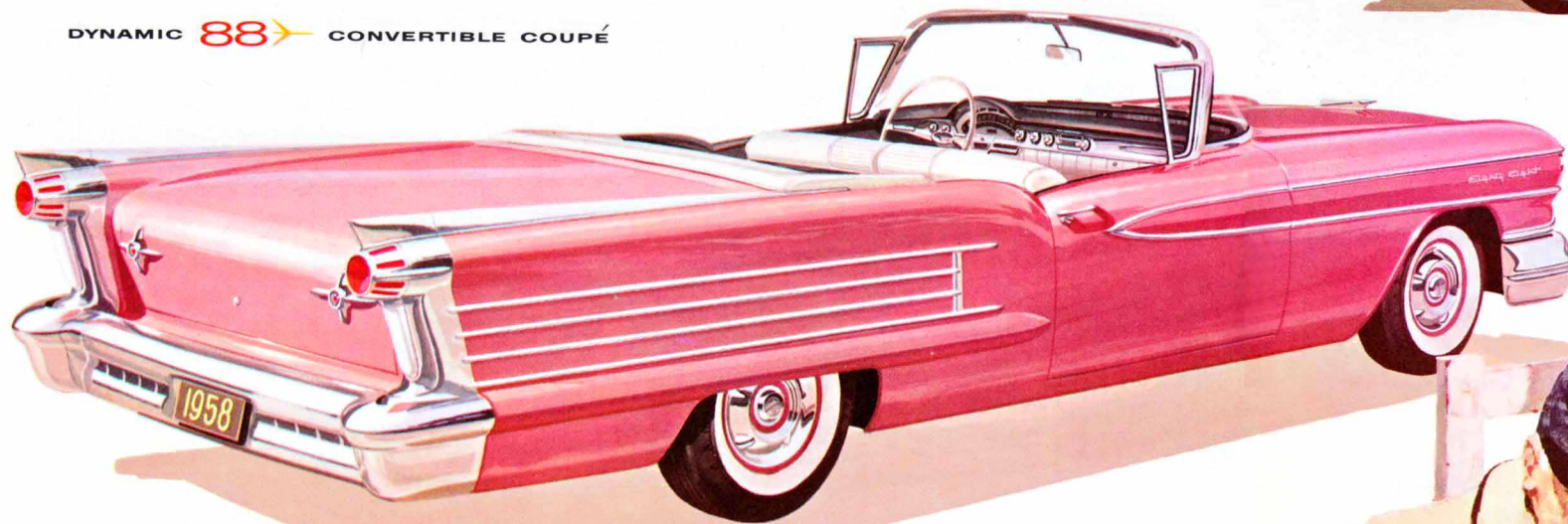
Oldsmobile's new instrument cluster gives you readings at a glance . . . puts heater, defroster, ventilator and Safety Sentinel controls at your fingertips for easy use.

The exciting 1958 Oldsmobile brings you a completely new look . . . as imaginative as the Rocket Age of which it is a part. Take the spirited Dynamic 88 Convertible Coupe, for instance. Here's fresh, new proof that fun comes naturally with the Oldsmobile outlook on life. And the "88" has such a tasteful look of luxury, you'd never guess it's Oldsmobile's low-priced line. Your dealer will show you the extra value you get when you step up to a Dynamic 88!

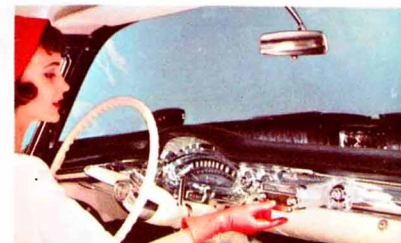


The new gas port is beautifully concealed, even up close. There's nothing visible to mar the smooth, unbroken sweep from front end to rear deck.

DYNAMIC 88 → CONVERTIBLE COUPÉ



DYNAMIC 88 → 2-DOOR SEDAN



In your car, or wherever you are, Oldsmobile's versatile new Trans-Portable Radio can always go with you. It's a transistor car radio and a portable all wrapped up in one lightweight package.

NINETY-EIGHT HOLIDAY SEDAN
—Deep-cushioned comfort is yours in a variety of colorful new Airweave Fabrics, combined with high-sheen, hand-buffed leather bolsters. New Star-Lite Headliner adds a smart, new fashion touch.

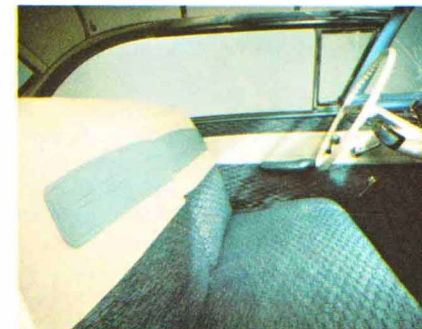


Luxurious New **FASHION-FLAIR INTERIORS**

Enter a wide and wonderful world of rich fabrics and deep-pile carpeting . . . fashioned with a design flair that makes *you* the center of attraction! New Airweave Fabrics, with their individual "pillows of air" bring you new comfort in any kind of weather. And the new Strut-Mounted Instrument Panel supplies a smart finishing touch to Oldsmobile's Fashion-flair Interiors.



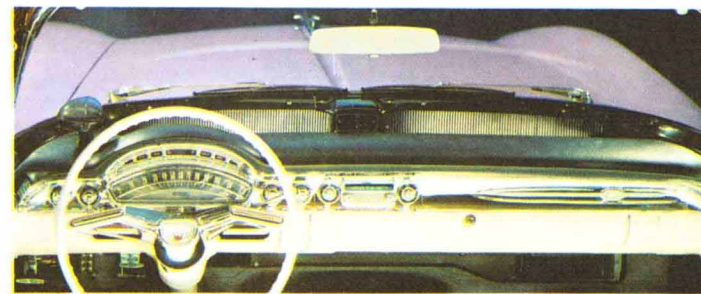
SUPER 88 HOLIDAY SEDAN—Highlighting the Super 88's many luxury appointments are rich deep-pile carpeting, Star-Lite Headliner and new Airweave Fabrics in four colors.



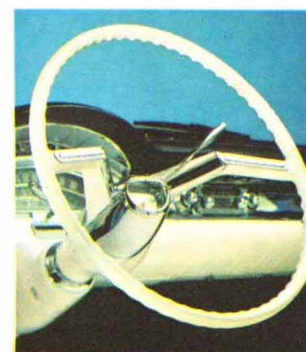
DYNAMIC 88 HOLIDAY COUPÉ—A subtle thread of silver weaves its way through this new patterned fabric. Optional aluminum side rails and new Star-Lite Headliner add beauty.



NINETY-EIGHT CONVERTIBLE—Here is the ultimate in interior excellence. Hand-buffed leather, brushed aluminum trim and luxurious carpets lend an air of elegance.



NEW STRUT-MOUNTED INSTRUMENT PANEL provides easy-to-see, easy-to-reach conveniences for driver and passengers. Brand new latticed vanity shelf keeps objects placed on the dash from falling.



NEW SAFETY-VEE STEERING WHEEL gives driver full view of important operating gauges and speedometer. New horn buttons are located for easy thumb operation!

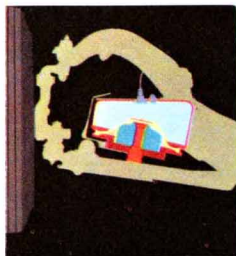
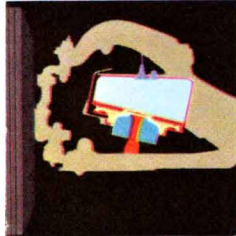
The Most Revolutionary Advancement In Riding Comfort Since They Put Air In Tires . . .

OLDSMOBILE NEW-MATIC RIDE

...A True Air Suspension!

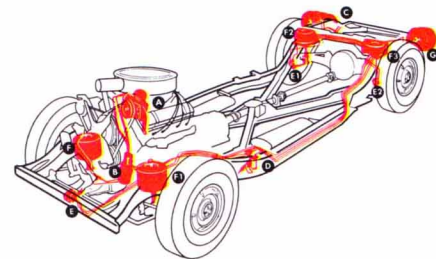
Oldsmobile opens a wonderful new world of smooth-riding comfort with New-Matic Ride—a *true* air suspension! New-Matic Ride, an exclusive "closed system," operates continually and automatically, keeping the car and passengers on a completely level plane at all times. No matter how big the load or how rough the road, your 1958 Oldsmobile with New-Matic Ride looks as sleek, low and level as the day it was designed. In addition, Olds engineers have developed a new Four-Link Drive that eliminates rear-end "squat" when accelerating . . . cuts

sidesway to a minimum. You'll discover that New-Matic Ride lends new dimensions to the meaning of comfort and luxury. This super-smooth ride stems from the unique advantages of Oldsmobile air chamber design. Where most coil and leaf springs offer resistance at a constant rate, no matter how severe the jounce, New-Matic Ride's Air Chamber acts as a variable-rate spring. *The bigger the bump, the greater the resistance . . . and the result is the smoothest, quietest ride you've ever known, no matter how rough the road! Take a test ride...soon!*



◀ Four air springs, one at each wheel, form the basis of Oldsmobile's New-Matic Ride. Air chamber design is shown in light blue. The piston, shown in dark blue, is in normal position. The car wheel at this point is on level ground.

◀ As wheel rises over a bump, piston is pushed up. Diaphragm expands, giving compressed air more surface on which to press . . . more resistance to the bump. Thus, despite the wheel's position, the body rides smooth and level.



Oldsmobile's New-Matic Ride brings you quiet, comfortable riding like you've never had before!

Engine-operated air-compressor **A** sends air under pressure through oil separator **B** to filter out dirt, oil and moisture. Air is then piped to high pressure tank **C** from where it is metered through elevator valve **D** to leveling valves **E** **E1** **E2** and thus to each of four air chambers, one at each wheel. As air is exhausted from air chambers **F** **F1** **F2** and **F3**, it is stored in low pressure tank **G** where it is kept dry and clean for re-use. Thus, this exclusive "closed system" keeps dirt and excessive moisture from entering the system. Height-control valve enables driver to raise the car 4 inches, if special circumstances require.



NEW WIDE-STANCE CHASSIS

This rugged new chassis provides the most stable, solid ride you've ever had! Heavier construction and wider spring base form a solid foundation for your motoring comfort and safety. Pivot-Poise Front Suspension, with ball and socket pivots and new Counter-Dive, all add new meaning to *OLDSmobility*.





EXHAUSTIVE TESTS, OVER 3,000,000 OLDS OWNERS, PROVE THERE'S STILL NOTHING LIKE THE ROCKET ENGINE!

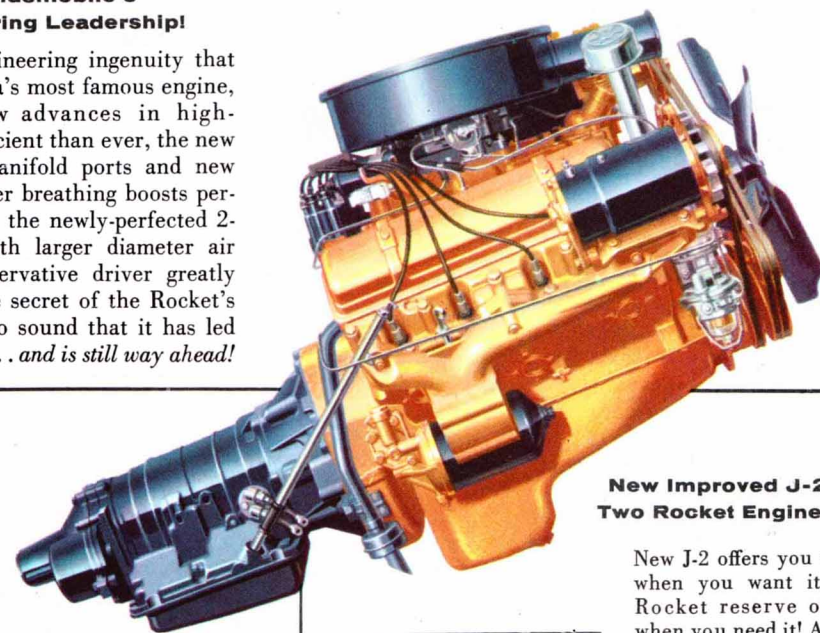
Over the past decade, Oldsmobile's Rocket Engine has become the most famous engine on the American road. Behind the proven success of the Rocket, lie the most demanding specifications in the automotive industry. Each dimension of every piston, rod, valve and camshaft is electronically checked to verify that it is within the predetermined design tolerances . . .

some as precise as 2/10,000 of an inch. Piston pins are inspected in a room which maintains constant temperature and humidity. Once assembled, *each and every* Rocket Engine must pass a thirteen-minute running check at speeds from 850 to 2,500 rpm's. The result of such exacting specifications is the best performing, most trouble-free engine in Oldsmobile's history!

Great New Rocket Engines Provide the Power for **OLDSmobility** 

**... Plus the Greatest Improvement
In Fuel Economy In Oldsmobile's
60 Years Of Engineering Leadership!**

Olds does it again! The engineering ingenuity that has made the Rocket America's most famous engine, brings you important new advances in high-compression power! More efficient than ever, the new Rockets feature enlarged manifold ports and new cam lobes. The resultant freer breathing boosts performance to new highs! And the newly-perfected 2- and 4-barrel carburetors with larger diameter air passages will give the conservative driver greatly improved fuel economy. The secret of the Rocket's greatness is a basic design so sound that it has led the way for almost a decade . . . *and is still way ahead!*



**New Improved J-2 is Like
Two Rocket Engines in One!**

New J-2 offers you economy when you want it . . . a Rocket reserve of power when you need it! At normal speeds, only one of J-2's three carburetors is in operation. For extra power, all *three* carburetors jet into action.



ENGINE DATA: 305 h.p. Rocket Engine standard on Super 88 and Ninety-Eight Series . . . optional at extra cost on Dynamic 88. 265 h.p. Rocket Engine, with ECON-O-WAY carburetor, standard on Dynamic 88. J-2 Rocket with 312 h.p., optional on all series.



**New Smooth-as-Silk
JETAWAY
Features Improved
Cold Weather
Performance!**

New Jetaway Hydra-Matic smooths out the shifts in cold weather driving! Thermostatic controls on the 1-2, 2-3 and 3-4 shift valves compensate for the high viscosity of cold Hydra-Matic fluid.

Music, music wherever you go with

**OLDSMOBILE'S NEW
"TRANS-PORTABLE"
RADIO**

Oldsmobile's versatile new Trans-Portable Radio plays a dual role . . . to give you listening pleasure wherever you go! Anywhere you go . . . ball game, beach, or picnic . . . your light, compact Trans-Portable can go with you. Old-fashioned tubes are completely replaced by transistors, making it light as a glove and free from tube failure. To remove the radio from the car, simply grasp the recessed Hide-A-Way Handle and slide it out. A spring-loaded stainless steel panel swings down to cover the cove. It then operates on an enclosed speaker, aerial and 160-hour battery. When replaced, the radio automatically plugs into the car's electrical system, speaker and antennae. Although easy for you to take along, your Trans-Portable is safe from the possibility of theft. It comes equipped with its own lock and key. When in place, the Trans-Portable latches inside the glove compartment. For *double protection*, you can lock both the radio and the glove box door.



NEW DE LUXE RADIO



Oldsmobile's long-range De Luxe Radio features convenient push-button selectors. Transistor-equipped, it uses low-voltage tubes. Super De Luxe Radio, with Wonder Bar Selector, is also available.

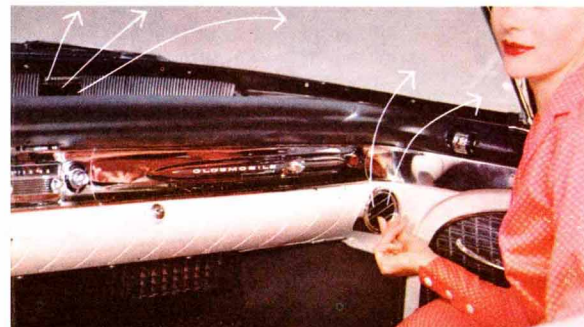
NEW BI-PHONIC SPEAKER SYSTEM



Gives you complete control over both front and rear speakers. Allows you to fill the car with sound, dial any mixture you please, by simply twisting the Bi-Phonic knob on the radio.



NEW COLOR-ACCENT WHEEL DISCS—Sparkling colors highlight the gleaming chrome of Oldsmobile's new Color-Accent Wheel Discs. Your choice of five shades to match or complement body colors.



OLDSMOBILE'S NEW AIR CONDITIONING—What a way to go when the thermometer soars! Just the flick of a finger and your car is flooded with cool, dry air. A new compressor with 40% greater capacity gives much improved cooling at low car and engine speeds. And, new center-located adjustable ducts allow you to direct cool air where you want it.



NEW 1958 DUAL-RANGE POWER HEATER—With Oldsmobile's pioneered push-button controls, you get instant heating at a finger's touch. The new Dual-Range Power Heater gives you either quick, direct heat for cold weather starts . . . or indirect, evenly controlled heat *throughout* the passenger compartment. New "defrost" switch gives two-speed defrosting.



NEW AUTRONIC-EYE—now features a driver-controlled sensitivity adjustment. You can now control how soon it dims your lights for on-coming cars and make adjustments for inclement weather.



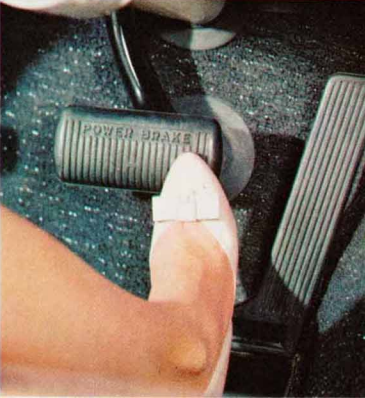
NEW SAFETY SENTINEL—Just set the Safety Sentinel at the speed limit, and devote your full attention to the road. If you exceed the speed setting, an orange light and the warning buzzer go on.



▲ **SAFETY POWER STEERING** —Takes the strain out of heavy-traffic handling and parking . . . gives you added safety on the road! In an emergency, such as a blow-out, you have the strength of 750-lbs. hydraulic pressure helping you maintain control. And with Safety Power Steering you still retain full feel of the road for surer control.

Oldsmobile **POWER ASSISTS** for your Convenience and Comfort

▼ **PEDAL-EASE POWER BRAKES** —Just the feather-light touch of toe on brake eases you to a smooth, safe stop. In fact, with Oldsmobile Power Brakes, you needn't even lift your foot to switch from gas pedal to brake pedal. King-sized Pedal-Ease control lets you simply pivot your heel for effortless stopping.



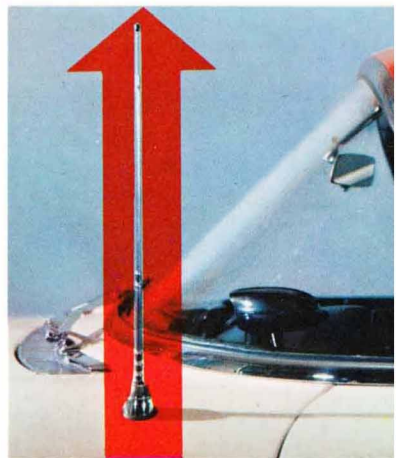
▼ **6-WAY POWER SEAT CONTROL** —Oldsmobile's electrically operated 6-Way Power Seat Control lets you adjust the front seat forward or backward, up or down. And for the last word in driving comfort, you can tilt the seat either forward or back. It's like having a custom-made seat that's always *exactly* right for you!



▲ **ALL-ELECTRIC POWER WINDOW LIFTS**—Here's a modern convenience you'll appreciate again and again. The master control panel, just to the left of the steering wheel, allows the driver to adjust any window in the car simply by pressing a button. In addition, each window has its own electric control so that passengers can also regulate the windows when they want to.



▲ **POWER-OPERATED CONVERTIBLE TOP**—Now it's easier than ever to operate your Olds Convertible top. Handy, twin release controls operate quickly, easily; and from then on everything is automatic. Just press the activator switch, and the powerful, efficient electric motor lowers the top snugly out of sight. New high-test top fabrics make for long, trouble-free life.



▲ **ELECTRICALLY CONTROLLED RADIO ANTENNA** —In traffic, in rainy weather or when wintry winds are blowing, your power-operated radio antenna allows you to adjust for maximum reception without stirring from your seat. And, with a flick of your finger, lower it easily and automatically whenever you desire.

1958 OLDSMOBILE *Specifications*

GENERAL SPECIFICATIONS

DYNAMIC 88 SERIES—Wheelbase, 122.5" • Over-all Length, 208.2" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan, 2-Door Sedan, Holiday Sedan, 57.4"; Holiday Coupe, 56.97"; Convertible Coupe, 57.46"; Fiesta, 58.10" • Tire Size, 8.50 x 14" • Shipping Weight (4-Door Sedan, approx.), 3985 lbs.

SUPER 88 SERIES—Wheelbase, 122.5" • Over-all Length, 208.2" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan, Holiday Sedan, 57.4"; Holiday Coupe, 56.97" • Convertible Coupe, 57.46" • Fiesta, 58.10" • Tire Size, 8.50 x 14" • Shipping Weight (4-Door Sedan, approx.), 4008 lbs.

NINETY-EIGHT SERIES—Wheelbase, 126.5" • Over-all Length, 216.7" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan and Holiday Sedan, 57.4"; Holiday Coupe, 56.97"; Convertible Coupe, 57.46" • Tire Size 8.50 x 14"; Convertible, 9.00 x 14" • Shipping Weight (4-Door Sedan, approx.), 4316 lbs.

ENGINE SPECIFICATIONS

TYPE	High Compression 90°-V Type; 8 Cylinders
HORSEPOWER	Dynamic 88—265 @ 4400 R.P.M. Super 88 and 98—305 @ 4600 R.P.M. J-2 Rocket—312 @ 4600 R.P.M.
TAXABLE HORSEPOWER	51
TORQUE (Lb.-Ft.)	Dynamic 88—390 @ 2400 R.P.M. Super 88 and 98—410 @ 2800 R.P.M. J-2 Rocket—415 @ 2800 R.P.M.
COMPRESSION RATIO	10 to 1
BORE AND STROKE	4" x 3 ¹¹ / ₁₆ "
PISTON DISPLACEMENT	371 Cubic Inches
PISTON (Auto-Thermic type)	Aluminum
CARBURETOR	Dynamic 88—ECON-O-WAY Super 88 and 98—Quadri-Jet J-2 Rocket—3 Two-barrel
VALVES	Overhead; Hydraulic Lifters
COOLING SYSTEM (Capacity, with heater)	21 Qts.
LUBRICATION SYSTEM	Full Pressure, 4-Qt. Capacity (5-Qts. with Oil Filter)
ELECTRICAL SYSTEM	12-Volt

CHASSIS SPECIFICATIONS

FRAME	I-Beam, with X-Center-Member and 5 Cross-Members
FRONT SUSPENSION	Pivot-Poise, with Counter-Dive; Independent Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar
REAR SUSPENSION	58" x 2 ¹ / ₂ " Leaf Springs; Outboard-Mounted, Direct-Acting Shock Absorbers
BRAKES	Super-Hydraulic; 191.7-Sq. In. Lining Area; Pedal-Operated Parking Brake; Power Brakes Standard on Ninety-Eight Series, Optional on other Series.
TRANSMISSION	Syncro-Mesh, Standard on Dynamic 88 and Super 88 Series.
JETAWAY HYDRAMATIC DRIVE	Standard on Ninety-Eight Series; Optional on other Series.
STEERING	Dual Center-Control, Recirculating Ball-Nut Gear, Power Steering Standard on Ninety-Eight Series; Optional on other Series.
STEERING TURNING CIRCLE (DIAM.)	Dynamic 88 and Super 88—42 Ft.; Ninety-Eight—43 Ft.
REAR AXLE	Semi-floating; Hypoid Gears
NEW-MATIC RIDE	"Closed System" design with four air springs and automatic self-leveling feature; extra large high-pressure storage tank. Front stabilizer bar, rubber-mounted. Four-Link rear drive. Direct double-acting shock absorbers at all wheels.

New-Matic Ride, Dual-Range Power Heater, Radio, Bi-Phonic Speaker System, Safety Sentinel, 6-Way and 4-Way Electric Power Seat Controls, Autronic-Eye, Air Conditioning, Electrically Controlled Radio Antenna, White Sidewall Tires and all accessories described are optional at extra cost.

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