A stylized archway logo for Oldsmobile. The top part of the arch contains the word "OLDSMOBILE" in yellow, outlined letters. Below this, the words "NOW SHOWING", "YOUNGMOBILE", and "THINKING 1969" are stacked in a bold, orange, sans-serif font. The arch is decorated with a row of colorful dots (yellow, pink, yellow, pink) along its top edge and ornate yellow and purple scrollwork at the ends and bottom.

OLDSMOBILE
NOW SHOWING
**YOUNGMOBILE
THINKING 1969**

STARRING

TORONADO

The sporting luxury car with front-wheel drive.

Toronado
For great car lovers.

Oldsmobile recreates a scene from the classic movies.



Every great car has had something extra going for it. Toronado's outstanding achievements are almost too numerous to list.

This is the automobile that brings a youthful, sporting vigor to the full-size luxury-car field. It's the Oldsmobile that made front-wheel driving famous.

It's an automobile that tracks, maneuvers and parks with exceptional ease, obedience and precision. For 1969, Toronado is longer and

more luxurious than ever. Its sculptured styling is impressively refined. There's no mistaking that great look. It's still strictly Toronado.

A 375-hp Rocket 455 V-8, 3-speed Turbo Hydra-Matic 400 Transmission, Vari-Ratio power steering and power brakes are standard.

It looks like great car lovers can have a lot in common this year. Namely, the spirited luxury of the great new Olds Toronado.

Olds offers at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations. See your Oldsmobile dealer for a complete listing.

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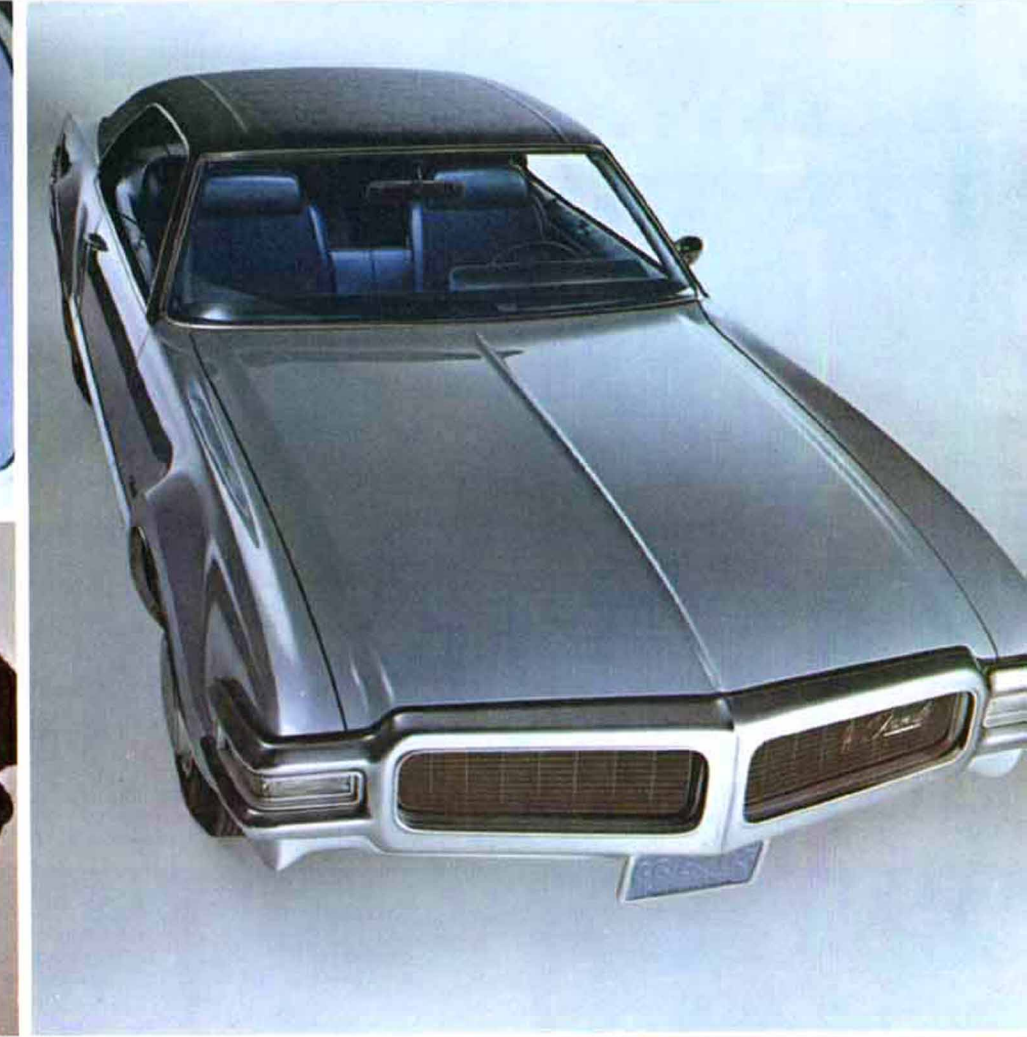


The popular Toronado Strato Bench Seat in Excella pattern can be ordered. You'll find it is beautifully luxurious and functional. With center armrest down, you've got bucket-seat-type comfort for two. Armrests up, you've got room and exceptional comfort for three. Strato Bucket Seats also available. Either way, the luxury of front-wheel driving is pure pleasure. Toronado's flat floors, front and rear, offer exceptional room and comfort. Thick-cushioned front-seat head restraints, standard.

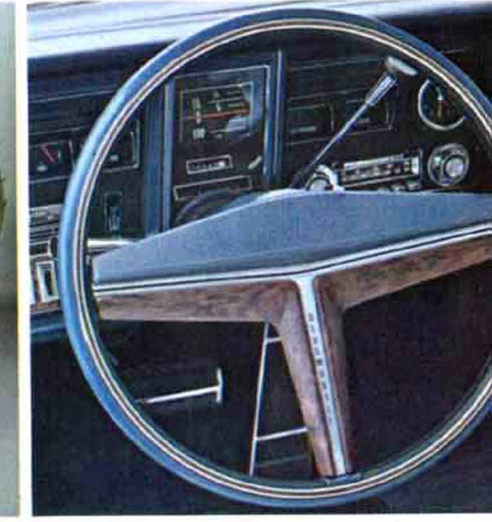
Innovations seem to be a habit with Toronado. This year, you can add an electrically heated rear window to Toronado's many firsts. Defogs silently without a draft. You'll want to order it on your new Toronado.



Toronado grille features distinctive headlamps that hide by day, come out at night when headlamps are illuminated.



The great Toronado look. Impressively refined. The longest, sportiest, most luxurious Toronado to date. This is your year to escape from the ordinary, in a front-wheel-drive Toronado. Big, family-size trunk will take on a couple of weeks' worth of vacation luggage. With room to spare.



The Toronado dash features an impressive array of easy-to-read, easy-to-operate instruments. Lighted dash ashtray is centrally relocated for driver convenience. Simulated Elm-grain applique, standard. Tilt-and-Telescope Steering Wheel available.

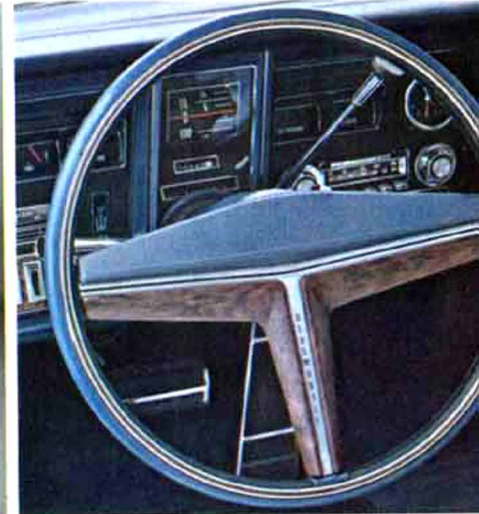
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Oldsmobile's contribution to great performance: Front-wheel-drive Toronado

Olds Toronado is changing the driving habits of America's luxury-car owners—with front-wheel driving. A new way to go that sets off a chain reaction of advantages for driver and passenger.

Handles with incredible ease.

Toronado handling is superb. The power wheels don't follow you as in other cars, they lead you. The same wheels that do the steering also deliver the power. When cornering, the front wheels *pull* you around curves, rather than *push* you. Toronado handling is crisp, precise. You come out of a turn straight and true—and impressed.

Snow or sand? No problem.

It isn't lack of power that anchors most cars in snow or sand. It's lack of traction. The power wheels in most cars are under an empty trunk. The power wheels in Toronado are under the engine. More weight. More traction. Straight-line traction, without slipping and sliding from side to side.

Flat-floor room and comfort.

Since there's no need for power at the rear, there's no need for a rear drive shaft. And no need for a bulky transmission hump to intrude on your driving and riding comfort. The Toronado floor is flat—wall-to-wall, front and rear. More room to relax for every Toronado passenger.

A whisper-quiet ride.

Where are the drive shaft and gears? All major mechanical components are up front in the engine compartment. Noise and vibration are isolated. You ride in restful quiet.

Flat floors mean additional luggage space, too.

The same flat-floor principle that applies to the passenger compartment holds true in the trunk compartment. There is no rear axle to cheat you out of trunk space. Flat floor . . . deeper trunk . . . more usable luggage space! Over and over again, one front-wheel-drive advantage leads to another.

Largest standard Rocket V-8 ever offered.

Even if you're only mildly interested in automobiles, you know that the name Rocket means exceptional performance.

And, the latest Rocket continues that well-earned reputation. For 1969, a big 455-cubic-inch Rocket V-8 is standard — 375 horsepower, 510 lb.-ft. torque. And if you prefer the ultimate, a 400-horsepower version is available.

Now you know what enthusiastic Toronado owners know. Except . . .

They've *experienced* the unique characteristics of front-wheel driving and the exceptional full-size luxury of Toronado. And they're completely sold on both. That's why Toronado owners *stay* with Toronado. If you'd like a change from the usual, visit your nearest Olds dealer. Sample the sporting luxury and exceptional performance of the great new Olds Toronado.

The sporting luxury car with front-wheel drive.



Toronado Great vehicle for leading ladies.

Inside and out, Toronado is an exciting original in the luxury-car field. No other car in the world shares Toronado's unique look, handling ease, and smart, young luxury. Can you think of a better way to escape from the ordinary? See and drive the 1969 Olds Toronado, the beautiful original.



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MARK OF EXCELLENCE

TORONADO REVIEW

Rave notices coast to coast! Owners call Toronado one of the world's "Great Road Shows."

It's a wonderful car for city or country roads. And my wife likes the size of Toronado over larger luxury cars. The body's tight and quiet, the ride's smooth and comfortable.

Kentucky Office Equipment Distributor

I get all-around performance I can be very happy with, in a car that is entirely individual and unique. Yet with a family of four, I find the interior and luggage room most adequate. It's the best prestige car for these reasons.

Minnesota Retailer

It's the finest car I have ever driven. I like the traction I get, but I think I like Toronado's complete styling best. The lines are the finest on the road, and the interior is all that could be asked and more.

Texas Caterer

I have never driven more comfortably. I like the flat floor and the roominess for front passengers, plus the comfort for rear passengers, too.

Montana Housewife

I traded in a nine-month-old personal luxury car, and consider I made a good decision! I like Toronado's roadability, handling, driving ease and solidity. It's a most satisfying car.

Connecticut Corporation Executive

I think front-wheel drive is the best thing that ever happened to a car. Everything about the performance is good, especially the traction. The flat floors and the side windows with no vents also rate special mention.

Michigan Diemaker

A friend whose judgement I respect has a '67 Toronado he likes very much, so I traded in my competitive luxury car for one, too. We've bought at least one new car every year since '58, and this is the best yet. It has quality and performance, a good solid feel, but a smooth, quiet and comfortable ride.

Kansas Engineering Executive

The ride of the car is excellent. It's heavy and solid, yet handles easy. And it has a rich appearance.

Illinois Commercial Artist

I could write a book about the roadability and handling ease of this car. There is no comparison to others. Deep snow is no problem at all—just breeze out. Five of us went on a two-week vacation, and had enough room. It's the best car I ever had.

Ohio Welder

1969 Toronado Specifications:

ENGINE

Type	Rocket V-8
Bore x stroke, inches	4.125 x 4.25
Displacement, cubic inches	455
Compression ratio	10.25-to-1
Bhp	375 to 4600 rpm
Torque, lb.-ft.	510 at 3000 rpm
Carburetion	4-bbl.
Built-in Combustion Control System provides constant carb air temperature.	
Battery	75 amp.-hr.

A 400-horsepower version is also available.

DRIVE TRAIN

Transmission	Turbo Hydra-matic 400
3-speed with high output torque converter, 180° forward power transfer.	
Differential	Low-friction bevel gears
Axle ratio	3.07-to-1 standard

CHASSIS

Suspension	Front stabilizer, rear leaf springs, four rear shocks
Steering ratio	17.5-to-1

Tires	8.85 x 15"
Brakes	Power, self-energizing, self-adjusting

GENERAL

Wheelbase	119.0"
Overall length	214.8"
Overall width	78.8"
Overall height	52.8"
Curb wt. (lb.)	4481
Tread	front, 63.5"; rear, 63.0"

SAFETY

And the new GM safety features are standard, including energy-absorbing steering column, padded dash, seat belts for all passenger positions, new steering column and transmission lock, and many more.

Olds offers a variety of options and accessories, many of which are mentioned or shown in the car illustrations in this brochure. A complete price list is available at your nearest Oldsmobile dealer's.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.

8-68 LITHO IN U.S.A.

Escape from the ordinary at your nearest Oldsmobile dealer's.