

Note: the following pages are from brochures only pertaining to the appropriate vehicle. This is not a complete brochure.



CUTLASS CRUISER

Discover Cutlass Cruiser—you'll find a whole wagonfull of good ideas.

Whether you're looking, loading, driving or just lounging—you'll be dazzled and delighted by Cutlass Cruiser's many smart new ideas.

It rides much like a Cutlass sedan, works like a wagon, and offers impressive gas mileage.* Open a door and you'll see how easy it is to get in and out. Slip into the comfort of the full-foam seats and you're aware that we've increased front headroom—and legroom, front and rear, over its '77 counterpart.

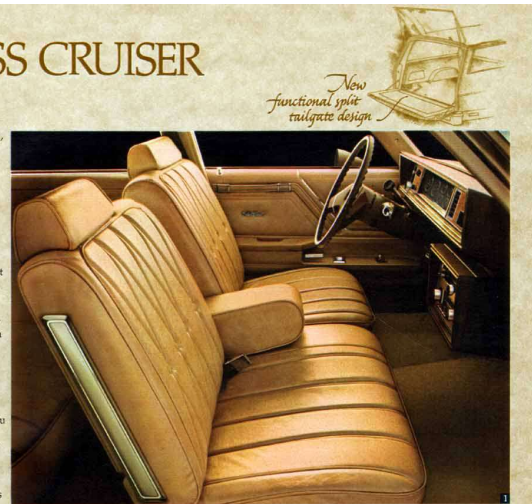
Surprisingly, some of the new ideas make Cutlass Cruiser seem like it's really a family sedan. The new ride, for example, is smooth and quiet. And the new maneuverability makes Cutlass Cruiser impressively agile.

But make no mistake. When you check out the cargo space, you know that some of our best new ideas have made Cutlass Cruiser a great Olds wagon.

Thanks to some ingenious space-efficiency engineering, this handsome new wagon offers surprising cargo space. And you'll like the way it loads—with its flat, carpeted floor.

Other ideas make Cutlass Cruiser more convenient.

That split tailgate, for example, is a wagon owner's dream. The window section swings up, completely out of the way, but not so high that you have to worry about bumping things on your garage ceiling. The lower section swings down—providing a "load-



New functional split tailgate design

ing dock" that comes in handy when you're loading or unloading big, bulky cargo. Or as a convenient "table top" for picnics.

And you'll especially like the split tailgate when loading in tight quarters. Because it'll open with very little clearance between Cutlass Cruiser and a car parked behind it.

Hidden storage compartments? You can have three of

them, all with locks available. The spare tire well? That has a functional new idea you're going to like, too. Since it's deeper than the tire, there's extra storage space for your convenience. Leave the lid open and it helps secure those brimming bags of groceries—all the way home.

Cutlass Cruiser. It'll give you that great Cutlass feeling—for a lot of good reasons.

Cutlass Cruiser with available wood-grain vinyl exterior (far left). 1. A luxury sedan interior? No, it's Cutlass Cruiser's roomy family room, shown with the available divided front seat. Or, choose available vinyl bucket seats. 2. Load floor is carpeted. 3. Our lowest priced way to get a wagonfull of new ideas! Handsome. Affordable. Fun to drive. A great new family wagon! Fixed rear side windows and adjustable rear vents are standard.



*See EPA mileage estimates in the accompanying engine supplement sheet.

Which new Olds is right for you?

 CUTLASS SUPREME BROUGHAM COUPE	 OMEGA BROUGHAM COUPE	 98 REGENCY COUPE	 DELTA 88 ROYALE COUPE
 CUTLASS CALAIS COUPE	 OMEGA BROUGHAM SEDAN (2)	 98 REGENCY TOWN SEDAN	 DELTA 88 ROYALE TOWN SEDAN
 CUTLASS SUPREME COUPE	 OMEGA HATCHBACK (3)	 98 LUXURY COUPE	 DELTA 88 COUPE
 CUTLASS SALON BROUGHAM 2-DOOR (1)	 OMEGA COUPE (3)	 98 LUXURY TOWN SEDAN	 DELTA 88 TOWN SEDAN
 CUTLASS SALON BROUGHAM 4-DOOR	 OMEGA SEDAN	 CUSTOM CRUISER, 2-SEAT (5)	 TORONADO BROUGHAM COUPE (7)
 CUTLASS SALON 2-DOOR (1)	 STARFIRE SX SPORT COUPE (4)	 CUTLASS CRUISER, 2-SEAT (6)	<p>(1) 4-4-2 package available. (2) LS package available. (3) SX package available. (4) GT package available. (5) Wood-grain vinyl and 3rd seat available. (6) Wood-grain vinyl available. (7) XS package available.</p> 
 CUTLASS SALON 4-DOOR	 STARFIRE SPORT COUPE (4)		

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. NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models. See page 27. For specific prices and availability, check your Oldsmobile dealer. PRINTED IN U.S.A. 8-77

1978 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



ALL MODELS EXCEPT STARFIRE AND OMEGA



STARFIRE AND OMEGA COLORS ONLY



Printed colors are approximate only, and may vary from actual car paint colors.

... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE OLDSMOBILES. The Oldsmobiles described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Oldsmobile. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products by Oldsmobile Division, and will provide the quality performance associated with the Oldsmobile name. □ With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

Your Oldsmobile has these accident prevention features: Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Lane-change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support)

• Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latches.

Your Oldsmobile has these occupant protection features: Seat belts with pushbutton buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light

and buzzer) and right front passenger • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped steel hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front-seat back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

Oldsmobile also provides these anti-theft features: Anti-theft ignition key reminder buzzer • Anti-theft steering column lock.

Oldsmobile
Can we build one for you?

1978 OLDSMOBILE CATALOG CORRECTIONS

The following revisions, errors and/or clarifications of product information appearing in 1978 Oldsmobile catalogs should be noted:

Cutlass, Omega and Starfire

1. Interior illustrations for Cutlass Supreme (p. 5), Cutlass Salon Brougham (p. 11), and Cutlass Cruiser (p. 19): Divided front seats shown are available equipment at extra cost. Bench seats with fold-down center armrests are standard on these models.
2. Cutlass Calais (p. 9): Steering gear ratio is 14-to-1, as stated, with available power steering. With standard steering, the gear ratio is 24-to-1. Also, illustration 2 which shows the available hatch roof, has a Cutlass Supreme Brougham interior, unavailable on Calais. Interior as shown in illustration 1 is standard for the Calais.
3. Cutlass Salon Brougham (p. 11) and Cutlass Salon (p. 15): Rear hiproom comparisons were made against Cutlass Coupe models only. References to "Cutlass models" should read "Cutlass coupes."
4. Cutlass specifications (p. 17): Fuel tank capacity rating has been revised to 18.1 gallons, from 17.5 as shown. Cutlass Cruiser rating is 18.2 gallons.
5. Omega Brougham (p. 21): Visor vanity mirror has been eliminated from the equipment included in the Omega LS package.

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1978 OLDSMOBILE ENGINE SUPPLEMENT SHEET

Oldsmobile calls to your attention the following information regarding engines used in their 1978 models and the GM Divisions that produce them.

<p>5.7 Litre V8 Diesel Engine (LF9) Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: S.A.E. net hp at rpm 120 @ 3600 S.A.E. net torque at rpm (ft.-lb.) 220 @ 1600 Compression ratio (to 1) 22.5 Bore x stroke (in.) 4.057 x 3.385 Available axle ratios* 2.41, 2.73</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>403 Cu. In. V8 Engine (L80) Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 185 @ 3600 (Toronado) 190 @ 3600 S.A.E. net torque at rpm (ft.-lb.) 320 @ 2000 (Toronado) 325 @ 2000 Compression ratio (to 1) 7.9 Bore x stroke (in.) 4.351 x 3.385 Available axle ratios* 2.41, 2.56, 2.73, 3.07, 3.08, 3.23</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>350 Cu. In. V8 Engine (L34) Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 170 @ 3800 S.A.E. net torque at rpm (ft.-lb.) 275 @ 2000 Compression ratio (to 1) 7.9 Bore x stroke (in.) 4.057 x 3.385 Available axle ratios* 2.41, 2.73, 3.08</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>
<p>260 Cu. In. V8 Engine (LV8) Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 110 @ 3400 S.A.E. net torque at rpm (ft.-lb.) 205 @ 1800 Compression ratio (to 1) 7.5 Bore x stroke (in.) 3.500 x 3.385 Available axle ratios* 2.29, 2.41, 2.56, 2.73, 2.93</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>231 Cu. In. V6 Engine (LD5) Produced by GM—Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 105 @ 3400 S.A.E. net torque at rpm (ft.-lb.) 185 @ 2000 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.80 x 3.40 Available axle ratios* 2.56, 2.73, 2.93, 3.08, 3.23</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>350 Cu. In. V8 Engine (LM1) Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 160 @ 3800 (high altitude counties) S.A.E. net torque at rpm (ft.-lb.) (high altitude counties) 260 @ 2400 Compression ratio (to 1) 8.2 Bore x stroke (in.) 4.00 x 3.48 Available axle ratios* 2.41, 2.73, 3.08</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>
<p>305 Cu. In. V8 Engine (LG3) Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 145 @ 3800 (California, high altitude) . . . 135 @ 3800 S.A.E. net torque at rpm (ft.-lb.) 245 @ 2400 (California, high altitude) . . . 240 @ 2000 Compression ratio (to 1) 8.4 Bore x stroke (in.) 3.736 x 3.48 Available axle ratios* 2.29, 2.41, 2.56, 2.73, 3.08</p> <p><small>*Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>305 Cu. In. V8 Engine (LG4†) Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 160 @ 4000 S.A.E. net torque at rpm (ft.-lb.) 235 @ 2400 Compression ratio (to 1) 8.4 Bore x stroke (in.) 3.736 x 3.48 Available axle ratios* 2.29, 2.41, 2.73</p> <p><small>†Not available in California. *Check salesperson for axle ratio availability with various models and transmissions.</small></p>	<p>151 Cu. In. L4 Engine (LX6/LS6†) Produced by GM—Pontiac Motor Division at the Pontiac, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 85 @ 4400 S.A.E. net torque at rpm (ft.-lb.) 123 @ 2800 Compression ratio (to 1) 8.3 Bore x stroke (in.) 4.00 x 3.00 Available axle ratios* 2.73, 3.08, 3.23</p> <p><small>†Engine number for California. *Check salesperson for axle ratio availability with various models and transmissions.</small></p>

For 1978 EPA estimates for Oldsmobile models, see other side.

THESE 1978 OLDSMOBILES OFFER IMPRESSIVE EPA GAS MILEAGE FIGURES*

Model/Engine	Standard Optional	Trans.	EPA mileage estimates*/Availability Highway/City/Combined		
			49 States	Hi-Alt. Option (1)	California
STARFIRE					
151 L4 (LX6, LS6)	Std.	M	34-24-28	N.A.	N.A.
		A	31-23-26	N.A.	(2)
231 V6 (LD5)	Opt.	M	28-16-19	27-16-20	27-16-20
		A	27-19-22	23-16-18	23-16-18
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
		A	25-17-20	21-14-17	21-14-17
OMEGA					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
		A	26-18-21	21-15-17	21-15-17
305 V8 (LG3)	Opt.	M	21-15-17	N.A.	N.A.
		A	22-16-19	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	18-13-15
CUTLASS					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
		A	27-19-22	23-16-18	23-16-18
260 V8 (LV8)	Opt.	M	29-20-23	N.A.	N.A.
		A	27-19-22	25-17-20	25-17-20
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
		A	N.A.	21-14-17	21-14-17
305 V8 (LG4)	Opt.	A	26-18-21	N.A.	N.A.
CUTLASS CRUISER					
231 V6 (LD5)	Std.	A	27-19-22	23-16-18	23/16/18
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
305 V8 (LG3)	Opt.	A	N.A.	N.A.	19-13-15
305 V8 (LG4)	Opt.	A	23-16-18	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	N.A.
DELTA 88					
231 V6 (LD5)	Std.	A	25-17-20	21-15-17	21-15-17
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
350 V8 (L34)	Opt.	A	23-16-19	23-16-19	22-15-17
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
CUSTOM CRUISER					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	27-19-22	N.A.	27-19-22
NINETY-EIGHT					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
TORONADO					
403 V8 (L80)	Std.	A	19-13-15	19-13-15	17-12-14

*EPA figures are estimates; the actual mileage you get will vary depending on how and where you drive, your car's condition and its equipment. (M) Manual transmission (A) Automatic transmission (D) Diesel (N.A.) Power train not available (1) Designed and recommended for high altitude operation (2) Not available at publication date. See your dealer for current information. Model/engine combinations and availability shown are current as of September 16, 1977. Specifications are subject to change without notice. Printed 9/16/77



For 1978 Oldsmobile Engine Specifications and sources, see other side.