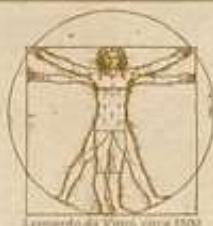


**Note: the following pages are from brochures only pertaining to the appropriate vehicle. This is not a complete brochure.**

Leonardo da Vinci (1452-1519) . . . painter, inventor, engineer, draftsman . . . spent a lifetime in the pursuit of excellence. Oldsmobile's continuing search also combines art, science and human engineering to a unusual degree. We have chosen a da Vinci graphic theme to emphasize that search.



Leonardo da Vinci, circa 1500

## In the continuing search for excellence . . . Oldsmobile engineering contributes to new advances in the 1979 Oldsmobiles. Another step in America's longest automotive heritage.

" . . . to build one carriage in as nearly perfect a manner as possible . . ."

*From the minutes of the directors' meeting which established the Olds Motor Vehicle Company—August 21, 1897.*

1979 begins Oldsmobile's 82nd year of offering cars to meet that criterion—more automotive experience than any other American car name.

And through the years, Oldsmobile has participated in the development of innovation after innovation.

In the last 40 years alone, Oldsmobile has offered these major developments:

The first fully automatic transmission, making driving easier than ever before.

The first high-compression V8 production engine, making possible new levels of performance.

Front-wheel drive for contemporary American automobiles.

In the last two years, the introduction of a new generation of space- and fuel-efficient\* full-size and mid-size models. Plus the



*A new-generation Cutlass, designed from the inside out for space efficiency, comfort.*

world's first diesel V8 engine (5.7 litres) for passenger cars—available in full-size Oldsmobiles.

And this year, a new state of the art in personal luxury car design, the all-new Toronado. Plus a new,

fuel-efficient\* 4.3-litre diesel V8 developed especially for mid-size cars—available in Cutlass models—only from Oldsmobile!

So you can see why new-car prospects have come to expect excellence in engineering in an Oldsmobile—and why Olds-



*New Lansing, Michigan, Cutlass plant offers the latest assembly technology and quality control methods.*

mobile's reputation for fine cars continues to grow.

### Today's Oldsmobiles Are Designed To Meet the Demands of Our Times

It was a bold concept last year—but one America had been waiting for. Mid-size cars which offer the traditional qualities Oldsmobile owners had come to expect in their cars—but in a space-efficient, energy-efficient\* form.

It took new, computer-age approaches to achieve that result. New design concepts to pare off pounds and inches, yet leave the solid, smooth ride. New space efficiency to make them trimmer outside, yet offer more rear seat legroom inside.

All this and much more was brought together through innovative engineering technology to produce new Olds Cutlass models which are better cars for our times—and good values to their owners.

Upon personal inspection you see the beautiful and satisfying results of Oldsmobile's unending commitment to quality in every new Olds model.

America saw, and America approved. Now you can enjoy quality and space and fuel efficiency\* in the beautifully refined 1979 Cutlass models.

### An Efficient Size

These new-generation Cutlasses offer the advantage of space efficiency far advanced over their predecessors.

They are shorter in wheelbase, reduced in length, easier to maneuver in crowded city traffic. Yet they have improved front headroom and front and rear legroom over their earlier-designed counterparts. Even the Cutlass trunk has been engineered to be space efficient with a compact spare tire.

### A Solid, Secure Ride

An ultimate test of a car traditionally has been its ride—its ability to cradle you over rough roads or boulevards with ease.

So, with the aid of sophisticated,



*Many Cutlass components were "road tested" by computer simulation before a single car was built.*

finite analysis computer technology, many Cutlass components were "road tested" by computer simulation and fine tuned at the design stage.

What you experience on the road is a sophisticated kind of ride, made even more impressive by the fact that it was achieved through ingenious engineering—reducing, not adding, weight

### A Relaxing Sense of Quiet

A quiet atmosphere is another prized hallmark of a finely engineered and built car.

Modern acoustic technology has been incorporated in the design of these cars to help create that atmosphere. The ceiling above you is a specially designed one-piece acoustical barrier. Soft door seals help shut out the noise of passing traffic. Even the thick carpeting is cut in a single piece to further help insulate you from road noise.

### Impressive Driveability

Oldsmobile believes that you expect your car to be more than roomy and comfortable—it must



*Test models log thousands of miles during ride, handling, braking and acceleration evaluation.*

also be a great road car. When you test-drive an Olds through a variety of situations, be alert to the total integration of all its engineering aspects. Steering agility, engine responsiveness and ride characteristics—all working together to provide you with a feeling of driver control.

### A Protected Investment

To help protect your investment, corrosion-fighting metals, materials, primers and waxes are used extensively. The goal of these corrosion defenses, of course, is to help keep your new Oldsmobile looking beautiful.



### And—Good Fuel Economy\*

Today, the kind of fuel economy you expect from a car is a most important part of your buying decision. That's why Oldsmobile



*Olds engineers check out fuel economy in a new-generation Cutlass Calais.*

has made fuel economy a high engineering priority in recent years—with very gratifying results. Lighter materials to reduce weight, engine refinements, smaller engines, the simplification of emission controls and the introduction of the world's first passenger car diesel V8s—all designed to provide the kind of fuel economy you want and need today.

Oldsmobile room and comfort with impressive fuel economy. A very nice combination.

### Cars Engineered Not Just for Today and Tomorrow—But for You

The new-generation Cutlass models have been engineered specifically to meet the needs and demands of today.

Here's another welcome surprise. The trim, compact Olds Omega and sporty Starfire are also well suited to meet the needs and demands of today. Read about each of them now. Then test-drive the model of your choice.

And today, for your added convenience, many Olds dealers offer the option to buy or lease.

**A Word About This Catalog**  
We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your Olds dealer has details, and, before ordering, you should ask him to bring you up-to-date.

### A Word About Engines

The Oldsmobiles shown in this catalog are equipped with GM-built engines produced by various divisions. See the engine supplement sheet and your Olds dealer for complete details about engine sources and availability.

\*See EPA mileage estimates in the accompanying Engine Supplement Sheet. Additional copies available at your Oldsmobile dealers.

The latest example of the contribution of Oldsmobile engineering excellence!

## Now Oldsmobile offers the efficiency of a diesel V8 in all Cutlass models!

Last year, Oldsmobile introduced the world's first diesel V8 in a passenger car, a 5.7-litre engine... available in Delta 88 and 98. Now Oldsmobile is offering a 4.3-litre diesel V8—specifically designed and engineered for mid-size cars.

It combines the basic economy of a diesel with a smoothness and quietness you might not expect from a diesel engine. And you can order it in any 1979 Cutlass Supreme or Salon. The 5.7-litre diesel V8 is available in all Cutlass Cruiser models.

Only Olds offers diesel V8s in 19 different models—more than any other car manufacturer in the world.

### Diesel Means Fuel Economy\*

The EPA mileage estimates on the accompanying engine supplement sheet demonstrate the substantially better mileage performance you



can expect, compared to the same Olds with a gasoline engine.

You can also expect less cost per gallon, based on the traditionally lower price for diesel fuel as compared with unleaded gasoline.

More miles per gallon... less cost per gallon. That's what this new 4.3-litre V8 is all about.

### Smooth and Quiet

In the past, diesel-powered cars were not known for smooth, quiet performance.

So your first ride in a diesel V8-powered Cutlass will bring a welcome surprise. You'll find it is unusually smooth and quiet for a diesel, especially at cruising speeds.

### No Ignition System To Tune Up

Unlike gasoline engines, the diesel V8 has no spark plugs, no distributor and no carburetor. So it eliminates the need to service or replace these items.

Just change the oil and filter every 3,000 miles. Check crankcase ventilation every 6,000 miles. Other than that, its schedules are similar to other Olds models.

If all this seems too good to be true, convince yourself in a diesel V8 test drive.

*V8 configuration for good performance, smoothness*

*Remote air cleaner tuning chamber facilitates servicing*

*Pump precisely meters fuel to each cylinder*

*Pre-chamber for stratified combustion*

*glow plugs heat combustion pre-chambers*

*Reinforced structures for added strength*

*Strong, compact, short-stroke V-block design*



# CUTLASS CRUISER

The working wagon with the efficiency, comfort and ride you expect from Oldsmobile.

Functional split tailgate. Top swings up out of the way. Bottom provides a loading platform.



Steering ratios are selected for parking and driving ease.

12 strategically placed and individually tuned body mounts to help reduce road noise and vibration.

Pivot-Poise ball joint front suspension and de-vi-coil springs help smooth the ride.

Only Olds wagons offer a choice of gasoline or diesel V8 engines.





# AVAILABLE OLDSMOBILE ACCESSORIES

Have one built for you...  
with these added personal touches.

**1. For your entertainment.** AM/FM stereo radio with stereo cassette tape player. Deluxe CB AM/FM stereo radio featuring 40-channel citizens band, push-buttons, CB antenna and four speakers. AM/FM stereo radio with stereo tape player. AM radio with stereo tape player — all with front and rear speakers. AM/FM radio and deluxe AM radio. All available. Then just lean back and enjoy.

**2. Reclining seat back.** Lets your passengers lean back and relax as you travel. Great for those long trips. Also available on driver's side. (Standard on Calais as shown.)

**3. Custom sport steering wheel.** Thick padded rim with brushed metal spokes. (Cutlass wheel

shown.) Gauge clusters, tachometer available, too.

**4. Visor vanity mirror.** Illuminated for your convenience.

**5. Cornering lamps.** Automatically illuminate when you use the turn signal.

**6. Deluxe wheel covers and wheels.** Available on Cutlass — A, B, C, D, E, F. (E std. on Calais; F std. on Supreme Brougham.) Available on Omega — C, D, G. H — std. Starfire wheel trimmed with body paint color. Note: A — special cast-aluminum sport wheel available on all Cutlass models. C — available with body paint color or argent silver on Cutlass, body paint color only on Omega.

**7. Hatch roof.** This "lift-off" roof gives you the sun, fun and air of a convertible — in a coupe! Tinted

glass roof panels lift out and store in trunk carrying case.

**8. Electric sliding sunroof.** Panel slides into roof for sunshine and ventilation. Installation reduces headroom.

**9. Fiber-optic lamp monitor.** Mounted on the front fender. Tells you when major external light is on and when one is malfunctioning. Very helpful.

**10. Rear vent windows.** On Cutlass 4-door sedans and Cruisers, available with power control. Operate from the driver's seat.

**11. Tilt-away steering wheel.** Adjusts easily to fit the drivers in your family. Helps make entry and exit more convenient.

**12. Five-speed manual overdrive transmission.** For sport of shifting. 5th gear is overdrive!

**13. Cruise Control.** Lets you maintain a constant speed on turnpikes without use of accelerator pedal. **There's more!** Tempmatic or Four-Season air conditioner. Power door locks. Power windows. Power seats. Power trunk release. Power steering. Power front disc brakes. Digital clock. Sport console. Rallye suspension. Tinted glass. Full or landau vinyl roof covering. Body stripes. Remote-control mirrors. Dual sport mirrors. Limited-slip differential. Body side moldings. And more. A wide range of trailer-towing equipment is also available. See your Olds dealer for details.

**NOTE:** Not all accessories are available on all models. Check your Olds dealer for specific availability.







# PENDERS AUTO'S

Importeur van nieuwe Amerikaanse automobielen


Bergweg-Noord 38

Tel. 01892-4536

Bergschenhoek

Discover

for you.

<b>CUTLASS</b>  CUTLASS SUPREME BROUHAM COUPE	<b>OMEGA</b>  OMEGA BROUHAM COUPE	<b>NINETY-EIGHT</b>  98 REGENCY COUPE	<b>DELTA 88</b>  DELTA 88 ROYALE COUPE
 CUTLASS CALAIS COUPE	 OMEGA BROUHAM SEDAN (2)	 98 REGENCY SEDAN	 DELTA 88 ROYALE SEDAN
 CUTLASS SUPREME COUPE	 OMEGA HATCHBACK (3)	 98 LUXURY COUPE	 DELTA 88 COUPE (7)
 CUTLASS SALON BROUHAM 2-DOOR (1)	 OMEGA COUPE (3)	 98 LUXURY SEDAN	 DELTA 88 SEDAN
 CUTLASS SALON BROUHAM 4-DOOR	 OMEGA SEDAN	<b>CUSTOM CRUISER</b>  CUSTOM CRUISER (6)	<b>TORONADO</b>  TORONADO BROUHAM COUPE
 CUTLASS SALON 2-DOOR (1)	<b>STARFIRE</b>  STARFIRE SX SPORT COUPE (4)	<b>CUTLASS CRUISER</b>  CUTLASS CRUISER BROUHAM (6)	<p>Oldsmobile reserves the right to make changes at any time, without notice, in price, color, materials, equipment, specifications and models, and also to discontinue models. Printed in U.S.A. 9-78.</p> <p>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 23. For specific prices and availability, check your Oldsmobile dealer.</p> <p>(1) 4-t2 package available. (2) LS package available. (3) SX package available. (4) GT package available. (5) GT and Firenze packages available. (6) With available wood-grain vinyl. (7) 88 Holiday package available.</p> 
 CUTLASS SALON 4-DOOR	 STARFIRE SPORT COUPE (3)	 CUTLASS CRUISER	

### 1979 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



### ALL MODELS EXCEPT STARFIRE AND OMEGA



### TORONADO MODELS ONLY



### STARFIRE AND OMEGA MODELS ONLY



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