

Olds to show off in futuristic display

An all-new futuristic display will greet visitors to the Oldsmobile area at the auto show. A Delta Royale coupe, a 1980 Cutlass Brougham sedan and Toronado diesel will rotate on turntables in the area.

The Delta Royale coupe is medium camel metallic with a camel tan interior. Like other 1980 Oldsmobile Delta 88s, the featured car has a lengthened front end and shortened rear. Park and turn lamps are in the bumper and allow a lower front end for reduced aerodynamic drag.

The featured Cutlass sedan is black with a camel tan interior. The model is one of three new notchback sedans to join the Cutlass lineup for 1980. The display car

features optional opera lamps, available for the first time on 1980 Cutlasses.

A third turntable car is the fuel-efficient diesel-powered Oldsmobile Toronado. The featured model is light gray with claret leather interior and an electric asteroof.

The 1980 Toronado has shed up to an additional 111 pounds over the redesigned 1979 Toronado to help improve fuel economy.

A diesel engine cutaway is also on display at the show. The engine, with moving parts, provides visitors to the division's display a look inside this power plant.

Two other special interest cars are fea-

tured in Oldsmobile's 13,500-square-foot display. They are a 1980 Cutlass Calais with the simulated convertible top and a Cutlass Supreme with a custom appearance package.

The convertible is designed to look like a rag top, and this new top is available in four color choices — white, black, beige and dark blue. The display car is white.

The custom appearance package features a stainless steel roof band covering the sail panel, a brushed aluminum molding forward of the rear quarter window and a stylish grille treatment. The display car is medium camel with a medium camel interior.

In addition to the featured cars, Oldsmobile is exhibiting a wide selection of 1980 models including the Omega, Cutlass, Eighty-Eight, Ninety-Eight and Toronado.

A popular show attraction at previous Oldsmobile displays, Rodney the Robot, is scheduled for daily appearances at this year's show. Rodney will be touting the entire Oldsmobile lineup for 1980 and will be assisting the Detroit dealers in presenting eight mini-Omegas during the show. The miniature Omega is powered by a three-horsepower engine. Entry blanks can be obtained from Detroit metropolitan Oldsmobile dealers.

Auto Show on the air

Five radio stations will be conducting live broadcasting from the floor of Cobo Hall during the 1980 Detroit Auto Show: WXYZ, WCAR, WJR-FM, WMJC-FM and WLBS-FM.

WXYZ will broadcast its nightly 6-8 p.m. Sportstalk show live from the auto show. Sportstalk, hosted by Ron Cameron, is Detroit's only call-in sports show and features guests from the world of sports who can be questioned directly by callers.

Visitors to the auto show will have a chance to see Cameron and his guests "live" and ask them question on the air right from the show.

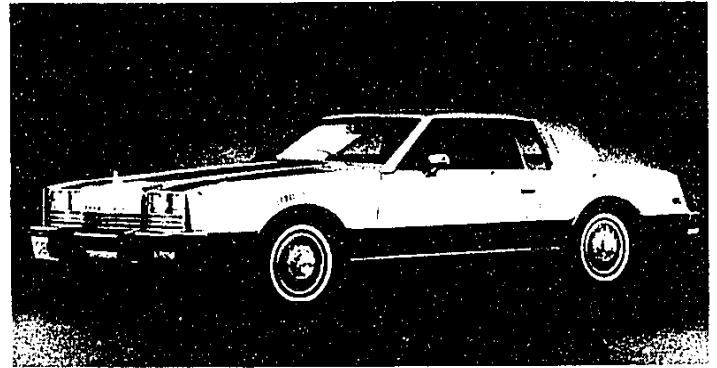
WCAR, formerly WIID, is Detroit's eth-

nic station with much broadcasting in languages other than English. Among the station personalities broadcasting live from the auto show will be Bob Allison and Jack McCarthy.


WJR-FM is a "beautiful music" station. When you visit the show, WJR will offer a "Place to Relax."

WMJC-FM's radio personalities at the show will include Eddie Rogers, Craig Hunt, Rod Prahin, Steve Trella and Tom Force. The station will sponsor a "Magic Mystery Car" contest. Models will be on hand along with station personalities.

WLBS-FM will have its broadcasters sending disco music from the floor of the auto show.



A new front-end appearance highlights Oldsmobile's 1980 Toronado. The car is 111 pounds lighter than the 1979 model.



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