

SEE OLDSMOBILE '75

Meet Omega sedan - our luxurious compact for drivers who see the looks and comforts of imported touring cars. It's got the touches you like... but at an Olds price. Choice of coupe, hatchback or four door.



Toronado - America's first contemporary personal luxury car with front wheel drive. It pulls you around turns and along straightaways with outstanding traction. Toronado and Toronado Brougham models.



Cutlass Supreme - now our "Mile Smouser" is big on luxuries, yet it offers improved operating economy. One of eleven mid-sized Cutlass models - including station wagons - that are very right for the times.



98 Regency - The most comfortable, most thoroughly luxurious Oldsmobile ever built. Magnificent "loose cushion" look interior, and a distinctive new look in both its window sedan and coupe models.



Delta 88 - our full size family car never looked better - but it's more than just another pretty car. It's really built for the long miles. 7 models, including a convertible, with room and comfort for a growing family.



Introducing Starfire (below) - the little Olds you didn't expect. It's a sporty little four seater that's smaller than a compact, easy on gas - but a bonafide Supercoupe in looks, features and spirit on the road.

IT'S A GOOD FEELING TO HAVE AN OLDS AROUND YOU.

We raised the gas mileage in every 1975 Olds model.

Every '75 Olds has a new Maximum Mileage System that helps make it a better car in several ways.

Our best gas mileage in years. Fast starting, smooth running engines.

Fewer tune-ups, simpler periodic maintenance, fewer parts replacements.

And - a new way to better reduce exhaust emissions.

The System represents the most advanced engineering and technology we can build into a '75 Olds. It includes a new catalytic converter (see below) and a lot more.

There's a new high energy ignition, for a hotter spark and improved ignition performance. Redesigned carburetors that improve cold starts, hot starts, and the efficiency of fuel consumption.

Elsewhere in the power train, Oldsmobile engineers also adjusted shift points in transmissions, installed low ratio economy gears. And they made GM specification steel belted radial tires standard.

As you can see, we've done a lot to improve the gas mileage capability of every 1975 Oldsmobile.



New Catalytic Converter - designed for long life.

This "pod" full of platinum/palladium coated beads provides a new way to reduce most emissions - after combustion in the exhaust.

It does a more effective job - and it eliminates some of the gas robbing combustion stage controls of the past. If unleaded gas is used exclusively and normal engine maintenance is performed at recommended intervals, there is no reason why the catalytic converter should

not last the life of the car. In all, over 25 million miles of developmental testing have been completed both at the GM Proving Ground and in field experience. Under normal circumstances, no maintenance or replacement of the catalytic converter is recommended.

Best of all, it allowed Oldsmobile engineers to retune the engines to run smoother, require less periodic maintenance - and give better MPG than last year.



AFTER THE SHOW, GET THAT GOOD FEELING AT YOUR OLDS DEALER.

Visit the Oldsmobile display at the Detroit Auto Show, Cobo Hall, Jan. 11 thru 19. Hours: Mon. thru Thurs., 2 to 10 p.m.; Fri. 2 to 11 p.m.; Sat. & Sun. noon to 11 p.m.