

The 1985 Cadillac Fleetwood 75 limousine is the ultimate in luxury traveling. Luxury cars, sports cars, experimental cars and the newest domestic and foreign

production cars will be on exhibit at the 1985 Auto Show.

High tech revives industry

Today's automotive industry is emerging from the gloom and doom days of the past four years as a high-tech industry and will need highly trained individuals to design, build and service the more advanced vehicles the industry is bringing out.

That was the message given to members of the Automotive Booster Club B-19 by the Automotive Information Council president Richard Stankey at the club's recent meeting in Detroit.

Stankey said that just as the 1920s are recognized as a technological turning point as the automotive industry was developing, the 1980s will be an important milestone for the same reason.

"Even while the industry was struggling through its worst days since the Great Depression, it was spending large sums of money for new products and processes. And suppliers of goods and services were doing the same; even the after-market — once considered recession proof — was hit hard and has responded with new products and programs," Stankey said.

Today's developments represent the greatest opportunity since the founding of the automotive industry at the turn of the century.

"CRITICS OF the industry are quick to charge mismanagement, at best, as the reason for the long drop in sales and the increase in import sales," Stankey said.

"But it is not that simple. A disastrous national energy policy . . . soaring inflation . . . high interest rates . . . overnight changes in consumer attitudes, all contributed to the industry's dilemma.

"Actually, it was really the dilemma of the entire nation.

"When the nation's economy started to falter in 1979 — following two successive oil shocks — there were those who believed that the U.S. vehicle manufacturers and the other segments of the industry would not weather the storm.

"Indeed the industry's future did not look promising. Combined reported losses by the vehicle manufacturers in 1980 totaled \$4.2 billion. What many failed to notice was that in that same year, however, the industry's combined new investments totaled \$11.5 billion."

Stankey said industry critics failed to note industry strategies and investments toward producing a "world-class car at competitive costs."

This effort was made by adapting new technology to car production and extensive retooling of plants.

"The auto industry is a major consumer of raw materials and products of other industries. It is the steel industry's biggest customer and purchases 60 percent of the rubber and a quarter of the flat glass used in the country. In a typical year, the automotive industry accounts for \$150 billion of this nation's GNP," Stankey said.

The AIC president said the staggering economic contribution the industry makes plays a vital role in the livelihood of millions of people across the country and is responsible for providing one of every nine jobs in manufacturing.

THE 1985 OLDSMOBILES

An Impressive Display of Quality.

At the auto show, there is a display of automobiles which stand out from the rest. A display with a special feeling, with a style and substance like no other.

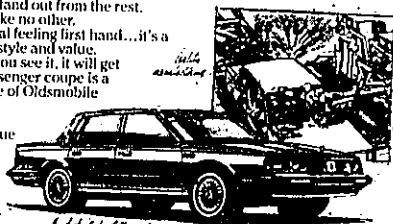
At the Oldsmobile display you can experience that special feeling first hand...it's a special feeling of quality, along with traditional Oldsmobile style and value.

Witness the all-new 1985 Calais from Oldsmobile. Once you see it, it will get in your mind and stay in your mind. This 4-cylinder, five-passenger coupe is a new-size Olds built a whole new way. It's the newest example of Oldsmobile quality, style and value.

Calais will impress you, but look around the Olds display and you'll find a special combination of quality, style and value in every new Oldsmobile for 1985.

Visit the Olds display at the auto show today. We're sure that this impressive display of quality will make a lasting impression.

Oldsmobiles are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.



A. Lighted Calais Coupe



A. Cutlass Supreme



A. Cutlass Supreme



A. Cutlass Supreme



A. Cutlass Supreme



A. Cutlass Supreme

Detroit Auto Show...January 12-20...Cobo Hall

There is a special feel
in an

Oldsmobile



Let's get it together...buckle up.