

OLDSMOBILE

1973



Delta 88. It gives you a lot more than just size.





Delta 88 is over 4,300 pounds of ruggedness, on a 124-inch wheelbase. And our lowest-priced big-car series. These two facts are even more impressive when you discover something else: for about the same money, some other so-called "big" cars give you less heft, less wheelbase, and (we believe) less built-in value.



Delta 88's headlamps are a new higher-intensity system. hydraulic front bumper system is new, too.

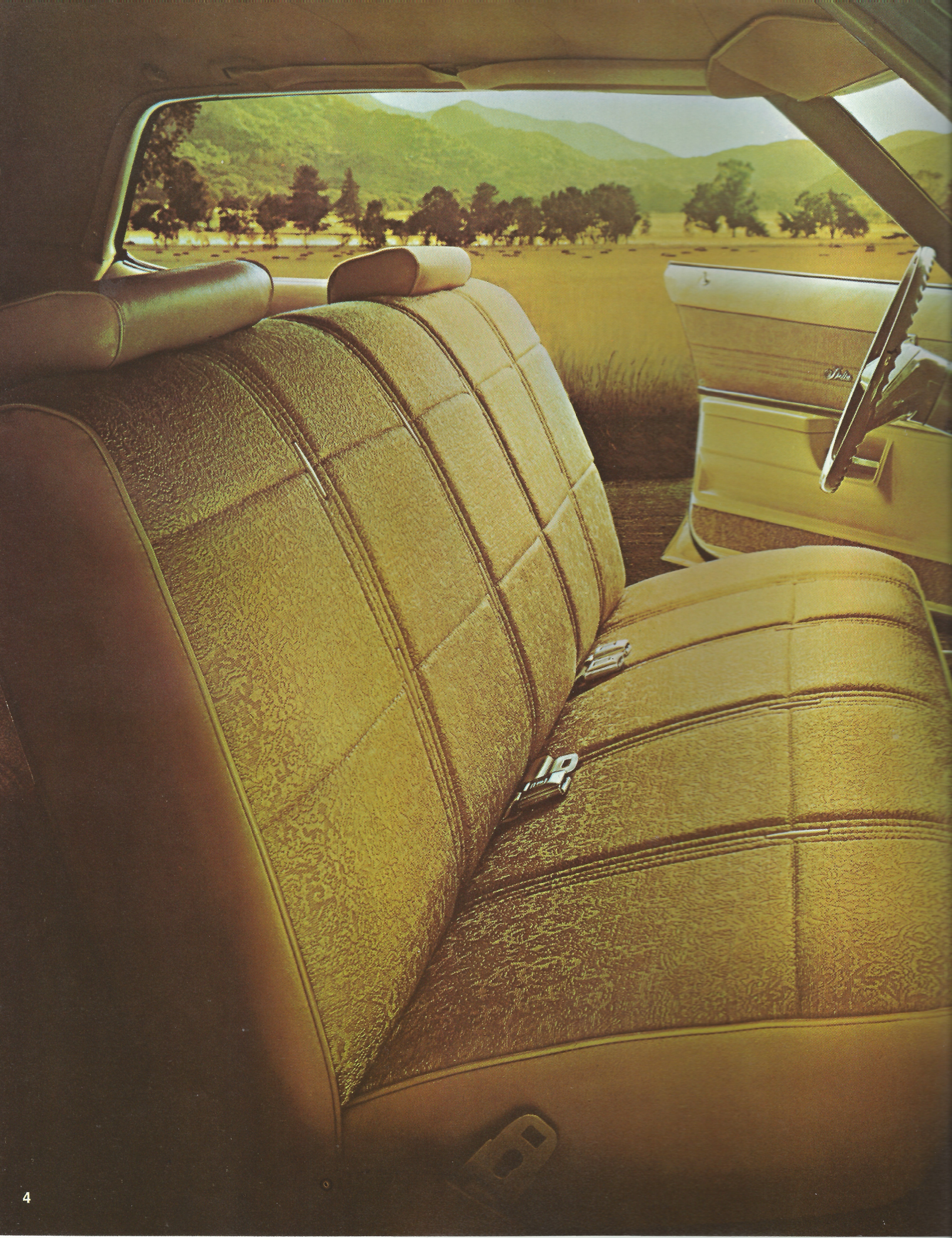


The trunk is vacation-sized: 20.9 usable cu. ft. And the sill low, to make the loading easy.



Delta 88 has a new stronger rear bumper. Available with vinyl impact strips and bumper guards, also vinyl-faced.

Some of the equipment illustrated is optional at extra cost.



Delta 88 Hardtop Coupe seat (shown at left) offers soft comfort and elegance. Upholstered in plush cloth and Moroccan chamois-gold; also available in Wedgewood blue; and in all-vinyl in black, beige, or saddle.



Know a seat this handsome is tough wearing, too. The Town Sedan offers it upholstered in cloth with Moroccan trim, in Wedgewood blue or chamois gold or all-vinyl in black or saddle.



The rich selection of fabrics, up to six layers of unadorned solid foam give you remarkable support.

Part of the value of a Delta 88 is the variety of features that keep it looking good. And keep it running good.

Underneath, rustproof inner front fenders help protect the outer fenders.

Under all its coats of Magic-Mirror finish, a rust-fighting primer helps protect the solid Body by Fisher.

The muffler and tailspout are aluminized to resist corrosion.

And our famous Rocket 350 V8 has positive valve rotators and new flex-head valve design built in—to help keep your Delta 88 running better—and longer.

Part of its worth, too, is its ease of handling. Delta 88 is surprisingly agile and responsive for a big car. Thanks to variable-ratio power steering, power front disc brakes. Turbo Hydra-matic transmission and G-Ride System—all as standard equipment.

So, in a lot of ways, Delta 88 is a car you can live with, happily. Year after year.



Delta 88 Hardtop Coupe



Delta 88 Town Sedan

MODEL AVAILABILITY: Hardtop Coupe, Hardtop Sedan, Town Sedan

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Hardtop Coupe (in.)					Curb Weight (lbs.)
Wheelbase	Length	Width	Height		
124.0/124.0	225.0/225.0	79.5/79.5	53.6/53.4	4420/4313	

INTERIOR DIMENSIONS: Town Sedan (front/rear) (in.)				Trunk Capacity
Headroom	Shoulder-room	Legroom		
38.3/38.0	64.4/63.5	42.4/38.5		20.9 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Cigar Lighter. Inside-Operated Hood Lock. Hydraulic Front Bumper System. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Rocker-Panel and Wheel-Opening Moldings. Chrome-Accented Pedals. Windshield Radio Antenna. Deluxe Steering Wheel. Chrome Wheel Discs.

Options to make your new Olds even more special.

Take a minute or two to make sure you order your Olds with everything you'll want later on. There are lots of other nice touches you may add that aren't illustrated here that not only add comfort and convenience while you own the car, but also help add value at trade-in time. Your Oldsmobile dealer can give you full details.



Air Conditioning

Many people think of automobile air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot humid days. That's because they're only aware of one quarter of the story.

The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer. Oldsmobile offers you the choice of two air conditioning options.

Comfortron Air Conditioning

combines the comfort of air conditioning with year-round automatic climate control. You simply set the temperature dial to the desired temperature and it will be maintained, regardless of the season or outside weather conditions.

For example, set the temperature dial at 75 degrees on a winter day and a thermostatically-controlled sensor will keep the heat inside of the car controlled at 75 degrees, just the same as your house thermostat does. The dial need only be set once and normally need not be adjusted.

On cool, sunny days the Comfortron system when set for Bi-Level Operation, will provide warm air to the floor and cooler air out of the upper outlets. You get the comfort of a warm floor without an excessive rise in temperature at head level.

There are also other controls for windshield de-icing, high and low fan. For those who want to enjoy the pleasure of driving in a comfortable, automatic-temperature-controlled environment—free from excess heat, dust, pollen and traffic noises . . . looking through steamed-up car windows . . . enduring the discomfort of high humidity at any time of the year, General Motors has

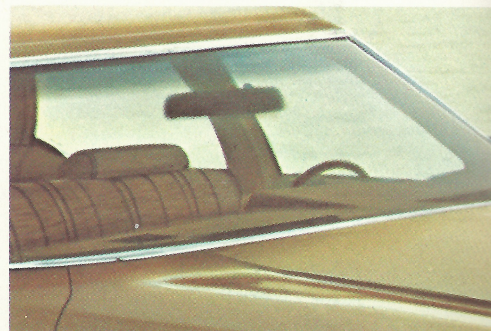
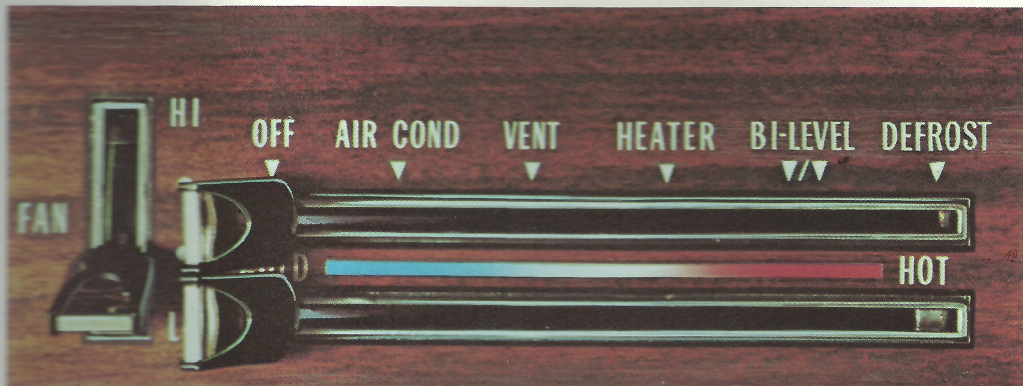
the answer. It's Comfortron Air Conditioning.

Four-Season Air Conditioning

is a manually-controlled system that offers the same year-round comfort as automatically-controlled Comfortron. The driver creates his own environment by setting the controls so that the interior of the vehicle is cooled or heated to his personal preference.

In addition to providing circulation of cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidified outside air in humid weather. Controls can also be set to de-fog and de-ice when such operations are required.

Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year, as long as you own the vehicle. It also adds considerably to its resale value.



Soft-Ray Tinted Glass.

Cuts glare, reduces eye strain, keeps you cooler. Recommended when you order air conditioning.

nd valuable.



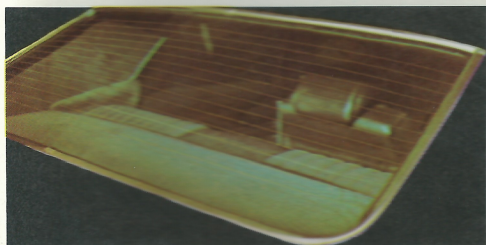
Lighted Vanity Mirror.

There are times when the lighted vanity mirror on the passenger sun visor can turn out to be very helpful to a lady.



Litter Container.

This litter container is available for bigger Oldsmobiles to help keep them neat. Not to mention the countryside.



Rear Window Electric De-fogger.

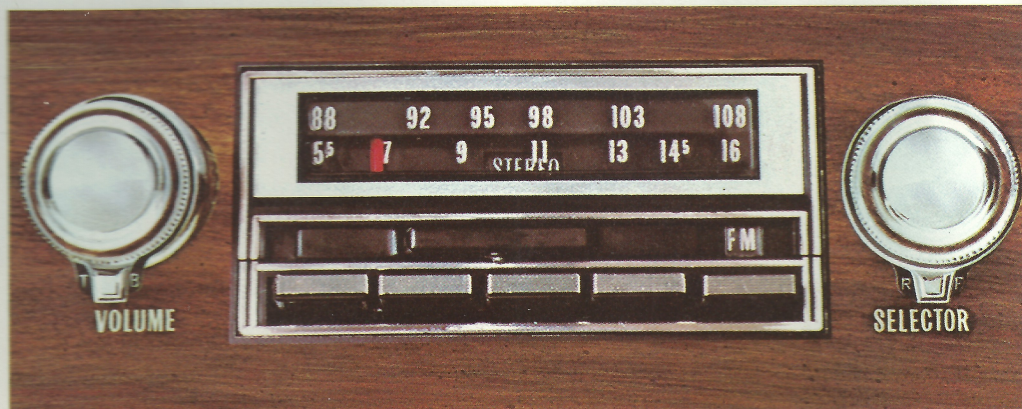
Tiny electric filaments in the glass help clear away fog, steam or ice. Available on all models.



Radios and Tape Players.

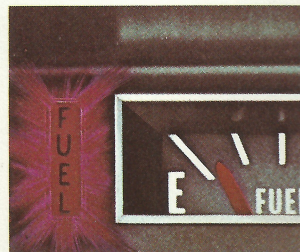
AM and AM/FM pushbutton radios are available for all models and can be ordered with a rear speaker. AM/FM Stereo radios with four speakers available for all models.

AM/FM Stereo and AM pushbutton radios with Stereo tape deck and four speaker system are offered for all models. Radio antenna concealed in the windshield.



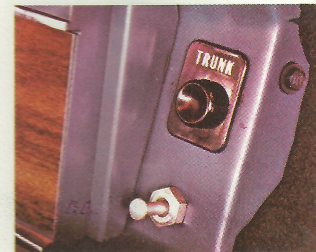
Cruise Control.

Cruise Control maintains the constant speed you preset. Automatically disengages when you brake. Reduces driver fatigue on long trips.



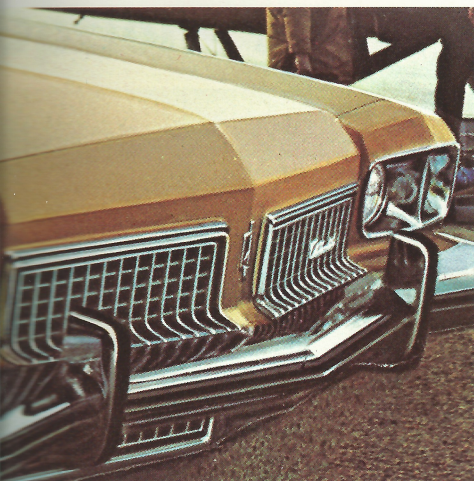
Low-Fuel Warning Light.

Begins to glow when your fuel supply goes below 3.3 gallons, glows brighter as the fuel gets lower.



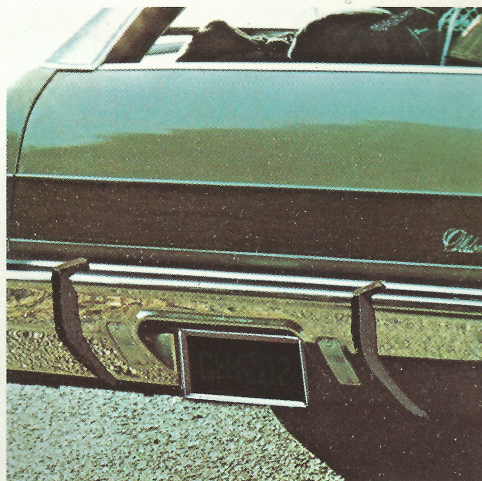
Inside Trunk Release.

Lets you open the trunk by a pushbutton located in glove compartment.



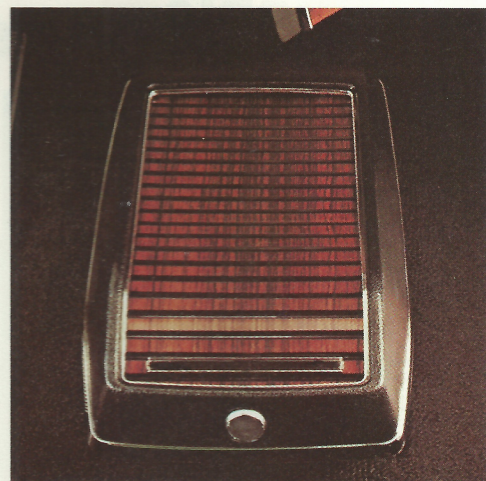
Front Bumper Guards.

Help ward off those aggravating little dents and dings with these high bumper guards with thick vinyl impact strips. Standard on Toronado. Bumper impact strips are standard on Delta 88 Royale, and are available for all other models.



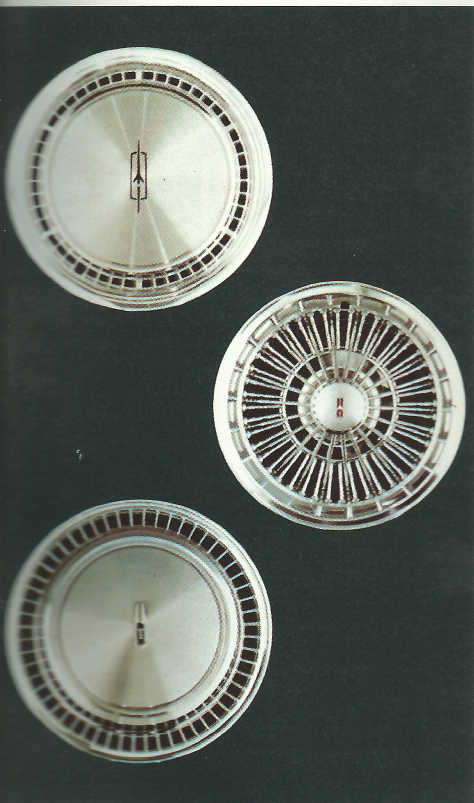
Rear Bumper Guards.

Further protection for the rear of your Olds is available with these custom fitted bumper guards. Standard on Ninety-Eight, Toronado and Custom Cruiser.



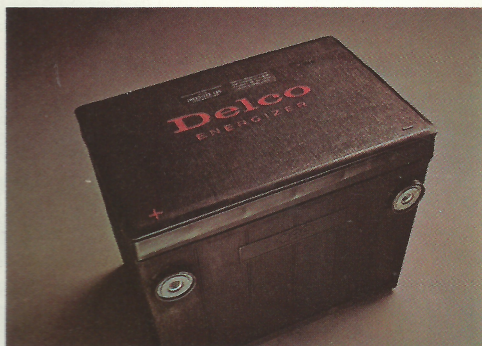
Mini Console.

A mini console helps provide a convenient storage place for anything from stereo tapes to sunglasses. Available on Ninety-Eight, and 88 models. Delta 88 and Custom Cruiser.



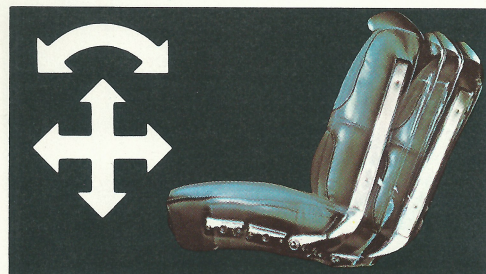
Special Wheels and Wheel Covers.

Shown from top to bottom: Deluxe Disc for Ninety-Eight, Delta 88 and Custom Cruiser. Wire Disc for Delta; Deluxe Cover for Toronado.



Maintenance-Free Battery.

This maintenance-free battery never needs refilling under normal use. Side terminals for better contacts. Sealed fluid system.



Six-Way Power Seat Control.

Lets you select precisely the seat position you prefer, or change seat position as you drive. Powers seat forward, back, up, or down —and tilts, too.



Armrest Power Control Console

When your Ninety-Eight or Toronado is equipped with power windows, power door locks, power seat adjustment and remote control mirror, their controls are all grouped conveniently in a chromed console located at the driver's door armrest. (Ninety-Eights and Toronados only).

Other options available.

Night-Watch Headlamp Control. Stays on for a minute to light the way to your door

- Cornering Lights to illuminate the area you are turning into
- Steel-Belted Bias-Ply Tires
- Anti-Spin Rear Axle
- Remote-Control Outside Mirror
- Adjustable Tilt, or Tilt-And-Telescope Steering Wheel
- Trip Odometer and Safety Sentinel speed warning. Lets you know how many miles you've driven and when you've exceeded the preset speed
- And many more.

1973 SPECIFICATIONS

		TORONADO CUSTOM	NINETY- EIGHT	CUSTOM CRUISER	DELTA 88 ROYALE	DELTA 88
BODY STYLES		Coupe	Coupe Sedan Luxury Coupe Luxury Sedan Regency Sedan	2-seat 3-seat	Hardtop Coupe Hardtop Sedan Convertible Town Sedan	Hardtop Coupe Hardtop Sedan Town Sedan
Engines:	Standard V8 Optional V8s	455-4 bbl. None	455-4 bbl. None	455-4 bbl. None	350-2 bbl. 455-4 bbl.	350-2 bbl. 455-4 bbl.
Transmission:	Standard Optional	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None
Brakes:	Front Dia. (ins.) Rear Dia. (ins.)	10.88 Disc* 11.00 Drum*	11.74 Disc* 11.00 Drum*	11.74 Disc* 12.00 Drum*	11.74 Disc* 11.00 Drum*	11.74 Disc* 11.00 Drum*
*Power Assist Standard						
Turning Circle:	Curb-to-Curb (ft.)	44.9	45.7	45.7	44.7	44.7
Energizer:	Standard V8	73 amp.	73 amp.	73 amp.	61 amp.	61 amp.
Suspension:	Front Rear	Torsion Bar Coil	Coil Coil	Coil Leaf	Coil Coil	Coil Coil
Frame		Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam
Wheelbase (ins.)		122.0	127.0	127.0	124.0	124.0
Overall Length (ins.)		226.8	230.3	228.3	226.3	225.0
Height (ins.)		53.2	54.7 (Sedan)	57.2	53.4 (Hdtp. Coupe)	53.6 (Hdtp. Sedan)
Width (ins.)		79.8	79.6	79.5	79.6	79.5
Curb Weight (lbs.) Approx.		4790	4686 (Luxury Sedan)	5058 (2-Seat)	4341 (Hdtp. Coupe)	4420 (Hdtp. Sedan)
Tread (ins.):	Front Rear	63.5 63.6	63.7 64.0	63.3 63.7	63.7 64.0	63.7 64.0
Base Tire Size		J78 x 15	J78 x 15	L78 x 15	H78 x 15	H78 x 15
Wheel Size		15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0
Minimum Ground Clearance (ins.)		4.8	5.3	5.3	5.3	5.3
Head Room (ins.):	Front Rear	38.1 37.1	39.3 38.2 (Sedan)	39.6 39.3	38.0 37.0 (Hdtp. Coupe)	38.3 37.4 (Hdtp. Sedan)
Leg Room (ins.):	Front Rear	42.4 35.2	42.4 41.1 (Sedan)	42.1 39.4	42.4 35.8 (Hdtp. Coupe)	42.4 38.8 (Hdtp. Sedan)
Hip Room (ins.):	Front Rear	62.3 56.0	62.3 62.8 (Sedan)	62.2 62.1	62.2 56.2 (Hdtp. Coupe)	62.2 62.1 (Hdtp. Sedan)
Shoulder Room (ins.):	Front Rear	64.3 60.2	64.3 63.4 (Sedan)	64.3 63.3	64.3 62.2 (Hdtp. Coupe)	64.4 63.5 (Hdtp. Sedan)
Fuel Tank Capacity (Imp. gals.)		21.6	21.6	18.3	21.6	21.6
Usable Luggage Space (cu. ft.)		17.0	21.9	—	20.9	20.9
Cargo Volume (cu. ft.)—Hidden Comp. not incl.		—	—	106.1	—	—

ENGINES

	ROCKET 350 V8	ROCKET 455 V8 Option L74	ROCKET 455 V8 Std. on Toronado
Displacement (cu. in.)	350	455	455
HP @ rpm (SAE net)	160 @ 3800	225 @ 3600	250 @ 4000
Torque (ft. lbs.) @ rpm (SAE net)	275 @ 2400	360 @ 2600	375 @ 2800
Compression Ratio	8.5:1	8.5:1	8.5:1
Carburetion	2-bbl.	4-bbl.	4-bbl.
Fuel	Regular	Regular	Regular
Exhaust System	Single	Single*	Dual

All 1973 Oldsmobile engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

*With Dual Exhaust:
SAE Net HP 250 @ 4000; SAE Net Torque 370 @ 2800

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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

September 1972

General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors passenger cars, for instance, have steel side guard beams protection on all doors. There is an alert system to warn the driver and his right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded or any leaded regular gasoline with a research octane of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safe motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

Reassurance Features

OCCUPANT PROTECTION

- Seat belts with pushbutton buckles for all passenger positions • Single-buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Contoured windshield header • Cargo-guard luggage compartment • Side-guard door beams.

ACCIDENT PREVENTION

- Side marker lights and reflectors (front side marker lights flash with direction signal) • Parking lights that illuminate with headlights • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction signal control • Windshield defroster, washers and dual-speed wipers • Wide-view inside day/night 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 latch • Improved bumper system.

ANTI-THEFT

- Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release.

