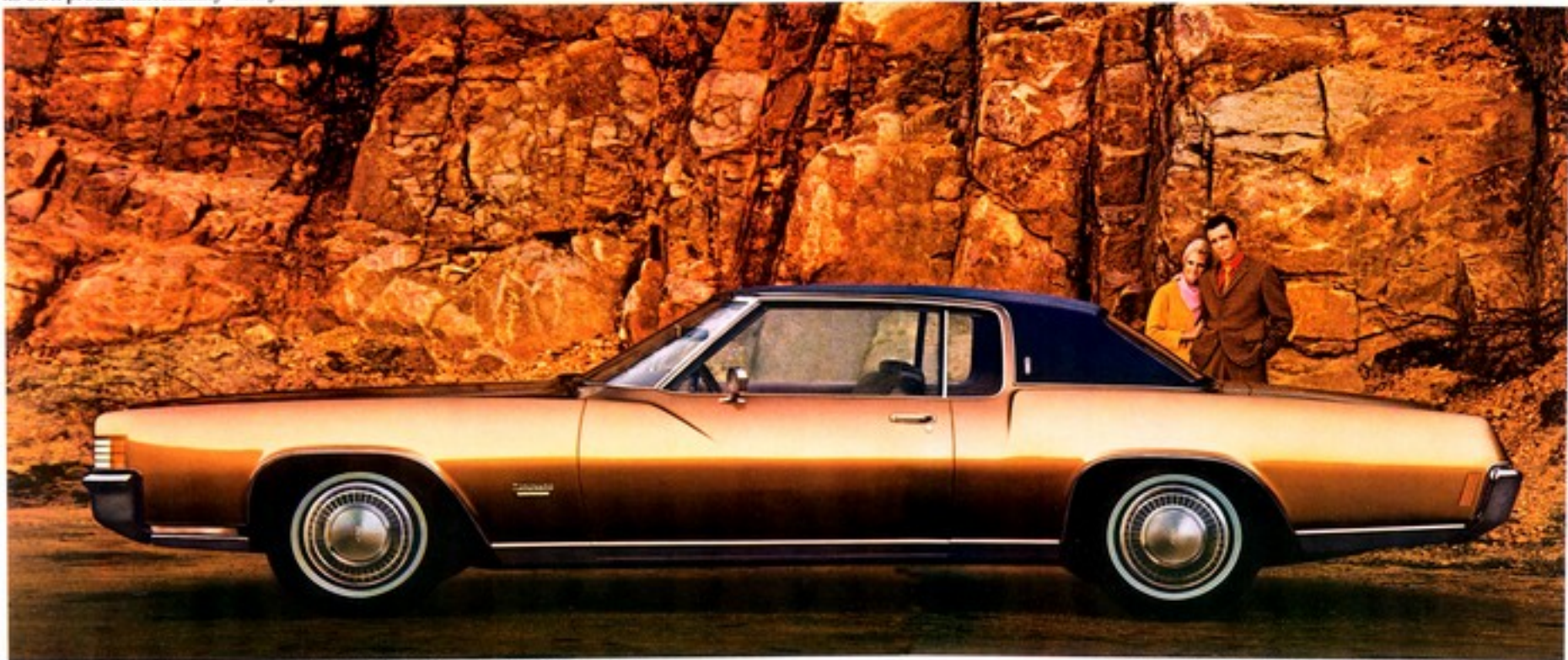


One look tells you it is more than just another luxury car.
Oldsmobile now takes luxury where it's never been before.
Everything about the new Toronado sets it apart.
The styling—unmistakable. The unique front drive performance—incomparable.
The remarkable new ride. The new spaciousness and elegance inside.
Very simply, Toronado is—The Unmistakable One
from Oldsmobile. Now discover why.



The new Toronado clearly states
its own proud individuality—and yours.



Toronado is a full five inches longer than before—and every inch adds impressively to its distinction.

Its lines are strong and sure. The long, level hood and new formal

roofline lend dignity to the look. The doors are beautifully counterbalanced to open and shut with remarkable ease, with sturdy side-guard beams built in for added security. And there is proud

craftsmanship in every detail.

Wherever you travel in the new Toronado, you will find no other automobile which reflects luxury and performance with greater authority.

(A) Toronado's new double paneled, cantilever roof is available with a premium grade vinyl cover that's padded with special acoustic fibers. Custom look outside, custom quiet inside.

(B) The new door handle looks cleaner and smoother—and works the same way. The grip is always accessible; the new action requires only a natural pull movement of the hand.

(C) Toronado's advanced design combines bumper and grille with unique distinction. Twin grilles set into the lower bumper, and a large air scoop behind it, provide for engine cooling.



Beneath its beauty and elegance, Toronado holds the secret of a luxury in motion unduplicated in any other motorcar.



Driving a Toronado has always been a special experience, one that's inspired phenomenal enthusiasm and loyalty among its owners.

But driving the 1971 Toronado is an even more extraordinary experience, for two reasons.

First, you have Toronado's famous front drive. The power goes to the front wheels, not the rear, so they pull

the car over the road with traction, efficiency, and handling command unequalled in conventional cars.

And, you have Toronado's new and exclusive ride system—a remarkable combination of new advances in suspension, steering and shock control—custom-engineered into a new chassis and longer wheelbase. The system achieves a markedly smoother, more

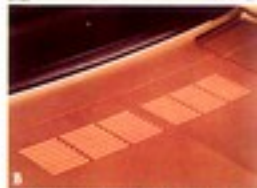
comfortable ride—over fresh interstate highways or rutted back roads.

Together, Toronado's drive and ride provide a combination unavailable at any price—in any other automobile. And while you do not drive this car differently than others, what you experience is indeed a new kind of handling and luxury in motion. You owe it to yourself to try it, firsthand.

(A) Only Toronado provides a second, eye-high set of taillights to signal your intention to stop or turn. Note how the deck lid has been sculptured to permit superb visibility of the lights.

(B) The louvers on the deck lid are part of Oldsmobile's sophisticated new Flo-Thru Ventilation System—they're high-capacity exhaust vents which improve air circulation efficiency.

(C) To its basic advantage of front drive, Toronado has added a smoother, faster action power steering as standard equipment—plus a new improved braking system, which includes power brakes with discs up front.



Inside, deep silence. Deeper comfort.
And a kind of luxury that goes far beyond the fabric and trim.



Elegant fabrics and fine tailoring are customary in a luxury car—and Toronado observes the custom impeccably, as you see.

But Toronado also takes a more thorough approach to your luxury. For instance, ...

The body by Fisher is actually a double-walled vault of silence, thoroughly engineered for acoustics

as well as durability and comfort.

The seats are not only handsome, they're uncommonly comfortable as well. Toronado's front seat has a new design that is simple and sagproof: solid foam, molded to the precise shapes and depths required.

There is increased passenger space where you need it. Over five feet of straight across shoulder room, for

sedan-style comfort—in the rear seat, as well as in front.

And, the front floor is completely flat. No hump. No tunnel. With three people riding up front, everybody has more legroom and greater comfort.

An unusual touch, perhaps. But typical of a thoughtful, built-in kind of luxury one finds only in the new Toronado from Oldsmobile.



(A) This elegant new wraparound control center brings speedometer, fuel gauge and monitor lights together for quick and easy checking, and you can order a low-fuel warning light and trip odometer, if you wish.

(B) The glove compartment is twice as large as before; a second ashtray is available for front-seat passengers.

(C) A popular feature, first available on Toronado, is the electric rear window defogger. Fine heating filaments imbedded in the glass help to quickly and silently clear away fog or frost.

(D) For the ultimate in individualized comfort, a special Brougham interior is available. Its front seat is divided, 60/40—with separate seat controls for each section. Seats are specially tailored in safety but durable Kingswood Cloth; front and rear fold-down armrests are standard.

More about front drive— and other pleasures of owning a Toronado:

With front drive, you enjoy a basic engineering advantage—on any road, in any weather—simply because Toronado's engine delivers its power to the front wheels, where weight is greatest.

Traction is better at all times—in rain, snow, ice, mud or sand. Toronado's front drive provides greater traction to *pull* you over the road when other cars cannot.

Straight ahead means straight ahead. Because the pulling wheels are also the steering wheels, Toronado's directional stability is unsurpassed. This works for you on straightaways, especially with crosswinds to buck or at expressway speeds.

Corners and curves are easier, too. When you turn the steering wheel, this same pulling action works for you in another way. You power through corners and curves with smoothness and precision—and with power steering doing the work.

In short, front drive makes Toronado a more obedient, easier-handling luxury car. Men and women alike tell us they drive it with greater enjoyment and confidence—and it is this which inevitably spoils you for other luxury cars.

† † †

Still another benefit of front drive can be seen at the rear: 14.2 cubic feet of trunk space, one of the largest in its field. Without the usual drive line and differential to contend with, the trunk floor is lower, usable space is increased.

† † †

Oldsmobile engineers have scored a notable triumph in Toronado's Rocket 455 V-8 this year.

By incorporating a force-air induction system and dual exhausts, engine response and liveliness in the most-used driving ranges have been increased; meanwhile, its fuel requirements have been reduced from premium to no-lead, low-lead or regular gasolines—which both reduces exhaust emissions and gives you extra performance where you use it most.

Incidentally, it is still the only luxury-car engine which provides the mechanical luxury of positive valve rotators on all 16 valves. Which, in turn, assure you of peak new-car performance for thousands of extra miles.

General Motors' famous Turbo Hydra-matic 400 transmission is, of course, standard equipment on the Toronado—refined and retuned to the new performance of the engine.

† † †

A new full-frame chassis now gives Toronado an even better foundation for smooth, stable comfort on the road.

Toronado's unique ride system includes an all-new coil spring rear suspension; new steering geometry and gear placement ahead of the front-wheel centerline; and Oldsmobile's exclusive Supershocks which offer both longer service and smoother riding comfort.

In addition, each of Toronado's 12 body mount cushions are individually "tuned", in composition and placement, to neutralize the particular vibration frequencies peculiar to its station on the frame.

Add all this to a new longer wheelbase, and the effect is, indeed, a new luxury in motion.

† † †

Toronado now has available a True-Track Braking System. Electronic sensors automatically prevent the rear wheels from locking—in effect, "pump" the rear brakes as an expert driver would—to provide straight-line stops in minimum distances under extreme driving conditions.

† † †

Toronado gives you scores of safety features for your security and driving enjoyment.

Among those specifically developed for passenger protection are: Seat belts with push-button buckles for all passenger positions • shoulder belts with pushbutton buckles, for driver and right front passenger • two front-seat head restraints • energy-absorbing steering column • passenger-guard door locks with forward-mounted lock buttons • folding seat-back latches • energy-absorbing padded instrument panel and front seat-back tops • contoured roof rails • thick laminate windshield • padded sun visors • safety armrests • safety steering wheel • safety door latches and hinges • Cargo Guard • and body side-guard beams.

Among those for accident prevention are: Side-marker lights and reflectors • parking lamps that illuminate with headlamps • four-way hazard warning flasher • backup lights • lane-change feature in direction-signal control • windshield defrosters, washers and dual-speed wipers • wide-view inside day/night mirror • outside rearview mirror • dual-master-cylinder brake system with warning light • and dual-action safety hood latch.

And among still others developed for protection against theft are the ignition key warning buzzer, steering column lock and inside hood lock release.

† † †

Toronado Specifications: Wheelbase: 122.3" • Overall length: 219.9"; width: 79.8"; height: 54.7" • Tread, front: 63.5"; rear: 63.6" • Curb wgt: 4577 lb.

Interior dimensions (front/rear): Headroom: 38.1"/37.1" • Legroom: 42.4"/35.8" • Hiproom: 62.3"/56.0" • Shoulder-room: 64.3"/60.2" • Trunk capacity: 14.2 cu. ft.

Engine: 455-cu.-in. Rocket V-8 with 4-bbl. carburetor, force-air induction system and dual exhausts. Designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, 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.

† † †

Standard equipment: Rocket 455 V-8 engine • Turbo Hydra-matic 400 Drive • Power steering • Power brakes: front, disc; rear, drum • Dual-level Flo-Thru Ventilation System • Self-regulating electric clock • Front-seat center armrest • New full-foam front seat • Deluxe steering wheel with Touch-and-Blow Horn Bar • All-nylon cut-pile carpeting • Interior-control hood lock • Remote-control outside-left mirror • Windshield radio antenna • Hidden windshield wipers • Color-coordinated accelerator and brake pedals • Chrome wheel discs.

† † †

Popular options and accessories: Four-Season or Comfortron Air Conditioning • Tinted windshield and windows • Padded-vinyl roof • Power windows • Power door locks • Power seat control, 6-way or 2-way • Brougham interior with 60/40 divided seat • Power trunk release • Tilt-and-Telescope Steering Column • FM/AM Stereo and other radios • Cruise Control • Low-fuel warning light • Trip odometer • True-Track Braking • Triple-white-stripe tires.

† † †

Exterior colors:



The car illustrations herein show some options and accessories which are offered at modest extra cost. See your Olds dealer for a complete listing. Oldsmobile reserves the right to make changes at any time, without notice, in colors, materials, trim, equipment, specifications and models, and also to discontinue models. Litho in U.S.A.



Litho in U.S.A.

