



In man's search for a new measure of excellence...

1978 OLDSMOBILE

CUTLASS SUPREME CUTLASS SALON CUTLASS CRUISER OMEGA STARFIRE

Leonardo da Vinci (1452-1519) ... painter, inventor, engineer, draftsman ... spent a lifetime in the pursuit of excellence. Oldsmobile's continuing



Leonardo da Vinci, circa 1480

search also combines art, science and human engineering to a unique degree. We have chosen a da Vinci graphic theme to emphasize that search.

The Search:

Design and build cars that do more than they've ever done before. Cars that meet the demands of our times—while meeting your individual driving needs.

A CHANGING WORLD. It changes constantly. And your driving needs change with it. That's why Oldsmobile's continuing search for excellence has led to a dramatic new model lineup for 1978.

New design and engineering refinements have been made in Omega and Starfire. But the biggest news comes with the introduction of our all-new Cutlass models!

CUTLASS SUPREME. Exceptional styling makes it a contemporary classic. Yet, it retains and improves the qualities that have made Supreme so popular. It's more Supreme than ever.

Classic formal roofline, Supreme

CUTLASS SALON. It's introducing a design concept for American cars to follow. With trim exterior dimensions, Salon offers surprising head and legroom inside. It's designed specially for the practical-minded buyer.

New efficient design, Salon

CUTLASS CRUISER. It's a whole wagonful of good ideas! It rides much like a sedan, loads like a wagon, and gets impressive gas mileage.

A whole wagonful of good ideas, Cutlass Cruiser
NEW SIZE OUTSIDE. The first time you thread a new Cutlass through traffic, you'll appreciate the trim new size. Parking places that you formerly passed by now seem larger.

NEW ROOM AND COMFORT ONCE Inside, you'll appreciate the more space-efficient design—because it provides more front headroom and legroom than last year.

Seats are completely redesigned for your comfort. You sit tall—on full-foam cushions, lean back into foam seatbacks. Trunk space? There's lots of it. And now it's more efficient. A space-saving compact spare tire stands upright to the side—conveniently out of your way.

NEW CUTLASS RIDE. It's based on the same design principles as the smooth riding Olds Ninety-Eight.

Finite-analysis computer technology made it possible to simulate "road-test" results before the first new Cutlass was ever built. Now you can road-test the beautiful results for yourself. When you do you're sure to discover that great new Cutlass feeling.

NEW FUEL ECONOMY.* Compared to other cars in its class, EPA fuel economy estimates for Cutlass have been good in the past. Good enough, in fact, to help Cutlass become America's best-selling mid-size car. Now, with new size and improved power-to-weight ratios over last year, Cutlass EPA estimates for 1978 are impressive!

*For 1978 EPA Mileage Guide figures, see the accompanying engine supplement sheet. Remember, these figures are estimates and actual mileage may vary, depending on how you drive, your car's condition, and its equipment.



Loose-cushion look, Supreme Brougham



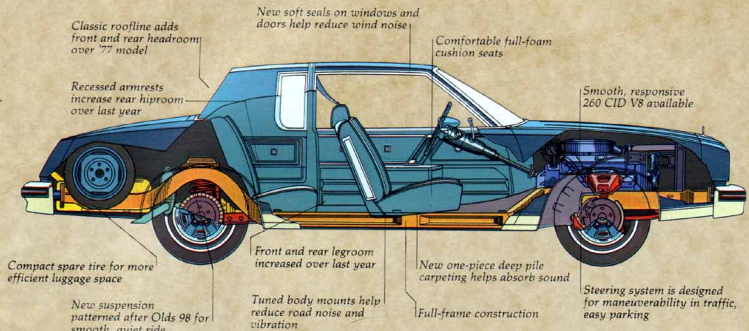
Available Tilt-Wheel adjust to you

STARFIRE. Many young buyers have made Starfire their first new Oldsmobile—discovering that the Starfire experience means great looks, responsiveness, and sheer driving fun. A good sport.

CUTLASS. America's favorite mid-size car, has been improved in many ways over last year. Discover that great Cutlass feeling with a test drive. Read through this brochure and see how well Oldsmobile can build the car that's right for you.

A WORD ABOUT ENGINES. Oldsmobiles shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your dealer's for complete details about engine sources and availability.

CUTLASS SUPREME



Classic roofline adds front and rear headroom over '77 model

Recessed armrests increase rear hiproom over last year

Compact spare tire for more efficient luggage space

New soft seals on windows and doors help reduce wind noise

Comfortable full-foam cushion seats

Smooth, responsive 260 CID V8 available

Front and rear legroom increased over last year

Tuned body mounts help reduce road noise and vibration

New one-piece deep pile carpeting helps absorb sound

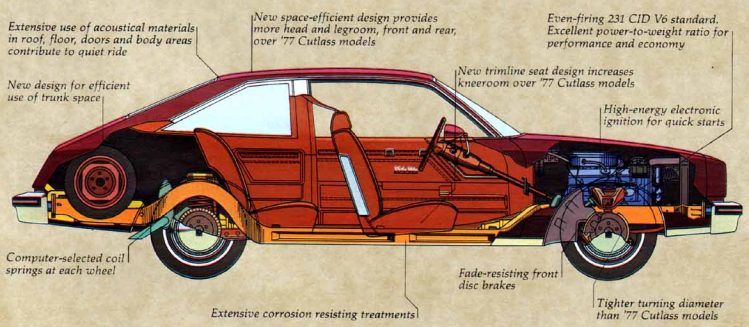
Full-frame construction

Steering system is designed for maneuverability in traffic, easy parking

New suspension patterned after Olds 98 for smooth, quiet ride

The pursuit of excellence runs deep in every 1978 Olds Cutlass ...

CUTLASS SALON



Extensive use of acoustic materials in roof, floor, doors and body areas contribute to quiet ride

New space-efficient design provides more head and legroom, front and rear, over '77 Cutlass models

Even-firing 231 CID V6 standard. Excellent power-to-weight ratio for performance and economy

New design for efficient use of trunk space

New trimline seat design increases knee room over '77 Cutlass models

High-energy electronic ignition for quick starts

Computer-selected coil springs at each wheel

Fade-resisting front disc brakes

Tighter turning diameter than '77 Cutlass models

Extensive corrosion resisting treatments



CUTLASS SUPREME

The beautiful new styling says a lot about your good taste. So does its practicality and value.

Classic formal roofline



Convincing friends of your practicality may be a little difficult—when you're nestled comfortably behind the wheel of this contemporary classic.

But you'll have all the facts you need to make your case, because all of Supreme's practical virtues are still there. It's more Supreme than ever.

Sure, you still find the elegance inside that sets Supreme apart from the others. But now you'll enjoy it with increased head and legroom, front and rear, over last year.

Turn the key and discover that Supreme feeling. Try any highway you've ever dreamed about. Within moments, you'll discover that new Supreme ride. Smooth. Quiet. Very Oldsmobile. And maneuverability in city traffic is a breeze with a new tighter turning diameter.

Fuel economy? Good last year. Good again this year.* A smooth-firing 231 CID V6 engine is standard; if you prefer, you can order a 260 CID or 305 CID V8 and still enjoy impressive gas mileage.

As for other available options, there's a list as long as your desires. So you can personalize your Supreme to fit your needs exactly.

Another nice thing about buying a Supreme is selling it, because traditionally its resale value has been impressive—year after year. It's no wonder that Supreme has led the Cutlass lineup to become America's best-selling mid-size car.

Now it's your turn—to discover that great Olds Cutlass Supreme feeling. Take a test drive.



Cutlass Supreme (far left) 1. Center console is standard; new divided front seat available. 2. New panel has a console for available radio, air conditioning. Available sport wheel shown. 3. Prefer contoured bucket seats? They're available. 4. More efficient luggage space!

*See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS SUPREME BROUGHAM

Luxury and comfort are rewards you've earned. Now you can enjoy them in a beautifully maneuverable new-size car.

Digital clock available



The new Cutlass Supreme Brougham brings you the kind of elegance and comfort you might expect to find only in an expensive luxury car—in a maneuverable new mid-size car at a practical price.

Outside, Brougham's classic profile sets a pace for others to follow—with a crisp new formal roofline and an understated expensive look that belies its price.

Inside, luxury surrounds you. With new acoustical headliner above. And thick,

sound-absorbing carpet below. Listen to the quiet. Settle into the plush "loose cushion" look seats. Stretch out and relax. There's more head and legroom than last year.

Set it in motion and you experience even more of Brougham's new luxuries. Journey along roads that up to now existed only in your mind. You'll appreciate the way its new suspension helps smooth jolts and bumps. And notice Brougham's impressive maneuverability in city traffic. Here is top-of-

the-line elegance in a car that's remarkably practical. You'll find it's a luxury retreat for the highways of your mind.

Take the wheel and discover that great Cutlass Brougham feeling for yourself—in a test drive.

Cutlass Supreme Brougham (far left). 1. Luxurious 55/45 divided seat with "loose cushion" look, dual controls. 2. A classic look. 3. Available power sunroof reduces headroom but adds sun, fun and air. 4. A styling leader. Again.

See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS CALAIS

There's just one way to judge a grand touring car. You know it. We know it. And the keys are waiting!

Special Calais
suspension system



Road feel, agility, smooth braking, brisk performance are just words—until you've slipped behind the wheel of a new Cutlass Calais. It was designed and built not only for the highways of your world, but for the highways of your mind.

In the cockpit—where it all comes together. You, snug in that reclining bucket seat. Your hands easy on the custom-sport wheel. Full instrumentation tells you what's going on: tachometer, engine temperature, oil pressure, voltage. All controls within reach. Perhaps an available 3-speed right at hand (except

California). Now find a winding stretch of road. That's where you unmask the imposters and discover the real thing.

If you really enjoy driving, you'll get along beautifully with the new Cutlass Calais. You'll like that one-on-one feeling between you and the road, and the feeling that you could travel any road you've ever dreamed about.

The sophisticated suspension on Calais is new. It includes front and rear stabilizer bars to help minimize sway.

Calais also has a special-ratio steering gear, for quick response. Its brakes feature

quick-cooling discs up front, efficient aluminum drums in back. And steel-belted radial-ply tires are standard.

Olds Cutlass Calais. A grand touring experience—an affordable road car. If you really enjoy driving, discover that great Cutlass Calais feeling, in a test drive at your Olds dealer's now.

Cutlass Calais with its own special grille and wheel discs (far left). 1. The grand touring comfort begins with reclining front bucket seats. 2. Removable glass panels available for sun, air. No reduction in headroom. 3. Relax, recline! 4. Tachometer and gauges, standard.

See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS SALON BROUGHAM

A new efficiency of movement. A closer harmony between man and machine.

Space-efficient design for room, comfort, luggage space



Salon Brougham introduces a design concept for American mid-size cars to follow. It's built to meet tomorrow's needs—today.

Outside, it is trim, distinctive and obviously handsome. Inside, a new space-efficient design provides more head and legroom, front and rear, and more rear hip-room than in any '77 Cutlass coupe.

The trunk is space-efficient, too, with a flat floor and new compact spare tire that stands upright, out of your way.

But what really makes these dimensions exciting is that they have been achieved in a car that is quicker, more maneuverable in city traffic and most importantly—more fuel efficient than last year's Cutlass models.*

A smooth-firing 231 CID V6 engine is standard. But you can order a 260 or 305 CID V8 if you prefer.

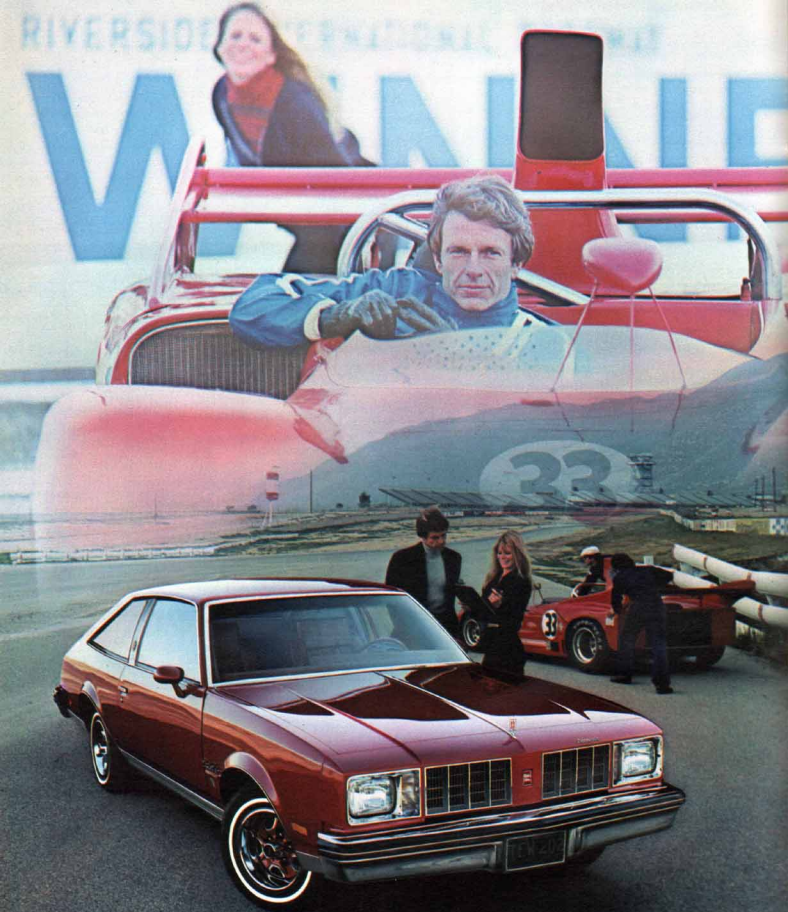
A car for today. A smart car for you. Slip into the new Salon Brougham. You just might lose yourself in its spaciousness,

tasteful luxury and smooth, quiet ride. Salon Brougham is more than a new car. It's a carful of new ideas. Come on! Discover that great Cutlass Salon Brougham feeling! Take a test drive.

Cutlass Salon Brougham 4-door (far left). 1. Custom sport bench seat with center armrest, standard. Divided front seat (shown) available. 2-3. Four-dr. model has fixed rear side windows and adjustable rear vent windows for ventilation. 4. More efficient trunk space than '77 Cutlasses.



*See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS SALON BROUGHAM

Setting a beautiful new standard for form. And function.

Responsive 260 V8, available



Slip inside the new Salon Brougham and the benefits of its remarkably functional design become obvious—lots of room, great stretch-out comfort.

But set this distinctive looking new beauty in motion and you uncover a new kind of efficiency—efficiency of movement!

You feel it when you turn a corner or whisk into a parking space . . . when you encourage the accelerator. You feel it when you change gears or change lanes.

Maneuverability is impressive. You feel a harmony between you and the road. You've discovered that great Cutlass Salon Brougham feeling!

A new sophisticated suspension system, an impressive power-to-weight ratio, a 108-inch wheelbase, a tighter turning diameter than last year—and great engineering—help make it happen.

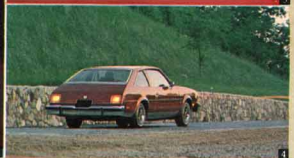
And it can happen every time you and your Salon Brougham take to the road—for a loaf of bread or a cross-state vacation!

A three-speed manual shifter, 231 CID V6 engine and good gas mileage* come standard. But if you've a mind to, you can order a sporty 5-speed manual override with either the V6 or the available 260 CID V8 to heighten the action and still roll up fuel mileage.

Available 5-speed manual override (automatic only in California).

Great looks, room, comfort, driving agility—great feeling. That's Cutlass Salon Brougham.

Cutlass Salon Brougham 2-door (far left). Interior elegance in available bucket seats. 2. A custom sport seat with center armrest is standard. 3. Full instrumentation, available. 4. Maneuverability and visibility will impress you.



*See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS SALON

An efficient new design
for practical, economy-minded people.
It's a carfull of new ideas.

Cutlass Salon
Symbol of engineering
excellence

With slide rules and computers at hand, Oldsmobile's engineers set out to build the most practical Cutlass yet. We think you'll love the results.

We literally built the new Salon from the inside out—adding more headroom and legroom than in last year's Cutlass models.

To give you plenty of rear hiproom in the new Salon 4-door, we recessed the armrests into the rear doors, under fixed windows. Then we added vent windows for still more visibility—and they open for ventilation. We've also made power vent controls available, so you can open or close them from the driver's seat. How's that for new ideas?

With all the room, visibility and comfort, you'd think Salon is bigger outside. *It isn't!*

In fact, it maneuvers in city traffic and parks in tight spaces with ease.

We think you'll like Salon so much you'll want it to last and last. So does Oldsmobile. So we made extensive use of rust and corrosion inhibiting techniques on it. Zincrometal, zinc sprays, special primers, hot waxes, galvanized metal, even thermoplastic front fender liners—all to help resist corrosion.

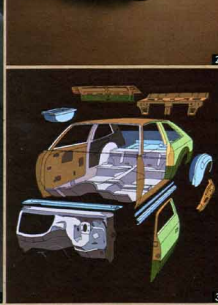
That's a lot of protection. But then, our new Salon is a lot of car.

The new Olds Cutlass Salon is practical at the gas pumps, too, with standard 231 CID V6 engine.* You'll find that it's practical to service as well—up to 22,500 miles between tune-ups, up to 15,000 miles for oil filter changes.

A 260 or 305 CID V8 is available.

Practical? With our lowest-of-all Cutlass prices—it's solid value. Discover that great Cutlass Salon feeling in a test drive.

*Cutlass Salon 4-door with fixed rear side windows and adjustable rear vents (far left).
1. Bench seats standard. Bucket seats available.
2. Salon 2-door. 231 CID V6 is standard.
3. Special metals, plastisols, waxes, zinc-rich primers and more provide comprehensive corrosion protection for every 1978 Cutlass.*



*See EPA mileage estimates in the accompanying engine supplement sheet.



CUTLASS 4-4-2

It draws a lot of attention. Even standing still.

With a reputation like 4-4-2's, you just might have to get used to stares at traffic lights and admiring looks at drive-ins.

For good reason. 4-4-2's street prowess is legend. But add the available 4-4-2 package to this 1978 Cutlass and you've got one impressive street car. A trim new size and 108-inch wheelbase make 4-4-2 agile. And

an improved power-to-weight ratio makes it feel more spirited than last year's 4-4-2!

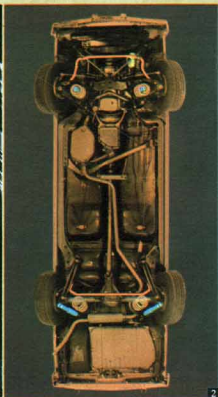
FE₂ rallye suspension, macho stripes and bold blacked-out grille—all included. And you can tailor 4-4-2 exactly to your liking. With new cast-aluminum sport wheels; 260 or 305 CID V8; 4-speed manual, 5-speed overdrive manual (except California) or

automatic shifter; dual sport mirrors—all available. Cutlass 4-4-2. A great feeling. The legend lives on!

Precision instruments and sport wheel, available



Cutlass Salon 4-4-2 (far left). 1. Bucket seats, console, available. 2. Rallye suspension—with special spring rates, firm shock absorbers, plus front and rear stabilizer bars. 3. Take a test drive for fun. 4. Get an autographed copy!



CUTLASS POWER TEAMS*

Standard engine	231/V6	Cylinders/Carburetion	8/4-bbl.	Hiproom, front (in.)	51.7	Legroom, front (in.)	42.8/42.8
CID/Type	231/V6	Manual†	3-speed, all sync.	rear (in.)	54.9	rear (in.)	35.1/38.0
Cylinders/Carburetion	6/2-bbl.	Available transmissions:		Legroom, front (in.)	42.8	Luggage capacity	
Available engines	305/V8	Automatic	3-speed	rear (in.)	36.4	(cu. ft.)	16.3
CID/Type	305/V8	Manual*†	4-speed, all sync.	Luggage capacity (cu. ft.)	16.1		
Cylinders/Carburetion	8/2-bbl.	Overdrive manual**	3-speed, all sync.	DIMENSIONS (Salon Coupe/Sedan): Overall length (in.) 1977/1977 Wheelbase (in.) 108 1/108 1 Hiproom, front (in.) 37.9/38.7 rear (in.) 36.2/37.7 Hiproom, front (in.) 51.7/52.2 rear (in.) 34.5/35.6			
CID/Type	305/V8	Fuel tank capacity (gal.)	18.1				
Cylinders/Carburetion	8/2-bbl.	DIMENSIONS (Supreme Coupe):					
CID/Type	305/V8	Overall length (in.)	200.1				
Cylinders/Carburetion	8/4-bbl.	Wheelbase (in.)	108 1				
CID/Type (Cruiser, high altitude only)	350/V8	Headroom, front (in.)	37.9				
		rear (in.)	38 1				

See EPA mileage estimates in the accompanying engine supplement sheet. Additional copies may be obtained from your Oldsmobile dealer.



CUTLASS CRUISER

Discover Cutlass Cruiser—
you'll find a whole
wagonful of good ideas.

*New
functional split
tailgate design*

Whether you're looking, loading, driving or just lounging—you'll be dazzled and delighted by Cutlass Cruiser's many smart new ideas.

It rides much like a Cutlass sedan, works like a wagon, and offers impressive gas mileage.*

Open a door and you'll see how easy it is to get in and out. Slip into the comfort of the full-foam seats and you're aware that we've increased front headroom—and legroom, front and rear, over its 77" counterpart.

Surprisingly, some of the new ideas make Cutlass Cruiser seem like it's really a family sedan. The new ride, for example, is smooth and quiet. And the new maneuverability makes Cutlass Cruiser impressively agile.

But make no mistake. When you check out the cargo space, you know that some of our best new ideas have made Cutlass Cruiser a great Olds wagon.

Thanks to some ingenious space-efficiency engineering, this handsome new wagon offers surprising cargo space. And you'll like the way it loads—with its flat, carpeted floor.

Other ideas make Cutlass Cruiser more convenient.

That split tailgate, for example, is a wagon owner's dream. The window section swings up, completely out of the way, but not so high that you have to worry about bumping things on your garage ceiling. The lower section swings down—providing a "load-



ing dock" that comes in handy when you're loading or unloading big, bulky cargo. Or as a convenient "table top" for picnics. And you'll especially like the split tailgate when loading in tight quarters. Because it'll open with very little clearance between Cutlass Cruiser and a car parked behind it.

Hidden storage compartments? You can have three of

them, all with locks available.

The spare tire well? That has a functional new idea you're going to like, too. Since it's deeper than the tire, there's extra storage space for your convenience. Leave the lid open and it helps secure those brimming bags of groceries—all the way home.

Cutlass Cruiser. It'll give you that great Cutlass feeling—for a lot of good reasons.

Cutlass Cruiser with available wood-grain vinyl exterior (far left). 1. A luxury sedan interior? No, it's Cutlass Cruiser's new family room, shown with the available divided front seat. Or, choose available vinyl bucket seats. 2. Load floor is carpeted. 3. Our lowest priced toy to get a wagonful of new ideas! Handsome. Affordable. Fun to drive. A great new family wagon! Fixed rear side windows and adjustable rear vents are standard.

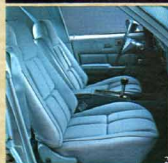




OMEGA BROUGHAM

Our "little limousine" compliments your good taste. Beautifully.

Available
Tilt-Wheel
adjusts to you



Every Omega Brougham for 1978 is comfortably luxurious, with a roomy and elegant brushed knit interior.

But add the available LS package and you have a "little limousine" and then some!

Four-Season air conditioner, AM/FM stereo radio, automatic transmission, power windows, power steering, power front disc brakes, special exterior paint treatment,

tinted glass, electric clock, steel-belted radial-ply whitewalls and much more are all standard on LS.

Affordable luxury—made all the more rewarding with graceful maneuverability and impressive parking ease.

Olds Omega Brougham, the "little limousine" that's so practical to own. And so economical to drive.* Take your pick. Omega

Brougham or Omega Brougham LS. You win either way. Can we build one for you?

Omega Brougham Sedan (far left), 1. A brushed knit cloth interior makes Brougham special among cars its size. 2. Bucket seats available in that same impressive fabric. 3. Omega Brougham Sedan with available LS package. 4. Omega Brougham Coupe with available landau roof. 5. Neat, clean command center.

*See EPA mileage estimates in the accompanying engine supplement sheet.



OMEGA

Let it be your declaration of independence.

Doing your own thing. Driving your own kind of car. Your personal statement of independence. That's why we offer the thrifty and youthful Olds Omega.

The Omega Coupe is the most affordable Olds of all—priced for young budgets and built for young needs. Omega is handsome. It's agile and a snap to park. It's comfortable to sit in. Beautiful to ride in. All in all, Omega is a solid Olds value.

And you can do your own thing by adding the SX package, sport wheels, even a sporty 5-speed transmission (except in California).

Like to keep maintenance costs to a minimum, right? That's what we figured. That's why



Precision tach,
gauges and 5-speed
manual override,
available



Omega comes equipped with a long-life exhaust system and tough, front disc brakes. And that's why it's designed to go a long way between scheduled service intervals: up to 15,000 miles between oil filter changes, up to 22,500 miles between tune-ups. These are just a few of the features you don't pay extra for.

A new Olds Omega can be your declaration of independence. Just say the word... and we'll build one—just for you!

Omega Hatchback Coupe with available SX package (far left). 1. Bucket seats available in Hatchback and Coupe. 2. Room and ride make Omega a favorite. 3. Stylish Omega Coupe. 4. Comfort is standard.



OMEGA POWER TEAMS*

Standard engine:	231/V6
CID/Type:	6/2-bbl
Cylinders/Carburetion:	305/V8
Available engines:	8/4-bbl
CID/Type:	350/V8
Cylinders/Carburetion:	8/4-bbl
CID/Type:	350/V8
Cylinders/Carburetion:	8/4-bbl

Standard transmission:	Manual**	3-speed, all sync.
Available transmission:	Automatic	3-speed
Manual**	4-speed, all sync.	
Override manual***	5-speed, all sync.	
Fuel tank capacity (gal.)		21

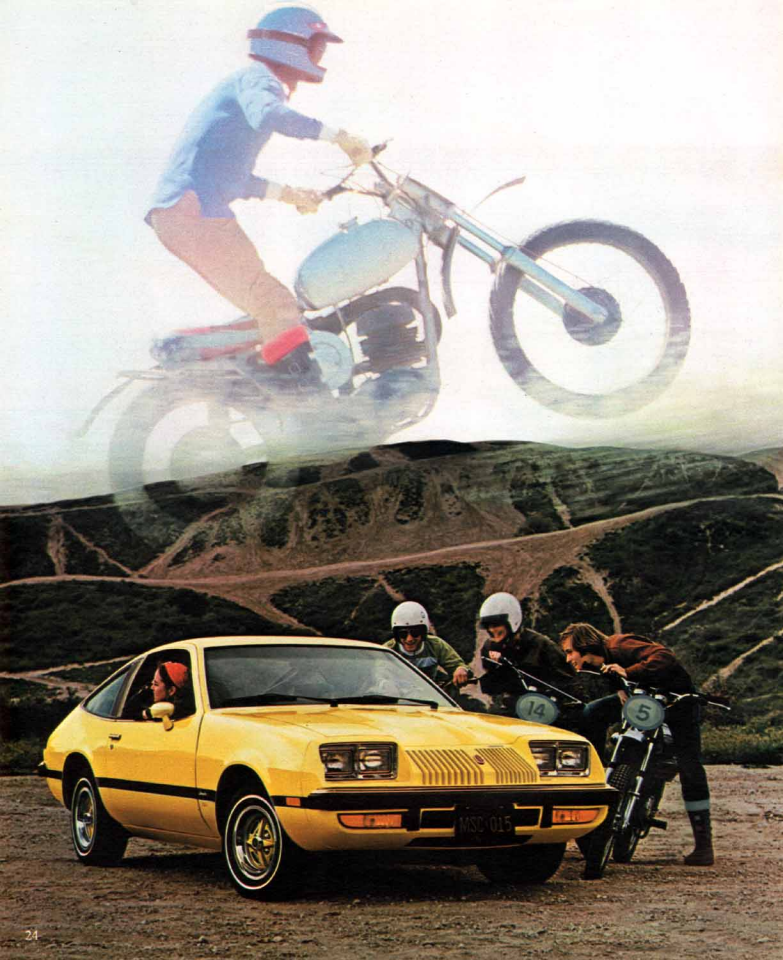
DIMENSIONS (Coupe/Sedan):

Overall length (in.)	199.6/199.6
Wheelbase (in.)	111/111
Headroom, front (in.)	38.2/39.1
rear (in.)	36.7/37.1
Hiproom, front (in.)	53.8/53.3
rear (in.)	52.8/53.6
Legroom, front (in.)	41.7/41.7
rear (in.)	33.4/35.2

Luggage capacity (cu. ft.) 18.2/13.8

*Check your Engine Supplement Sheet for specific details—standard and available equipment differs in California and high-altitude areas.
**Available with 305 V8 only.
***Available with 351 V8 only.
†Automatic only in California.
NOTE: Omega LS wheels will not accommodate tire chains.

See EPA mileage estimates in the accompanying engine supplement sheet. Additional copies may be obtained from your Oldsmobile dealer.



STARFIRE SX

The Starfire experience:
Moving the body. And the mind.

The Starfire experience can start with one glimpse of its styling—sleek, trim, sporty. Or when you open the door and ease yourself into the high-back bucket seat. Your mind's immediately in gear as you scan the instrument panel and take hold of the padded sport steering wheel.

But the experience really comes alive when you set it all in motion. When you do, you're off and running with a 151 CID engine, short-throw 4-speed manual shifter (automatic in California) and sophisticated underpinnings. Up front, computer selected coil springs. To the rear, a torque-arm sus-

pension deals with drive forces—and the road—with equal aplomb.

You turn quick. Corner crisply. And stop smooth with front disc brakes.

Order the available GT package (including bold hood and body stripes, GT identification, front and rear stabilizer bars, rallye gage cluster with tach, 231 CID V6, star-spoke rallye wheels and steel-belted raised-letter radials) and you've heightened the Starfire experience. Or order a hefty 305 CID V8 and you've got the ultimate Starfire experience.

But then you'll know that the first time

*Spirited
305 CID V8
now available*



you pull on the driving gloves and take on a winding stretch of road.

Olds Starfire—sporty, competent and fun. Transportation not only for the body, but for the mind—an experience that's a long way from just ordinary transportation. Can we build one for you?

Starfire SX (far left). 1. You don't pay extra for those contoured, full-floor, high-back bucket seats. They're standard on all Starfires! 2. Tach, gages and clock, available. 3. Starfire with available GT appearance and handling package. 4. GT agility. You have to experience it to believe it! What are you waiting for?



STARFIRE POWER TEAMS ¹	
Standard engine:	151/4L
CID/Type	4-2/4L
Cylinders/Carburetion	4-2/4L
Available engines:	231/V6
CID/Type	6/2/361
Cylinders/Carburetion	6/2/361
CID/Type	305/V8
Cylinders/Carburetion	8/2/461

Standard transmission:	4-speed, all sync.
Manual ²	4-speed, all sync.
Available transmission:	3-speed
Automatic	3-sync
Overdrive manual ³	5-speed, all sync.
Fuel tank capacity (gal.)	18.5

DIMENSIONS:	
Overall length (in.)	179.3

Wheelbase (in.)	97
Headroom, front (in.)	37.2
rear (in.)	35.3
Hiproom, front (in.)	47.5
rear (in.)	42.0
Legroom, front (in.)	43.0
rear (in.)	29.6
Luggage capacity (sq. ft.)	23.4
Length of cargo floor ⁴ (in.)	61.9

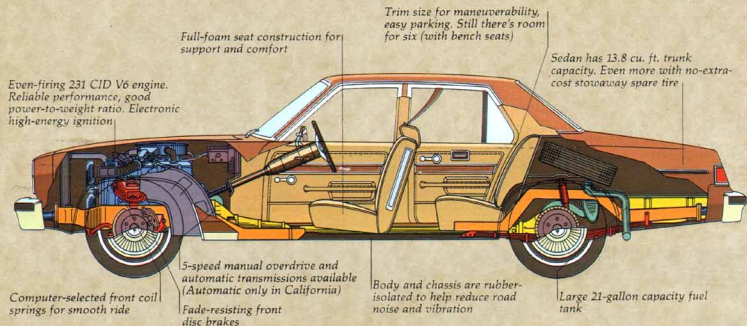
¹Check your Engine Supplement Sheet for specific details—standard and available equipment differs in California and high-altitude areas.

²Not available with 305 V8.

³With 2nd seat down.

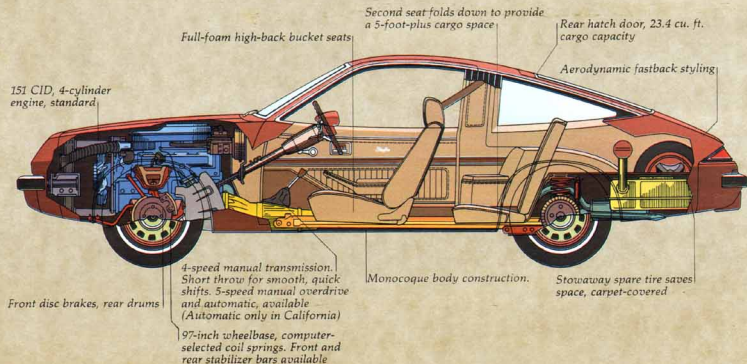
⁴Automatic only in California.

NOTE: Starfire wheels will not accommodate tire chains.



The pursuit of excellence runs deep in every 1978 Olds Omega and Starfire ...

STARFIRE



OLDSMOBILE ACCESSORIES

Available answers to your own search for a car that's right for you.

- Hatch Roof.** This "lift-off" roof gives you the sun, fun and air of a convertible—in a coupe! Tinted glass roof panels lift out and store in trunk carrying case.
- Electric sliding sunroof.** Panel slides into roof for sunshine and ventilation. Installation reduces headroom.
- Rear view windows.** On Cutlass 4-door sedan and Cruiser, available with power control. Operate from the driver's seat.
- Tilt-away steering wheel.** Adjusts easily to fit the drivers in your family. Helps make entry and exit more convenient.
- Five-speed manual overdrive transmission.** For sport of shifting. 5th gear is overdrive!
- Cruise Control.** Lets you maintain a constant speed on turnpikes without the use of the accelerator pedal.
- Deluxe wheel covers and wheels.** Available on Cutlass—A, B, C, D, E (std. on Calais),

F (std. on Supreme Brougham). Available on Omega—C, D, G. Available on Starfire—H, I, J. Note: "A"—a special new cast-aluminum sport wheel available on all Cutlass models except Cruiser. "C"—available with body-paint color or argent silver on Cutlass; body-paint color only on Omega. "H"—trimmed with body-paint color on Starfire. "J"—New AM-FM stereo radio with stereo cassette tape player. Six additional quality Delco radios available including: Deluxe CB AM-FM stereo radio featuring 40-channel citizens band, pushbuttons, CB antenna and four speakers. AM-FM stereo radio with stereo tape player. AM-FM stereo radio and AM radio with stereo tape player—all with front and rear speakers. AM-FM radio and deluxe AM radio. Take your pick.

9. **Reclining seat back.** Passenger side only. Lets your passengers lean back and relax as you travel. Great for those long trips.

- Custom Sport Steering Wheels.** Thick padded rim with brushed metal spokes. Standard on Starfire SX (Cutlass wheel shown). Gauge clusters and tachometer available, too.
 - Visor vanity mirror.** Illuminated for your convenience.
 - Cornering lamps.** Automatically illuminates when you use the turn signal.
- There's more! Tempmatic or Four-Season air conditioner. Power door locks. Power windows. Power seats. Power trunk release. Power steering. Power front disc brakes. Digital clock. Sports console. Rallye suspension. Tinted glass. Full or landau vinyl roof covering. Body stripes. Remote-control mirrors. Dual sport mirrors. Limited-slip axle assembly. Body side moldings. And more.

Note: Not all accessories are available on all models. Check your Olds dealer for specific availability.



Which new Olds is right for you?

CUTLASS  CUTLASS SUPREME BROUGHAM COUPE	OMEGA  OMEGA BROUGHAM COUPE	NINETY-EIGHT  98 REGENCY COUPE	DELTA 88  DELTA 88 ROYALE COUPE
 CUTLASS CALAIS COUPE	 OMEGA BROUGHAM SEDAN (2)	 98 REGENCY TOWN SEDAN	 DELTA 88 ROYALE TOWN SEDAN
 CUTLASS SUPREME COUPE	 OMEGA HATCHBACK (3)	 98 LUXURY COUPE	 DELTA 88 COUPE
 CUTLASS SALON BROUGHAM 2-DOOR (1)	 OMEGA COUPE (3)	 98 LUXURY TOWN SEDAN	 DELTA 88 TOWN SEDAN
 CUTLASS SALON BROUGHAM 4-DOOR	 OMEGA SEDAN	CUSTOM CRUISER  CUSTOM CRUISER, 2-SEAT (5)	TORONADO  TORONADO BROUGHAM COUPE (7)
 CUTLASS SALON 2-DOOR (1)	STARFIRE  STARFIRE SX SPORT COUPE (4)	CUTLASS CRUISER  CUTLASS CRUISER, 2-SEAT (6)	(1) 4+2 package available. (2) LS package available. (3) SX package available. (4) GJ package available. (5) Wood-grain vinyl and 3rd seat available. (6) Wood-grain vinyl available. (7) XS package available.
 CUTLASS SALON 4-DOOR	 STARFIRE SPORT COUPE (4)		

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. NOTE: Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models. See page 27. For specific prices and availability, check your Oldsmobile dealer. PRINTED IN U.S.A. 8-77

1978 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



ALL MODELS EXCEPT STARFIRE AND OMEGA COLORS ONLY



STARFIRE AND OMEGA COLORS ONLY



Printed colors are approximate only, and may vary from actual car paint colors.

... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE OLDSMOBILES. The Oldsmobiles described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Oldsmobile. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products by Oldsmobile Division, and will provide the quality performance associated with the Oldsmobile name. With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

Your Oldsmobile has these accident prevention features: Side marker lights and reflectors • Parking lamps that illuminate with headlights • Four-way hazard warning flasher • Back-up lights • Lane-change feature in direction signal control • Windshield wipers, washer and dual speed defrosters • Wide view inside 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 latches.

Your Oldsmobile has these occupant protection features: Seat belts with pushbutton buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light

and buzzer) and right front passenger • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped steel hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front-seat back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

Oldsmobile also provides these anti-theft features: Anti-theft ignition key reminder buzzer • Anti-theft steering column lock.

Oldsmobile

Can we build one for you?

1978 OLDSMOBILE CATALOG CORRECTIONS

The following revisions, errors and/or clarifications of product information appearing in 1978 Oldsmobile catalogs should be noted:

Cutlass, Omega and Starfire

1. Interior illustrations for Cutlass Supreme (p. 5), Cutlass Salon Brougham (p. 11), and Cutlass Cruiser (p. 19): Divided front seats shown are available equipment at extra cost. Bench seats with fold-down center armrests are standard on these models.
2. Cutlass Calais (p. 9): Steering gear ratio is 14-to-1, as stated, with available power steering. With standard steering, the gear ratio is 24-to-1. Also, illustration 2 which shows the available hatch roof, has a Cutlass Supreme Brougham interior, unavailable on Calais. Interior as shown in illustration 1 is standard for the Calais.
3. Cutlass Salon Brougham (p. 11) and Cutlass Salon (p. 15): Rear hiproom comparisons were made against Cutlass Coupe models only. References to "Cutlass models" should read "Cutlass coupes."
4. Cutlass specifications (p. 17): Fuel tank capacity rating has been revised to 18.1 gallons, from 17.5 as shown. Cutlass Cruiser rating is 18.2 gallons.
5. Omega Brougham (p. 21): Visor vanity mirror has been eliminated from the equipment included in the Omega LS package.

Printed 9/16/77

1978 OLDSMOBILE ENGINE SUPPLEMENT SHEET

Oldsmobile calls to your attention the following information regarding engines used in their 1978 models and the GM Divisions that produce them.

5.7 Litre V8 Diesel Engine (LF9)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

S.A.E. net hp at rpm..... 120 @ 3600
S.A.E. net torque at rpm
(ft.-lb.)..... 220 @ 1600
Compression ratio (to 1)..... 22.5
Bore x stroke (in.)..... 4.057 x 3.385
Available axle ratios*..... 2.41, 2.73

*Check salesperson for axle ratio availability with various models and transmissions.

403 Cu. In. V8 Engine (L80)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 185 @ 3600
(Toronado) 190 @ 3600
S.A.E. net torque at rpm
(ft.-lb.)..... 320 @ 2000
(Toronado) 325 @ 2000
Compression ratio (to 1)..... 7.9
Bore x stroke (in.)..... 4.351 x 3.385
Available axle ratios*..... 2.41, 2.56, 2.73, 3.07, 3.08, 3.23

*Check salesperson for axle ratio availability with various models and transmissions.

350 Cu. In. V8 Engine (L34)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 170 @ 3800
S.A.E. net torque at rpm
(ft.-lb.)..... 275 @ 2000
Compression ratio (to 1)..... 7.9
Bore x stroke (in.)..... 4.057 x 3.385
Available axle ratios*..... 2.41, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

260 Cu. In. V8 Engine (LV8)

Produced by GM—Oldsmobile Division at the Lansing, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 110 @ 3400
S.A.E. net torque at rpm
(ft.-lb.)..... 205 @ 1800
Compression ratio (to 1)..... 7.5
Bore x stroke (in.)..... 3.500 x 3.385
Available axle ratios*..... 2.29, 2.41, 2.56, 2.73, 2.93

*Check salesperson for axle ratio availability with various models and transmissions.

231 Cu. In. V6 Engine (LD5)

Produced by GM—Buick Motor Division at the Flint, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 105 @ 3400
S.A.E. net torque at rpm
(ft.-lb.)..... 185 @ 2000
Compression ratio (to 1)..... 8.0
Bore x stroke (in.)..... 3.80 x 3.40
Available axle ratios*..... 2.56, 2.73, 2.93, 3.08, 3.23

*Check salesperson for axle ratio availability with various models and transmissions.

350 Cu. In. V8 Engine (LM1)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 160 @ 3800
(high altitude counties)
S.A.E. net torque at rpm (ft.-lb.)..... 260 @ 2400
Compression ratio (to 1)..... 8.2
Bore x stroke (in.)..... 4.00 x 3.48
Available axle ratios*..... 2.41, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

305 Cu. In. V8 Engine (LG3)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 145 @ 3800
(California, high altitude)..... 135 @ 3800
S.A.E. net torque at rpm
(ft.-lb.)..... 245 @ 2400
(California, high altitude)..... 240 @ 2000
Compression ratio (to 1)..... 8.4
Bore x stroke (in.)..... 3.736 x 3.48
Available axle ratios*..... 2.29, 2.41, 2.56, 2.73, 3.08

*Check salesperson for axle ratio availability with various models and transmissions.

305 Cu. In. V8 Engine (LG4+)

Produced by GM—Chevrolet Motor Division, at the Flint, Michigan, Tonawanda, New York or GM of Canada Engine Plants

SPECIFICATIONS:

Carburetor barrels (no.)..... 4
S.A.E. net hp at rpm..... 160 @ 4000
S.A.E. net torque at rpm
(ft.-lb.)..... 235 @ 2400
Compression ratio (to 1)..... 8.4
Bore x stroke (in.)..... 3.736 x 3.48
Available axle ratios*..... 2.29, 2.41, 2.73

*Not available in California.

*Check salesperson for axle ratio availability with various models and transmissions.

151 Cu. In. L4 Engine (LX6-LS6+)

Produced by GM—Pontiac Motor Division at the Pontiac, Michigan Engine Plant

SPECIFICATIONS:

Carburetor barrels (no.)..... 2
S.A.E. net hp at rpm..... 85 @ 4400
S.A.E. net torque at rpm
(ft.-lb.)..... 123 @ 2800
Compression ratio (to 1)..... 8.3
Bore x stroke (in.)..... 4.00 x 3.00
Available axle ratios*..... 2.73, 3.08, 3.23

*Engine number for California.

*Check salesperson for axle ratio availability with various models and transmissions.

THESE 1978 OLDSMOBILES OFFER IMPRESSIVE EPA GAS MILEAGE FIGURES*

Model/Engine	Standard Optional	Trans.	EPA mileage estimates*/Availability Highway/City/Combined		
			49 States	Hi-Alt. Option (1)	California
STARFIRE					
151 L4 (LX6, LS6)	Std.	M	34-24-28	N.A.	N.A.
		A	31-23-26	N.A.	(2)
231 V6 (LD5)	Opt.	M	28-16-19	27-16-20	27-16-20
		A	27-19-22	23-16-18	23-16-18
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
		A	25-17-20	21-14-17	21-14-17
OMEGA					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
		A	26-18-21	21-15-17	21-15-17
305 V8 (LG3)	Opt.	M	21-15-17	N.A.	N.A.
		A	22-16-19	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	18-13-15
CUTLASS					
231 V6 (LD5)	Std.	M	28-16-19	N.A.	N.A.
		A	27-19-22	23-16-18	23-16-18
260 V8 (LV8)	Opt.	M	29-20-23	N.A.	N.A.
		A	27-19-22	25-17-20	25-17-20
305 V8 (LG3)	Opt.	M	22-16-18	N.A.	N.A.
		A	N.A.	21-14-17	21-14-17
305 V8 (LG4)	Opt.	A	26-18-21	N.A.	N.A.
CUTLASS CRUISER					
231 V6 (LD5)	Std.	A	27-19-22	23-16-18	23/16/18
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
305 V8 (LG3)	Opt.	A	N.A.	N.A.	19-13-15
305 V8 (LG4)	Opt.	A	23-16-18	N.A.	N.A.
350 V8 (LM1)	Opt.	A	N.A.	18-13-15	N.A.
DELTA 88					
231 V6 (LD5)	Std.	A	25-17-20	21-15-17	21-15-17
260 V8 (LV8)	Opt.	A	25-18-21	N.A.	N.A.
350 V8 (L34)	Opt.	A	23-16-19	23-16-19	22-15-17
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
CUSTOM CRUISER					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	27-19-22	N.A.	27-19-22
NINETY-EIGHT					
350 V8 (L34)	Std.	A	22-15-17	22-15-17	20-14-16
403 V8 (L80)	Opt.	A	20-14-16	20-14-16	19-13-16
5.7 V8 (D) (LF9)	Opt.	A	30-21-24	30-21-24	30-21-24
TORONADO					
403 V8 (L80)	Std.	A	19-13-15	19-13-15	17-12-14

*EPA figures are estimates; the actual mileage you get will vary depending on how and where you drive, your car's condition and its equipment. (M) Manual transmission (A) Automatic transmission (D) Diesel (N.A.) Power train not available (1) Designed and recommended for high altitude operation (2) Not available at publication date. See your dealer for current information. Model/engine combinations and availability shown are current as of September 16, 1977. Specifications are subject to change without notice.

For 1978 Oldsmobile Engine Specifications and sources, see other side.

Printed 9/16/77

