LOOK TO OLDS FOR THE NEW!



STEP OUT FRONT IN '66...in a Rocket Action Olds!

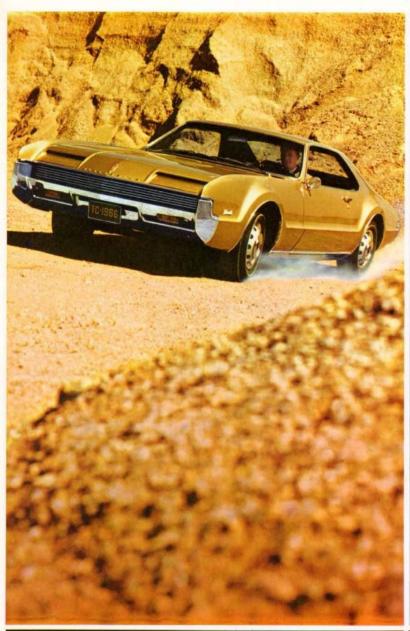
TORONADO · NINETY-EIGHT · DELTA 88 · DYNAMIC 88 · JETSTAR 88 · CUTLASS · F-85 · VISTA-CRUISER · STARFIRE · 4-4-2

1966



OLDSMOBILE





Toronado isn't the kind of car you'll confuse with any other in the club parking lot. After all, what is there to confuse it with?

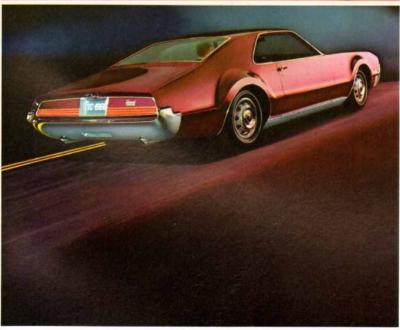
Toronado's the only machine on the road that looks like Toronado. Long, low-slung nose. Concealed headlamps. Burly, businesslike wheels. Full-view side windows. Fastback fuselage.

And Toronado is just as distinctive on the inside, too. Flat floors and brawny dimensions make way for six passengers. Cove-type rear seat . . . contoured front Strato Seat on Toronado Deluxe (complete with fold-down armrest) coddle you in comfort. Conveniently positioned instruments and a whole car full of lavish appointments make Toronado's inside story a real spellbinder!

Now buckle up and behold Oldsmobile's big gun on the move. Toronado's the only car that handles like Toronado, too! You're pulled (not pushed) through snaky turns. With a solid, commanding sense of control because the "pulling" wheels are the "steering" wheels. Toronado improves stability on straightaways, too . . . because all major components (engine, transmission, differential and steering) are up front, where the traction is!

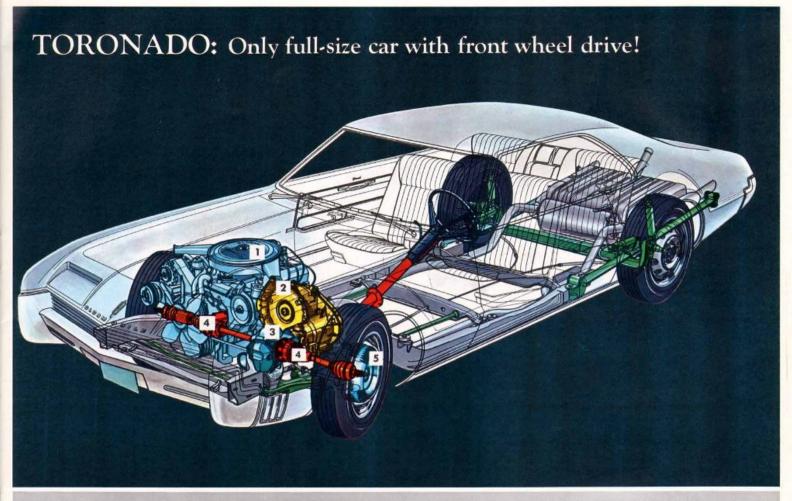
The whole ingenious system is powered into action by a 385-hp Toronado Rocket V-8... backed by Turbo Hydra-Matic.

Go on. Compare a Toronado with any other car around. You'll find the only thing you can compare it with is another Toronado!





The Toronado interior invites you to buckle up and begone! Versatile Morocceen-tailored Strato Seat (standard on Toronado Deluxe) features folding center armrest, converts to twin bucket-like cockpits, comes in 7 colors. Front-seat headrests are a modest extra-cost option.



- The 425-cu.-in. Toronado Rocket V-8, equipped with new Quadrajet Carburetor for top cruising economy and performance, delivers 385 horsepower, 475 lb.-ft. torque, 10.5-to-1 compression ratio.
- Turbo Hydra-Matic Drive, newly designed to provide 180° power transfer forward, features variable-vane torque converter to deliver Rocket action smoothly at any speed.
- All-new low-friction planetary differential is exclusive Oldsmobile design, transfers power through 3.21-to-1 gear ratio.
- 4. Front drive shafts are equipped with twin constant-velocity universal joints for smooth flow of Toronado Rocket V-8 power.
- 5. Burly wheels with 8.85 x 15-inch tires pull (not push) Toronado through turns and over rugged terrain.



Big, extra-wide Toronado doors open far out and far back, make for easy access to both front and rear seats. And Toronado is engineered to accommodate six passengers in solid comfort!



Drum speedometer, centrally clustered needle gauges make Toronado instrumentation handsomely practical. Non-glare padded dash, padded visors, windshield washers are standard.



Dual door handles allow front and rear seat passengers to open Toronado Deluxe doors with equal ease.



Toronado's flat floor means extra leg room, front and rear... added comfort for all "center-seat" passengers.



Smart, concealed headlamps open up in seconds when lights are turned on . . . retract automatically into low-slung Toronado hood when lights are turned off.



Oldsmobile's most powerful V-8! 425-cu.-in. Toronado Rocket Engine delivers 385 horsepower.



Unique new draft-free ventilation system brings outside air in at two levels through five adjustable outlets. Circulates air through car—without noise, without draft—and releases it through louvers below rear window. Makes conventional side vent windows completely unnecessary.

Toronado and Toronado Deluxe models are shown on page 25. Olds also offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations and described on pages 20, 21 and 26.



Trust your instincts. Your first good impression of the new Oldsmobile Ninety-Eight is sure to last a long, long time! Who could ever tire of luxury like this? Looks longer and lower, creating a distinctive new silhouette. Take it out on the road, and see if anybody could sell you away from the comfort of its four-coil-spring suspension. Or the

responsiveness of its 425-cubic-inch Super Rocket V-8 with Turbo Hydra-Matic Drive. And to cinch your satisfaction: power steering, power brakes, electric clock, courtesy lights, parking brake light—all standard! Five Ninety-Eights to choose from: Luxury Sedan, Holiday Sedan, Holiday Coupe, Town Sedan and Convertible. One priced right for you!



Talk about distinctive "look-of-tomorrow" lines. And beautifully appointed interiors. And thoughtful extras that cater to your comfort (like convenient, automatic courtesy lights). Talk about resilient four-coil-spring ride. And a full 123-inch wheelbase...a rugged full-width Guard Beam frame. You're talking Delta. And you can leave it to this

top-of-the-line Olds 88 to talk top performance, too: 425-cubic-inch Super Rocket V-8 with up to 375 horsepower... teamed, if you wish, with smooth Turbo Hydra-Matic Drive. Just drive a Delta 88—Celebrity Sedan, Holiday Sedan, Holiday Coupe, or brand-new Convertible. You're in for some of the most powerful convincing a car can muster.

All four Selfar III models are observe or page 12. Sold also office of models are coult, a variety of episors and economies, many of which are observe in the per illustrations and described on pages 25, 21 and 26.

### DYNAMIC 88



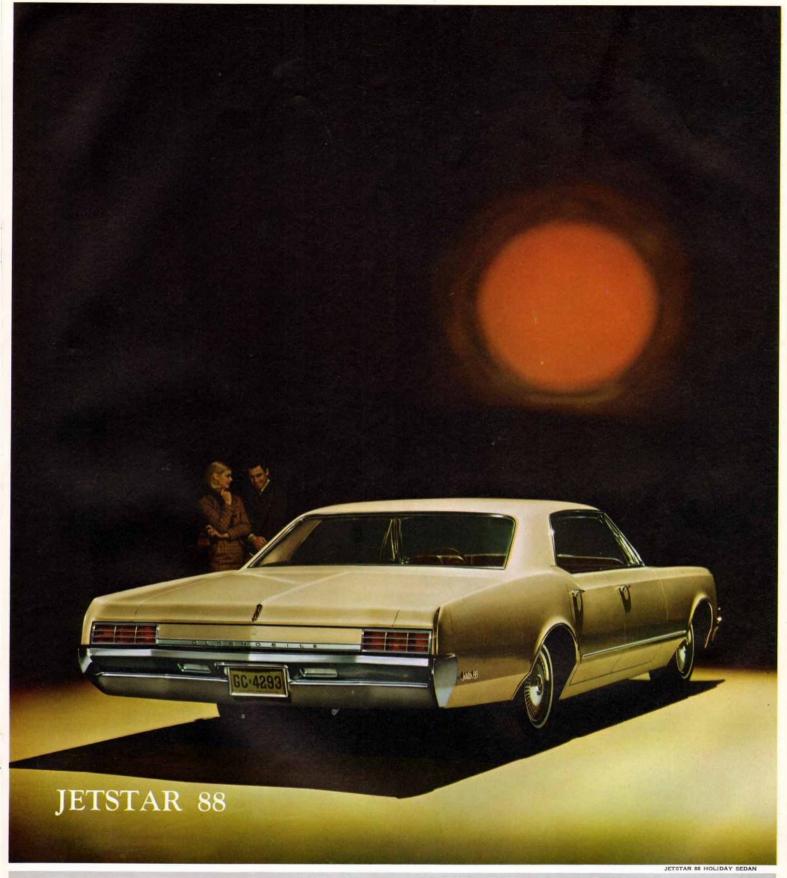
Morocceen-and-cloth upholstery comes in a choice of four smart decorator colors, with harmonizing deep-pile, nylon carpeting. All doors feature practical carpeted kick panels. All-Morocceen interiors are also available on the Holiday models.



DYNAMIC 88 HOLIDAY SEDAN



Leave it to Oldsmobile's new Dynamic 88 to move you—more ways than one! Styled like that, how could it miss? Longer-looking, more impressive than ever! More action from a 425-cu.-in. Super Rocket V-8 that delivers superior performance, up to 365 hp. Four smart new models—two sedans, hardtop coupe and convertible. One smart buy!



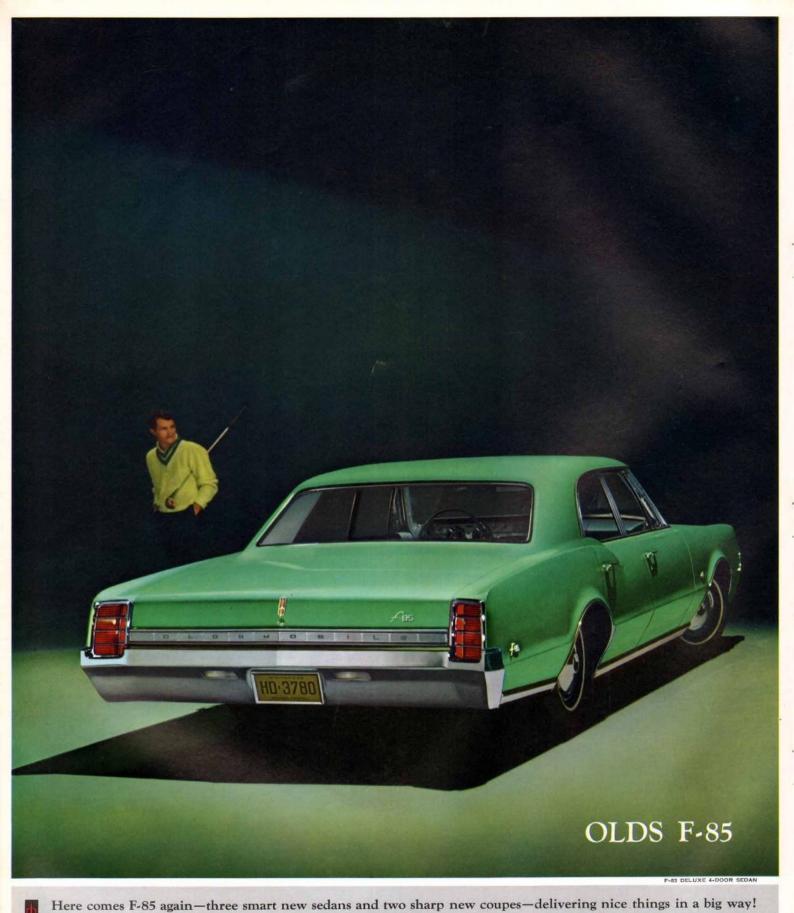
Fresh new look. Fashionable interiors. Rollicking Rocket action from a regular- or premium-fuel V-8 with up to 320 hp. And you can equip your Jetstar 88 with Turbo Hydra-Matic or Jetaway. All three Jetstar 88s—Celebrity Sedan, Holiday Sedan, Holiday Coupe—are priced low...right down with cars in the popular-price field!



roominess of it all! The "Supreme" good looks of the many deluxe appointments! Now tap the Cutlass brand of V-8 power: 330 cubic inches, 320 horsepower. Harness it up with Jetaway automatic drive, 4-on-the-floor or the new, fully synchronized, standard 3-speed. You've got the newest, niftiest Cutlass that ever wore the Oldsmobile nameplate!

Olds measured off 204 inches and filled it with solid luxury—the new 4-door hardtop Cutlass Supreme! Start your ohh-ing and ahh-ing where you will. Sassy new silhouette. Snappy round wheel cuts. Spanking new grille. Optional vinyl roof. Captivated? Carry on. Step inside and get the feel of that comfort-contoured Custom Sport Seat. The

All fact Cultum models are observed an page 15. Disk size offers, all models note code, a variety of uptons and accompanies, many of which are observe in the car distributions and described on pages 26, 21 and 25.



Big-car look. Big-car ride. Big-car interior comfort. Big-car action from a 330-cu.-in. Jetfire Rocket V-8...or new economical Action-Line 6! Big money? Nope. F-85 is smack-dab in the low-price field . . . but still an all-out Olds!





Family bigger than your budget? Get together with one of the styled-new, saving-new F-85 wagons. Cargo area? Load-stretching 85.2 cubic feet. Wheelbase? Generous 115 inches. Engines? Pick from three! Rocket V-8s with up to 320 hp or gas-saving Action-Line 6. Price? Down with the lowest. And the money you save could be your own!



Whatever you want in a station wagon, you've got it made in the new Olds Vista-Cruisers! Those sweeping lines house a cargo area over 100-cubic-feet big! That stylish Vista-Roof helps provide a real king-size loading height that gobbles tall stuff with ease! Four-coil-spring suspension . . . extra-long 120-inch wheelbase . . . solid Guard-Beam frame

make the riding smooth—loaded or no. And Vista-Cruiser's action look previews what you're in for when you take the wheel: up to 320 high-compression horsepower! Team that Rocket V-8 responsiveness with Jetaway automatic, 3-speed or 4-speed box. You name it. Vista-Cruiser has it. Four models to pick from—standard and custom, 2- and 3-seat versions.



This year Starfire sports a dashing new look all its own. And style is only a starter where this performer is concerned. There's a 425-cubic-inch power plant that delivers 375 V-8 horses! A gentle, road-leveling four-coil ride. Thin-shell bucket seats. Floor-mounted console. All this and more—included in Starfire's attractive price!







400-cubic-inch, 350-hp V-8. Teams with a three-speed synchromesh, Jetaway Drive or 4-on-the-floor.



Crisp new lines stem to stern! Fresh new rear window treatment and bold new grille give 4-4-2 an exciting new look!



4-4-2 CUTLASS HOLIDAY COUPE

It's a moving machine . . . coming on strong with a payload of goodies! Quadrajet Carb. Acoustically tuned twin pipes. Heavy-duty front and rear suspension. Red-line tires. A look that sets it apart from everything else on the road! All yours in any F-85 coupe or convertible—five models in all—to pack a ton of fun into every mile!

# Rocket Performance

Oldsmobile engineering leadership has done it again in the action department! Eleven Rocket V-8s! Brandnew in-line 6! Four smooth-and-easy transmissions!



Toronado Rocket V-8. Oldsmobile's top-performing Rocket. Twin-snorkel air cleaner. Quadrajet Carb. 425-cu-in. 385 hp. 475 lb-ft. torque. 10.5-to-1 compression, Standard on both Toronado models.



Starfire V-8. Quadrajet Carburetor. Highlift camshaft. 425-cu.-in. 375 hp. 470 lb.-ft. torque. 10.5-to-1 compression ratio. Premium fuel. Standard on Starfire. Optional on all Ninety-Eight and Delta 88 models.



Super Rocket V-8. Quadrajet Carburetor. 425-cu.-in. displacement. 365 hp. 470 lb.-ft. torque. 10.25-to-1 compression ratio. Premium fuel. Standard on Ninety-Eight. Extra cost on Delta 88 and Dynamic 88.



Super Rocket V-8. New 2-barrel carburetor. 310 hp. 450 lb.-ft. torque. 425-cu.-in. 10.25-to-1 compression. Premium fuel. Standard on Delta 88 and Dynamic 88. 300 hp regular fuel available, no extra cost.



Jetfire Rocket V-8. 330-cu.-in. 260 hp. 355 lb.-ft. 10.25-to-1. Premium fuel. Standard on Jetstar 88. Regular fuel, 250-hp version available at no extra cost. Quadrajet, 320horsepower version optional at extra cost.



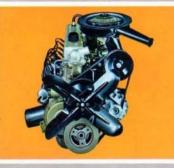
4-4-2 Rocket. Coolest new mill! New valve train, air cleaner, exhaust system. 400-cu-in. 350 hp. 440 lb-ft. torque. 10.5-to-1 compression. Quadrajet Carb. Premium fuel. Available on all 4-4-2 models only.



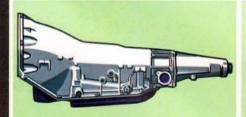
Cutlass V-8. Quadrajet Carb. 330-cu-in. 320 hp. 10.25-to-1. Premium fuel. Standard, Cutlass. Extra cost: F-85, Vista-Cruiser. 310-hp regular fuel version, no extra cost on Cutlass, extra cost on F-85, Vista-Cruiser.



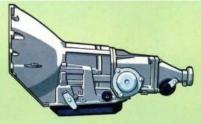
Jetfire Rocket V-8. Biggest V-8 in its class makes F-85 a top performer. 330-cu-in. displacement. 250 hp. 335 lb-ft. torque. 9.00-to-1 compression. Regular fuel. Available on F-85. Standard on Vista-Cruiser.



Action-Line 6. New in-line design delivers power efficiently, improves fuel economy, durability. 250-cu.-in. displacement. 155 hp. 240 lb.-ft. torque. 8.50-to-1 compression. Regular fuel. Available on F-85.



Turbo Hydra-Matic Drive. Unique variable-vane torque converter provides added power for smooth getaways. Super range gives extra engine braking power downhill, more power uphill. Standard on Toronado and Ninety-Eights. Optional on Starfire and 88 models.



Jetaway Drive. The flow of fluid was never smoother than with this silky two-speed automatic transmission. Torque converter varies the pitch for maximum power from a start or on the road. Optional at extra cost on all Jetstar 88, F-85, Cutlass and Vista-Cruiser models.



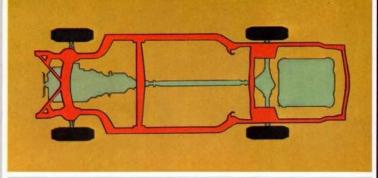
Four-on-the-floor. Stick shift, fully synchronized, extra cost. Fully synch 3-speed with column shift, standard. (Floor-mounted, extra cost.)



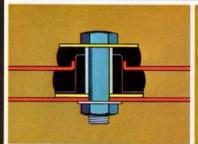
New Quadrajet Carb. 40% increase in capacity through air-metered secondary throttle bores. Primaries with smaller venturis for added economy.

# Power Profile Chassis

For '66. Oldsmobile's advanced chassis design pays off in a smootherthan-ever ride . . . greater handling ease and stability!



Guard-Beam Frame. Olds-pioneered perimeter-type design cradles and protects the chassis, improving passenger comfort and permitting greater ground clearance. Rigidity is increased, twisting forces minimized, thanks to rugged K-type braces at front wheels and swept-back torque boxes. It all adds up to a smooth, solid ride in every 1966 Rocket Action Oldsmobile.



Vibra-Tuned Body Mountings, consisting of a durable combination of "live" and synthetic rubber, are scientifically located. muffle road noise and vibration before they ever get into the passenger compartment!



Pivot-Poise Front Suspension keeps Olds "steady as she goes!" "A" frame upper and lower control arms with wide pivot points combine with extra-wide wheel tread to improve stability regardless of road conditions.



Twin-Triangle Rear Suspension incorporates four control arms, using triangular geometry, to greatly reduce rear-end squat. Wide pivot points and a lightweight axle also help to keep every Olds on the level.



Air-Scoop Brakes have wide flange that sweeps up air to dissipate heat. Thick linings reduce wear. Large lining areas, plus organic compounds, aid stopping power. All brakes are self-adjusting, self-energizing.

# Options / Accessories Custom-equip your new Oldsmobile at modest extra cost.



Reclining Seat-Adjusts as much as 30° up or down for passenger comfort. Available on Toronado Deluxe, Starfire and Cutlass: on Toronado, it is available when optional Strato Seats are ordered.



Front Seat Headrests-Adjust to three positions to provide added comfort for passenger and driver. Morocceen-covered cushions are color-keyed to the interior. Optional, in pairs, on all models.



Four-Season Air Conditioning-Cools down instantly, reduces moisture, pollen and dust in air. Comfortron-set the temperature -it's maintained automatically! Not available on F-85 models.



Cruise-Control-Set your speed and Cruise-Control maintains it, while reducing fatigue. Has builtin resistance when set speed is reached, acts as warning device. Extra cost option on all models.



Tilt-and-Telescope Steering Wheel -Adjusts up-and-down to seven positions, in-and-out up to 3 inches. Available on all models except F-85. Tilt-Away Steering Wheel moves up and down, is optional on F-85 only.



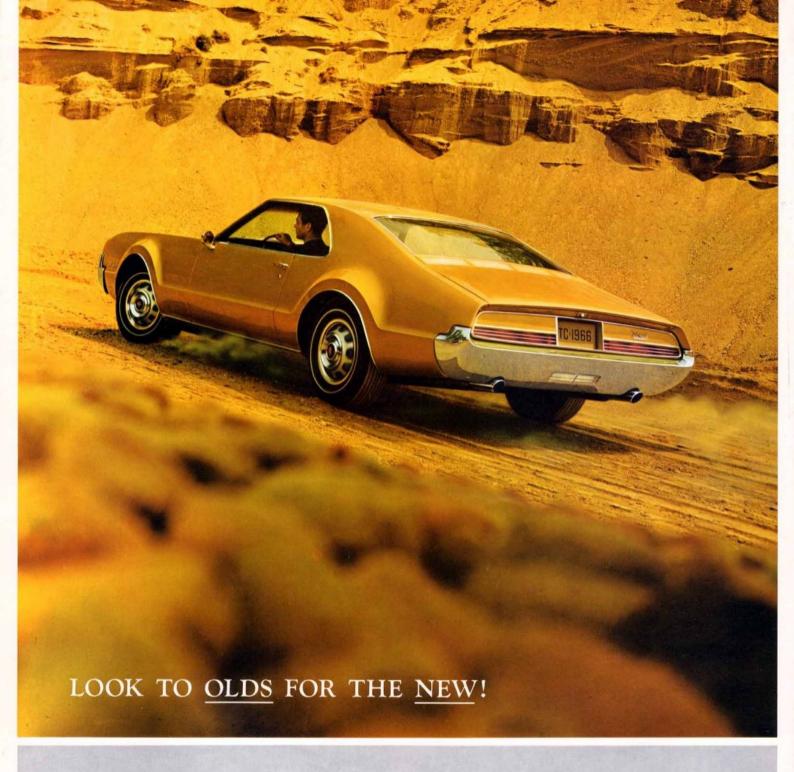
AM-FM Signal-Seeker Radio-Listen to all stations with the convenience of automatic station selection. (Available on Toronado only.) AM-FM Pushbutton Radio; Super Deluxe Signal-Seeker Radio lets you tune in a wide range of stations with either pushbutton ease or handy floor switch. Both radios available on full-size Oldsmobiles only. Deluxe Pushbutton Radio with transistors optional on all models. Also available: Electric Antenna, Rear Seat Speaker, Reverbatone Speaker for full 3-dimensional sound (full-size models only).

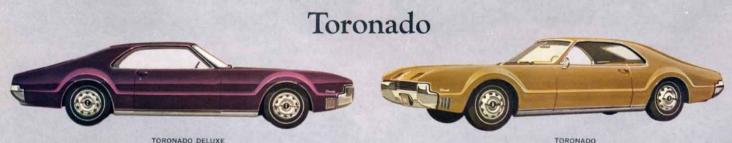
#### Additional Oldsmobile Accessories

The following accessories—available at extra cost on many Oldsmobile models—help tailor the Olds of your choice to your comfort and convenience:

Power Steering • Power Brakes • Electric Windows • Electric Seat Adjuster • Power Ventipanes • Electric Door Locks • Deluxe Steering Wheel • Foam-padded Seats • Remote Control Side View Mirror • Rear Window Defroster • Safety Sentinel • Soft-Ray Tinted Windows • Power Trunk Lid Latch • Sports Console • Chrome Window Mouldings • Door Guard Mouldings • Roof Drip Mouldings • Whitewall Tires • 15" Wheels • Dual Exhaust System • Wheel Discs • Simulated Wire Wheel Discs • Wheel Trim Rings • Map and Courtesy Lights • Cornering Lights • Parking Brake Signal Lamp • Electric Clock • Luggage Rack and Power Tailgate Window on Wagons.

ACCESSORIES AND POWER FEATURES DESCRIBED OR ILLUSTRATED IN THIS CATALOG ARE OPTIONAL AT EXTRA COST UNLESS OTHERWISE SPECIFIED. A PARTIAL LIST OF ACCESSORIES APPEARS ABOVE, A FULL PRICE LIST FOR ALL MODELS AND OPTIONS IS AVAILABLE AT ANY LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER'S.





TORONADO DELUXE

TORONADO

### Ninety-Eight



LUXURY SEDAN



HOLIDAY SEDAN



HOLIDAY COUPE



TOWN SEDAN



CONVERTIBLE

#### Starfire



#### Delta 88



HOLIDAY COUPE



HOLIDAY SEDAN



CONVERTIBLE



CELEBRITY SEDAN

#### There's a '66 Rocket Action Oldsmobile just right for you!

From the unique new front wheel drive Toronado to the thrifty new F-85, Olds Rocket Action cars offer a wide spectrum of models, performance, appointments and price. Luxurious new Ninety-Eights. Action-packed 88s. Captivating new Cutlass models. New Vista-Cruiser and F-85 wagons. And swinging new versions of Oldsmobile's sports favorites-Starfire and 4-4-2! Take your choice and step out front in a Rocket Action Oldsmobile today!

## Dynamic 88



CONVERTIBLE



HOLIDAY COUPE



CELEBRITY SEDAN



HOLIDAY SEDAN

## Jetstar 88



HOLIDAY COUPE



HOLIDAY SEDAN



CELEBRITY SEDAN

### Cutlass





CUTLASS HOLIDAY COUPE



CUTLASS CONVERTIBLE



CUTLASS SPORTS COUPE



## F-85 Station Wagons



F-85 DELUXE STATION WAGON



F-85 STATION WAGON

#### F-85



F-85 DELUXE HOLIDAY COUPE



F-85 DELUXE HOLIDAY SEDAN



F-85 DELUXE 4-DOOR SEDAN





F-85 4-DOOR SEDAN

#### 4-4-2



4-4-2 CUTLASS HOLIDAY COUPE



4-4-2 CUTLASS SPORTS COUPE



4-4-2 CUTLASS CONVERTIBLE



4-4-2 DELUXE HOLIDAY COUPE



### Vista-Cruiser



3-SEAT CUSTOM



2-SEAT CUSTOM





# 1966 OLDSMOBILE SPECIFICATIONS

	TORONADO	NINETY-EIGHT	DELTA 88	DYNAMIC 88	JETSTAR 88	STARFIRE	4-4-2	CUTLASS	F-85	VISTA- CRUISER
Wheelbase	119"	126"	123"	123"	123"	123"	115"	115"	115"	120"
Overall length	211"	223"	217"	217*	217"	217"	204.2"	204.2"	204.2"	209.1"
Overall width	78.5"	80"	80"	80"	80"	80"	75.4"	75.4"	75.4"	75.4"
Overall height*	52.8"	55.8"	55.5"	55.5"	55.5"	54.1"	53.7"	54.5"	54.5"	58.3"
Curb wt. (lbs.)*	4496	4368	4154	4121	3965	4204	3660	3399	3346	3862
Fuel Cap. (gals.)	24	25	25	25	25	25	20	20	20	20
Headroom* (frt./rear)	37.9"/37.5"	39.5"/38.2"	38.8"/37.8"	38.8"/37.8"	38.8"/37.8"	37.7"/37.2"	37.4"/37.2"	38.1"/37.2"	38.1"/37.2"	38"/40.3"
Legroom*	41.8"	41.0"	41.1"	41.1"	41.1"	41.3"	41.5"	41.5"	41.3"	41.3"
Hiproom*	62.2"	63.5"	63.7"	63.7"	63.7"	63.7"	59.9"	59.9"	59.9"	59.9"
Tread (frt./rear)	63.5/63	62.5/63	62.5/63	62.5/63	61.8/63	62.5/63	58/59	58/59	58/59	58/59
Tire size	8.85 x 15	8.55 x 14	8.25 x 14	8.25 x 14	7.75 x 14	8.25 x 14	7.75 x 14	7.35 x 14	7.35 x 14†	8.25 x 14
Trunk Cap.* (cu. ft.)	14.5	23.4	19.4	-19.4	19.4	19.4	20.1	20.1	20.1	98.5
Axle ratio (std.)	3.21	3.08	3.23	3.23	3.23	3.23	3.55	3.23	3.08	3.23

<sup>\*4-</sup>door sedan; Coupe on Toronado, Starfire and 4-4-2; 2 Seat Vista-Cruiser †V-8; Action-Line 6: 6.95 x 14

#### ENGINES

19	H.P.	TORQUE	DISPL. CU. IN.	COMP. RATIO	CARB. (bbls.)	FUEL	AVAILABILITY		
Toronado Rocket V-8	385	475	425	10.5	4	Prem.	Toronado only		
Starfire V-8	375	470	425	10.25	4	Prem.	Starfire—optional at extra cost on 98 and Delta 88		
Super Rocket V-8	365	470	425	10.25	4	Prem.	Ninety-Eight-optional at extra cost on Delta 88 and Dynamic 88		
Super Rocket V-8	310	450	425	10.25	2	Prem.	Delta 88 and Dynamic 88		
Super Rocket V-8	300	430	425	9.0	2	Reg.	Optional at no extra cost on Delta 88 and Dynamic 88		
Jetfire Rocket V-8	320	360	330	10.25	4	Prem.	Optional at extra cost on Jetstar 88		
Jetfire Rocket V-8	260	355	330	10.25	2	Prem.	Jetstar 88 only		
Jetfire Rocket V-8	250	335	330	9.0	2	Reg.	Vista-Cruiser. Available on F-85. No extra cost on Jetstar 88		
4-4-2 V-8	350	440	400	10.5	4	Prem.	4-4-2 only		
Cutlass V-8	320	360	330	10.25	4	Prem.	Cutlass. Optional at extra cost on Vista-Cruiser and F-85		
Cutlass V-8	310	340	330	10.25	4	Reg.	Optional at no extra cost on Cutlass. Extra on F-85 & Vista-Cruiser		
Action-Line 6	155	240	250	8.5	1	Reg.	Available on F-85		

#### EQUIPMENT The following items are included as standard equipment on every 1966 Oldsmobile: Heater and defroster. Front and rear seat belts. Padded instrument panel. Padded sun visors. Glare-reducing two-speed windshield wipers. Windshield washers. Outside rear view mirror. Directional signals. Back-up lamps. Additional equipment:

	TORONADO	NINETY-EIGHT	DELTA 88	DYNAMIC 88	JETSTAR 88	STARFIRE	CUTLASS	F-85	VISTA- CRUISER
Turbo Hydra-Matic	Std.	Std.					-	-	-
Jetaway Drive	-	-	-	-		-	*	*	
Power Steering	Std.	Std.			•	•			•
Power Brakes	Std.	Std.	*	•		•		* 17	•
Power Windows		Std.1						*	•
Power Seat		Std.1					•	*	
Deluxe Steering Wheel	Std.	Std.	Std.			Std.	Std.	Std.	Std.
Foam Padded Front Seat	Std.	Std.	Std.			Std.	Std.		Std. <sup>2</sup>
Strato Bench Seat	Std. <sup>3</sup>	-	-	_	-	**	-	_	-
Strato Bucket Seat		_	-	-	-	Std.	Std.	-	-
Parking Brake Lamp	Std.	Std.	Std.	Std.	Std.	Std.		•	
Carpeting	Std.	Std.	Std.	Std.	Std.	Std.	Std.	Std. <sup>2</sup>	Std.2
Clock	Std.	Std.			*	Std.		•	•
Wheel Discs	_	Std.			•	Std.		•	*
Wheel Trim Rings	Std.4	-			•	- 114		*	

<sup>\*</sup>Optional at extra cost \*\*Optional at no extra cost 1 Extra cost on Town Sedan 2 Extra cost on standard models 3 Toronado Deluxe only 4 Extra cost on standard model 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. 9-65 Litho in U.S.A.