

CLASSIC

Ninety-Eight

Truly Inspired . . . the Classic 98 is Oldsmobile's finest expression of motoring elegance! Here you'll find the smart simplicity of new "Fashion-Line" design . . . luxurious big-car spaciousness with new ease of entry and outstanding headroom and legroom . . . eager Skyrocket Engine performance. Let your personal taste decide which body style suits you best. You are invited to examine the magnificent new Classic 98 models pictured in this portfolio . . . then try them out on the road. Your Oldsmobile Quality Dealer will be glad to arrange a demonstration drive!

OLDSMOBILE FOR '61



Sporty Style... Skyrocket Action!

CLASSIC 98 CONVERTIBLE COUPE

Every sculptured line of this new beauty hints of the action that's packed into its new Skyrocket Engine.



Dashing... Debonair... Delightful to Drive!

CLASSIC '58 HOLIDAY COUPE
Sleeker and trimmer than ever... this sleek new holiday has words of room inside!



Fashion-Lane Design at its Finest!

CLASSIC 98 HOLIDAY SEDAN

The newest concept in four-car elegance... the glimmer of hard-top styling... the roominess and comfort of a four-door sedan!



Spacious Elegance!

CLASSIC 98 TOWN SEDAN

New from the grille back . . . this elegant sedan combines classic dignity with contemporary grace!



Big-car Room... Skyrocket Performance!

CLASSIC 98 SPORT SEDAN

More room . . . more comfort . . . in this handsome new four-door with a styled-for-action floor all its own!

The luxurious Classic 90 Holiday Sedan features delicately textured pattern cloth and color-matched Moroccan for a fashionable single-tone motif!



Fashion with Flair!



...new
roominess
everywhere!

New Fashion-Line Design inside the Classic 90 by Oldsmobile combines spacious comfort with elegance and style! Here's big-car roominess... more headroom, knee-room and legroom... plus new ease of entry!

Every carefully-conceived fabric, appointment, color and dimension was chosen to help make each moment inside the Classic 90 a new experience in riding enjoyment! Deep-pile carpeting... luxurious upholstery textiles... hardy Moroccan trim and top-grain leathers are yours in a new



Deep-lean fabrics, flecked with gold... twenty top-grain leathers... luxurious contrasting Jewel-tone Moroccan... all help create a symphony of color in this smartly-styled Classic 90 Holiday Coupe interior!



This rich red combination is only one of five beautiful color schemes available to you in the Classic 90 Convertible Coupe. Other combinations are grey, blue, fawn and green.



OLDSMOBILE

LANSING 21, MICHIGAN

OFFICE OF THE
GENERAL SALES MANAGER

Dear Friends:

Because you are interested in fine automobiles, I'm sure you'll enjoy leafing through the enclosed portfolio. In it you'll note a few of the achievements that make Oldsmobile's Classic 98 a true luxury leader for 1961.

Some of these -- such as the Classic 98's fresh new styling and its rich new interiors -- will be readily apparent. Others -- like new Skyrocket power and Oldsmobile's matchless new Vibra-Tuned Ride with Twin-Triangle Stability -- must be experienced to be appreciated.

That's why I'd like to suggest that you visit your Oldsmobile dealer for a drive in the Classic 98 soon. I promise ... you'll be pleasantly surprised!

Sincerely,

Emmett P. Feely

Emmett P. Feely
General Sales Manager