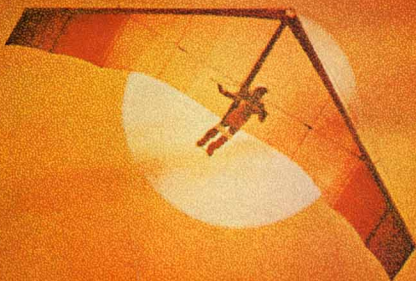


# 1982 OLDSMOBILE FIRENZA



## 1982 Firenza.

*This is what a small car can be...  
when it's an Oldsmobile!*

You may have looked into a lot of small cars recently. Looked into them carefully. But so far, no sale. Fine for others maybe, but just not what you had in mind.

Then, along comes this absolutely dazzling new car called "Firenza" and the adrenalin starts pumping again.

Can this be real? It is. Here's a stylish small car and, better yet, an Oldsmobile. Fuel-efficient and affordable. With sophisticated sport styling.

That's Firenza, alright. And it's for real.

All the new technology, all the fine quality, they're all there in an exciting package that's great on style and great fun to drive.

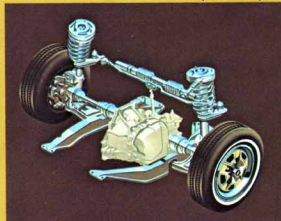


*Firenza fit and finish. The quality comes shining through.*

### **Driving the Firenza.** **The pleasure's all yours.**

Slide into those body-cradling reclining bucket seats, slip the console-mounted "stick" into gear and you're on your way.

Notice the way Firenza hugs the road and takes corners. That's front-wheel drive traction at work. It keeps you going in snow, sand or rain. Thanks to MacPherson strut suspension up



*Front-wheel drive provides impressive traction, while permitting more spacious interiors.*

front and coil springs in the rear, the ride is smooth and level. The rack-and-pinion steering is sure and precise.

Are room? Firenza is not your basic four-passenger small car. It carries five comfortably.

Although it rests on a maneuverable 101.2-inch wheelbase, it provides the type of interior space of some cars longer in length. That's one example of what a small car can be when it's an Oldsmobile. Roomy.

It is also very sophisticated. Your engine's functions are monitored by an on-board computer which fine-tunes Firenza's performance as you drive. Computer Command Control continuously adjusts the air-fuel mixture in the carburetor. The result is smooth performance with fuel economy while reducing exhaust emissions.

### **How does Firenza rate in fuel economy? Just beautifully.**

Economy is what you get.

With the standard

1.8-liter L4 engine

and 4-speed manual

transmission, Firenza

does a great job of stretch-

ing a gallon of gas. The EPA

mileage estimates are impressive.

For buyers who prefer a larger,

more responsive engine, a new optional 2.0-liter

L4 engine will be available in April of 1982.

This engine will be teamed up with an available

automatic transmission. Whichever way you elect



*Aerodynamically designed for good looks and good mileage.*

paint. It is applied so richly and uniformly that Firenza's quality and beauty come shining through.

Naturally, this is the kind of beauty you want

to preserve a long, long time. So do

we. That's why every Olds Firenza

receives such deep and thorough

treatments to fight corrosion

(see page 9).

Our new quality-built Firenza. Four

sporty, sophisticated models which

are out to prove that, even in these

practical times, there's still room to

do it with style. Test-drive a Firenza today.



*The available international-style instrument panel is "all business" with easy-to-read gauges.*

to go, good mileage goes with you.

Being weight-efficient is another way to

help provide good economy. So, Firenza utilizes

united body construction which integrates

the body and frame while offering more alternatives

for the design of interior space.

Here's something else that contributes to

Firenza's impressive mileage figures: aerodynamics.

The stylists and engineers designed

the Firenza to be decidedly wedge-shaped, a look

that's not only sophisticated and sporty but

aerodynamically efficient.

### **Firenza quality.**

**It's almost out of this world.**

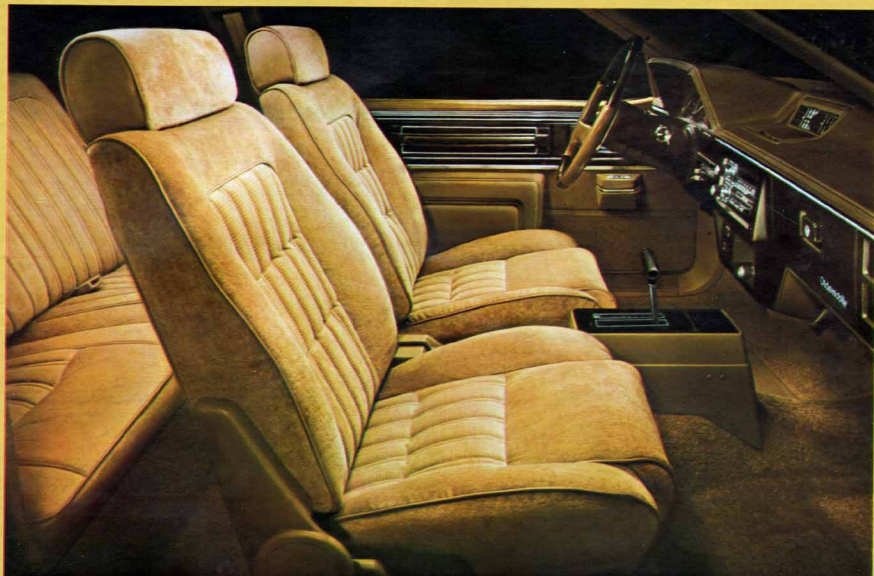
Techniques and technology that were only a

# Oldsmobile

**We've had one built for you.**

<b>Table of Contents</b>	<b>Pages</b>
Firenza SX Coupe . . . . .	4-5
Firenza LX Sedan . . . . .	6-7
Firenza S Coupe & Sedan . . . . .	8
The Quality Story . . . . .	9
Firenza Facts & Figures . . . . .	10
Firenza Equipment . . . . .	11

\*See EPA mileage estimates in accompanying Fuel Economy Estimate/Engine Supplement Sheet.



*Olds Firenza SX and LX. This is what a small car interior can be...when it's an Oldsmobile. Sporty but elegant. The standard console is flanked by the reclining front seats.*

**Important:** A word about this catalog. We have tried to make this catalog as comprehensive and factual as possible and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this Olds

catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up-to-date. The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Olds dealer for complete information.

**A word about engines:** Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details. Please refer to the "Fuel Economy Estimate/Engine Supplement Sheet" provided to your dealer for EPA mileage estimates.

*You love the excitement,  
the free-as-the-wind feeling as you  
take the helm. That's living.  
That's for you.*

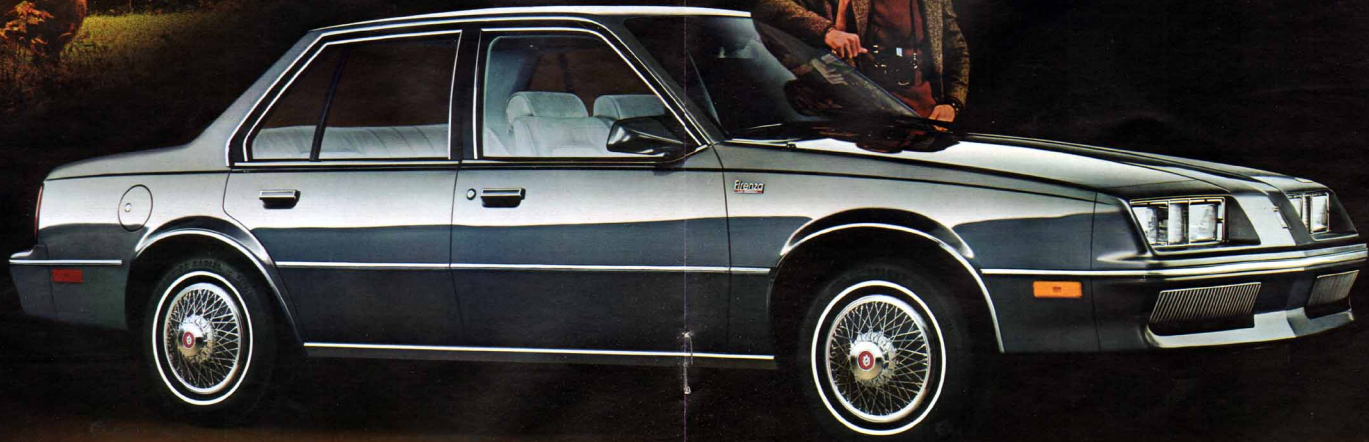
*To you we present*  
**FIRENZA  
SX COUPE**





*You've been everywhere and seen everything. But you've never lost your appreciation of quiet pleasures, quiet places, values with solid substance.*

To you we present  
**FIRENZA  
 LX SEDAN**



**The Firenza SX and LX: Olds small-car quality and luxury in two distinctive styles.** So different, yet so much alike. There's the sleek Firenza SX

Coupe. It's the hatchback for people who like exciting, sporty style, but like it with a sophisticated touch. Then, there's the Firenza LX Sedan, and *vive la difference!*

Definitely for people who want a trim sport sedan with a "grand touring" car feeling. Elegant, but still sporty. Of course, there's one place all Firenza buyers can get together and

agree on things — inside that roomy, elegant Firenza interior. Here they all can enjoy the high level of Oldsmobile luxury, the tasteful fabrics and appointments, the plush

cut-pile carpeting underfoot. Take the wheel and other pleasing discoveries reveal themselves. A level of *quiet* you may not have expected in so small a car. Sound-

absorbing materials have been used extensively to help reduce noise. A level of *comfort* also. Seats are full-foam — and very relaxing. A smooth *ride* with sporty handling

that's contagious. All built in for your driving pleasure. But, then, driving pleasure is what the Firenzas are all about. Whether it's the SX or the LX.

And now that we've whet your appetite, why not do a little driving? After all, a test drive is the only way to fully appreciate the newest and smallest of Oldsmobiles.

See EPA mileage estimates in accompanying Fuel Economy Estimate, Engine Supplement Sheet.

Others may take the dull, accepted route, but that's not your style. You go where the action is, always finding new ways to challenge yourself.

To you we present

## FIRENZA COUPE AND SEDAN



**Firenza. The new small Olds with so much to like.** Want a sporty, fun-to-drive small car that's easy on gas? Firenza comes through with an economical 4-cylinder engine.\* Want

front-wheel drive, MacPherson strut front suspension, rack-and-pinion steering? They're yours. Want reclining front bucket seats and convenient fold-down rear seats in coupes? Also

yours, standard. Want infrequent scheduled maintenance? How about 30,000 miles between spark plug changes, 100,000 miles between transmission fluid replacement (in

normal use)? Want reliability, quality and value for the money? Want fit and finish with a stylish flair? That's Firenza. It's what a small car can be — when it's an Oldsmobile.

\*See EPA mileage estimates in accompanying Fuel Economy Estimate, Engine Supplement Sheet.



Computer graphics help assure quality long before metal meets metal.

**The newest look of Oldsmobile quality. And how it got to be this way.** The sleek, aerodynamic Oldsmobile Firenza is more than just a new car. It is the product of the latest technology and innovation, designed for impressive reliability, economy, performance — and quality.

It's what a small car can be — when it's an Oldsmobile.

**Quality — right from the start.** Even before metal touched metal or pencil touched paper, the new Oldsmobile Firenza was taking shape — line by line, piece by piece — on the viewing screen of a computer.

That's where engineers and stylists projected the image of components and finally the entire car.

That's where planning began, where innovative approaches and design techniques first applied.

One example, Firenza models feature one-piece door frame units for precision fit.

### Putting it all together.

In the past, when various parts were assembled, on-line adjustments were often required. Now computers locate and drill at exact and critical locations. So when holes of parts or components are matched, a proper fit is assured. Many adjustments are eliminated and precision quality is improved. That means a better fit for doors, hoods and trunk lids. In



Firenza. This is what a small car can be when it's an Oldsmobile.

fact, assembly tolerances on the hoods and trunk openings have been reduced substantially as a result.

Close a hood or slam a door — that's the sound of an Oldsmobile.

Welds are made with a new precision, too. In the early stages of the body assembly, computer-controlled robots perform an average of 450 precision spot welds per body. Many welds are then carefully checked ultrasonically.

You may think of lasers as something from the world of tomorrow.

But they are here now. Mounted on rotating arms, laser beams are used to determine, with amazing accuracy, the fit of pre-selected openings in the body.



A robotic arc welding system makes spot welds quickly, precisely and automatically.

### Impressive anti-corrosion treatments.

Chemical actions that cause corrosion were carefully studied and analyzed, along with materials that counteract or block such chemical action on metal. As a result, virtually every square inch of exposed body surface of Firenza is treated during manufacture to help resist corrosion.

The entire body, for example, is chemically treated for corrosion resistance and primer

adhesion. In addition, zinc-rich coated metals are used throughout the body. Galvanized metals, thermoplastic front fender liners and waxes are also used.

Finally, a thick plastiisol barrier is applied to critical lower body areas to help fight nicks and chips.

**The finishing touch.** Before Firenza sees a single drop of paint, it goes through a new pre-paint process. Body parts are coated with a special solution that shows off even slight sheetmetal scratches and mars, which can then be spotted and removed.

Then the painting begins — with a seven-step procedure, finished off with a deep-shining Diamond Luster lacquer coat. Beautiful.



A programmed optic scanner checks openings around doors, windows, trunk lids and taillamps for accuracy.

### Passing inspection.

All in all, each Firenza is subjected to more than 1,000 tough tests and inspections — before it passes muster.

One such check is the 100% computerized underbody inspection system. It uses 27 probes — and gamma rays — to check critical suspension and other underbody points that are seen — and unseen. Thorough as they are, we go beyond these inspections.

Randomly selected models are subjected to miles of rigorous on-road tests to check out every phase of performance, tightness, comfort and maneuverability. All to make sure that the new Firenza is everything you want it to be.

The name is Firenza. The word is quality. And that's what the newest, smallest Oldsmobile is really all about.

## Firenza.

When a small car is an Oldsmobile,  
it's got a lot to offer.



Padded custom sport steering wheel is standard on Firenza SX Coupe. Also standard on the SX is the instrument panel rally cluster.



Firenza coupes put 16 cubic feet of cargo area at your disposal. Yet allows you to keep things out of view with an available cargo hatch cover.



It's a little gas! Firenza's transverse 1.8-liter L4 engine with four-speed manual transmission. Economical!



Firenza's full-foam front bucket seats recline...recline...recline! You just relax...relax...relax!



Firenza's standard AM radio (may be deleted for credit). Other available radios include AM-FM stereos with digital clocks and cassette players.



How sporty can you get? As sporty as you like. These available wheels will help you decide. (A) Super stock wheels. (B) Simulated wire wheel discs with locks. (C) Rallye wheels.



Firenza adds little things to add to your comfort. Like an assist handle above the passenger doors.

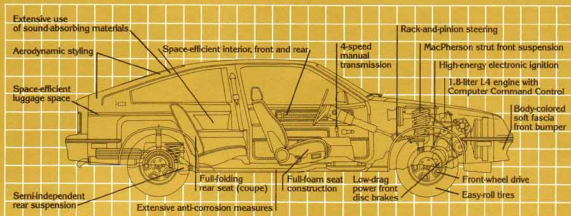
Sideview mirror is color-matched to the body, framed in black to match the window moldings. Standard on Firenza SX and LX models.

**Continuous Protection Plan**



GM's Continuous Protection Plan offers service protection in addition to that provided by GM's New Vehicle Limited Warranty. Ask your dealer about it. Coverage available only in U.S.A. and Canada.

\*See EPA mileage estimates in accompanying Fuel Economy Estimate/Engine Supplement Sheet.



FIRENZA POWER TEAMS		Standard Transmission		Wheelbase (in.)		Front (in.)		Rear (in.)	
Standard Engine	1.8, 1.4, 1.46*	Manual	4-Speed Floor Shift	101.2/101.2	36.5/37.8	Shoulder Room		32.9/33.0	
Liter/Type/Code	1.8, 1.4, 1.46*	Automatic	3-Speed Floor Shift	101.2/101.2	36.5/37.8	Hip Room		32.9/33.0	
Carburetion	2-Barrel	Automatic	3-Speed Floor Shift	140/140	36.5/37.8	Fuel Tank Capacity		13.7 (Gals.)	
Multipoint Ignition	2.0, 1.4, 1.46*	Automatic	3-Speed Floor Shift	140/140	36.5/37.8	Headroom		42.1/42.2	
Liter/Type/Code	2.0, 1.4, 1.46*	Automatic	3-Speed Floor Shift	140/140	36.5/37.8	Overall Length (in.)		174.3/176.2	
Carburetion	2-Barrel	*Produced by Chevrolet Motor Division							

- FIRENZA STANDARD EQUIPMENT**
- Chassis and Body:
    - Computer Command Control
    - High-Energy Electronic Ignition System
    - Rack-and-Pinion Steering
    - Low-Drag Power Front Disc Brakes
    - MacPherson Strut Front Suspension
    - Front and Rear Bumper Fascia Covers
    - Bright Roof Drip and Belt Reveal Moldings
    - Rocker Panel and Wheel Opening Moldings
    - Extensive Anti-Corrosion Treatments
    - Space-Efficient, Full-Width Flat Trunk Space
    - Compact Spare Tire Stored Beneath Floor
    - Maintenance-Free Battery
    - Delco-Lon 4-Speed Manual Fully Synchronized Transmission with Floor Shift
    - Easy-Roll Tires, P175/80R13 Glass-Belted Radial-Ply Blackwall
    - Rear Quarter Swing-Out Windows (Hatchback Models)
  - Interior:
    - Full-Foam Seat Construction
    - Armrests, Front and Rear
    - Assist Grips above Passenger Doors
    - Ashtay with Lamp in Lamp in Lamp
    - Side Window Defoggers
    - Interior Operated Hood Lock Release
    - Headlamp-On Warning Cigar Lighter
    - Inside Day/Night Mirror
    - Contour Reclining Front Bucket Seats
    - Deluxe Seat Belts Color-Keyed to Individual Interior
    - Flo-Thru Ventilation System
    - Sport Console
    - AM Pushbutton Radio with Two Front Speakers and Front Fender Fixed Mast Antenna (may be deleted for credit)
    - Cut-Pile Carpeting, Wall-to-Wall with Carpeted Lower Door Panels
    - Automatic Front Door Lamp Switches
    - Interior Dome Lamp
- STANDARD EQUIPMENT BY MODEL**
- Firenza S Coupe:**
- Contour Reclining Bucket Front Seats, with 4 Cloth and 4 Vinyl Trims
  - Full-Folding Rear Seats
  - Carpeted Load Floor
  - Rallye Wheels with Stainless Steel Trim Rings
  - Patch-Style Outside Rearview Mirror, Driver Side
- Firenza SX Coupe:**
- Contour Reclining Bucket Front Seats, with 5 Velour Trims
  - Carpeted Load Floor
  - Full-Folding Rear Seat
  - Convenience Group, Lamps, Visor Vanity Mirror and Chime Tones
  - Instrument Panel Rallye Cluster
  - Custom Sport Steering Wheel
  - Color-Coordinated Outside Rearview Mirrors
  - Driver Side Remote Control, Passenger Side Manual
  - Body Side Moldings
  - Rallye Wheels with Stainless Steel Trim Rings
  - Power Steering
- Firenza LX Sedan:**
- Contour Reclining Bucket Front Seats, with 5 Velour Trims
  - Convenience Group, Lamps, Visor Vanity Mirror and Chime Tones
  - Deluxe Steering Wheel
  - Color-Coordinated Outside Rearview Mirrors
  - Driver Side Remote Control, Passenger Side Manual
  - Body Side Moldings
  - Deluxe Wheel Discs
  - Power Steering
  - Instrument Panel Rallye Cluster with Tachometer, Trip Odometer and Gauges

**A word about assembly, components and optional equipment in these Oldsmobile products:** The Oldsmobiles described in this catalog are assembled at facilities of General Motors Corporation operated by Oldsmobile Division and General Motors Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. 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 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. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if the option you ordered is unavailable. We suggest that you verify that your car included the optional equipment you ordered or if there are changes, that they are acceptable to you.

**Standard occupant-protection features:** Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes vinyl & audible warning system) Manual lap belts with pushbutton buckles for rear passenger positions Energy absorbing steering column Safety door guard locks Locking door latches and stamped steel hinges Folding seat back latches Energy-absorbing

padded instrument panel and front seat back tops Laminated windshield/tempered side and rear glass Safety armrests Identification symbols for controls and displays

**Standard accident-avoidance features:** Side marker lights and reflectors Parking lamps that illuminate with headlights Four-way hazard warning flasher Backup lights Lane-change feature in direction signal control Windshield defrosters, washer and dual-speed wipers Vinyl-edged inside mirror Outside rearview mirror Dual master cylinder brake system with warning light Starter safety switch Dual-action safety hood latches

**Standard anti-theft features:** Anti-theft ignition key reminder buzzer Anti-theft steering column lock Inside hood release Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk and tailgate)

- Custom Sport Steering Wheel
- Rear Window Washer/Wiper
- Combination Dome and Dual Lens Reading Lamp
- Fold Down Console Armrest
- Rear Storage Compartment Cover (Cpe)
- Remote Control Outside Mirror, Driver Side
- Color-Coordinated Outside Mirrors, Driver Side Remote, Passenger Side Manual
- Body Side Accent Stripe
- Engine Block Heater
- Automatic Cruise Control
- Fuel Filler Door Lock
- Tilt-Away Steering Wheel
- Power Steering
- Super Stock Wheels—Color Matched with Trim Rings
- Simulated Wire Wheel Discs with Locks
- Rallye Wheels with Trim Rings (Std. on Cpe.)
- Puncture-Resisting Tires
- Tires, P175/80R13 Steel-Belted Radial-Ply Blackwall, White Stripe or White Letters
- Convenience Lamps, Visor Vanity Mirror and Chime Tones
- Tungsten Halogen High Beams
- High Capacity Battery
- Dual Horns
- Instrument Panel Rallye Cluster—Tachometer, Trip Odometer, Voltmeter, Coolant Temperature and Oil Pressure Gauges
- Tip Odometer
- Two-Tone Paint Scheme
- Firm Ride/Handling Package
- Radial Door Edge Guards
- Power Wiper System
- Electric Rear Window Defogger
- Four-Season Air Conditioner



*The Newest,  
Smallest Oldsmobile.*

Firenza. It offers economy...comfort...style...quality  
—all the things you have a right to expect in a small car.  
A lot of care and attention has been put into the new

Firenza and that's why we'd like to put you in the  
driver's seat. Take a test drive and see for yourself  
what a small car can be when it's an Oldsmobile.

*Oldsmobile*

*We've had one built for you.*