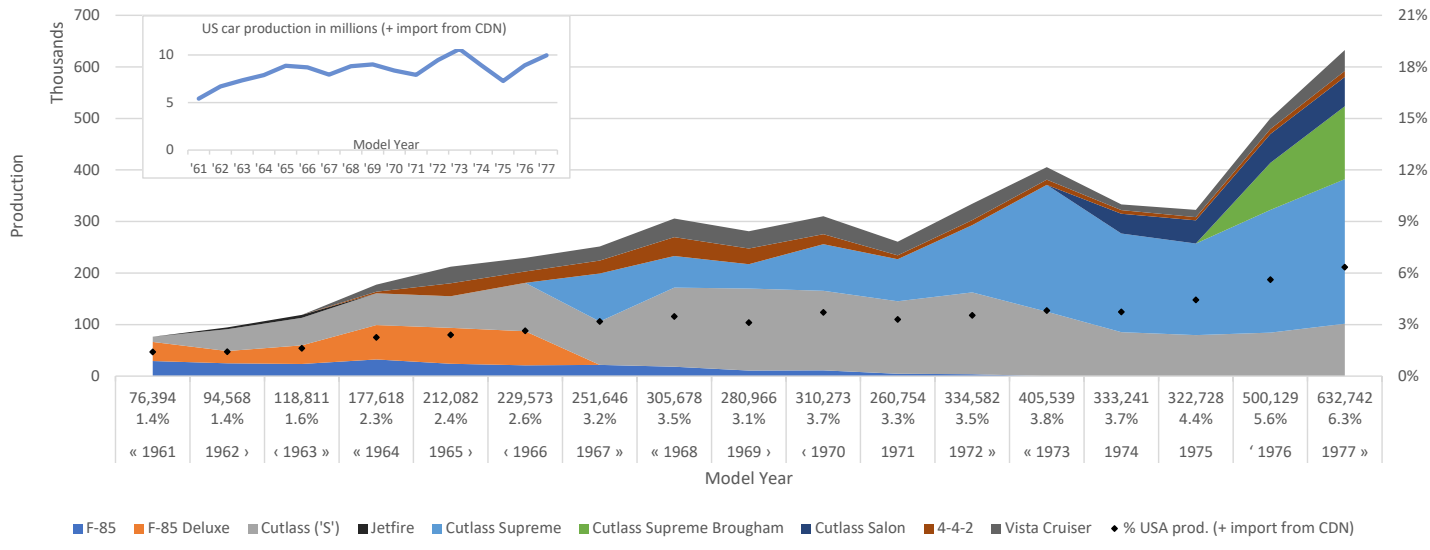


Oldsmobile Y/A-body by trim level



Often Oldsmobiles were less expensive than Buick, but offered just as much luxury, while being far more posh than any Chevy or Pontiac.

Cutlass Supreme Cruiser (intro 1974) became part of Vista Cruiser line by 1977. 4-4-2 was an option pack in 1964-67, and from 1972.

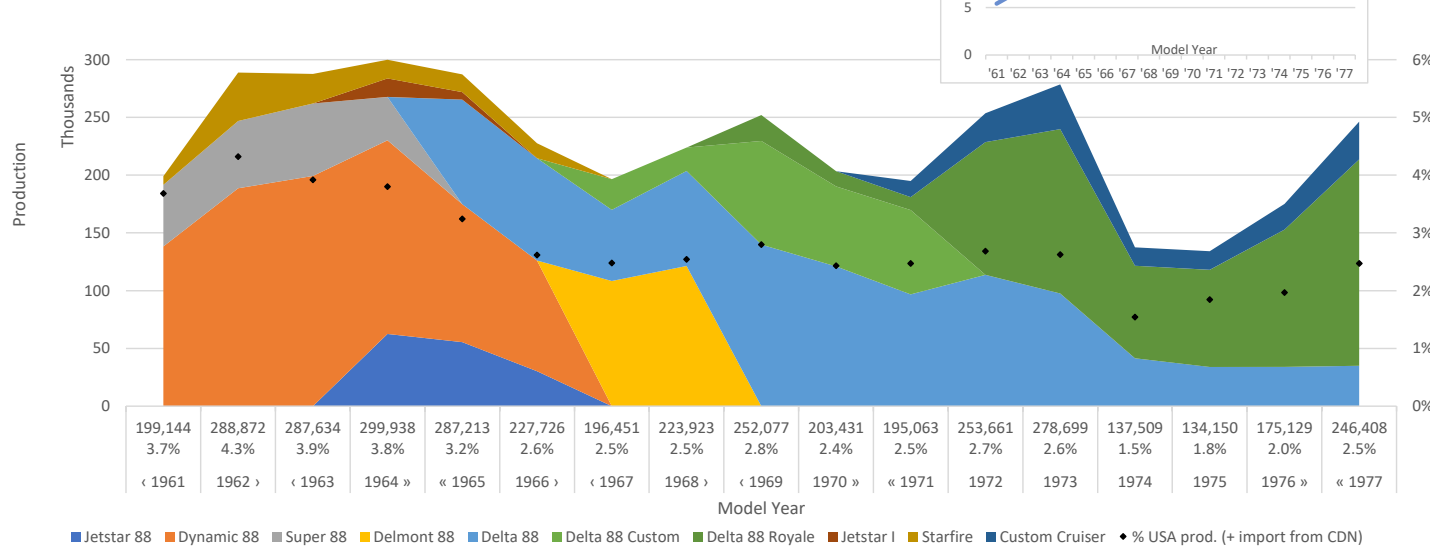
Base Cutlass 2-doors were called 'Cutlass S' by 1968, and added for 1971, while all sedans and coupes became 'Cutlass S' for 1976.

1964 and 1965 F-85 V6 Sports Coupe (technically part of F-85 Deluxe line), standard bucket seats.

The 1969 figures have been extended proportionally to include Canadian-built models exported to the United States, as the trim level breakdown for these models is not disclosed.

Oldsmobile had started building A-bodies in Canada in 1964, and exported some of these to the US in 1968 and 1969. Those for Canada on an average of less than 15,000 per year are not shown.

Oldsmobile B-body by trim level



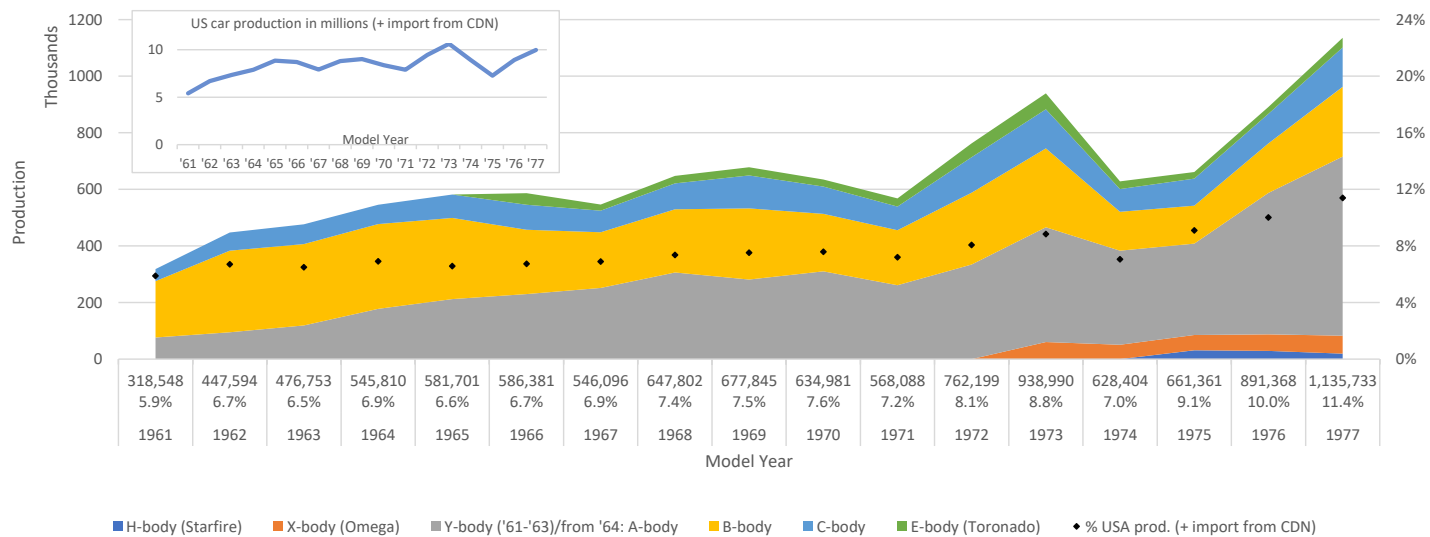
The Starfire was introduced in January 1961 as a convertible, joined by a 2-door hardtop the next model year.

The 1971 dip was caused by a strike, which delayed the release of the new generation of full size cars for more than 2 months. The dip of 1974/1975 was of course due to the oil crisis.

The 1977 models were downsized. Up to 1966, models built for Canada are not included (over 10,000 per year).

The popularity of the downsized 1977 models forced Oldsmobile to initially equip the Deltas with Chevrolet 350 V8 instead of its own Rocket 350 V8 for production capacity reasons.

Oldsmobile by platform



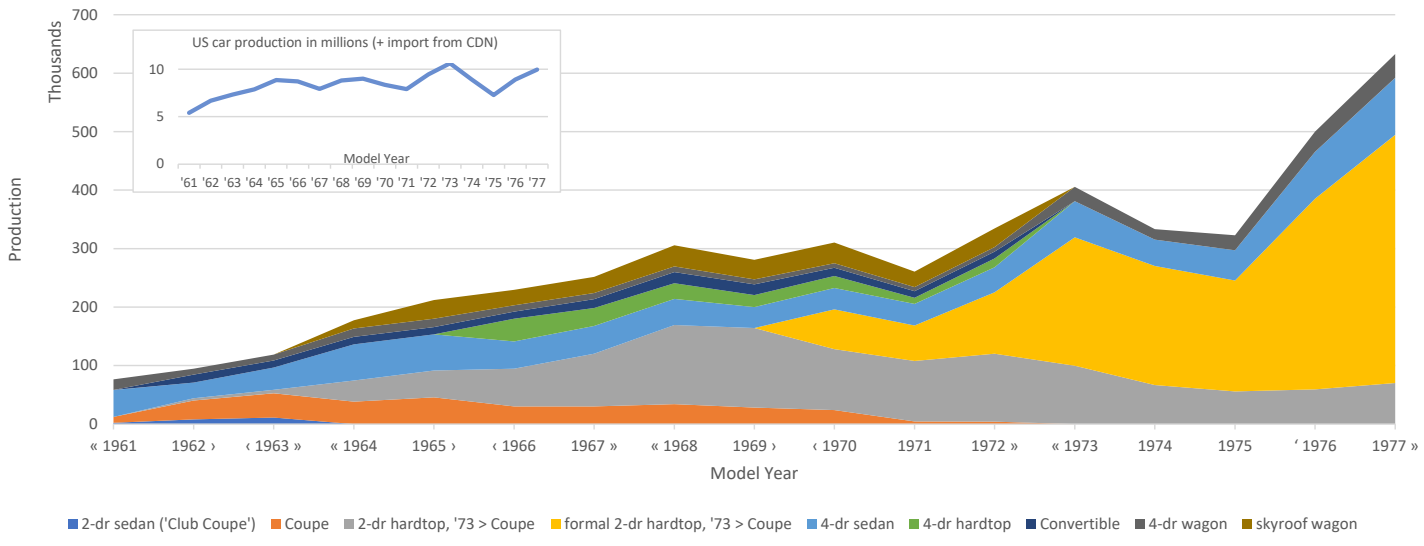
The 1967 B-body dip presumably was because of the mild change of the exterior in contrary to Buick's new sweeppear design.

The nearly doubling of share is unique and lifted Oldsmobile to 3rd position in the North American car industry during the second half of the seventies.

This is mainly due to the lower price positioning of the formal roof Oldsmobile Cutlass Supreme versus the Pontiac Grand Prix.

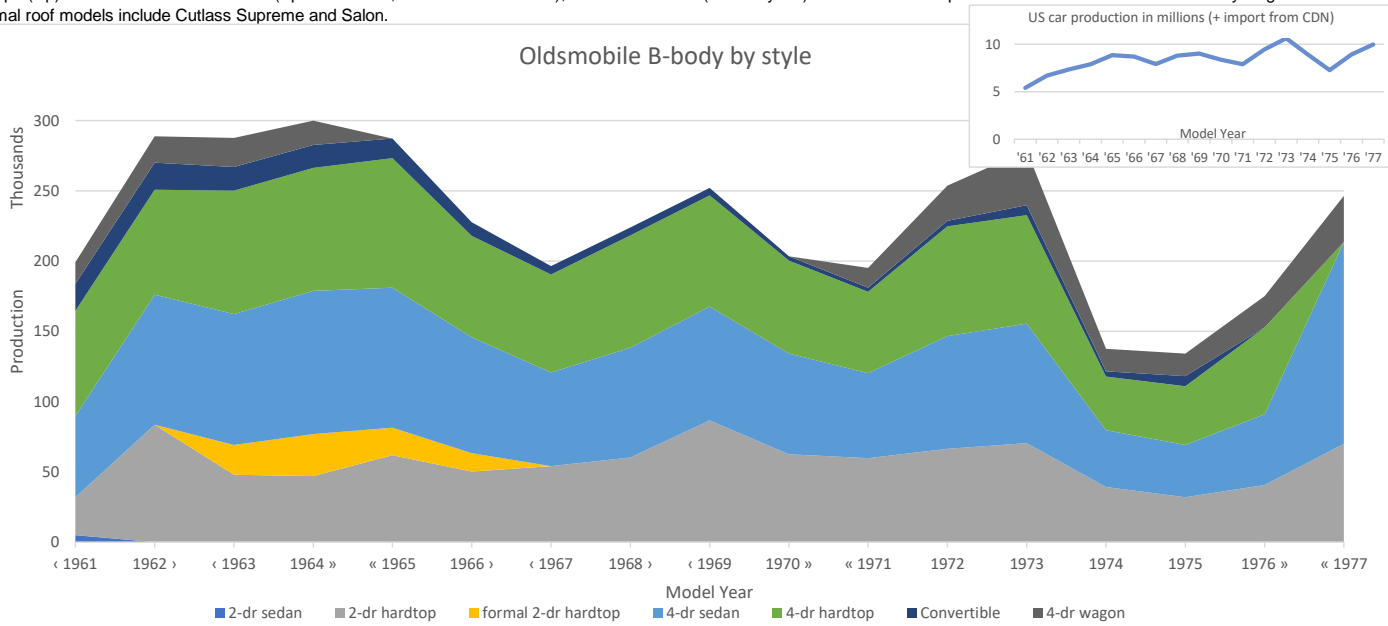
H-body Starfires were built near Montreal, Canada, but all shipped to the US. 1976 Starfires were also built in California.

Oldsmobile Y/A-body by style



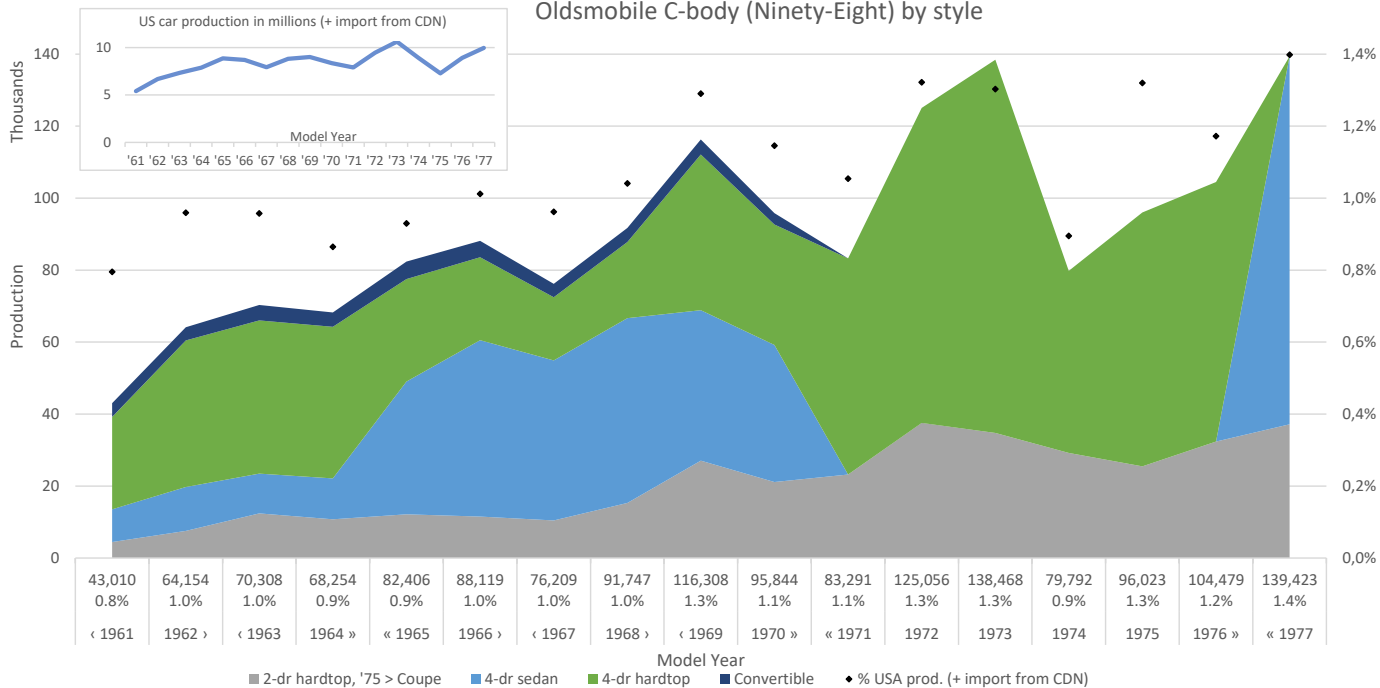
The 1971 dip was caused by a strike, which delayed the release of the new generation of intermediate cars with a year until 1973. The 1969 figures have been extended proportionally to include Canadian-built models exported to the United States, as the body style breakdown for these models is not disclosed. The increase in 1977 has to do with the replacement of the Chevrolet L6 engine with Buick's V6, resulting in a 16-fold multiplication of sales. 80% of the buyers ordered the V8 as an option (standard on the Cruisers and Cutlass Salon), prompting Oldsmobile to equip the Delta 88 with Chevrolet's 350 V8 for production capacity reasons. The Coupe (Cp) was called a Sedan in 1969 (Special Deluxe; not the California GS), and 1970 & 1971 (USA Skylark). The 1976-77 Coupe shared doors with the Buick Century/Regal. The formal roof models include Cutlass Supreme and Salon.

Oldsmobile B-body by style



New roofs for sedan and two-door hardtop models saw a sales increase in 1962. The 2-door hardtop share rose by 2.5 times, mainly because of the Starfire with aluminum side panels.

Oldsmobile C-body (Ninety-Eight) by style



The 1971 dip was caused by a strike, which delayed the release of the new generation of full size cars for more than 2 months. The dip of 1974/1975 was of course due to the oil crisis. The increase in 1969 is due to the less pronounced belt line rise. That of 1972 is a combination of the late 1970 GM strike and a 20% industry growth. The 1977 models were downsized. Formal hardtop roofs and broad chrome moldings at the edge of the front doors increased the Ninety-Eight share by 1962, after the 1961 industry dip. Most other fluctuations follow the market.