



OLDSMOBILE — AMERICA'S OLDEST AUTOMOBILE NAMEPLATE — CONTINUES TO WIND DOWN PRODUCTION

Oldsmobile, America's longest-standing automobile nameplate, will continue to wind down production in the 2004 model year. The company founded by Ransom E. Olds in 1897, one of the earliest in the General Motors family, will deliver its grand finale with Alero, Bravada and Silhouette.

While the number of products in the Oldsmobile lineup has grown smaller, Oldsmobile's commitment to quality has remained intact, reflected by the brand's extended five-year/60,000 mile warranty, the most extensive in the GM lineup.

To commemorate its long, glorious history, Oldsmobile is making Collector Editions of the last 500 vehicles of each nameplate that rolls off the line. These special vehicles will feature unique embroidery, wheels, ornamentation, color, and badging, as well as a certificate for the owner. Alero, Bravada and Silhouette Collector Editions will be produced during the 2004 model year.

New for Bravada in 2004, Oldsmobile's upscale SUV will join Alero in offering the optional XM Satellite Radio system (continental U.S. only). Silhouette will come standard with remote keyless entry, and new colors will be available.

Over its 106-year history, Oldsmobile developed a rich heritage, earning an early reputation for performance and technological innovation. In 1939, Oldsmobile introduced the Hydra-Matic, the first high-volume automatic transmission. Even more sensational was the 1949 introduction of the Rocket V-8, an engine that caught the public's imagination and led the way for a new generation of high-performance powerplants. Based on the public's fascination with space exploration in the 1950s and '60s, the rocket became an official Oldsmobile symbol.

Oldsmobile performance reached its peak with the 4-4-2 of 1970, which, according to official figures produced 365 horsepower (272 kw). Tests performed by Hot Rod magazine said the real figure was more in the range of 425 horsepower (317 kw).

Although the 1970s were challenging times for automotive engineering and design in Detroit, Olds struck gold with its immensely popular Cutlass Supreme. Thanks to the Cutlass Supreme's remarkable success, the division's sales figures exceeded 1 million in 1978, and again from 1983 to 1986, making Olds the third-most popular brand in the United States.

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