AUTOMOBILES FOR '86

(Continued from page 7)

in wagons with the optional third seat — and provides ride and handling unlike any previous mid-size entry.

Taurus offers precise, linear rack-and-pinion power steering, controlled handling and a smooth comfortable ride.

Taurus' engines and transmissions combine performance and economy. The 2.5 liter four-cylinder engine, equipped with electronic fuel injection, can be teamed with either a smooth, three-speed automatic transaxle with centrifugal locking clutch or an economical fun-to-drive five-speed manual transaxle.

The newly designed 3.0-liter V-6 engine has sequential multiple-port, electronic fuel injection and is matched with the new four-speed automatic overdrive (AXOD) transaxle.



Ford Taurus Stationwagon

CHEVROLET

Women buyers may soon account for half the new-car purchases in America, a fact that has led Chevrolet Motor Division to launch the most comprehensive women's marketing effort in its history.

The Committee has identified through research and focus groups some key areas that heavily influence women in their autobuying considerations:

-- A helpful and knowledgeable salesperson is more important to women new car buyers than to men;

-- Women are more concerned with personal safety and are more influenced by a reputation for quality;

- Credit/financing is particularly important, especially to first-time female buyers who may be less familiar with the available avenues of credit.

Women now account for nearly 50 percent of Nova and Spectrum sales and more than 40 percent for Chevette and Cavalier Hatchback, rivaling the penetration of some Japanese imports. Over the entire lineup, women now purchase almost a third of all Chevrolets.

There's more than one reason that Chevrolet Cavalier is the No. 1-selling car in America. In fact, there are 13 good reasons -- from the new Z24 (the Cavalier that's been taking lessons from Camaro) to the practical (but not dreary) Cavalier sedan.

The Z24 teams the 2.8-liter Multi-Port Fuel Injected V6 with a 4-speed manual, 14-inch Eagle GT radials, "Star Wars" instrumentation and a special sports package with ground effects molded in the Z28 image to boost Cavalier into the world of high performance. The Z24 is available as either a 2-door coupe or 2-door hatchback.

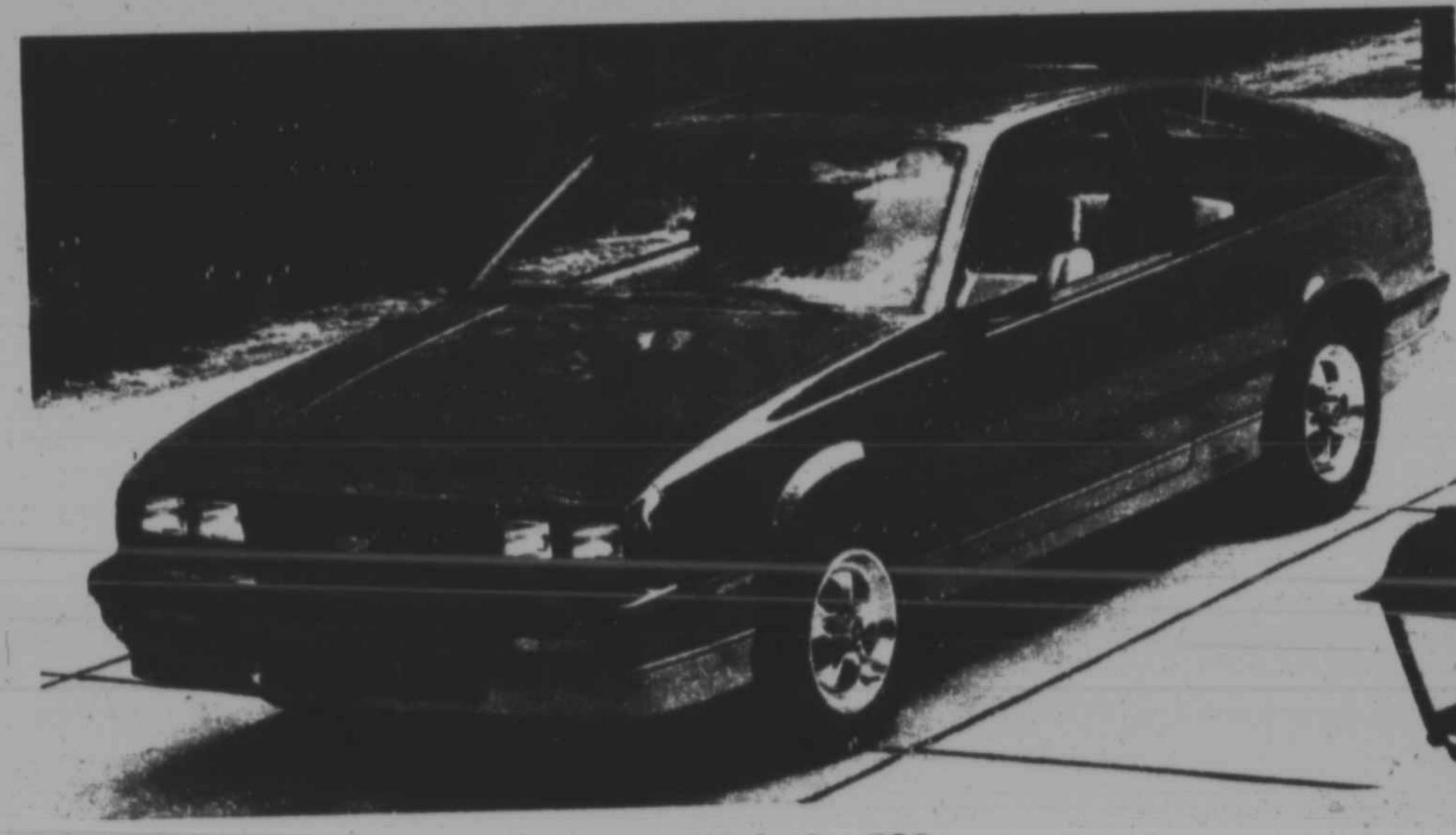
Another new member of the Cavalier family is the sporty "RS" series with standard F41

sport suspension, power steering, "All Season" radials and distinctive exterior. The RS is available in five different body styles -- 4 door sedan, 4-door wagon, 2-door coupe, 2-door hatchback and the sporty RS convertible.

Rounding out the most extensive lineup in the industry is Cavalier and Cavalier CS -- both

available in 4-door sedan, 4-door wagon and 2-door versions.

A new on-board computer -- or Electronic Control Module (ECM) -- improves driveability by reducing "key-off" current drain when the car remains idle, improves internal self-diagnostics and operates at lower battery voltage.



Chevrolet Calavier Z24

OLDSMOBILE

The product offerings for '86 represent two more models than were available last year and are highlighted by the flagship Toronado and Oldsmobile's family car, the Delta 88, both new from the ground up.

In addition, new body styles are being added of the round out the Firenza and Calais lines with the arrival of the Firenza notchback coupe and the Calais sedan.

Calais also will have two new specialty cars

in 1986 — the ES, a sophisticated sports sedan, and the GT, a sporty coupe.

TORONADO

The division in 1986 celebrates the 20th anniversary of the Toronado with the introduction of an all-new car.

The sleek front end features hidden headlamps which integrate completely into the grille design for a smooth aerodynamic appearance. When the headlamps are on, the

(Continued on page 12)

Page 9

