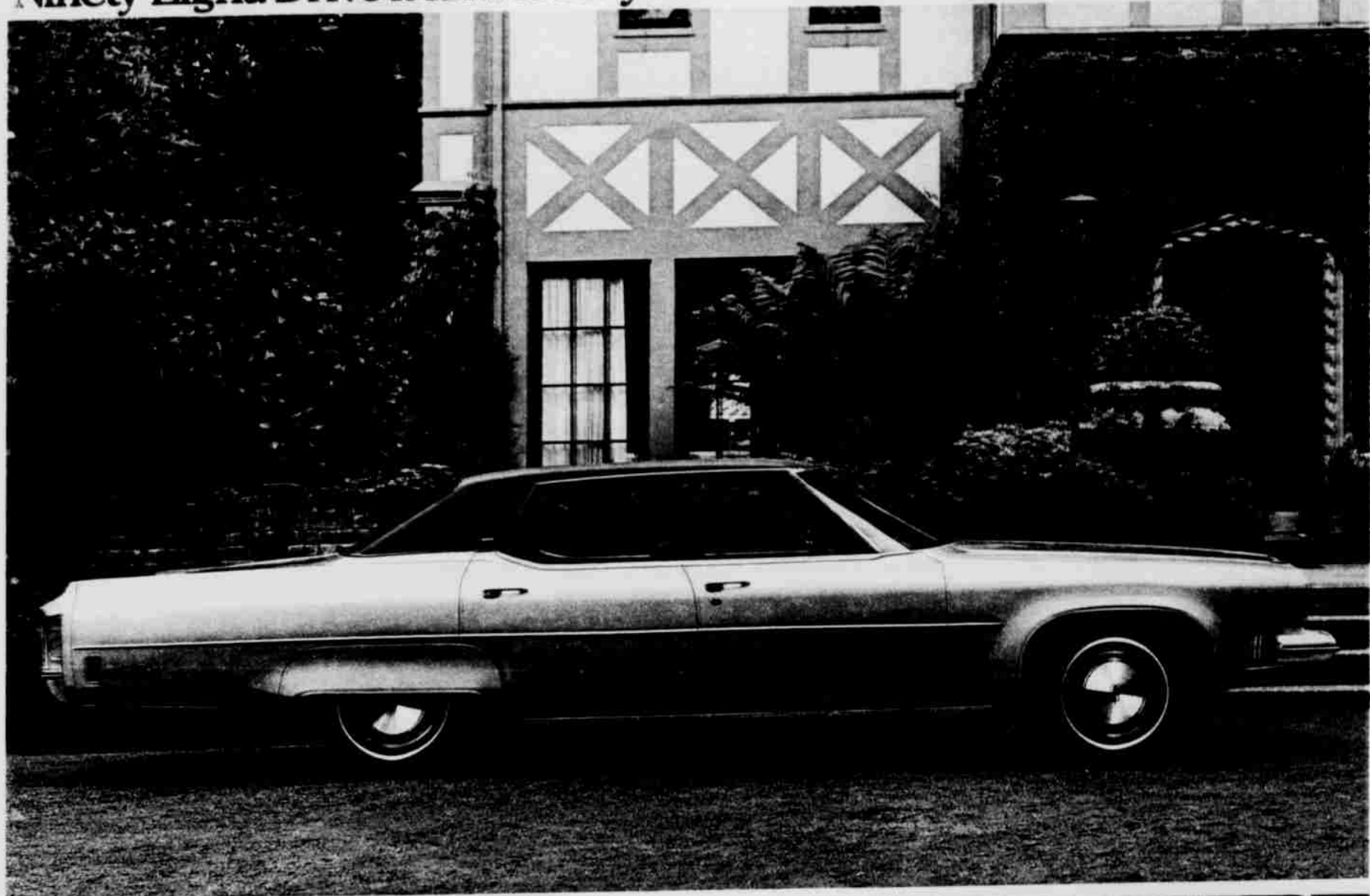


Ninety-Eight. Drive it and draw your own conclusions.



"You can pay a lot more for other luxury cars, and not get any more room,



ride and downright luxury than in an Olds Ninety-Eight. Just look at our new Regency, for example..."

Luxury with a Tiffany touch.

Last year, Olds introduced the Regency as a special limited-edition model, to celebrate its 75th Anniversary. Now it's a regular part of the Ninety-Eight line—with its own special elegance, luxury and comfort.



For 1973, rear bumper guards are standard.

Like all Ninety-Eights, it has a 127-inch wheelbase, and a refined suspension system. The result is a ride that's outstanding, plus an ease in handling you just don't expect in a car of this size.

Power equipment is standard.

Regency's power steering is the variable-ratio kind. There's power

brakes, with discs up front. Power windows. Power seat controls for the left side of the divided front seat. A big Rocket 455 V8. And Turbo Hydra-matic.

Inside, it's extraordinary.

Regency's seat backs and cushions have a pillowed effect, like you see in fine furniture. And separate controls for each side of the divided front seat. Zippered pouches are sewn into the backs of the front seats. The clockface was styled by Tiffany's. Even the trunk is lined.

Other Ninety-Eights, too.

You can again choose the Luxury Sedan or Coupe, or the regular Ninety-Eight hardtop sedan, or hardtop coupe. All have the new hydraulic front bumper system, and a new, stronger rear bumper. And all, in their quiet way,



This Regency upholstery is a distinctive limousine-quality velour, one of five choices.

offer what we think is as much luxury and value as can be found.

As they say in the ads, "Drive it and draw your own conclusions."