

NUMBER N/C 69-18

DATE 10-10-69

# NEW CAR MERCHANDISING



Olds 1007

SUBJECT: Option W27, ALUMINUM REAR AXLE  
CARRIER AND COVER

*Lloyd*  
599-7570

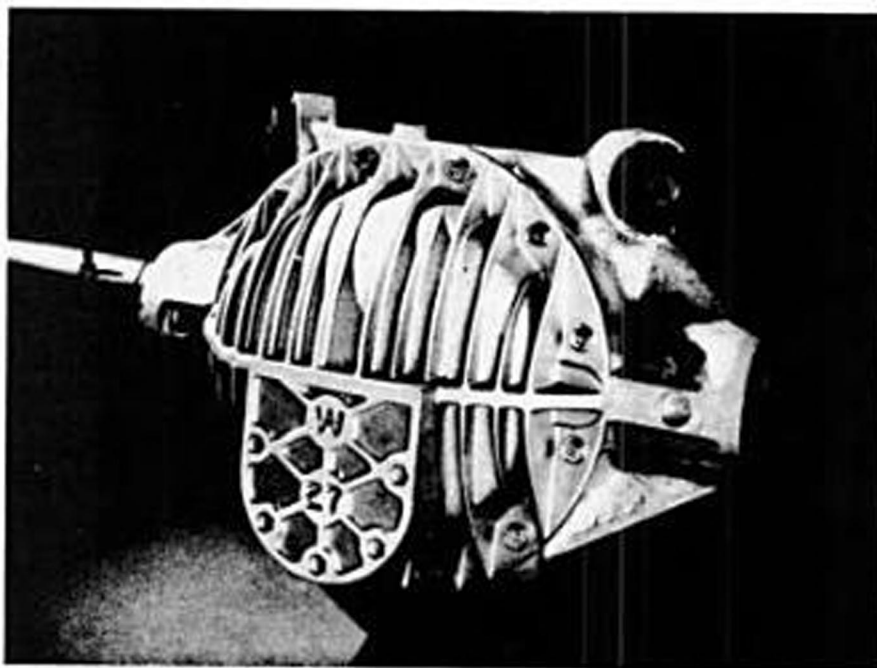
TO ALL OLDSMOBILE DEALERS:

(For salesmen distribution and insertion in  
Product Selling Information Books)

W27 Aluminum  
Rear Axle  
Carrier and  
Cover

Aluminum Rear Axle Carrier and Cover (W27) is available as a factory installed option on certain 1970 model Oldsmobiles. This Oldsmobile option gives the owner an individuality in rear end styling similar in appearance to the popular quick change performance rear end. The die cast aluminum provides the functional advantage of lowering the operating temperature of the differential by up to 20°, a distinct trailer towing and heavy service advantage. In addition, overall weight is reduced by more than 20 pounds over the standard cast iron axle carrier and cover. W27 is available only with Option W30 on 4-4-2, Option W31 on F-85 V8 Sports Coupe, Option W31 on Cutlass "S" Coupes, and Option W32 on Cutlass Supreme Coupes.

Manufacturers' Suggested Retail Price . . . . . \$157.98



(over)

Dealer  
Installation  
W27 Cover  
(Only)

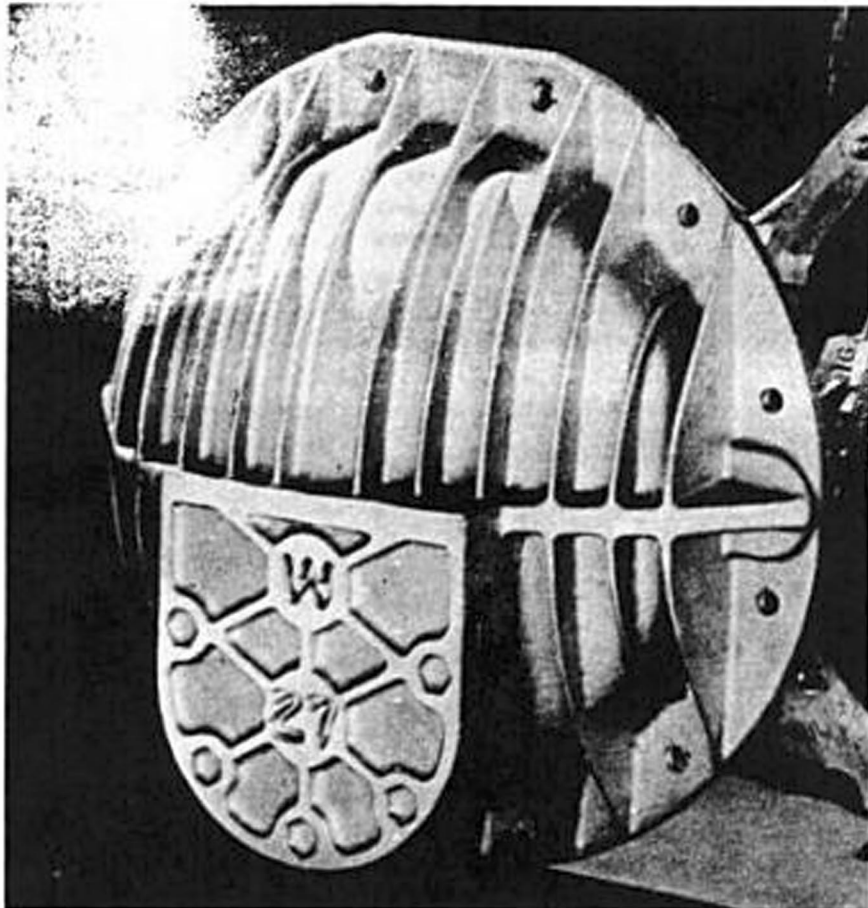
The Aluminum Axle Cover (only), as shown below is available for dealer installation on 3200, 3600, and 4400 model Oldsmobiles. It also provides the trailer towing and heavy service advantage of lowering the operating temperature of the differential while creating the same unique rear end styling individuality.

Part number and suggested retail price on this dealer installed package is as follows:

231026 Complete Package including Aluminum Axle Cover (only)  
Gasket and 12 Zinc Plated Bolts

Manufacturers' Suggested Retail Price . . . . . \$57.75

Flate Rate Installation Time . . . . . ¼ Hour



JAM/kd

*S A Kern*  
S.A. Kern, Manager  
New & Used Car Merchandising