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The 1970-1971 Oldsmobile Cutlass SX Described

Exterior
BODY, Northback Hardtop Coupe
BODY WITH POWER TOP, Convertible
BUMPERS, Special Rear*...with cutouts for dual exhausts
EMBLEMS, Special Front/Fender*
GRILLES, Twin Vertical-Bar
HOOD, Fully Insulated Dual-Latched
MIRRORS, Oval Outside Rearview
MOLDINGS, Chrome Round Center, Lower Body-Side, Fender, Wheel-Opening, and Windshield Molding, and, on Coupe, Rear Drip and Rear-Windshield
WHEELS, BBS's, Chrome*
WINDSHIELD WIPERS, Recirculated Park
SIZE AND WEIGHT: Coupe Convertible
Overall length (in.) 203.2 203.2
Overall width (in.) 75.2 75.2
Loaded height (in.) 52.8 52.8
Shipping weight (lb.) 3617 3658
Curb weight (lb.) 3721 3760

Interior
ARMRESTS, Deluxe Front and Rear
ASHTRAYS, Rear-Armrest
FLOOR CARPETING, Nylon-Blend Loop-Pile...plus carpeted cover and door lower panels
INSTRUMENT PANEL...with wood-grain-veneer look
INSTRUMENT-PANEL CONTROL LIGHTING (Convertible)
LAMP, Dome (Coupe)
LAMPS, Instrument-Panel Courtesy and Map Lamps, and Rear-Armrest Courtesy (Convertible)
LAMP SWITCHES, Interior
SEATS, Strato Bucket...bright moldings
SEAT CUSHIONS, Foam-Padded
STEERING WHEEL, Deluxe
UPHOLSTERY, All-Monocoon (Convertible)
UPHOLSTERY, All-Monocoon or Monocoon and Feltie-Pattern Cloth...padded-Monocoon headlining (Coupe)
VENTILATION, Fo-Two Body

Room (Holiday Coupe): Front Rear
Headroom (in.) 38.2 36.9
Legroom (in.) 41.5 34.1
Hiproom (in.) 55.7 58.5
Shoulderroom (in.) 58.3 57.8
Kneeroom (in.) 24.3
Trunk capacity (cu.ft.) 17.8

Power Train
AXLE, Coil-Bolt Hydrolastic Rear... 2.54
Ratio, 2.78: 3.06: or 3.23-to-1 ratio
DISTRIBUTION, 20° Ampere
DRIVE SHAFT, Precision-Bearing
ENGINE, 320-HP Rocket 455 V-8 w.c.*
EXHAUST SYSTEM, Full Dual*...includes straight-through mufflers, resonators, catalytic converters

TRANSMISSION, Turbo Hydra-matic 400 (W40, Required transmission)
ENGINE SPECIFICATIONS
Horsepower at rpm 320 to 4200
Torque at rpm (lb.-ft.) 350 at 2400
Compression ratio (to 1) 10.25
Carburetor, Barville (W4) 2
Fuel recommended Premium

Chassis
BRAKES, Self-Adjusting Duo-Servo Drum
FRAME, Torque Beam
STEERING SYSTEM, Low-Friction... 40.0-foot turning diameter
SUBFRACTION, Deep-Groove Front-Pulse Front and Twin-Triangulation Rear... front stabilizer bar, direct-acting shock absorbers
TIRES, G16 x 14" Blackwall Fiberglass-Belted
CHASSIS DIMENSIONS:
Wheelbase (in.) 112.0
Front tread (in.) 58.0
Rear Tread (in.) 58.0

Available Sports-Car Equipment
BRAKES, Power with Front Disc (A2)
CONSOLE, Sports (D48)

SX CONVERSION
Cutlass Supreme Holiday Coupe and Convertible
(Available in 1970 Performance Package)



Cutlass Supreme Holiday Coupe with SX Equipment

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Article Name/File Name

1970 SX Option Conversion Dealer Info

[1970_SX_Conversion_1-2.pdf](#)

1971 Cutlass Supreme/SX Engine Option

[1971_Prestige_Brochure_All_Lines_Engine_Options.pdf](#)

The Salesman's Notebook was prepared before the optional W-32 engine was available - only the L33 320 HP 2-barrel.
(You can down load a copy of this page by clicking on the listing in the right).

Information about this item:

The Oldsmobile Cutlass "SX" Described

by Kurt Shubert, Olds Brand Manager

We all know that 1970 was considered to be the pinnacle year for performance cars and Oldsmobile approached the model year with guns loaded. A little known Factory inside publication called ***The Complete Automotive Performance Car 'Scene'*** was presented to Oldsmobile Zone Personnel in April, 1969. It gives insight as to what Oldsmobile's plans were going into the '70 model year. They outlined what the performance car market was by using what were then the common categories: "Supercars", "Junior Supercars", and "Sporty Cars". They gave relative market share figures to fill in the picture. (You can read this entire report by clicking [here](#)).

Then Oldsmobile management explained where their cars fit in these categories. Their conclusion was: "Our strongest engineering objective since the introduction of the 442 back in 1964 has been to design balance - overall balance - into our performance offering". They go on to say, "Performance cars are compromises, various aspects of vehicle design are often compromised for performance features. Oldsmobile, however, is not willing to sacrifice or compromise our product for the sake of performance parameters alone." Translation; Olds performance cars would handle exceptionally well, not have a bone-jarring ride, and still perform.

As such, Olds offered as large span of performance cars, covering the Cutlass, 442, 88 and Toronado, most having a "W" series performance engine. For 1970, Olds had the W-31 Cutlass and W45 Rallye 350, the W-30 and 442, the W32 SX, the W33 Delta, and the W34 Toronado GT in their "performance car" arena.

Hidden in that mix was the Cutlass Supreme SX - a Cutlass Supreme Coupe/Convertible with option (Y79). The SX started the 1970 year as the newest version of the '67 Turnpike Cruiser and the "economy" 442 of 1968-69. This new option gave one the L33 455 cubic inch big block with dual exhausts for torque, a 2-bbl carb and highway gears for economy, and an automatic trans for smoothness- stuffed in the new for 1970 Cutlass Supreme Coupe. It was a bit of a gimmick, because aside from the L33 engine and the P01 wheel covers that could otherwise be had on the Supreme, the only thing specific to the SX was the emblem package, a notched rear bumper and exhaust trumpets from the 442, and the code OD mandatory M40 automatic trans.

What we should also mention is that the Y79 option was available on both the Supreme hardtop and convertible, but not on the Cutlass S, the Cutlass Supreme 4-door, or the station wagon, all of which could receive a 455, but not the W-32 or the other Y79 specific treatments.

You could check off a few options like a console (the Supreme had buckets standard), sport wheel, Rocket Rally Pac, and the famed FE2 442 Rally Sports Suspension. That was pretty much it to start the year. The car would not have been very remarkable if the offerings stopped there. But they didn't. During the course of the year, Oldsmobile Bulletins flew out of Lansing on a regular basis changing what was available on an SX. Enough to make a Salesman's head spin.

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What is interesting to note here is that the L33 2bbl engine could be ordered on any Cutlass Supreme, however, only the T-400 was available with this engine choice. Also note that the 2.56 axle was standard, and the highest ratio was 3.23.



Shortly after introduction, the Factory released this Marketing Bulletin indicating the W-32 engine option. (You can download a PDF copy of this bulletin by clicking on the link in this article).



In February of 1970, the 2-bbl is dropped in favor of the 88-98 455 4-bbl. (You can download a PDF copy of this bulletin by clicking on the link in this article).

What emerged was the W32, finally giving the SX its W-Machine status. Still a sub-option of the SX, the W32 engine was, however, one and the same as the auto trans 442 motor. It also included the OG performance calibration to the mandatory M40 auto transmission.

So you could now start with a Cutlass Supreme, check off Y79, W32, and FE2 and voila! You have all of the performance features of 442! And by coincidence, I'm **sure**, you also have what was called a high insurance rate dodge, a big issue by that year.

What wasn't available on your SX? Here are some of the key items:

- G88 3.91 Gears
- G91 3.42 Gears (W-32 only)
- M20 or M21 4-speed trans
- W-25 Forced Air Induction
- W-30 Package
- Y73 Hood Stripe

Here were the major changes to the SX during the 1970 year:

- Sept 5, '69 Bulletin introduces the W32. It also announced the availability of the famed W27 Aluminum Rear Axle Carrier and Cover with the W32. Production records show that no W27 rears made it into Cutlass Supremes, so obviously no SXs had it. (To see *and download* this factory bulletin, click [here](#)).
- Feb 24, the L33 2-bbl 455 was dropped in favor of the L31 4-bbl 455. Not to be confused with the W32, the L31 was the basic 88-98 4-barrel 455. (To see *and download* this factory bulletin, click [here](#)).

1971 concluded the 2-year run for the SX, and for that year, it was pretty straightforward. It was basically the same as the '70, but with only one engine for the whole year, the L32 4-bbl 455, now with lower compression and its net horsepower rated at 250. This engine was only available in the SX and the Vista-Cruiser wagon, and was also the only way to get a 455 in a Cutlass Supreme Coupe in 1971.

SX Production:

- **1970:** 7122 were produced through June, so earlier reports of 7197 for the year are probably correct. '70 W32: 852 were produced through June, so there were approx 890 for the year. That is a bit less than the widely believed 1025. As such, the W32 SX may be one of the rarest Olds muscle cars.
- **1971:** SX production totaled 2177.

Muscle Car? Yes, Obscure? For sure.

in this article.



The Sx hides in obscurity in the 1971 brochure only in the power teams. (You can download this page in PDF bt clicking on the list on the left.



From the front there is little to tell this car is an SX. Three-quarters view the only tell-tale is the tiny "SX" emblem under the Cutlass Supreme Emblem.



This 1971 SX convertible is even more laid back.



The rear on both the 1970 and 1971 cars has the tell-tale 442 bumper and exhausts.