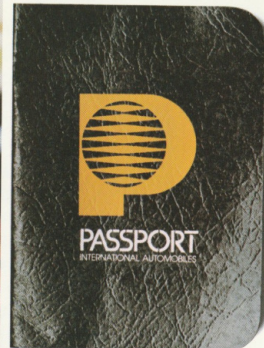


**PASSPORT**  
INTERNATIONAL AUTOMOBILES

# **The Optima**

# In our book, it's German engineering without the mark-up.



**Your personal Passport documents one of the most comprehensive custom warranties ever written.**

And 5 years or 80,000 km coverage on powertrain, rust-through and emission control systems.

It even entitles you to things like free towing (up to \$100) to your nearest Passport dealership for warranted part failure. And a 24-hour, toll-free Passport Answer Line 1-800-263-1999.

And now after many months and thousands of miles of searching, we've found the first vehicles good enough to make it in our book.

First there's the rough and ready Trooper II and the new Pick up. And the powerful, high performance I-Mark Sport Sedan and I-Mark Turbo. All from Isuzu. Since 1914, the legendary first carmakers of Japan.

And then there's the Optima. A highly capable, subcompact car, designed and production-engineered by Opel. One of Germany's foremost automakers.

All remarkably affordable world-class cars. All brought to you exclusively by Passport.

But the Passport commitment doesn't stop there. We will continue to shop the world to bring you the finest import automotive values. And you can be sure that only the finest will be good enough to make it in our book.

One year ago we asked a simple question. How can we give Canadians the best import owning experience the world has to offer?

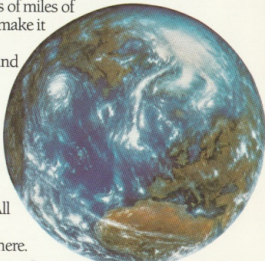
Our answer is Passport. An innovative network of import automotive centres committed to scouring the world for the best automotive values available anywhere.

New automotive products remarkable for their distinction, quality, value and ability to fit unique Canadian requirements and tastes. Not just cars and trucks but a whole host of accessories and related fashion items.

All backed by an understanding that owning a car or truck extends far beyond the vehicle itself to include how the customer is treated, how the product is serviced, financed or leased, protected and more.

And to prove our commitment to impeccable customer service is second to none, we've put it in writing. In your personal Passport.

Your Passport spells out, in detail, our comprehensive custom warranty. A complete 2-year or 40,000 km warranty on all parts and servicing.



**Passport scours the earth for the best import automotive values the world has to offer.**

# The Optima. Something totally unheard of in an inexpensive car. Quality.

At last there's a car that gives you all the benefits of German engineering without the financial burden of German prices.

It's called the Optima. A road sedan uncompromisingly designed and engineered by Opel, one of Germany's leading automakers.

And built cost-efficiently in the Far East, by Daewoo Motor Co. Ltd., with the state-of-the-art manufacturing capability of one of the world's largest automotive corporations.

Optima truly is a remarkable example of Passport's philosophy of superior import value. Of cutting costs without cutting corners on quality.

For Optima gives you everything you'd expect of a fine-tuned German vehicle without the big price-tag.

Things like a computer driven, electronically fuel-injected, 1.6 litre, 74 hp overhead cam engine. Which is surprisingly quick and responsive.

Almost as surprising as Optima's penny-pinching fuel-efficiency.

With its lightweight engine and computer-controlled spark timing, the Optima boasts a remarkable 6.5 L/100 km (44 mpg) combined rating. That's German efficiency at its best.

But test drive an Optima and you'll discover something even more remarkable. Optima's taut, responsive, European-style road-handling. The product of sheer German thoroughness in design and engineering.

Take, for instance, Optima's front wheel drive transmission.



Supportive, body-contoured reclining bucket seats with adjustable headrests. Plus the security of three-point lap/shoulder belts, front and rear.

Sleek, aerodynamic styling that's as impressive on the track as it is on the fuel gauge.

Honed on test tracks, treacherous alpine roads and the high speed Autobahns of Germany, it's astonishingly sure-footed.

Even Optima's sleek aerodynamic styling contributes to superior road-handling. The product of 1,200 painstaking hours of windtunnel testing, Optima's streamlined teardrop design minimizes wind resistance. Resulting in a rock-bottom drag co-efficient of approximately 0.34.

Wedge-shaped with smoothly curved sides, the body design actually improves road grip for added safety and superior maneuverability.

Add Optima's standard rack and pinion steering to all that, and you get a refined, sleek-looking car that can turn on a dime.

Or stop on a dime. With its dependable power-assisted front disc/rear drum braking combination.

But dependable, precise performance is just the beginning for Optima. Thanks to an advanced Macpherson Strut suspension system, you get aggressive road-handling and a high degree of passenger comfort at the same time.

Using hydraulic shock absorbers and precision calibrated coils in the front and rear, the Optima hugs the road securely and smoothly. The result is a characteristically German, firm, yet comfortable ride.

The Optima's interior accommodations have also been designed in

keeping with high European standards of comfort and convenience. Whether you choose the 3-door hatch-back or 4-door sedan, you can expect the same snug, supportive, body-contoured reclining bucket seats. With room for 5. Plus generous interior lighting throughout.

And cargo space is equally generous. With its huge, over-sized, 520 litre trunk, multiple easy-access interior storage areas, fold-down rear seats and integrated roof luggage rack mount, the Optima achieves new standards of cargo capacity.

And new standards of driver-friendly instrumentation too. Based on jet airplane cockpit principles, the ergonomically designed dash features a large easy-to-read tachometer and speedometer (not available on a value leader).

Along with a squadron of audible warning sensors to take care of other vital functions. Like oil pressure and voltage.

Then there's Optima's impressive list of standard features. A multitude of thoughtful touches put together with classic German thoroughness.



An adjustable day/night mirror.



Streamlined dual sport mirrors. Perhaps the only big feature left out is a hefty German price-tag.

Room for 5 and a remarkable 18.8 cubic foot trunk in the hatch-back.



An ergonomically-designed instrumentation panel that places a host of audible, computerized warning sensors and visual monitors at your fingertips.

## 1988 OPTIMA SELECTED STANDARD FEATURES

FUNCTIONAL	1988 OPTIMA SPECIFICATIONS			
	VALUE LEADER	LS 1-DOOR	LS 2-DOOR	GLS 4-DOOR
Power Windows	•	•	•	•
Power Side/Door Bar	•	•	•	•
Interior				
Anti-Immobilization - Trip Gauge, Warning Indicators	•	•	•	•
Warning Instruments - Tach, Speed Gauge, Warning Indicators	•	•	•	•
AM/FM Stereo w/Clock	•	•	•	•
AM/FM Stereo Cassette w/Clock	•	•	•	•
Driver's Side Vanity Mirror	•	•	•	•
Passenger Side Mirror	•	•	•	•
Rear Seat Leg/Shoulder Bolts	•	•	•	•
Power Console	•	•	•	•
Lower Access Gray Trim	•	•	•	•
Tinted Glass	•	•	•	•
Lamp Group	•	•	•	•
Side Window Defoggers	•	•	•	•
Rear Seat Heater Ducts	•	•	•	•
Child Proof Locks	•	•	•	•
Reclining Front Bucket Seats - Cloth	•	•	•	•
Reclining Driver's Side Bucket Seats - Cloth Upgrade	•	•	•	•
Holding Rear Seat	•	•	•	•
Side-Folding Rear Seat	•	•	•	•
Rear Seat Height Adjuster	•	•	•	•
Driver's Side Only	•	•	•	•
Door Puller Mop	•	•	•	•
Passenger Access Grips	•	•	•	•
Carpeted Floor Mats	•	•	•	•

## 1988 OPTIMA SPECIFICATIONS

FUNCTIONAL	1988 OPTIMA SPECIFICATIONS			
	VALUE LEADER 1-DOOR (LS)	LS 2-DOOR	LS 4-DOOR	GLS 4-DOOR
WHEELBASE	99.21 (2520)	99.21 (2520)	99.21 (2520)	99.21 (2520)
LENGTH	163.70 (4156)	163.70 (4156)	172.40 (4376)	172.40 (4376)
WIDTH	65.47 (1663)	65.47 (1663)	65.75 (1670)	65.75 (1670)
HEIGHT	53.34 (1360)	53.34 (1360)	53.66 (1363)	53.66 (1363)
FRONT HEAD ROOM	38.76 (985)	38.76 (985)	38.76 (985)	38.76 (985)
REAR HEAD ROOM	38.23 (968)	38.23 (968)	38.23 (968)	38.23 (968)
FRONT LEG ROOM	42.05 (1068)	42.05 (1068)	42.05 (1068)	42.05 (1068)
REAR LEG ROOM	32.83 (834)	32.83 (834)	32.83 (834)	32.83 (834)
FRONT HIP ROOM	53.70 (1364)	53.70 (1364)	53.70 (1364)	53.70 (1364)
REAR HIP ROOM	53.87 (1367)	53.87 (1367)	53.70 (1364)	53.70 (1364)
TRUNK CAPACITY (cu. ft.)	18.80 (532)	18.80 (532)	18.40 (520)	18.40 (520)
STANDARD ENGINE	1.6 L TR	1.6 L TR	1.6 L TR	1.6 L TR
STANDARD TRANSMISSION	4-speed max	5-speed max	5-speed max	5-speed max
AVAILABLE TRANSMISSION	5A	5-speed auto	5-speed auto	5-speed auto
STANDARD AXLE RATIO	—	3.43:1 max	3.43:1 max	3.43:1 max
STANDARD TIRES	3.74:1 max	3.74:1 max	3.74:1 max	3.74:1 max
POWERPOINTS	74 hp @ 5600 rpm	74 hp @ 5600 rpm	74 hp @ 5600 rpm	74 hp @ 5600 rpm
TORQUE	90 lbs. ft. @ 2000 rpm	90 lbs. ft. @ 2000 rpm	90 lbs. ft. @ 2000 rpm	90 lbs. ft. @ 2000 rpm
FUEL ECONOMY (Estimate)				
MANUAL CITY	7.8 L/100 km 30 mpg	7.4 L/100 km 30 mpg	7.4 L/100 km 30 mpg	7.4 L/100 km 30 mpg
COMBINATION	5.5 L/100 km 51 mpg	5.5 L/100 km 51 mpg	5.5 L/100 km 51 mpg	5.5 L/100 km 51 mpg
MANUAL CITY	6.8 L/100 km 42 mpg	6.5 L/100 km 43 mpg	6.5 L/100 km 43 mpg	6.5 L/100 km 43 mpg
COMBINATION	—	6.6 L/100 km 43 mpg	6.6 L/100 km 43 mpg	6.6 L/100 km 43 mpg
MANUAL CITY	—	8.2 L/100 km 40 mpg	8.2 L/100 km 40 mpg	8.2 L/100 km 40 mpg
COMBINATION	—	7.9 L/100 km 38 mpg	7.9 L/100 km 38 mpg	7.9 L/100 km 38 mpg

Technical data and equipment in this brochure are based upon the latest available information at the time of publication. Passport International Automobiles, a division of General Motors of Canada Ltd., reserves the right to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some vehicles are shown with optional equipment. \*Options are either dealer installed, factory installed, or installed at the Port of Entry. Ask your Passport dealer for details.

Everything from rear shoulder belts and side window defrosting to steel belted radials with custom wheel covers.

There's even tinted glass and flush-mounted halogen headlamps for optimum day and night visibility (not available on value leader).

In fact, the only big feature missing on the Optima is a hefty German price-tag.

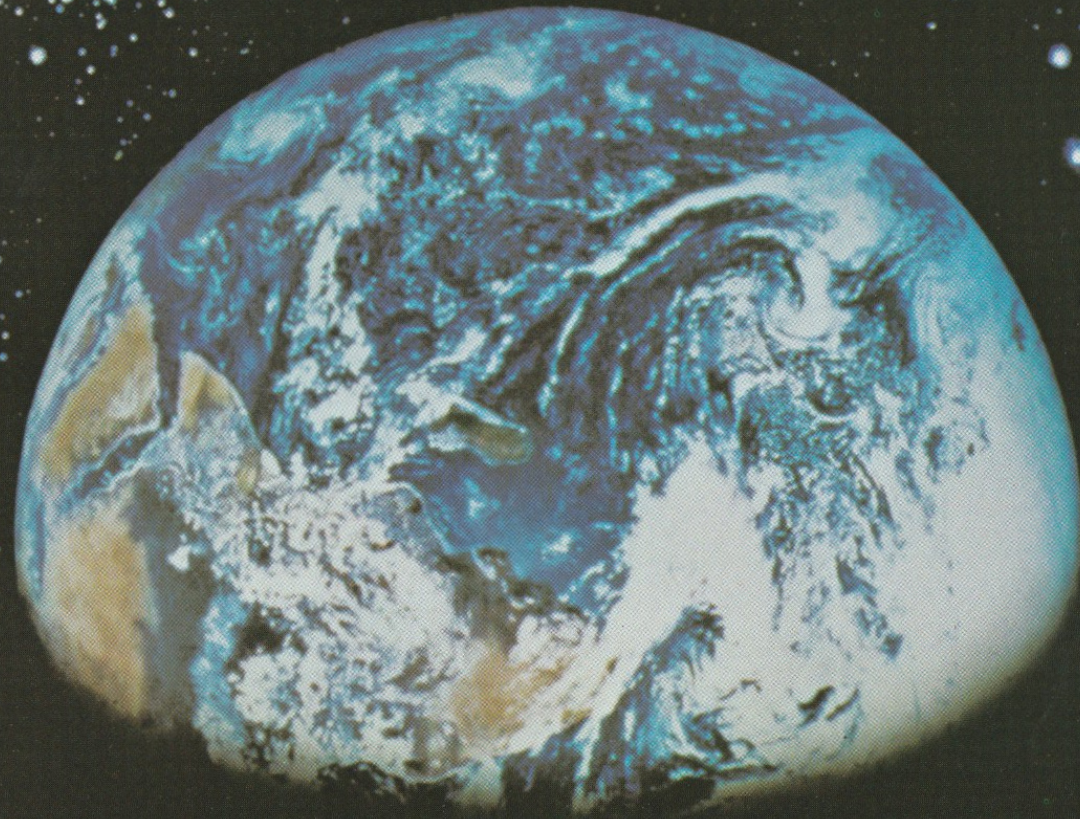
For more on the Optima, call toll-free 1-800-263-1999. Or visit your Passport dealer. And get German engineering without the mark-up.



The economics of German engineering: not only saves you money on the purchase but also on the pumps.

It took 6.5 million km of European road testing to convince us. It'll take one test-drive to convince you.





**The Passport Promise: more good things to come.**

**For more information, call the toll-free Passport Answer Line 1-800-263-1999**