



OPTIMA



PASSPORT
INTERNATIONAL AUTOMOBILES



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**WE KNOW WHAT YOU
REALLY WANT.**

YOU WANT cars and trucks that give you more machine for your money.

YOU WANT a choice that's as wide as the world.

YOU WANT automobiles that appeal not just to your common sense but to all your senses.

YOU WANT customer care that's less talk and more delivery.

YOU WANT a comprehensive parts and service warranty.

YOU WANT easy and accessible financing.

YOU WANT a worldwide company standing behind your car, with the resources to be there for you down the road.

YOU WANT a better buying and owning experience.

YOU WANT Passport.



When you want to

travel first class

on an economy fare.

You admire German road cars with their nimble handling and excellent design.

You need a sensible, practical, family car that's as easy on fuel as it is on the budget.

Maybe what you really want is the Optima from Passport, a happy match of German engineering with Korean economy.

The Optima was created by world-renowned designer, Adam Opel AG in Germany. Then Opel engineers, working with Daewoo of Korea at one of the most technologically advanced auto plants in the world, brought the Optima to life. All under the watchful eye of GM.

And Passport brought the Optima to Canada. So you can get the kind of room, ride and comfort that made German engineering famous. All at a very humble price.

Just how much more car does Optima give you for the money? Read on.

**Optima 4-Door
LS Sedan**



Optima comes to Canada with a proud history. The German version of this little wonder, the Opel Kadett, was named European Car of the Year in 1985, an honor that ranks among the most prestigious in the automotive world.

And at its introduction into Canada, the Optima was greeted with warm praise by Canada's own car cognoscenti.

Jim Kenzie of the Toronto Star called it "...a handsome car in the fashionable low-hood, high trunk, rounded aerodynamic idiom."

Dan Proudfoot of the Toronto Sun said, "Optima's outstanding characteristic is that it's quiet and relaxed at high speeds as expected in cars designed for Germany's flat-out highways."

Tony Whitney of the Vancouver Sun/Province called the Optima's huge trunk,

"...an important selling point." And he was surprised that the Optima was, "...so miserly on gas even though it doesn't fall into the mini category."

If that doesn't say enough about the Optima, the car can speak very well for itself.

THE OPTIMA 4-DOOR LS SEDAN

Starting with its sleek teardrop styling. It's more than a look. The teardrop styling reduces the wind drag coefficient on the Optima to a startling 0.346... lower than other road sedans.

Over 1,200 hours of windtunnel testing went

into achieving that number.

This year there are three Optima models to choose from: the 4-door LS Sedan, the 3-door LS Coupe and the 3-door Value Leader.

The Optima LS Sedan comes with a fuel-injected, 1.6 Liter engine coupled with a 5-speed manual transmission to deliver a smooth, fuel-wise performance that's been called undeniably peppy.

And the way it handles says "German" loud and clear.

For example, a control arm mounted on the center of the steering rack makes the Optima surprisingly responsive. Macpherson struts, hydraulic shock absorbers and precision calibrated coils in the front and rear add to the overall feel of control you have behind the wheel. And to the overall pleasure of driving an Optima.

But the pleasure doesn't

end there. The interior of the Optima is another surprise. As Jim Kenzie of the Toronto Star put it, "The Optima's German heritage is evident the minute you step inside. The seats are large and firm. They're body-contoured, fully reclining buckets up front; convenient folding seats in the back.

And if you travel with "kids on board," you'll appreciate the attention Optima's engineers gave to safety features like the three-point shoulder seat belts for rear seats and childproof rear door locks.

When you're hauling the week's groceries, the kids' sports gear, or a stack of suitcases, you'll appreciate one of the Optima's biggest selling points - 520 liters of well-lit

trunk space that can only be described as cavernous.

The Optima also comes with an on-board computer that offers you a little more than you'd expect.

An automatic transmission is an available option on the Optima. But most of the extras you want come as standard equipment. Power steering and brakes, of course. An AM/FM stereo with clock and cassette, side window defoggers, a day/night inside rearview mirror, exterior sports mirrors, full wheel covers, engine block heater. The list goes on.

Like most German-

engineered cars, Optima is designed for ease of maintenance. And, since the Optima is from Passport, you'll have a Canada-wide parts and service network ready to service your Optima... wherever it takes you. And, of course, a comprehensive 3-year/80,000 km Passport Protection Plan that covers the entire vehicle, except for tires and maintenance parts, from front to back.

That's about the best the world has to offer. And that's Passport.

We know what you really want. And we give it to you.



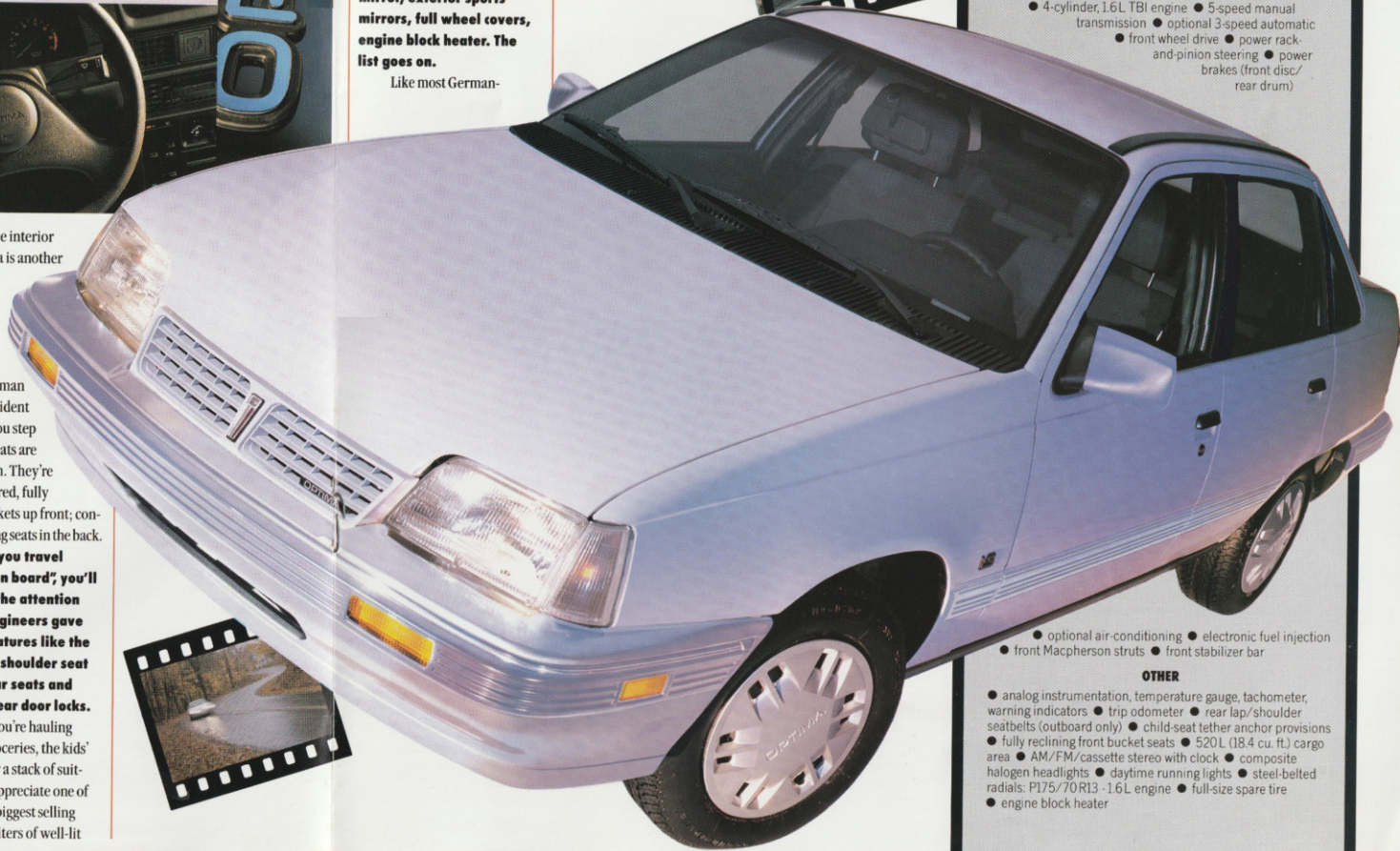
1991 OPTIMA LS 4-DOOR SEDAN SPECIFICATIONS

DIMENSIONS - MILLIMETERS (INCHES)

INTERIOR FRONT	INTERIOR REAR cont.	EXTERIOR cont.	FUEL ECONOMY 1991 preliminary estimates L/100 km (mpg)
Headroom 985 (38.78)	Legroom 834 (32.83)	Width 1670 (65.75)	LS - 1.6L (5spd. man.) City 8.3 (34)
Legroom 1068 (42.05)	Shoulder room 1356 (53.39)	Overall height 1363 (53.66)	Hwy. 5.3 (53)
Shoulder room 1360 (53.54)	Hip room 1364 (53.70)	CAPACITY Trunk L (cu. ft.) 520 (18.4)	LS - 1.6L (3spd. auto.) City 8.9 (32)
Hip room 1364 (53.70)	EXTERIOR Wheelbase 2520 (99.2)	Fuel tank L (Imp. gal.) 50 (11)	Hwy. 6.6 (43)
INTERIOR REAR Headroom 966 (38.03)	Overall length 4379 (172.4)		

MECHANICAL

- 4-cylinder, 1.6L TBI engine ● 5-speed manual transmission ● optional 3-speed automatic
- front wheel drive ● power rack-and-pinion steering ● power brakes (front disc/rear drum)



- optional air-conditioning ● electronic fuel injection
- front Macpherson struts ● front stabilizer bar

OTHER

- analog instrumentation, temperature gauge, tachometer, warning indicators ● trip odometer ● rear lap/shoulder seatbelts (outboard only) ● child-seat tether anchor provisions ● fully reclining front bucket seats ● 520L (18.4 cu. ft.) cargo area ● AM/FM/cassette stereo with clock ● composite halogen headlights ● daytime running lights ● steel-belted radials: P175/70 R13 -1.6L engine ● full-size spare tire ● engine block heater



When you want

to start out in style.

The price, alone, on the Optima 3-Door Value Leader is enough to lure many people away from used car lots and into a Passport Showroom.

But price is only part of the story.

The Value Leader is just about everything a first new car should be. Stylish, roomy, fuel-conscious,

fun to drive and beautifully engineered. As well as affordable.

Thanks to its German engineering, this trim little hatchback offers more room, comfort and cargo space than you expect to find in small cars. Yet, thanks to cost-wise Korean production, it offers them at a price much lower than you expect to pay for a new car today.

To find out just how much style you can start out in, turn the page.



The Optima 3-Door Value Leader, like the Optima LS Sedan, is a Canadian version of Germany's Opel Kadett, European Car of the Year in 1985. The Optima was created by the renowned German automaker and designer Adam Opel AG. And its German lineage shows in every aspect of the Value Leader's design. Inside, outside, and under the hood.

Take the sleek, sporty hatchback styling, for example. It's handsome, yes. It also helps reduce the wind drag coefficient significantly. After all, the Optima Value Leader was built to handle the Autobahn. That's why it's so comfortable on our own Canadian highways.

The Value Leader is powered by a fuel-injected, 1.6 liter engine mated with a smooth, 4-speed manual transmission. So it delivers performance

that is as spirited as it is fuel efficient. You get an impressive 8.2 L/100 km in the city; 5.8 L/100 km on the highway. In fact, the Value Leader has been described as being miserly as a mini.

But it sure doesn't drive like a mini. Its handling asserts its German heritage in no uncertain terms. Center-mounted rack and pinion steering, for example, give it a remarkable nimbleness. Macpherson struts and stabilizer bar, hydraulic shock absorbers and precision calibrated coils in the front and rear add to the overall fun of driving.

The Optima 3-Door Value Leader adds to your fun in another big way, too. That's with 532 generous liters of cargo space. You'll bless it every time you load up for a ski week-

end, a summer holiday, or a trip home from the local shopping center.

Like most German-engineered cars, the Value Leader gives you plenty of interior comforts. The head room is unusually

THE OPTIMA 3-DOOR VALUE LEADER

generous. The seats are firm, body-contoured, fully reclining buckets up front with fold-down convenience in the back.

German safety-consciousness is also evident in features like the three-point shoulder seat belts for rear seats. Not to mention an anti-theft steering column. And, new for the 90's, daytime running lights.

While most car makers offer on-board computers with only one cell of block learning memory, all Optima's give you 16 cells. They also sport power front disc brakes, side window defoggers, day/night inside rear view mirrors, exterior sports mirrors and full wheel covers as standard equipment.

One of the nicest things about owning an Optima 3-Door Value Leader, however, is that it's so very easy to own. The Value Leader is not only very well built; it's designed so you can easily "get at" things - like the engine, brake pads,

the fuel pump. And of course the Value Leader is protected by a comprehensive 3-year/80,000 km Passport Protection Plan that covers the

entire vehicle, except for tires and maintenance parts, from front to back.

We make the Value Leader easy to own in other ways, too. GMAC financing is available right in the showroom. You can arrange a financing plan to fit your needs right down to the monthly payment date.

We even offer a special program that makes buying a new vehicle easier for new college graduates. This includes a \$500 credit. And it qualifies a buyer who may have little credit history for a GMAC finance rate discount -

including even monthly payments.

And we handle a lot of hidden costs that a first time car buyer often overlooks. When you purchase a Value Leader, freight, pre-delivery inspection charges and a full tank of gas are included in the advertised price. And that incredibly low price is the best news of all.

The Optima 3-Door Value Leader. Designed in Germany, built in Korea, backed by GM. That's the best the world has to offer. And that's Passport.

We know what you really want. And we want you to have it.



1991 OPTIMA VALUE LEADER / OPTIMA LS 3-DOOR SPECIFICATIONS

DIMENSIONS - MILLIMETERS (INCHES)

INTERIOR FRONT	INTERIOR REAR cont.	CAPACITY	FUEL ECONOMY cont.
Headroom 985 (38.78)	Shoulder room 1356 (53.39)	Trunk L (cu. ft.) 532 (18.8)	L/100 km (mpg)
Legroom 1068 (42.05)	Hip room 1317 (51.85)	Fuel tank L (Imp. gal.) 50 (11)	LS - 16L (5-spd. man.) City 8.3 (34) Hwy. 5.3 (53)
Shoulder room 1360 (53.54)	Hip room 1364 (53.70)	EXTERIOR	FUEL ECONOMY 1991 preliminary estimates L/100 km (mpg)
Overall length 4158 (163.7)	Overall width 1663 (65.47)	Wheelbase 2520 (99.2)	Value Leader 16L (4-spd. man.) City 8.2 (34) Hwy. 5.8 (49)
INTERIOR REAR	Overall height 1360 (53.54)	Headroom 966 (38.03)	
Headroom 966 (38.03)		Legroom 834 (32.83)	



MECHANICAL - VL, LS

- 4-cylinder, 1.6L TBI engine (VL & LS)
- 4-speed manual transmission (VL)
- 5-speed manual transmission (LS) ● optional 3-speed automatic (LS) ● front wheel drive
- rack-and-pinion steering ● power brakes (front disc/rear drum) ● electronic fuel injection ● front Macpherson struts ● front stabilizer bar ● power steering on LS

OTHER

- analog instrumentation, temperature gauge, warning indicators
- analog tachometer (LS) ● rear lap/shoulder seatbelts (outboard only) ● child-seat tether anchor provisions ● fully reclining front bucket seats ● 532 L (18.8 cu. ft.) cargo area ● cargo area cover ● AM/FM/cassette stereo with clock and 4 speakers (LS only) ● composite halogen headlights ● daytime running lights ● steel-belted radials: P175/70 R13 ● full-size spare tire ● engine block heater

We know what you really want.



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Backed by the worldwide resources of General Motors.

Passport Answer Line 1-800-263-1999

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