

1968 Oldsmobile Toronado

2dr Coupe . 8-cyl. 455cid/375hp 4bbl

#1 Concours condition

\$42,700

0%

#2 Excellent condition

\$28,900

-15%

#3 Good condition

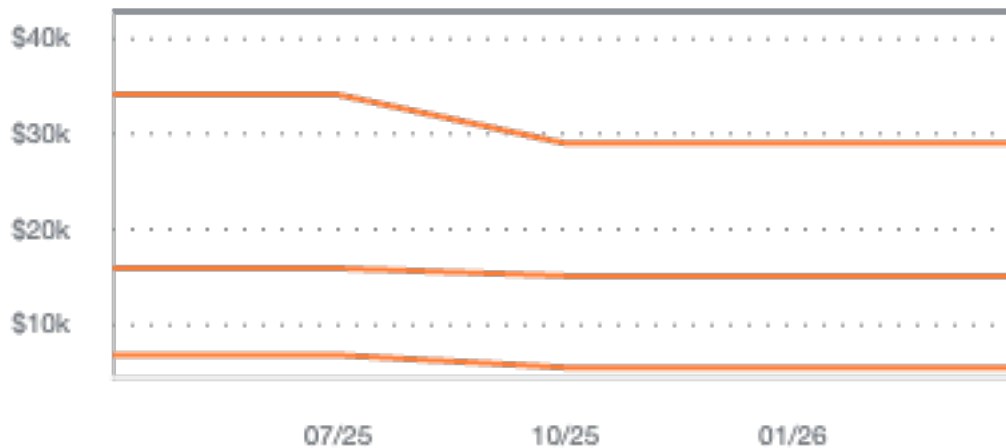
\$15,000*

-5.1%

#4 Fair condition

\$5,400

-19.4%



NOTE: The chart displays price changes for the last year.

Model description

Sporty, personal cars were all the rage by the early 1960s and seeing first the Ford Thunderbird and then the Studebaker Avanti, Oldsmobile wanted one of their own. Their hopes were dashed by GM bean counters who nixed the idea of a smaller car. Persistence on the part of Olds did get GM approval for a personal car for the 1966 model year, but on the E-body platform shared by the Buick Riviera and Cadillac Eldorado. While it was a much larger car than they had hoped for, it would at least be packed with ground-breaking technology.

The Toronado as it became known was to be the first American production car with front wheel-drive since the Cord 812 of 1937. And as an homage to that car, Olds designers loaded the 1966 Toronado with styling cues that were reminiscent of the Cord. Unlike European front wheel-drive cars like the BMC Mini and Citroen Traction Avant, the wheels doing the steering and the driving would also be transmitting a huge amount of horsepower and torque to the pavement. It had never been done before and GM engineers tested the powertrain for over a million miles. The result worked so well that GMCs popular line of motorhomes used a virtually unmodified version of the Toronado drivetrain.

On the road, testers noted that the Toro handled extremely well for a car of its size and that the big 425-cid V-8 combined with a relatively slippery shape gave it an extraordinarily high top speed of 135 mph. Only the brakes let down the overall package and this was remedied for 1967 with optional disc brakes. The first two years are considered to be the most attractive with the original concept getting watered down progressively post-1967. The Toronado is on most lists as a milestone car with solid engineering and fantastic style. As of yet, though, it hasn't quite caught on.

Body styles

2dr Coupe

Engine types

8-cyl. 455cid/375hp 4bbl

1966-1970 Oldsmobile Toronado stats

Highest sale	Lowest sale	Most recent sale	Sales
\$49,500	\$1,540	\$10,395	33

Vehicle's condition classification**#1. Concours**

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)® on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.