

**Do you know why cars are
new! new! new! every year?**

Neither do we.

It seems to us that most car manufacturers either aren't satisfied with what they've been making...or they're trying to convince you that you're not satisfied with what you've been driving.

We happen to have a car that's very satisfactory all the way around. Its name is Volvo, it's a compact, and we haven't come out with a new! new! new! model in over 8 years and that was mostly to give our 20-year-old model a running mate. We're continually perfecting both (you can do a lot of perfecting in 20 years) but we're not continually changing them. Here's why.

Volvo has a strong body.

Many people think that Volvos are made of heavier steel than other cars. It's not heavier enough to be worth bragging about. We've simply avoided flat surfaces. We rounded the fenders, rounded the hood, rounded the roof and rounded the trunk because rounded surfaces are stronger than flat surfaces.

Then for additional strength and safety we weld—not bolt—everything together to form a single, rigid, rattle-free unit.

The Volvo engine doesn't require constant tinkering and tuning.

It's a simple, basic engine, free of gimmickry and "advancements." As Sports Car Graphic magazine wrote, "Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe tests we have ever put a Project engine through. Perhaps the foremost bit of education we acquired was learning that the Volvo B-18 engine is one of the most, if not THE most, reliable, rugged and unbreakable car engines being built today."

(Sports Car Graphic would have found out something even more interesting if they had tested the engine *in* the car: Volvos

out-accelerate other popular-priced compacts in every speed range, yet get over 25 miles to the gallon like the little economy cars.)

The body will not rust out before you make the last payment.

Contrary to logic, the rust that damages your car most does not start on the outside of the body. It starts on the inside. From condensation. To prevent this we bond an asbestos composition to all large metal surfaces inside the Volvo body. (This makes for a *quieter* car, too.)

Outside, the body is completely rust-proofed with zinc phosphate then six—that's right, six—coats of paint (2 prime, 1 undercoat, 3 hand-rubbed enamel) give it a remarkably tough hide.

Volvo steers and handles like a car should.

If you turned the wheels of the car you now own from extreme left to extreme right, it would probably require five complete turns of the steering wheel. With a Volvo you can do it in 3¼ turns of the steering wheel.

You get no mushy, floating feeling when you drive a Volvo. You have intimate control of the car at all times. On straightaways. Around curves. In case of emergency. Power steering? You don't need it with a Volvo.

Drive it all day without feeling whipped.

Volvo has chair-high bucket seats that are contoured to fit your body. Pull a lever and you change the angle of the back rest. Flick a handle and you move forward or backward. You can even raise or lower the seats if you wish.

The Volvo steering wheel is placed more vertically than in

most cars. Like the steering wheel of a race car. Both hands rest on it with ease. It requires less effort and arm movement to maneuver the car. If you're a Sunday driver, Volvo will make a Monday through Saturday driver out of you, too.

Volvos start on cold mornings.

In Sweden winter temperatures often drop to 30° below. So we put an oversized electrical system in the Volvo. It's a 12-volt system with a 60-amp. battery. 60-amp. batteries are usually reserved for 200-horsepower engines. The Volvo compact has a 90-horsepower engine. One more thing you'll appreciate: the Volvo choke is manual. Just pull it out and push it in. No complicated mechanisms to get fouled up.

Volvo is a safe car.

Over-the-shoulder safety belts are standard equipment. Padded sun visors and dashboard are also standard. Even the steering column is special. It's designed to break away under severe impact.

The 122S and 1800S Volvos have disc brakes on the front wheels. Sooner or later every car will have disc brakes. Disc brakes stop you straight and true. They do not fade (lose their stopping power) even after repeated emergency stops. And they're less expensive to maintain than regular drum brakes.

Options? You may want to add a radio.

Those extra-cost features that add up to a shock on other cars come as standard equipment on Volvo. Bucket seats, vinyl upholstery, undercoating, heater-defroster, trip odometer, arm rests, backup lights, four speed synchromesh transmission (that transmission is a story in itself), electric windshield wipers, dual carburetors that open and close like a camera shutter to adjust to the

driver's demands (there's another story), even the whitewall tires. Not a penny extra for any of them.

A word about our 15-inch wheels.

They make sense. Big wheels go around fewer times to get you where you're going. The fewer revolutions the wheels make, the fewer revolutions the engine makes and the longer it lasts. Tires last longer, too. Getting 50,000 miles out of a set of tires on a Volvo isn't at all unusual. And you get better traction in mud and snow.

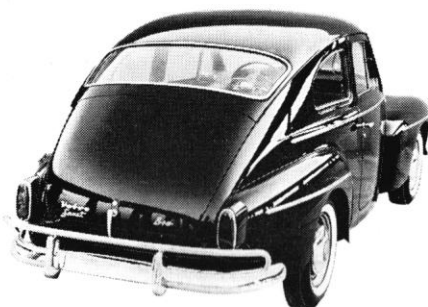
Our new automatic transmission deserves a paragraph of its own.

A lot of people who would otherwise be driving Volvos aren't doing so because Volvo hasn't been available with automatic transmission. We've held back from offering an automatic until we could develop one that wouldn't cut gas mileage and performance as most automatic transmissions do. We think we've come as close as anyone ever will. With Volvo automatic you'll still get over 25 miles to the gallon. And you'll get very nearly the same acceleration that you'd get with the Volvo standard shift. The loss in performance is so slight that some of the more avid Volvo fans claim it isn't noticeable.

We do make changes—when there's a reason.

But change for the sake of change? Not when you've got a car that goes like Volvo goes, gets the gas mileage a Volvo gets and lasts an average of 11 years in Sweden where 80% of the roads are unpaved and there are no speed limits on the highways.

Buy one and keep it a long time. Then you can blow your money on something besides car payments for a change. See the Yellow Pages for the dealer nearest you. Overseas delivery available.



This is the Volvo 544 compact. We introduced it in 1944 and it hasn't had a major body change since. It's won more durability and speed races than any compact ever made. Notice how its rear slopes away in a smooth, unbroken line. That's called a fastback. It's one of the "newest" things being offered by some car makers this year.



This is the Volvo 122 S compact. It's an offshoot of the 544 and performs just as well. In fact the 122 S is the current World Rally Champion. It's also available as a 2-door sedan and a 4-door station wagon. Like all Volvos, it gives you a choice of sensible colors: Black, Red, Light Blue, Dark Blue, Grey, Sand, and White.



This is the Volvo 1800 S. It's obviously not a compact. If we told you how good the 1800 S is you wouldn't believe us. So here's what Road & Track, an automotive magazine, wrote about it: "The 1800 S is a very civilized touring car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay." You pay over \$10,000 for a Ferrari or Aston Martin. You pay \$3995 for the Volvo 1800 S. West Coast slightly higher.

