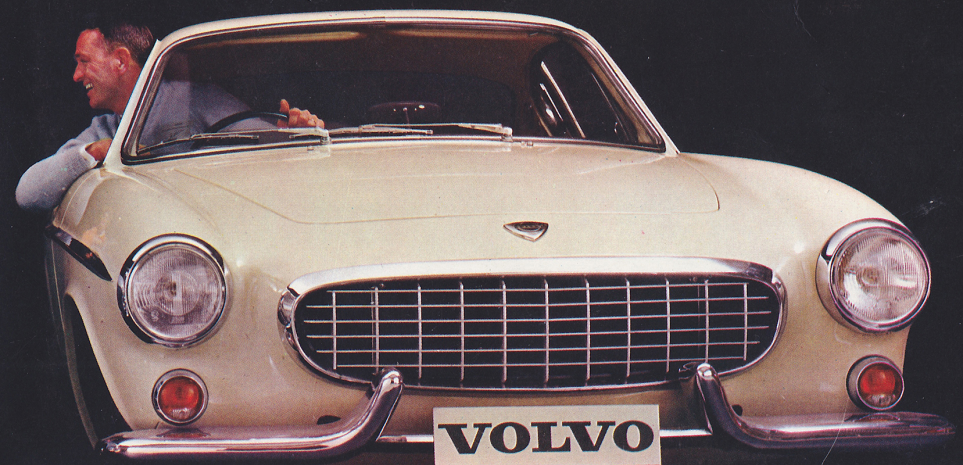
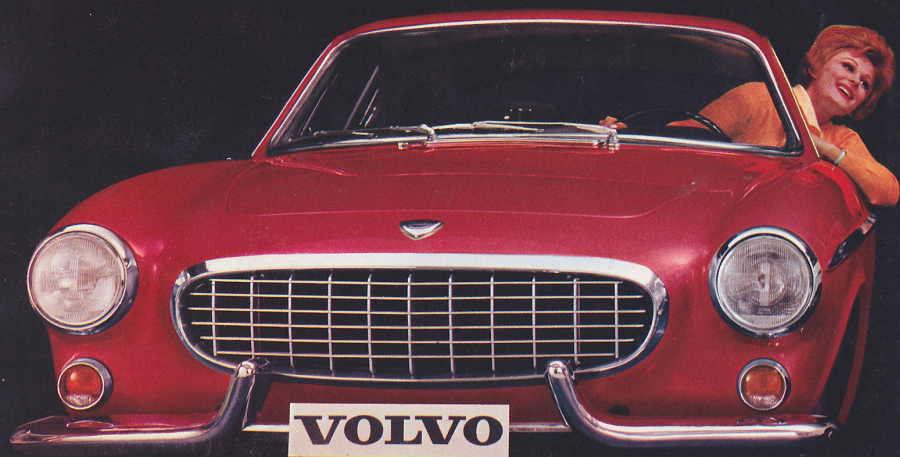


# VOLVO 1800 S

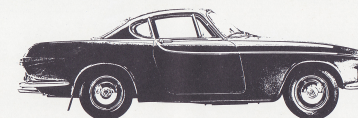






## SPEEDY AND SMART

"A very civilized touring car for people who want to travel rapidly in style." (Road & Track)



The Swedish-built Volvo 1800 S is a fast and safe Gran Turismo car (a Gran Turismo car is a dignified sports car).

The speedy 105 horsepower engine has a five-bearing crankshaft, twin SU carburetors, separate induction ports, fully machined combustion chambers, and a compression ratio of 10:1. Its outstanding cooling system includes an oil cooler employing water as a coolant. This device is a very important factor in solving the constant problem of heat in high-performance engines.

Disc brakes on the front are servo-assisted. No matter how often or how

hard you brake, fading is not a problem. Responsive steering and a short turning circle make this car convenient to park and particularly easy to steer.

Driving in town traffic is easily accomplished with a minimum of shifting due to the high torque of the engine over a wide speed range.

The interior is beautifully appointed with a combination of leather, vinyl and pile carpets. Each of these materials is used to its best advantage; leather "breathes" and is, therefore, placed where most of the body makes contact with the seat. Plastic wears well and

is easily cleaned; it is found on points of extreme wear. The pile carpeting resists stains, is easy to clean, and is durable. There is a luggage compartment behind the front seats that can be folded upward to accommodate two adults on short trips.

The Volvo 1800 S follows both the form and function of a Gran Turismo car. It looks and acts like a "very civilized touring car for people who want to travel rapidly in style". As on all Volvo cars, seat belts are standard.

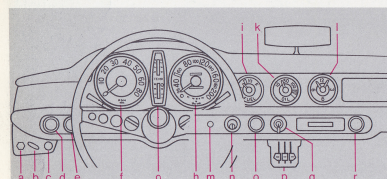


## ROOMY, COMFORTABLE AND FULLY EQUIPPED

The compartment behind the seats folds upwards to accommodate two adults on short trips.

Restraining straps in the compartment hold down luggage and small packages keeping them from shifting while the car is driven hard.

The luggage compartment holds a truly amazing amount of luggage for a car of this type.



- |                                  |   |   |                               |
|----------------------------------|---|---|-------------------------------|
| a. Switch for internal lighting  | Instrument lighting                       | for charging                                  | m. Warning lamp for overdrive |
| b. Choke                         | f. Revolution counter                     | Warning lamp for headlight beams              | n. Ignition switch            |
| c. Control for fresh air intake  | g. Water and oil temperature gauges       | Warning lamp for direction indicator flashers | o. Fan                        |
| d. Windscreen wipers and washers | h. Speedometer with Mileometer Trip meter | i. Fuel gauge                                 | p. Heater defroster controls  |
| e. Lighting and                  | Warning lamp                              | k. Oil pressure gauge                         | q. Switch for overdrive       |
|                                  |   | l. Clock                                      | r. Cigarette lighter          |

The comprehensively equipped instrument panel is located so that every dial or lever is instantly available to eye or hand. A protecting top prevents windshield reflections. The cushioned panel trim is easily cleaned plastic without dangerous projections.

The fresh air heater and defroster system has the capacity to withstand even Scandinavian winters. The temperature is regulated by a thermostat; separate controls regulate defroster and floor ventilation.

A two-speed fan increases the air flow when necessary. Fresh unheated air can be forced through this system for summer cooling. There are also right and left fresh-air intakes.

Volvo three-point seat belts are standard on all Volvo cars. This seat belt has been judged the most effective belt available to the general public today.



"Fatigue is not one of those things that enter into the picture since this is a vehicle in which one can put 600 or more miles into a day and end up with none of that shoulder ache, viciousness nor feeling of strain associated with cross country hauls in lesser machinery." (Sports Car Graphic)



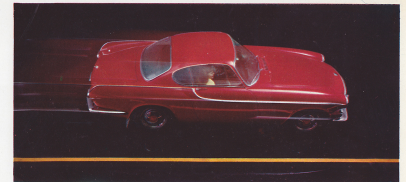
The contour bucket seats are especially designed to give support where it is most needed — at the shoulders, in the small of the back and under the legs. The backrests are adjustable and the seats can be raised and lowered as well as adjusted fore and aft. The upholstery is of top grain leather and hard wearing vinyl. The balance of the interior trim is a matching easily cleaned plasticized fabric. Made-to-measure pile carpets cover the floor, transmission and tunnel.

There is a neat compartment for gloves, etc. and a map-reading light under the dashboard.



## A SAFE CAR FOR LONG-DISTANCE DRIVING

"By sports car standards the P 1800 is softly sprung. Its four coil springs are well enough damped for sharp bumps to be more evident at low speeds than during fast driving, but really bad surfaces are no worry and motorway travel is very comfortable." (The Motor)



The Volvo 1800 S has a phenomenal ability to hold the road under the hardest driving conditions. This characteristic is eminently suited to long-distance driving at any speed.

Outstandingly designed suspension, carefully balanced springing and effective damping permit hard driving even on bad roads.

Controlled clearance is exceptionally high for this type of car.

The tires are of the braced-tread type. They grip the road firmly and demonstrate their safety when negotiating sharp turns.





## A WELL-BUILT AGILE CAR FOR TOWN TRAFFIC

"The outward appearance of the car expresses in smooth, flowing lines the smooth, flowing performance of the machine." (Car and Driver)



The all-welded steel body is braced and reinforced to make a strong and self-supporting unit.

Rigid checking and thorough inspection of material during manufacture and rigorous final testing are Volvo methods for producing the best quality. No Volvo 1800 S may leave the factory without having first passed the exacting demands of Volvo regarding quality and finish — down to the smallest detail.

Perfect paintwork demands careful sheet-metal treatment. Hand grinding is an important detail (Below).

The body is protected against rust by the most modern and up-to-date methods. These methods include phosphating the raw body shell, dipping it in a primer, and oil-mist spraying of the underbody.

Painting with primer, undercoat and finish enamel of the highest quality gives a surface which retains its lustre and protective qualities for long periods of time in all kinds of climate.

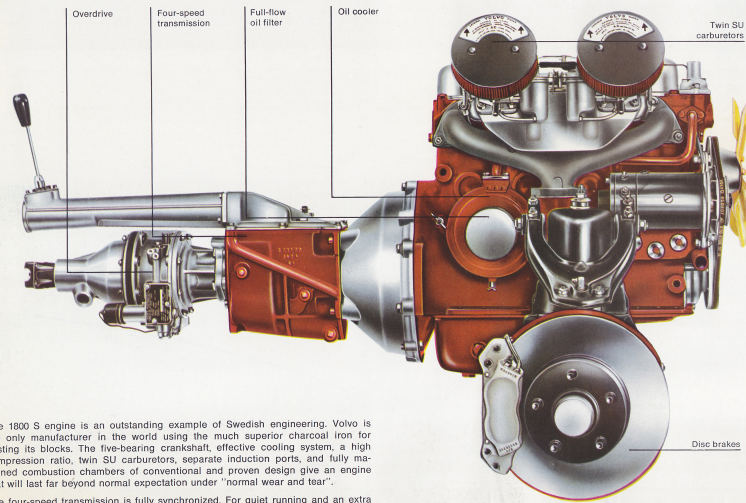
As an extra protection against rust, the wheel housings are sprayed with an undercoating material.

The body shell is again inspected when the finished cars undergo a waterproofing test. There are no leaks in Volvos.





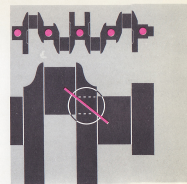
# SUPERB SWEDISH ENGINEERING



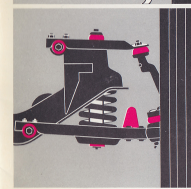
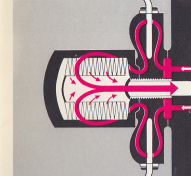
The 1800 S engine is an outstanding example of Swedish engineering. Volvo is the only manufacturer in the world using the much superior charcoal iron for casting its blocks. The five-bearing crankshaft, effective cooling system, a high compression ratio, twin SU carburetors, separate induction ports, and fully machined combustion chambers of conventional and proven design give an engine that will last far beyond normal expectation under "normal wear and tear".

The four-speed transmission is fully synchronized. For quiet running and an extra safety margin against the stress of high-speed driving, all gears are carried in needle bearings.

An overdrive reduces engine speed without reducing the speed of the car. This means less wear, lower engine noise and lower fuel consumption.



The carefully balanced crankshaft has five lead-bronze bearings, the large diameter and surface of which withstand high engine speed. This is a basic reason for the smooth and vibration-free operation.

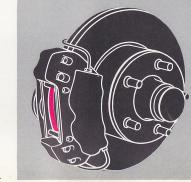


Independent front wheel suspension with control arms mounted in rubber bushings. The steering knuckle is carried in a ball joint. A stabilizer reduces body roll in hard cornering. The rear axle is carried by two longitudinal rubber-mounted support arms. Two

rubber-bearing torque arms compensate for the torque forces which influence the axle during acceleration and braking. The transverse location of the axle is by means of a track rod also carried in rubber bearings. Suspension and damping are by

means of coil springs and telescopic shock absorbers all round. These special shock absorbers are fitted with a nylon container filled with freon gas. This freon gas cools the shock absorber oil during hard driving preventing "oil froth" which im-

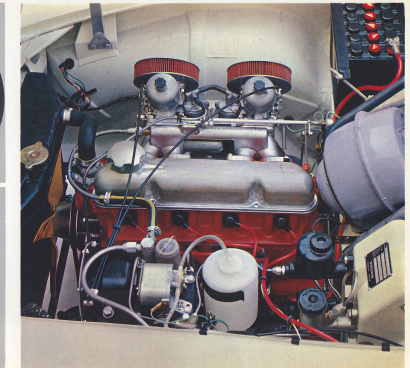
pairs the damping of normal shock absorbers. The Volvo 1800 S has disc brakes front and large drum brakes rear. The pressure necessary to activate these brakes is very light because pressure in the brake circuit is reinforced by a vacuum servo-unit.



"No effort was overlooked in making this engine as close to being foolproof and unbreakable as possible. Almost outrageously over-engineered and carrying its crank in five main bearings, the engine would be hard to destroy even deliberately." (Sports Car Graphic)



The Volvo 1800 S is not difficult to start even in extremely cold weather. It is, after all, built to withstand the rigors of Swedish winters. The high-capacity 12 V battery and one horsepower starter motor will turn the engine over even when cold weather has congealed the oil. A high generator output gives a good source of power for extra equipment such as radio, spotlights, etc.





# AB VOLVO

GÖTEBORG · SWEDEN

Importers:  
**VOLVO INC.,**  
Volvo Drive, Rockleigh, New Jersey

Distributors:  
**VOLVO DISTRIBUTING, INC.,**  
Volvo Drive, Rockleigh, New Jersey

**SWEDISH MOTOR IMPORT, INC.,**  
3303 West 12th Street, Houston 24, Texas

**VOLVO WESTERN DISTRIBUTING, INC.,**  
12925 Riverside Drive, Sherman Oaks, Calif.



## Specifications

### Engine, type B 18 B

Four-cylinder with overhead valves and five-bearing crankshaft.

Bore	3.313"
Stroke	3.15"
Displacement	1780 cc./109 cu.in.
Compression ratio	10.0:1
Max. output	108 h.p. (SAE) at 5800 r.p.m.
Max. torque	110 lb.ft. (SAE) at 4000 r.p.m.
Carburetors	Twin SU horizontal
Oil filter	Full-flow type
Oil cooler	Heat exchanger oil/water

### Cooling system

Capacity approx. 4.5 quarts  
Circulation thermostatically controlled.  
Oil cooler (see engine).

### Battery

Voltage	12 V
Capacity	60 Ah

### Generator

Fan-cooled and with automatic voltage control.  
Effect ..... max. 360 W

### Starter motor

Output ..... 1 h.p.  
Starter contact in ignition lock. The lock also has a position whereby all the electrical equipment with the exception of the engine can be switched on. The ignition lock and coil are connected by means of an armored cable.

### Clutch

Single dry disc, hydraulically controlled.  
External diameter of disc ..... 8½"

### Transmission

Fully synchronized; needle bearings.  
Short floor-mounted gear lever.

Ratios: 1st speed	3.13:1
2nd "	1.99:1
3rd "	1.36:1
4th "	1:1
Reverse	3.25:1

### Overdrive

Electrically controlled. Operates on fourth speed.  
Ratio ..... 0.756:1

### Drive shaft

Divided for vibrationless running.  
Three universal joints mounted in needle bearings and one maintenance-free center bearing mounted in rubber.

### Rear axle

Hypoid final drive.	
Ratio: Standard	4.1:1
With overdrive	4.56:1

### Steering

Type cam and roller.  
Number of steering wheel turns from  
lock to lock ..... 3¼  
Turning circle ..... approx. 30 ft.

### Front wheel suspension

Independent suspension with rubber-mounted control arms and ball joints. Coil springs and stabilizer.

### Rear wheel suspension

Rigid rear axle carried on two longitudinal rubber-mounted support arms and two longitudinal rubber-mounted torque arms. Transverse location of axle by means of a track rod. Coil springs.

### Shock absorbers

Double-acting, hydraulic, telescopic shock absorbers at front and rear. For constant damping during hard driving on bad roads the shock absorbers have freon-filled nylon containers.

### Footbrake

Hydraulic brakes with vacuum servo-assistance.

### Front:

Discs. Splash protected and self-adjusting.

### Rear:

Drums of the V-type. Self-centering.  
Brake friction area per wheel ..... 32.5 sq.in.

### Handbrake

Operates mechanically on rear wheels. Brake lever placed between driving seat and door.

### Wheels and tires

Pressed steel wheels. All wheels balanced.  
Rim size ..... 4½ J × 15"  
Braced-tread type sports tires (with tubes)  
Size ..... 165 mm—15"

### Body

Integral, all-welded steel body, completely rust-protected in accordance with the most modern methods. Closed body sections oil-mist sprayed. Undercoated wheel wells.

### Gas tank

Capacity ..... 12 US gallons

### Lighting equipment

Standard sealed beam headlights. Turn indicators front and rear. Stop and rear lights with built-in reflectors. Back-up light. The interior lighting is

switched on automatically when either of the doors is opened. Adjustable instrument lighting. Underdash map-reading light.

### Instrumentation

Speedometer with odometer and trip meter. Tachometer. Water and oil temperature gauges. Oil pressure gauge. Fuel gauge. Warning lamps for battery charging, high-beam headlights, directional signals and overdrive. Clock.

### Other equipment

Town and country horn. Foot dimmer switch. Direction indicator lever with automatic return. Fresh air heater and defroster. Heating thermostatically controlled. Two-speed ventilation fan. Separate air intakes for ventilation in hot weather. Two-speed electric windshield wipers. Electric windshield washer. Two padded sun visors. Dazzle-free rear view mirror. Accommodation for radio. Map and glove compartments under dash. Cigarette lighter. Ashtray. Tool equipment and jack. Spare wheel.

### Safety belts

Three-point Volvo safety belts fitted for both seats.

### Dimensions

Wheelbase	96½"
Tread	51¾"
Overall length	173¼"
Overall width	67"
Overall height unloaded	50⅝"
Ground clearance	approx. 6"
Curb weight	approx. 2640 lb.

The factory reserves the right to alter the price, design and equipment without previous notification.