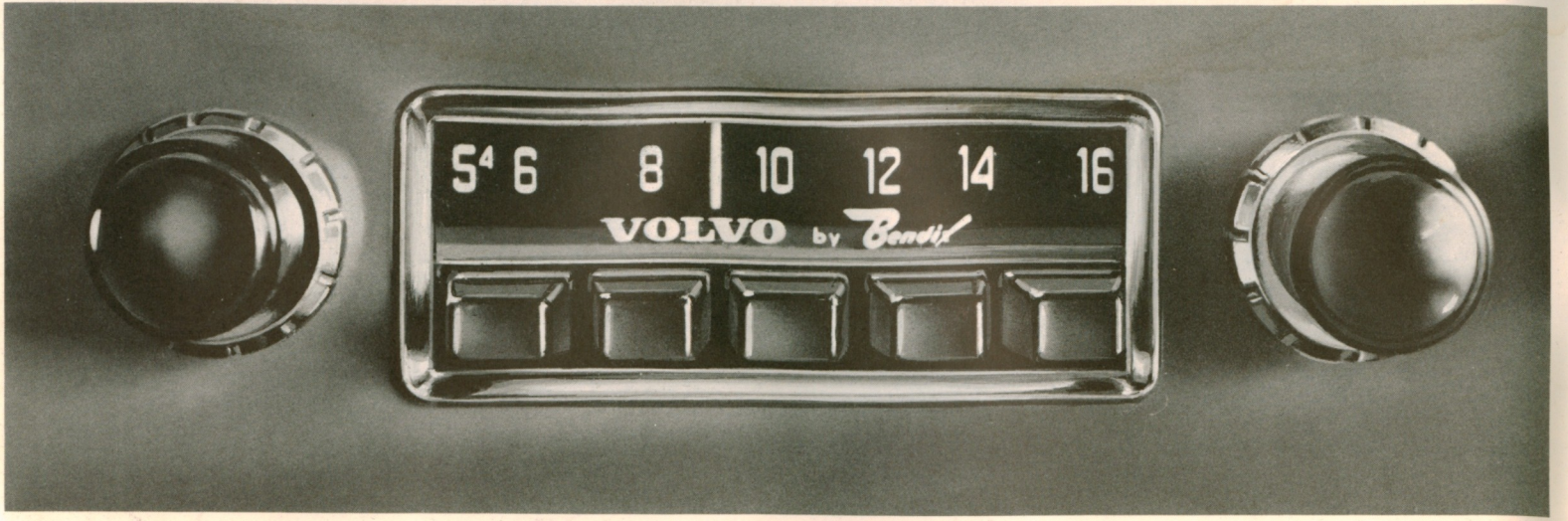
# There are some things that aren't standard equipment on your new Volvo.

# Some of them go on the inside of your car.




## Radios.

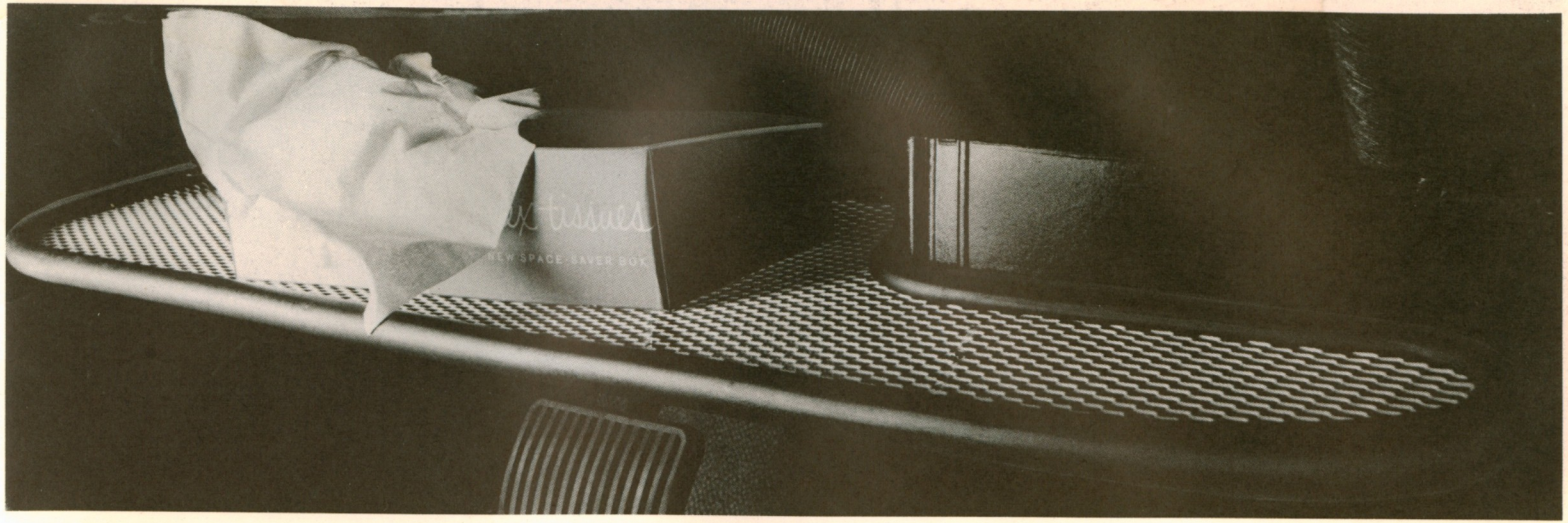
All-transistor Volvo radios manufactured by Bendix. Installation kit includes aerial, speakers, and adequate suppression material.

1800S Sugg. retail price $78.00

122S sedan (2 speakers)
Sugg. retail price $76.25

544 sedan Sugg. retail price $69.00

122S sedan and wagon (1 speaker)
Sugg. retail price $69.00



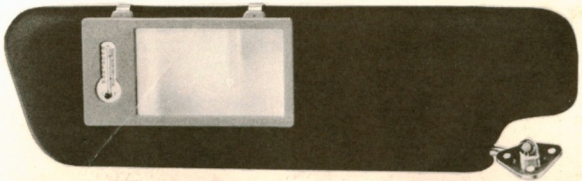

## Parcel shelf.

Something more cars should have. Installs in seconds. Then you can toss your maps and stuff under the dash, where you can get to them quickly, yet they're out of the way when you don't need them. Made of nylon net.

444/544 Sugg. retail price $11.67
122S Sugg. retail price $10.01

## Vanity mirror.

Fits onto reverse side of sun visor.
Sugg. retail price $1.46 all models.



## Rubber floor mats.

In grey, red, and blue, for front and rear, naturally.
Sugg. retail price $3.12—$3.97 each.

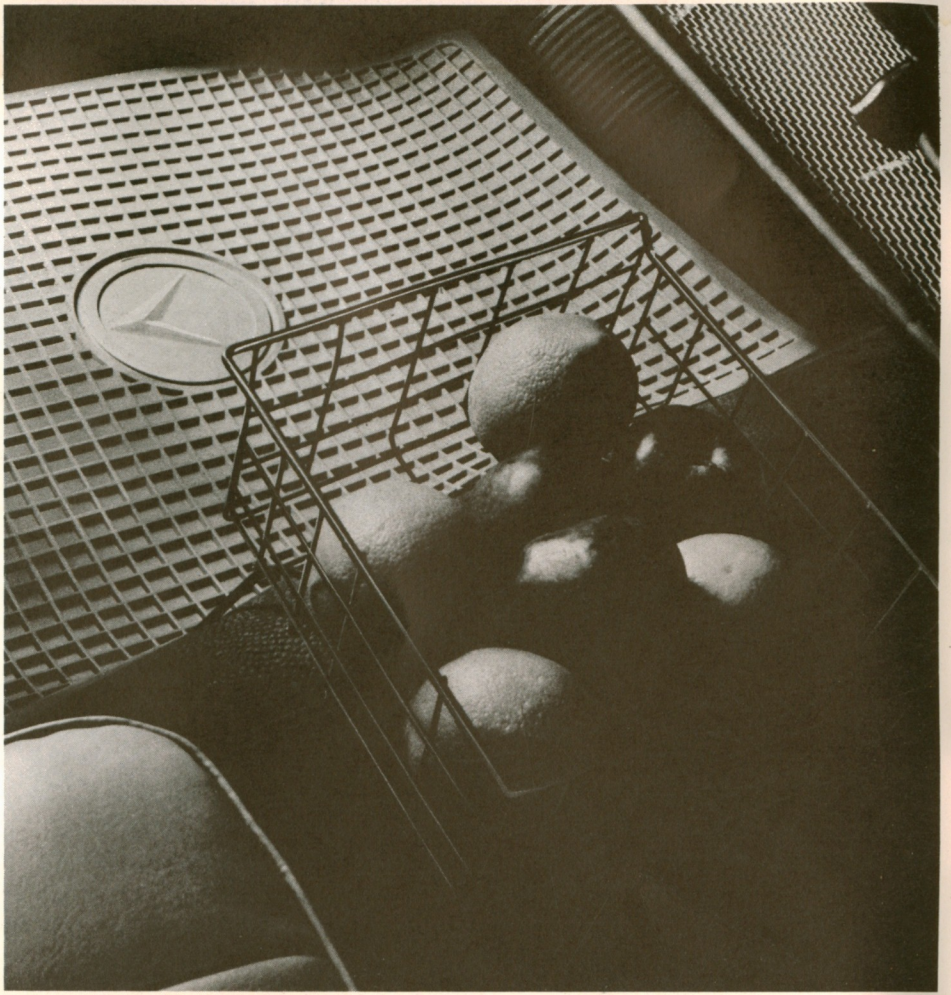
## Driver's basket.

How many times have you wished you had one of these things? You don't really install it...you just clamp it onto the tunnel. (Actually, passengers can use it too.)
122S series Sugg. retail price $2.60
444/544 Sugg. retail price $2.31

## Warm air channel.

Takes about an hour to install, and you don't even see it, because it runs alongside tunnel and is camouflaged under the rubber matting. Directs heat to the rear seats. 34½ in. long. Sugg. retail price $10.01. 122S series only. Standard from 1965 on.







## Reclining seat

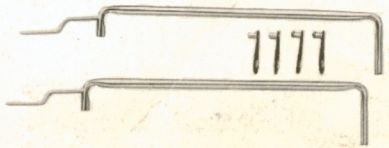
Actually you already have the seat. What we do is provide the fittings that turn it into a reclining seat. Specify car and left or right seat. Prices for all models are the same.
Sugg. retail price $53.46. 122S/1800S

## Headrest.

Goes naturally with reclining seat. Everyone knows how restful a headrest can be. But the presence of a headrest is also a safety factor.
Sugg. retail price $28.76

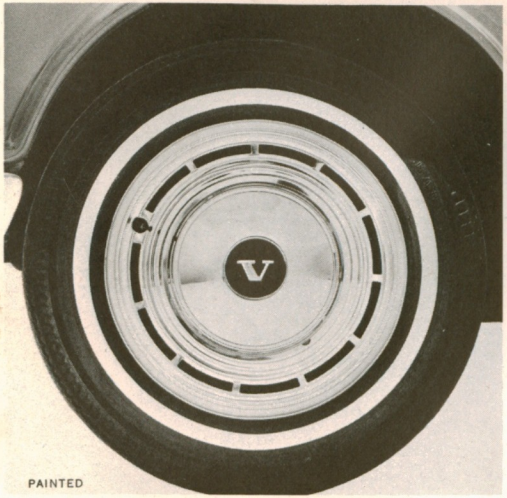
## Bedrest.

Kit that converts your car into a sleeper. And Volvo seats are as comfortable as a spring mattress when flat.
Sugg. retail price $4.65. 444/544

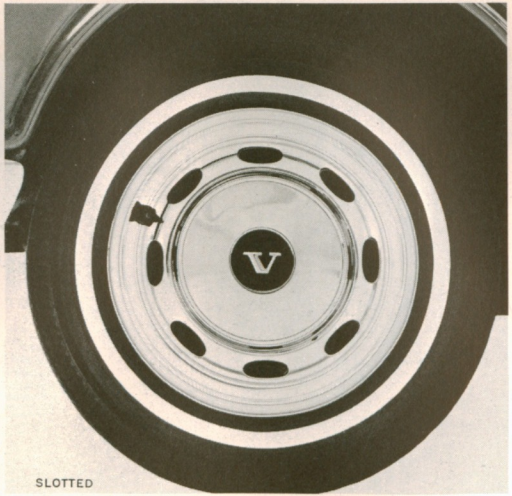




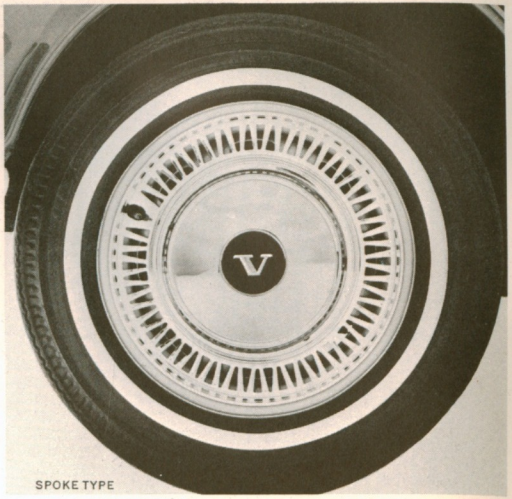
# And some of them go on the outside.



PAINTED



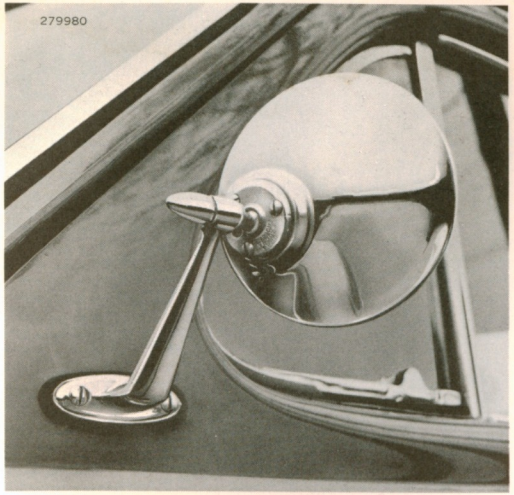
SLOTTED

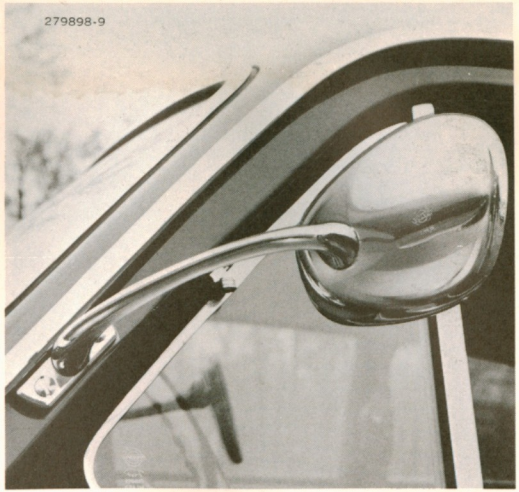


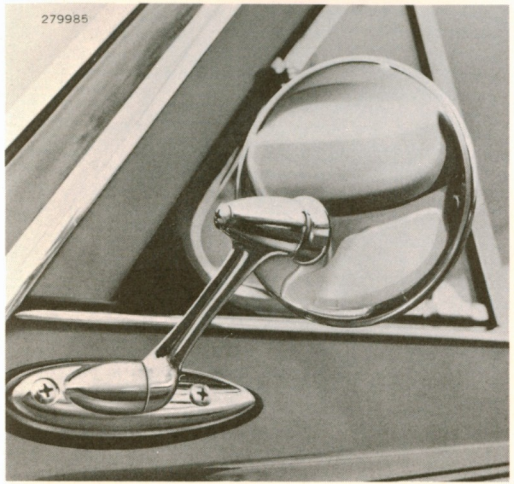
SPOKE TYPE

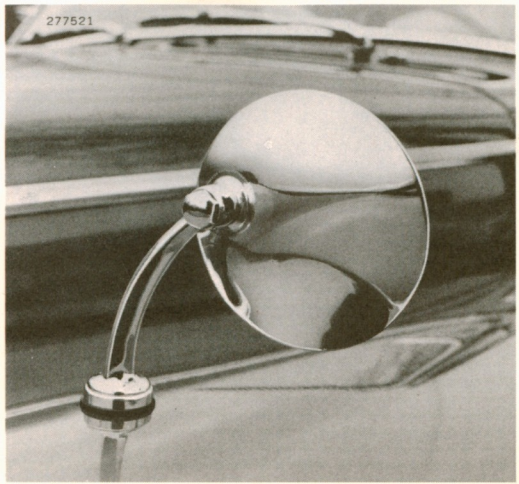
## Wheel trim rings.

They're anodized aluminum, which means they're non-corrosive. They're completely separate from the hubcaps, and quite easily fitted. Specify year and model if you want a set.
Sugg. retail price $12.22—$16.90 set.



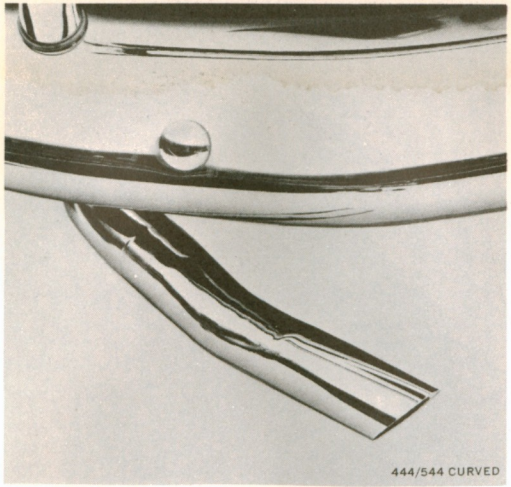

## Rear view mirrors.

Helpful for highway driving. Mount one on each fender, up ahead of you, or just mount one on the driver's side. Some are rigid, some pivoted. Sugg. retail price $3.95—$6.79

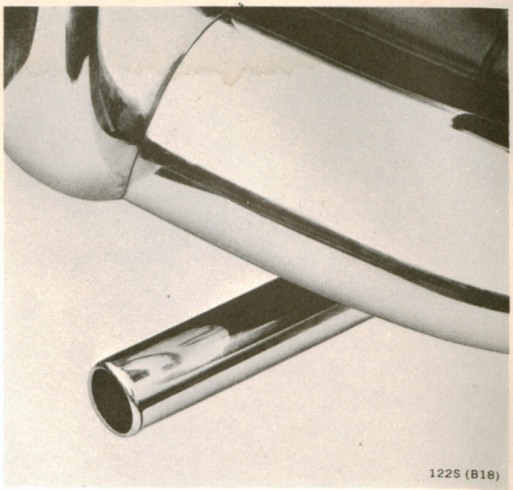
## Exhaust pipe extensions.

These aren't just decorations. Exhaust pipe extensions guide away the exhaust fumes that might otherwise corrode rear bumper chrome. Some of these extensions are chromed brass, some are stainless steel. Specify model and engine.

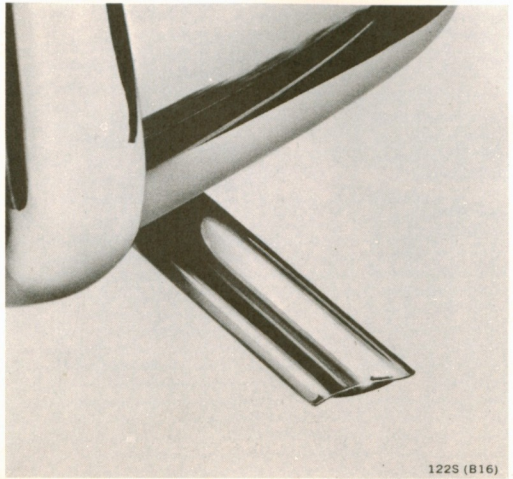
Sugg. retail price $2.31—$4.58



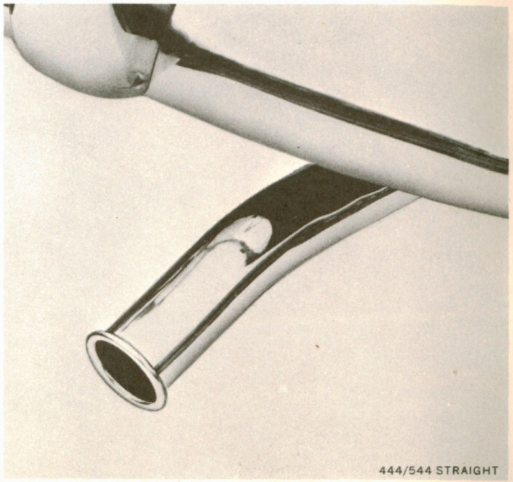
444/544 CURVED



122S (B18)



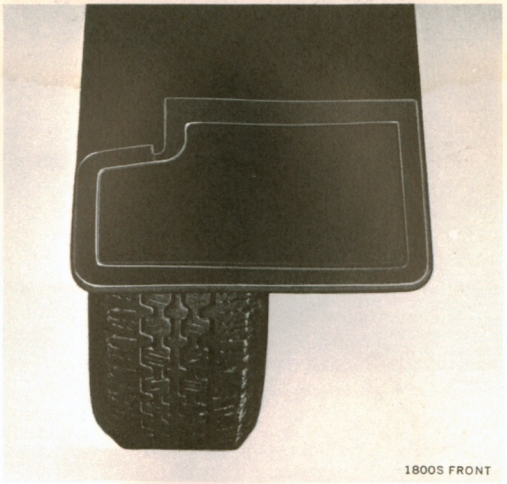
122S (B16)



444/544 STRAIGHT



444/544


1800S FRONT


122S


1800S REAR

## Mudflaps.

If you do a lot of highway or country driving, these are for you, and not just because they make the car look sporty. They protect your fenders from flying stones and such, and so prevent rust. They show your consideration for the car behind you, too.
Sugg. retail price $1.43 each.
Specify model, year, which fender.

## Headlight guards.

Attach in seconds. Remove in seconds, too, when you wash your car. They protect your headlights from flying debris.

Sugg. retail price $3.22 pair.

## Bumper guards.

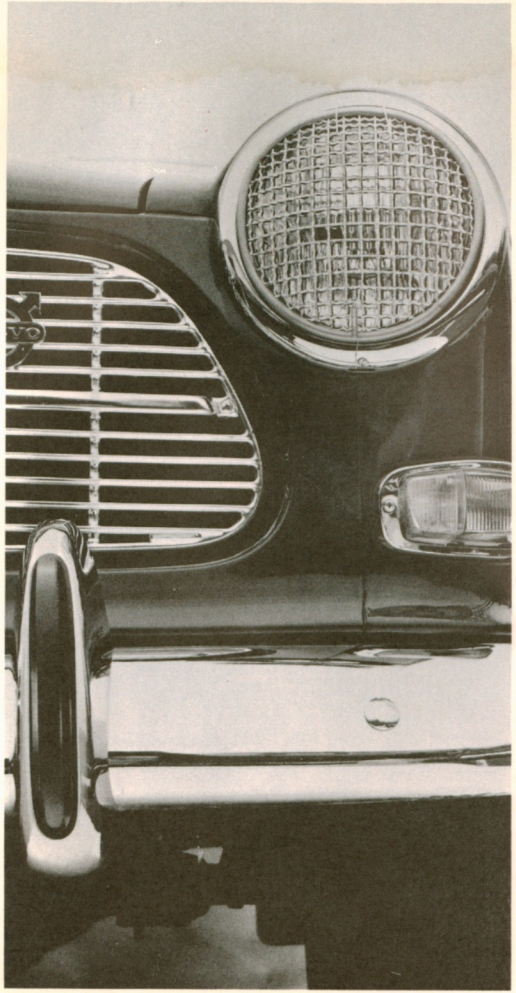
Rubber moulded. A great help to you and to the next guy too, in all kinds of parking situations. 122S series.

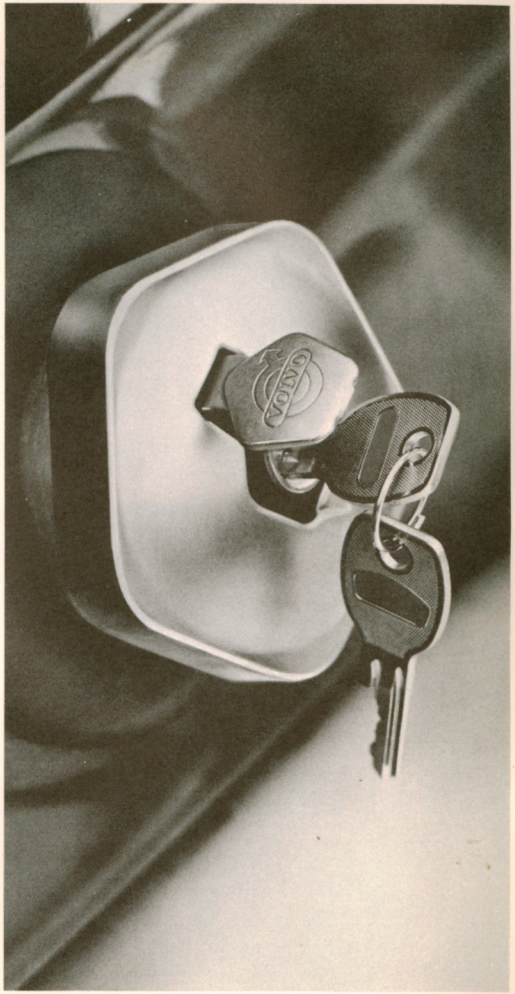
Sugg. retail price $2.15 each.

## Lockable gas cap.

Discourages and prevents petty theft and vandalism and all the expense and aggravation that go with them. Chromed brass.

Sugg. retail price $5.71





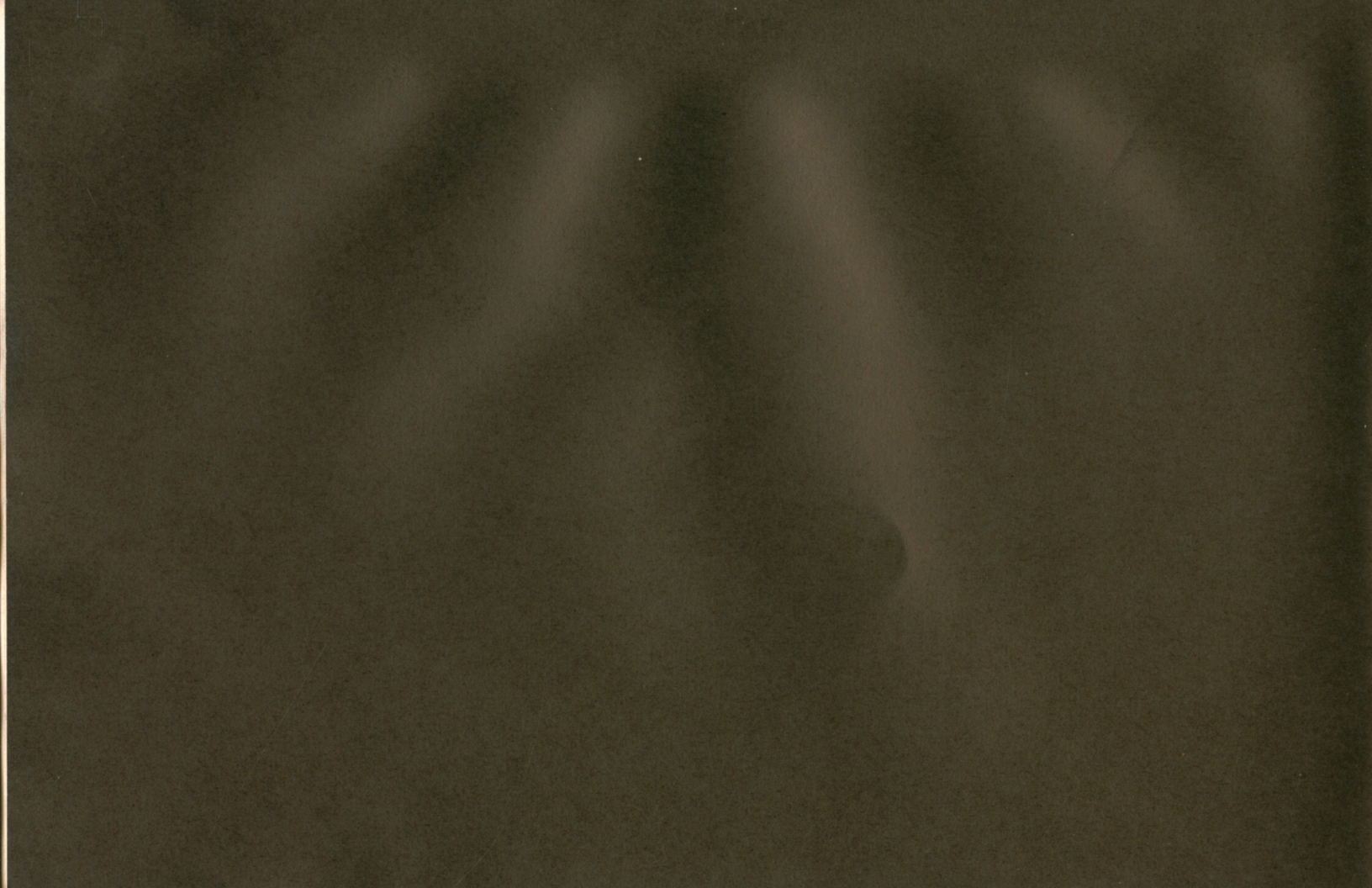



## Polish and wax.

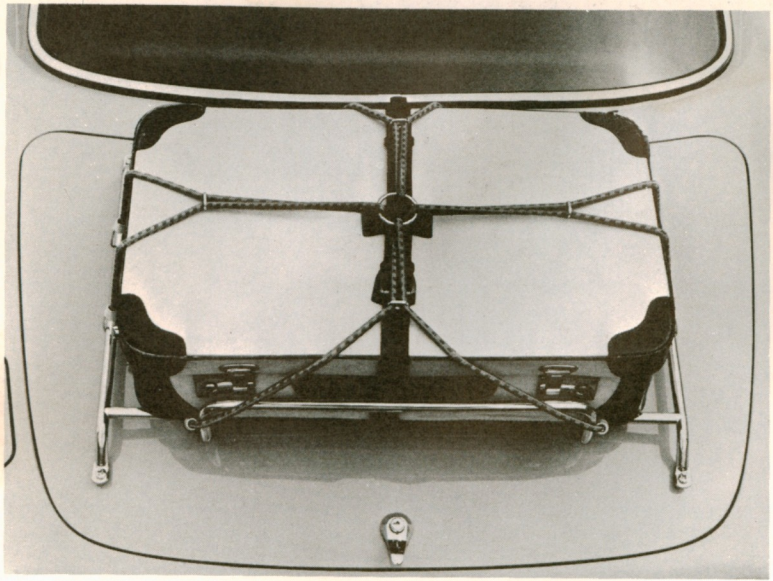
Developed by Volvo (1) to resist Swedish winters. (2) to provide the special non-abrasive polish needed by all synthetic enamelled vehicles. They give your Volvo a deep gloss shine and the ultimate in protection. Use polish first, to clean, *then* wax.
Polish (1 lb.) Sugg. retail price $1.95
Wax (12 oz.) Sugg. retail price $2.70

## Touch-up paint.

Each jar contains a full ounce of true color enamel, and has its own brush and cap. Color code for your car is on the chassis I.D. plate. All colors.
Sugg. retail price $1.00 per bottle.



# Some of them go up on the roof or even inside the trunk.

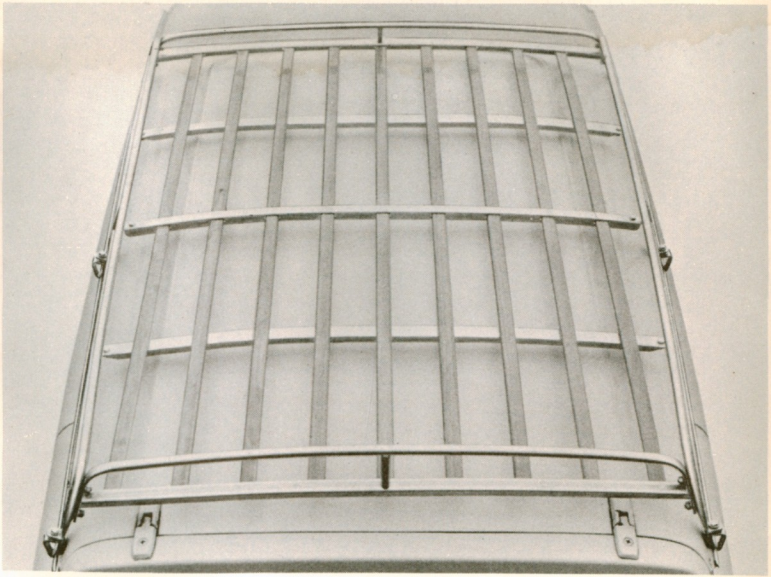


## Luggage rack for the 1800S.

Mounts on the trunk lid. Chromed, electric-welded steel tubing. Load area: 31″ x 16″. Retainer of fabric-covered rubber allows for varying amounts of luggage to be held firmly.

Sugg. retail price $39.95

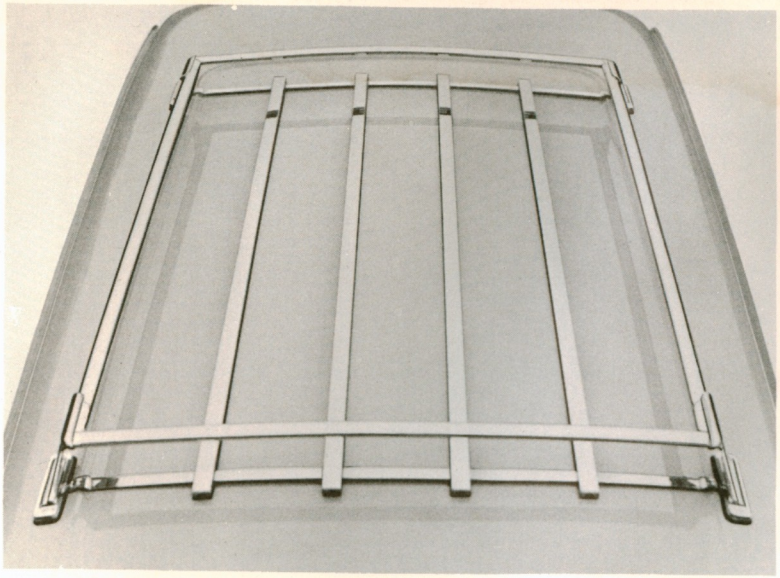
Retainer sugg. retail price $3.77



## For the 122S station wagon.

Mounts on roof. Zinc plated iron and steel tubing. 42″x60″ loading surface of nine lacquered wooden ribs.

Sugg. retail price $58.34



## Also for the 122S station wagon.

Rubber mounted to prevent scratching. All chromium and stainless steel.
Sugg. retail price $49.95

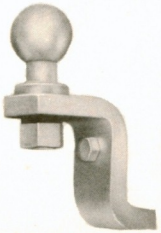


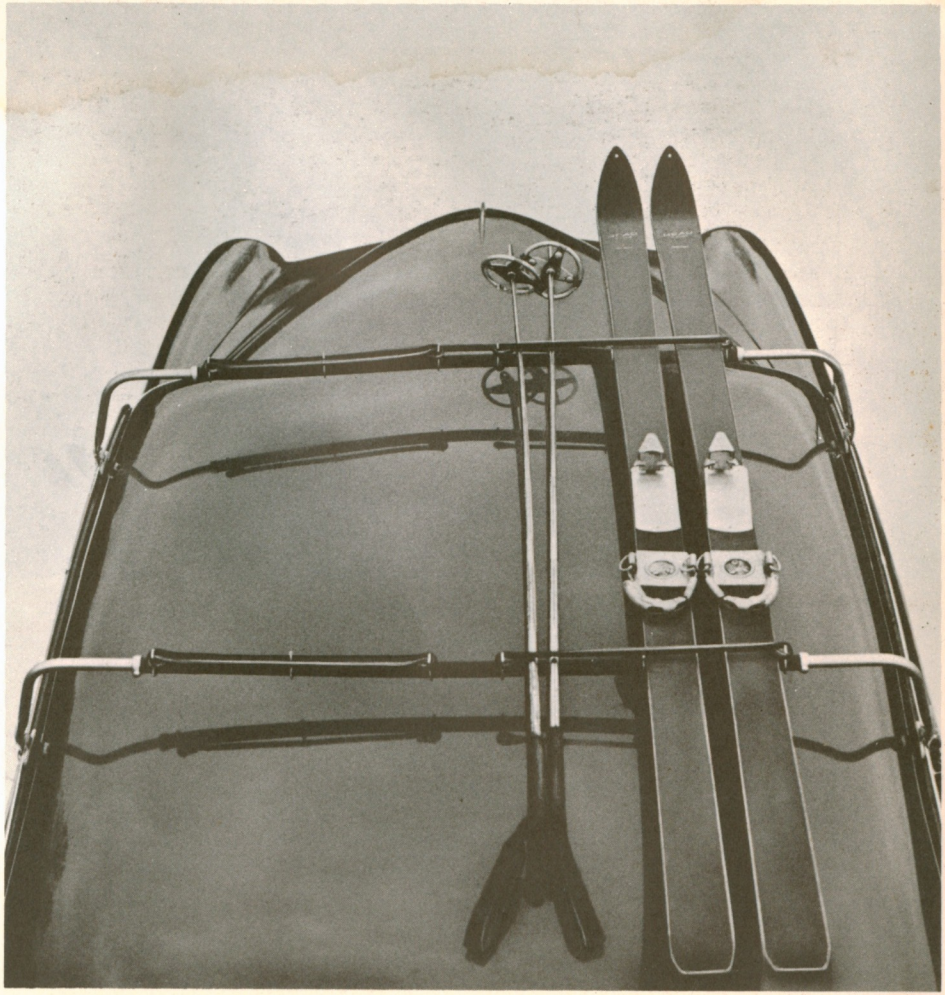
## For all sedans.

Fits on roof. Plastic coated steel tubing. Loading area: 42″x38″. Three easy adjustment settings for height.
Sugg. retail price $20.48

## Trailer hitches.

What's a trailer hitch good for? For hitching up a trailer. For towing you out of a rough spot. For helping you tow somebody else out of same. And what a great status symbol it makes!
Sugg. retail price $10.95
All models except 1800S.

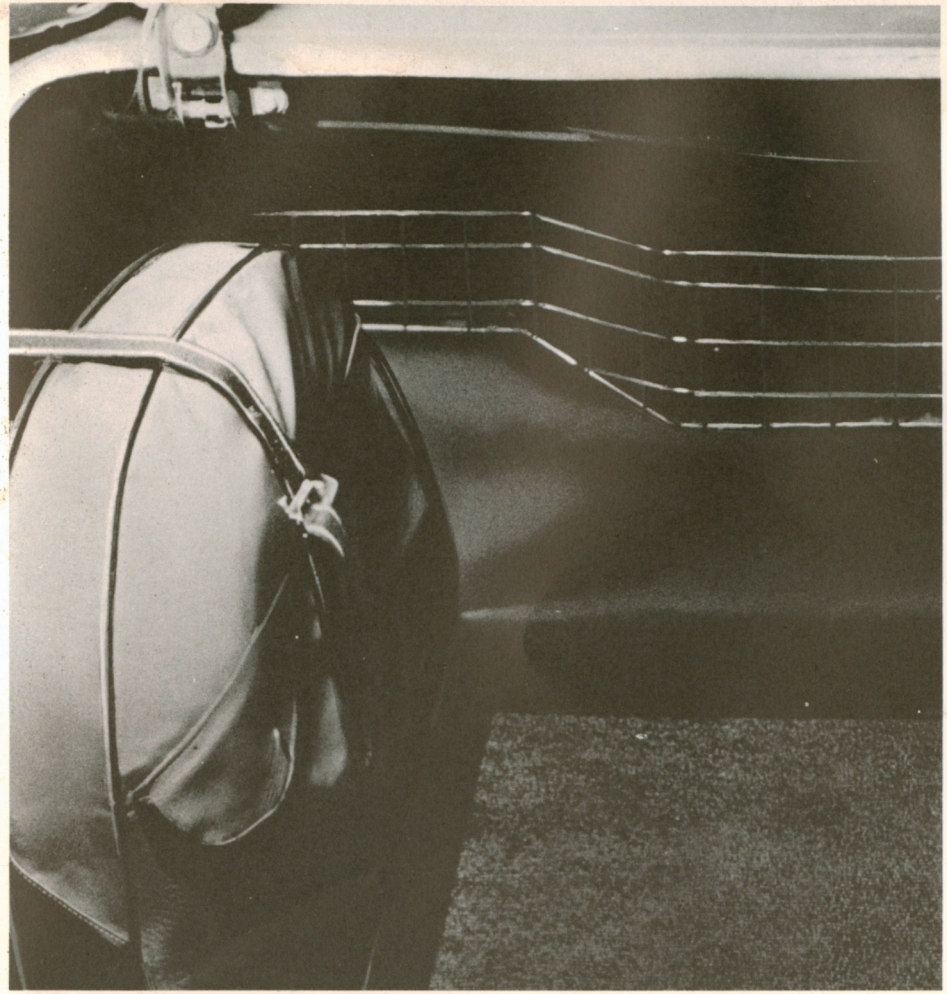




## Ski racks.

Clamp into roof channels. Each holds two pairs of skis. You say it's always warm where you live? You say there's never any snow within driving distance? Well then, you don't need one.

Sugg. retail price $10.01



## Luggage compartment basket.

It's amazing more cars don't have these. Just one look will save us the explanation of why we feel this way.
Sugg. retail price $7.51 (not available for 1800S)

## Luggage compartment light.

Mercury switch turns light on automatically when you open trunk. Think back to how many times you could've used one of these.
Sugg. retail price $1.59

## Spare tire cover.

So spare tire won't soil or discolor your luggage. Also has pocket for moisture-free tool storage.
Sugg. retail price $4.58. All sedans.



# Some of them are for increased highway safety.



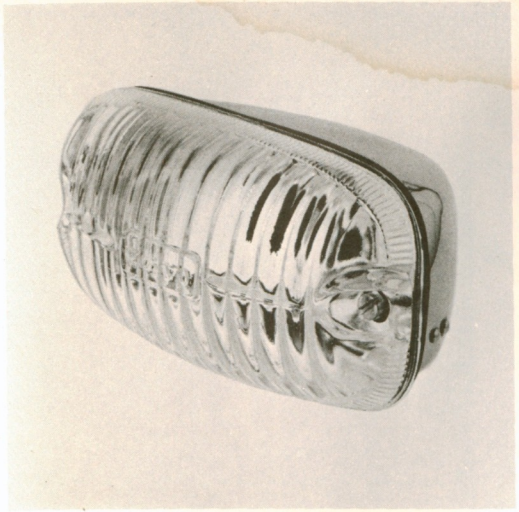
## Electric windshield washer.

Press the button and you wash your windshield clear of road salt in winter, insects in summer, grime all year round, without leaving or stopping car. Improves visibility.
Sugg. retail price $12.94



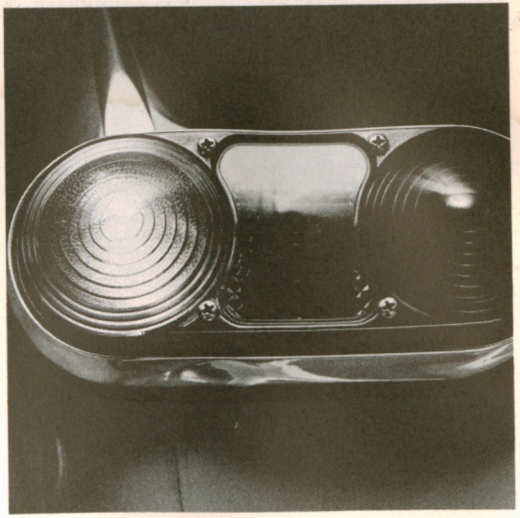
## Anti-mist panel.

No doubt you've seen these on other cars. At last you know what they are, and what they're for. They prevent fogging, preserve a clear view of the road behind you.
Sugg. retail price $3.28



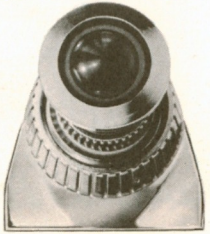
## Back-up lights.

You can combine them with a 12V light switch that turns them on automatically when you're in reverse.
Back-up light Sugg. retail price $4.84
(standard on 122S from 1964 on)
Light switch Sugg. retail price $5.36



## Highway emergency flasher system.

If you get stuck on a highway somewhere, you flip a switch and all four turn indicators flash on and off for help. (Flasher system will operate even when ignition is turned off.)
Sugg. retail price $8.95






## Jerricans.

For the highway traveler who prefers a reserve supply of fuel to a long walk. 1¼ gallon sizes are round, and fit right into spare tire in trunk. Larger capacity 2 gallon size is square.

| | |
|---|---|
| 122S sedan | Sugg. retail price $7.51 |
| 444/544 | Sugg. retail price $7.51 |
| All models | Sugg. retail price $7.09 |

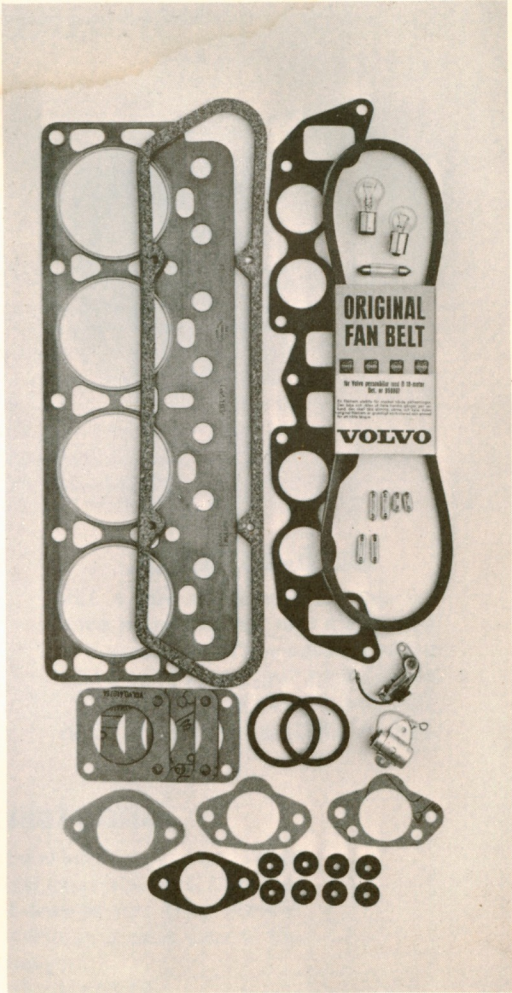
## Safety belts.

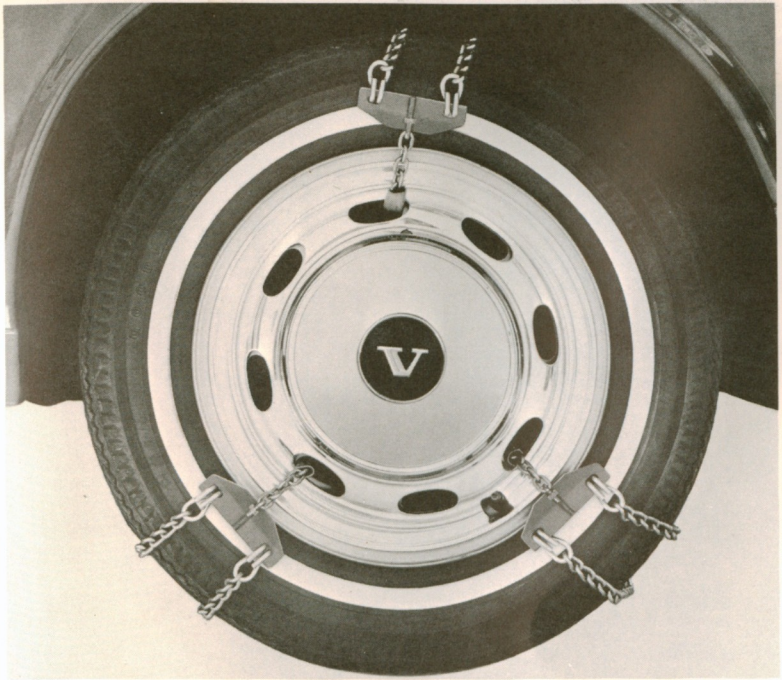
Safety belts can save your life. They should be worn whenever car is in motion, whether in the city or on the highway. If you haven't already installed them, you should do so now. (They are standard on the '65 Volvo.)
Sugg. retail price $17.55 each seat.
Mounting brackets
Sugg. retail price $1.79

## Tourist kit.

Highway emergency repair kit: extra points, fan belt, condenser, gasket set, fuses, etc.
Sugg. retail price $11.80. All models before 1962.
Sugg. retail price $13.19. All models 1962 on.







## Snow straps.

Some call them links. Easily fitted. Ideal for snow emergencies, especially if you don't use chains or snow tires. Use three for each rear wheel.

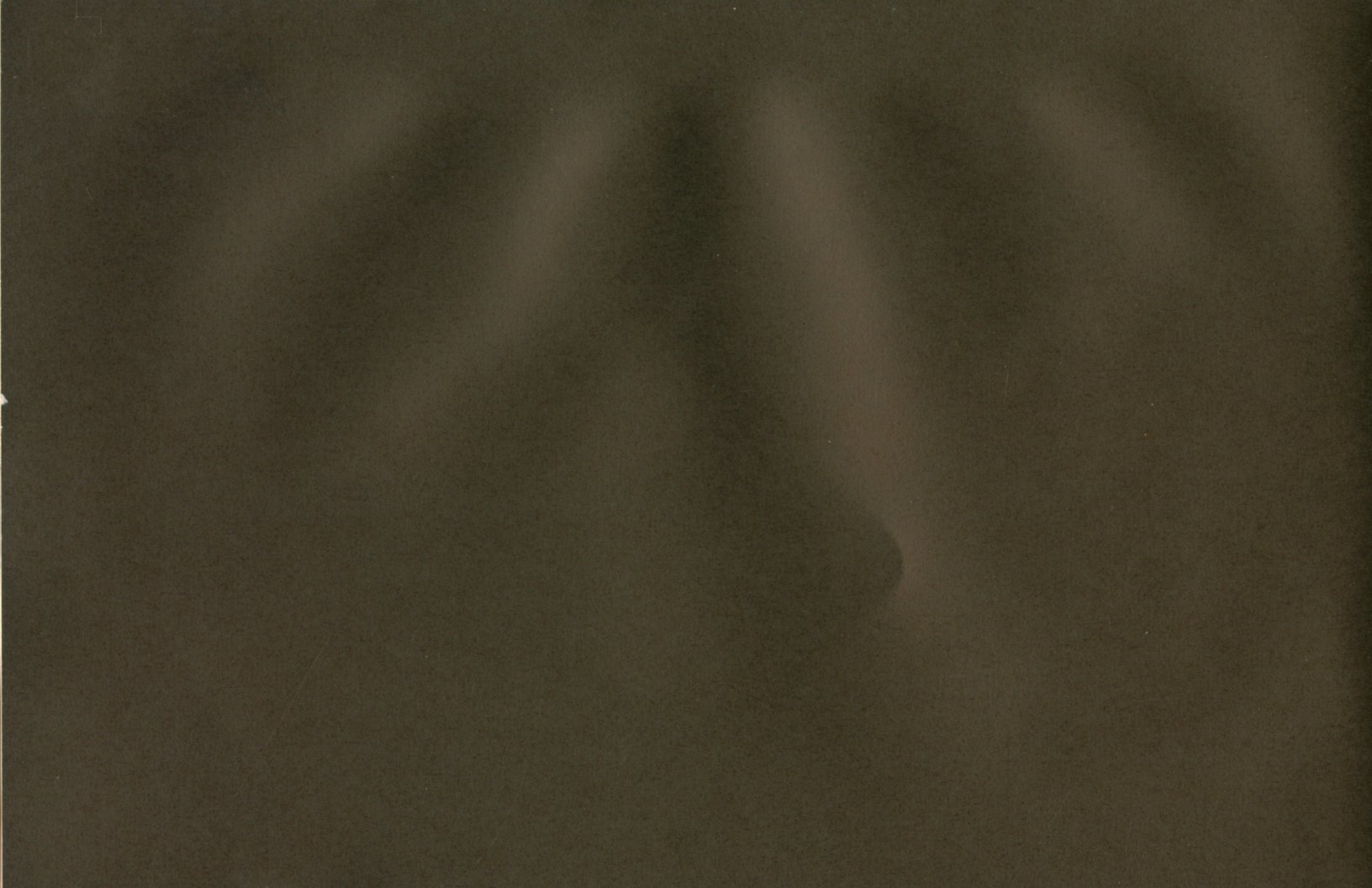
| | |
|---|---|
| 122S station wagon | $3.12 each. |
| 1800S | $3.02 each. |
| All sedans | $2.93 each. |




## Volvo service manual.

If you're the kind of guy who likes to tinker with cars, this will tell you all you need to know about your Volvo. Of course, if you'd rather not tinker with your car, you can always bring it in to your Volvo dealer.

Sugg. retail price $15.00

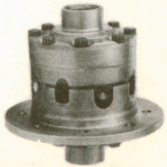


# And there are even a couple you probably didn't think you could get.




## Power lock.

A limited slip differential. Improves traction in sand, mud, and snow. Reduces the danger of skidding in turns. Sugg. retail price $71.00 (not for 122S station wagon)





## Power brakes.

Many people think power brakes must be built into a car at the factory. This just isn't so. Volvo servo-assist power brakes are quite easily and quickly installed whenever you decide you want them, and at a price that will probably surprise you. (Standard on 1800S and 1965 122S wagon.)

For 122S sedans with disc brakes.
Sugg. retail price $59.95

Servo brake piping kit.
Sugg. retail price $3.43

# Following is a complete listing of accessories and prices for your Volvo.

# ACCESSORIES IN ALPHABETICAL ORDER

| | | | |
|---|---|---|---|
| Anti-mist panel | all models | 277444 | $ 3.28 |
| Back-up light | all models | 279251 | 4.84 |
| Back-up light switch | 12 volt only | 277324 | 5.36 |
| Bedrest | 444/544 | 79772 | 4.65 |
| Bumper guards, rubber moulded | 122S | 277556 | 2.15 |
| Driver's basket | 122S | 277173 | 2.60 |
| Driver's basket | 444/544 | 279141 | 2.31 |
| Exhaust pipe extension | 122S (B18) | 277178 | 2.31 |
| Exhaust pipe extension, curved | 444/544 | 277397 | 4.58 |
| Exhaust pipe extension, straight | 444/544 | 279523 | 2.31 |
| Exhaust pipe extension | 122S (B16) | 279544 | 2.96 |
| Headlight guards | all models | 277328 | 3.22 pair |
| Headrest | 122S, 1800S '65 models | 277586 | 28.76 |
| Highway emergency flasher | all models 12 V. | 279901 | 8.95 |
| Jerrican (1¼ Gal.) | 122S sedans | 277002 | 7.51 |
| Jerrican (1¼ Gal.) | 444/544 | 277012 | 7.51 |
| Jerrican (2 Gal.) | all models | 277459 | 7.09 |
| Lockable gas cap | all models (except 1800S) | 277360 | 5.71 |
| Luggage compartment basket | 444/544 | 277151 | 7.51 |
| Luggage compartment basket | 122S sedans | 277249 | 7.51 |
| Luggage compartment light | all models | 279894 | 1.59 |
| Luggage rack | 1800S | 277154 | 39.95 |
| Luggage rack retainer | 1800S | 277007 | 3.77 |
| Luggage rack | 122S station wagon | 277270 | 58.34 |
| Luggage rack | all sedans | 277278 | 20.48 |
| Luggage rack | 122S station wagon | 279900 | 49.95 |
| Mud flap, L | 444/544 | 79580 | 1.43 |
| Mud flap, R | 444/544 | 79581 | 1.43 |
| Mud flap, front | 1800S | 277175 | 1.43 |
| Mud flap, rear | 1800S | 277176 | 1.43 |
| Hardware kit (front and rear mud flaps) | 1800S | 277174 | 2.67 |
| Mud flap, L | 122S | 277466 | 1.43 |
| Mud flap, R | 122S | 277467 | 1.43 |
| Parcel shelf | 444/544 | 277498 | 11.67 |
| Parcel shelf | 122S | 277499 | 10.01 |
| Polish | all models | 279140 | 1.95 |
| Power brakes | 122S with disc brakes | 276457 | 59.95 |

## ACCESSORIES (Continued)

| | | | |
|---|---|---|---|
| Brake piping kit | 122S with disc brakes | 276458 | $3.43 |
| Power lock | all models (except 122S station wagon) | 279953 | 71.00 |
| | 1800S | 279958 | 78.00 |
| Radio kit | 122S sedans | 279959 | 76.25 |
| Radio kit (2 loudspeakers) | 544 | 279960 | 69.00 |
| Radio kit | 122S series | 279961 | 69.00 |
| Radio kit (1 loudspeaker) | all models | 277521 | 6.79 |
| Rear view mirror | all models | 279898 | 6.08 |
| Rear view mirror, L (convex) | all models | 279899 | 6.08 |
| Rear view mirror, R (convex) | all models | 279980 | 6.75 |
| Rear view mirror | all models | 279985 | 3.95 |
| Rear view mirror | 122S | 277386 | 53.46 |
| Reclining seat fitting, L | 122S | 277387 | 53.46 |
| Reclining seat fitting, R | 1800S | 277463 | 53.46 |
| Reclining seat fitting, L | 1800S | 277464 | 53.46 |
| Reclining seat fitting, R | 1800S | 277224 | 3.97 |
| Rubber floor mat, L (grey) | 1800S | 277225 | 3.97 |
| Rubber floor mat, R (grey) | 1800S | 277456 | 3.97 |
| Rubber floor mat, L (red) | 1800S | 277457 | 3.97 |
| Rubber floor mat, R (red) | 122S | 277226 | 3.97 |
| Rubber floor mat, L front (grey) | 122S | 277227 | 3.97 |
| Rubber floor mat, R front (grey) | 122S | 279643 | 3.12 |
| Rubber floor mat, rear (grey) | 122S | 277228 | 3.97 |
| Rubber floor mat, L front (red) | 122S | 277229 | 3.97 |
| Rubber floor mat, R front (red) | 122S | 279646 | 3.12 |
| Rubber floor mat, rear (red) | 444/544 | 279632 | 3.35 |
| Rubber floor mat, L front (grey) | 444/544 | 279633 | 3.35 |
| Rubber floor mat, R front (grey) | 444/544 | 279634 | 3.12 |
| Rubber floor mat, rear (grey) | 444/544 | 279635 | 3.35 |
| Rubber floor mat, L front (red) | 444/544 | 279636 | 3.35 |
| Rubber floor mat, R front (red) | 444/544 | 279637 | 3.12 |
| Rubber floor mat, rear (red) | 444/544 | 279638 | 3.35 |
| Rubber floor mat, L front (blue) | 444/544 | 279639 | 3.35 |
| Rubber floor mat, R front (blue) | 444/544 | 279640 | 3.12 |
| Rubber floor mat, rear (blue) | One hole attachment | 277470 | 17.55 |
| Safety belt | Two hole attachment | 277471 | 17.55 |
| Safety belt | Spec. model & chassis no. | 277132 | 1.79 |
| Floor tunnel anchorage kit | | | |

## ACCESSORIES (Continued)

| | | | |
|---|---|---|---|
| Installation kit | 444/544 up to Chassis No. 230333 | 277162 | $5.01 |
| Service manual | 444/544 (B16) | 7776003 | 15.00 |
| Service manual | 122S (B16) | 7776005 | 15.00 |
| Service manual | 544 (B18) | 7776006 | 15.00 |
| Service manual | 122S (B18) | 7776007 | 15.00 |
| Service manual | 1800S | 7776008 | 15.00 |
| Ski rack | all models | 277234 | 10.01 |
| Snow strap (6 pcs—recommended for rear wheels) | all sedans | 277230 | 2.93 |
| Snow strap (6 pcs—recommended for rear wheels) | 122S station wagon | 277468 | 3.12 |
| Snow strap (6 pcs—recommended for rear wheels) | 1800S | 277469 | 3.02 |
| Spare tire cover | all sedans | 279731 | 4.58 |
| Touch-up paint, black | color code: 19, 49, 50 | 277020 | 1.00 |
| Touch-up paint, midnight blue | color code: 31, 35, 45, 54 | 277022 | 1.00 |
| Touch-up paint, ivory | color code: 42 | 277024 | 1.00 |
| Touch-up paint, red | color code: 43, 46, 51 | 277025 | 1.00 |
| Touch-up paint, grey-beige | color code: 43, 44, 45, 49, 50, 51, 54, 65 | 277026 | 1.00 |
| Touch-up paint, golden beige | color code: 48 | 277028 | 1.00 |
| Touch-up paint, olive green | color code: 56, 56-1, 68, 68-1 | 277029 | 1.00 |
| Touch-up paint, slate blue | color code: 67, 67-1 | 277030 | 1.00 |
| Touch-up paint, fawn | color code: 72 | 277031 | 1.00 |
| Touch-up paint, mist green | color code: 73 | 277032 | 1.00 |
| Touch-up paint, pearl white | color code: 79 | 277346 | 1.00 |
| Touch-up paint, graphite grey | color code: 80, 80-1 | 277350 | 1.00 |
| Touch-up paint, golden yellow | color code: 84 | 277448 | 1.00 |
| Touch-up paint, blue green | color code: 85 | 277452 | 1.00 |
| Touch-up paint, light blue | color code: 89 | 277549 | 1.00 |
| Touch-up paint, dark blue | color code: 90 | 277553 | 1.00 |
| Tourist kit | 544 & 122S, 1959-61 (B16) | 276213 | 11.80 |
| Tourist kit | 544 & 122S, 1962 on (B18) | 276235 | 13.19 |
| Trailer hitch | 444/544 | 279904 | 10.95 |

## ACCESSORIES (Continued)

| | | | |
|---|---|---|---|
| Trailer hitch | 122S sedan | 279947 | $10.95 |
| Trailer hitch | 122S station wagon | 279948 | 10.95 |
| Vanity mirror | all models | 79619 | 1.46 |
| Warm air channel | 122S up to '65 models | 277438 | 10.01 |
| Wax | all models | 279245 | 2.70 |
| Wheel trim rings (spoke-type) | all sedans up to '65 models | 277089 | 12.22 set of 4 pcs |
| Wheel trim rings (spoke-type) | all sedans from '65 models | 277580 | 12.87 set of 4 pcs |
| Wheel trim rings (spoke-type) | 1800S, 122S station wagon up to '65 models | 277396 | 13.81 set of 4 pcs |
| Wheel trim rings (spoke-type) | 1800S, 122S station wagon from '65 models | 277581 | 12.87 set of 4 pcs |
| Wheel trim rings (painted) | all sedans up to '65 models | 277237 | 16.90 set of 4 pcs |
| Wheel trim rings (painted) | all sedans from '65 models | 277582 | 15.70 set of 4 pcs |
| Wheel trim rings (painted) | 1800S, 122S station wagon up to '65 models | 277395 | 16.90 set of 4 pcs |
| Wheel trim rings (painted) | 1800S, 122S station wagon from '65 models | 277583 | 15.70 set of 4 pcs |
| Wheel trim rings (slotted) | all sedans from '65 models | 277584 | 14.11 set of 4 pcs |
| Wheel trim rings (slotted) | 1800S, 122S station wagon from '65 models | 277585 | 14.11 set of 4 pcs |
| Windshield washer, 12 volt | all models (exc. 1800S) | 277353 | 12.94 |

ALL PRICES SUGGESTED RETAIL, AND SUBJECT TO CHANGE WITHOUT NOTICE.



# Now that we've shown you some things that aren't standard equipment on your new Volvo, we'll remind you what is.

If you have a 544: fully synchronized 4-speed transmission • undercoating • dual carburetors • electric windshield wipers • fresh air type heater and defroster • padded instrument panel & sun visors • three point safety belts • vinyl/cloth upholstery • arm rest • cigarette lighter • courtesy light • tool kit and jack • trip mileage counter • whitewalls

If you have a 122S sedan you get the same, plus: bucket seats • back-up light • 2-speed electric windshield wipers • vinyl upholstery • disc brakes on front wheels • center pull-down arm rest in rear seat • passenger assist handle • child-proof rear door locks (On the 122S wagon you get servo-assist power brakes too)

If you have an 1800S you also get: bucket seats • servo-assist power brakes • back-up lights • 2-speed electric windshield wipers • leather upholstery • disc brakes on front wheels • oil cooler • map reading light • arm rests • Pirelli Cinturato belted tires • tachometer • electric clock • locking gas cap • trip mileage counter

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CA-6/65