

SAAB V4

96 SEDAN + 95 STATION WAGON, 1971





If Saab thinks about you... shouldn't you think about Saab?



It's about time you thought about Saab. Mainly because we've been thinking about you ever since we built our first car in 1950. Thinking about you is part of our heritage. We're one of the largest designers and builders of advanced jet aircraft in the world. And we've learned to think about you. Whenever we build anything. A plane. Or a car. Examine a Saab V4 and you'll know what we mean. It shows right through.

What we've learned about comfort, safety, reliability and performance building planes, we've applied to our cars. That's why our V4 has one of the lowest air resistance coefficients in the world (0.37). V4's aerodynamic design works harder for you. You need

less power to run at any speed. (And that means you use less gas.)

The basic V4 structure has immense strength. We test every inch of it with equipment we developed for testing jet fighters. Solid beams and strong steel profiles form the passenger space. The compartment will remain basically intact even in the case of a severe collision.

When we built the V4, we were thinking of you in every conceivable driving situation and under every driving condition. For example, V4 has front wheel drive. The front wheels are the driving wheels. The rear wheels roll freely. Just part of the explanation for V4's superb stability and traction in any weather. On any

road. (Other factors that give V4 its superior road holding characteristics: low unsprung weight, low center of gravity, a one-piece rear axle that gives constant track and always maintains the wheels at right angles to the pavement.)

The V4 has our world renowned fail-safe dual-diagonal braking system. Because we thought you'd like the security of knowing that you'll stop straight everytime. Even if one brake circuit becomes damaged.

Our steering wheel column. Another example of the way we think of your safety. It's collapsible. It's designed to 'fold' at an impact.

As for comfort, we think you'll like how we thought of you. V4 has soft

breathing all-vinyl covered seats. Floor mats all around. All beautifully coordinated. V4 doesn't sway on curves. And you'll have no excess road or engine noise to contend with. The thinking that went into V4 for you, makes driving it a pleasure you won't experience in any other car.

Now, take a look at all the colors we're offering you this year. 7 of them. (More than most imports.) Because we thought you'd like to have a wide variety to choose from. Tyrol Green. White. Toreador Red. Savanna Beige. Blue. Silvermink. And Black. And we thought enough about you to assure you that the color you pick will look bright and new. Even after years of driving. We employed a new painting

method.

The Electro-phores method. We call it Electro-Dip. Simply, here's how it works. We put the car body in a paint bath. Shoot electrical currents through it. And take it out to dry. Results: paint on every inch of the body (no bare spots anywhere), better adhering (the paint won't peel off), higher gloss and harder surface. See, We think of you inside and out.

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One look at the 1971 Saab 96 will tell you how much we were thinking about you this year. First you'll notice the completely new color coordinated interiors. Soft, attractive, liveable, with lush secure, bucket seats. Now the dashboard. In new muted tones to avoid distracting reflections. The instruments and controls have been redesigned for greater convenience. They've been placed directly in your line of vision, and within easy reach. The gauges and warning blinkers are in two round instruments (recessed to prevent glare). They tell you all you have to know instantly. About your battery. Oil. Lights. Everything. To the left of the dash you'll find a new safety item. A special lock on

the headlight switch. It eliminates the risk of turning off your lights by mistake. You'll find another sample of the way we were thinking of you at the lower edge of the dash. A fresh air outlet. With controls for both air volume and direction. (It's just another feature of our unique fresh air system. That allows the air to be evenly distributed and controlled.) And there are defroster vents not only for the rear window, but the side windows as well. The heating system is thermostatically controlled. And geared to our severe Swedish winters. It reaches full capacity within minutes after a cold start. (We've also given some extra thought to the comfort of your rear seat passengers, too. We've

given them their own heating ducts.) Sit in a Saab bucket seat and you'll be convinced about how much we think of you. It adjusts for distance. And backrest tilt. (Easily, also when driving.) And we've thought of you taking long trips. With lots of baggage. So we've given you a rear section that converts into a huge baggage area. All you do is fold forward the rear seat and backrest. And the length of the compartment expands to about 5 feet.

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The other car makers don't think about us They worry about us

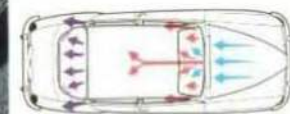
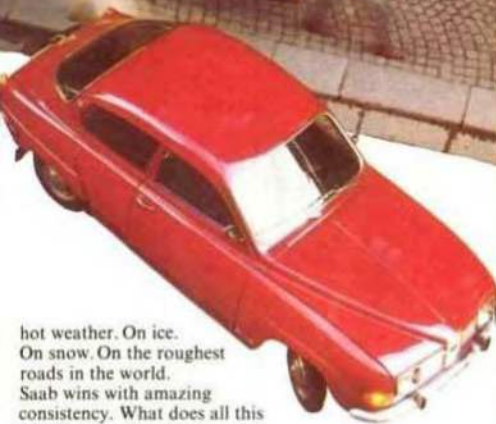
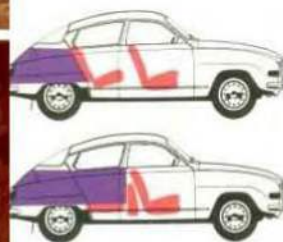
The other car makers. The best way to have them think about how good you are, is to beat them. And that's just what we've been doing for years now. In competition rallies all over the world. At rallies where just finishing is a distinction in itself. Like 1968. In the British Automobile Club Rally.

(2,400 miles over the roughest forest roads in England and Scotland.) Considered one of the world's major tests of car and driver stamina. Out of a field of 114, only 30 finished. Saab came in first and second. 1969. The 'Baja 1000'. 39 cars started out. Over desert sand. Dust. Heat. And

rocks. Only 10 finished. We won. (And set a new speed record in the process.) Add to these successes, recent wins in the Scottish Rally. The Canadian International Winter Rally. The Swedish Rally Championships. And the National Ice Racing Championships. In cold weather. In







hot weather. On ice.
On snow. On the roughest
roads in the world.
Saab wins with amazing
consistency. What does all this
winning mean? It means we've
beaten every car in our class.
In the world. Think about it.



The thinking we put into Saab 95 makes it different from most other station wagons. Most noticeable is the number of variations possible. It can carry passengers in the front seat. In the center seat. And in the extra rear seat. Or passengers in front and center, and over 440 lbs of cargo in the rear. Or up to half a ton of cargo. With the two rear seats converted. (Most station wagons offer only two of these alternatives.) And no matter how much of a load 95 carries, it never loses any of its exceptional road holding ability. Loading it is easy, too.

You reach the cargo space simply by opening the rear door upward. And 95 is rough and rugged inside. No rug to damage. No paint to chip. Just steel plate covered with a thick plastic coating. We thought about your comfort and convenience when we designed the interior of 95. We made it practical, as well as plush. With highly durable vinyl that's a snap to clean. And our flat floor makes taking out the rug for cleaning, easy too. At the rear edge of 95's roof you'll find the famous "air foil", introduced by Saab, and since copied

by many other car makers. This foil diverts air over the rear window. The air stream lessens the under-pressure and thus keeps dirt and debris away from the window. We probably designed Saab 95 the way you would have. But that's probably because we built it thinking of you.

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