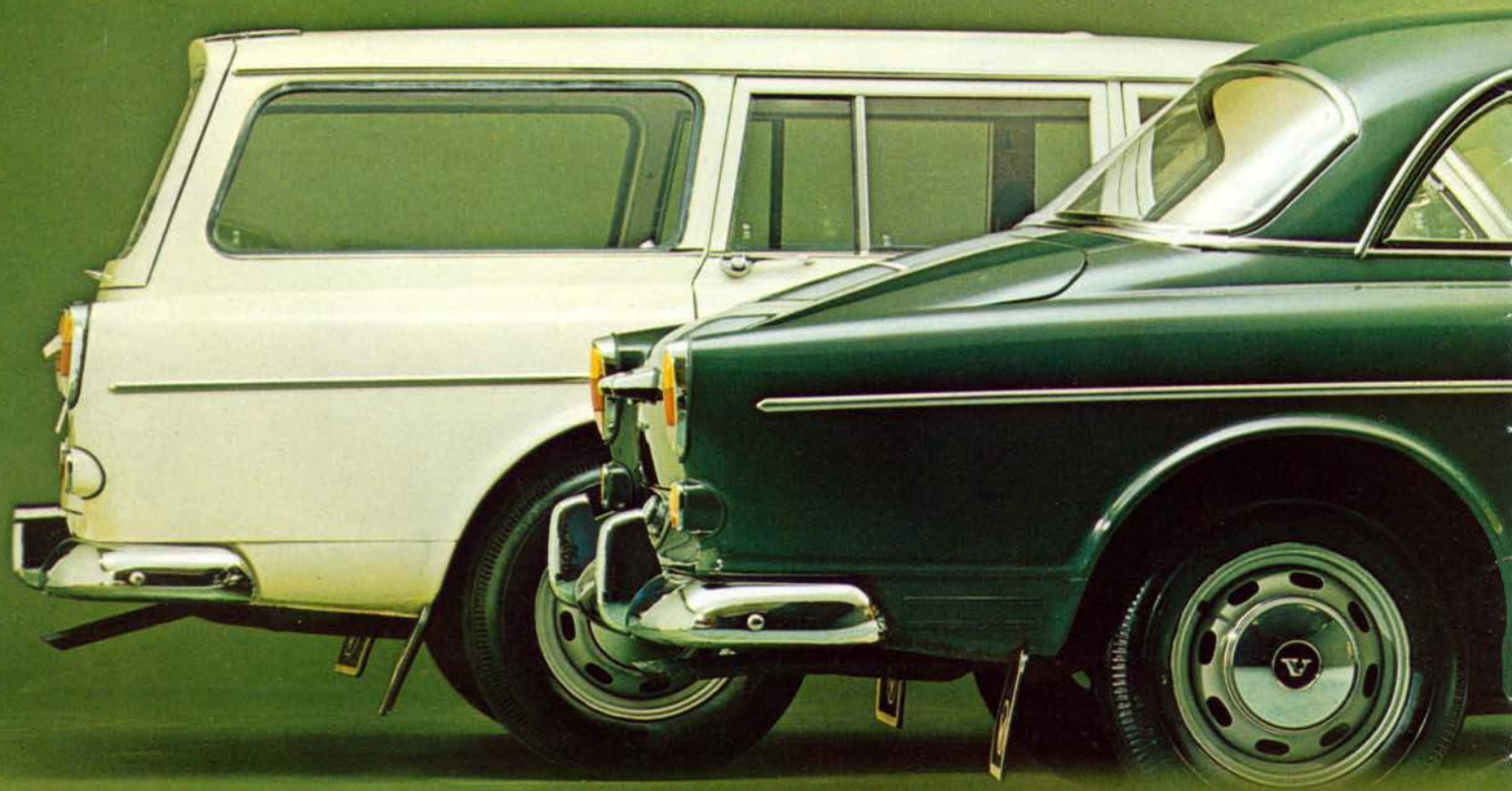


THE VOLVO 122 S SERIES



The Volvo 122S. It'll last longer than the payment book.



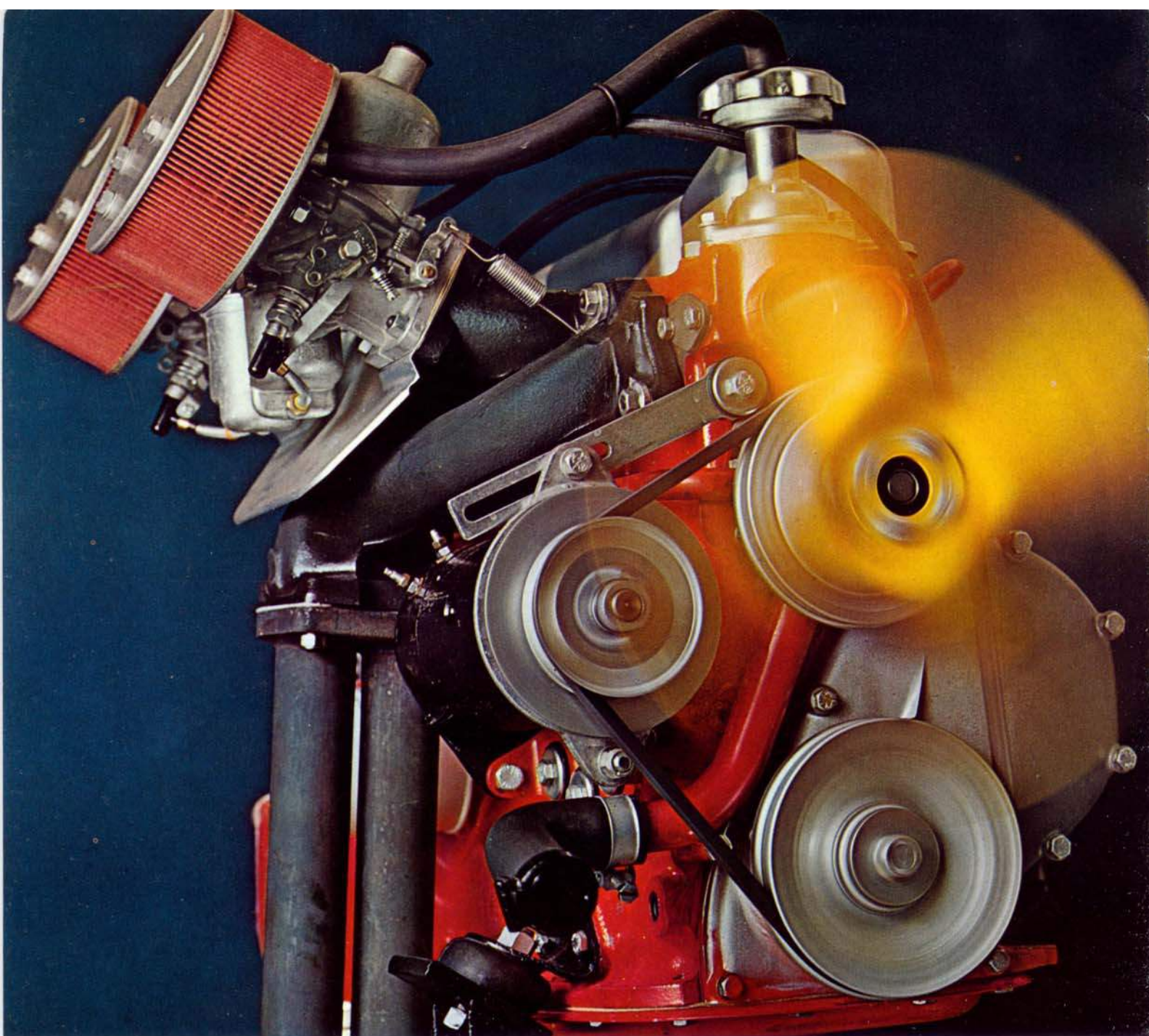
Volvos are Swedish cars, built to survive Swedish driving conditions. Which are rough. The winters in Sweden are rarely mild and often severely cold. 70,000 miles of Swedish roads are unpaved. And there are no limits on how fast you can drive on Swedish highways. Volvos last an average of 11 years under these conditions.

While they're lasting, they do a few other things too. Outaccelerate every compact in their class, and get over 25 miles to the gallon — even with automatic transmission.

That probably accounts for the large number of repeat buyers Volvo has. 71% of Swedish Volvo owners make their next car a Volvo too. (That's pretty impressive, even if we do say so ourselves.)

If you're wondering how long a Volvo is likely to last in the U.S. — where driving conditions are a lot better — we can't tell you. Volvo hasn't been here 11 years yet. Saying it'll merely outlast your payment book may be ridiculously understating our case.





Under the hood of a Volvo is a simple, tough, 4 cylinder engine. It has a five bearing crankshaft (keeps vibration way down, makes the engine last longer), twin SU horizontal carburetors (that open and close like a camera shutter to provide exactly as much gas as the driver demands, without waste), fully machined combustion chambers (a lot of the really expensive cars don't give you that), and a full flow oil filter.

It is, to quote Sports Car Graphic magazine, "one of the most, if not **the most** reliable, rugged and unbreakable car engines being built today." (The italics are theirs.)

The engine in the '67 Volvo has 100 h.p. instead of 95, which gives you even more power to play around with.

Now about shifting gears. Either you like to or you don't. If you like to, Volvo's standard gearshift is synchronized in all 4 speeds. No nerve-grating crunches, ever. Not even when you downshift into first.

If you don't like to shift gears, Volvo has an optional automatic drive that's so efficient you'll still be able to get over 25 miles on a gallon of gas.

All Volvo passenger cars have disc brakes in the front and drum brakes in the rear, so you get even braking in all 4 wheels. No sway or fading in emergency stops.



This radiator won't blow its top

Some of the best things about a Volvo are the things you don't see.

To make braking even easier, we've put Volvo servo-assist power brakes on all models this year as standard equipment. We've also installed a diaphragm clutch, which takes less pedal pressure to operate than the old clutch.

The sealed engine cooling system is also standard equipment. It keeps the radiator from overheating and blowing its stack. When the radiator starts getting too hot, the steam flows into a bottle, cools down to water again and drains back into the radiator. If you've ever stood around waiting for an overheated radiator to cool (and who hasn't?), you'll appreciate that.

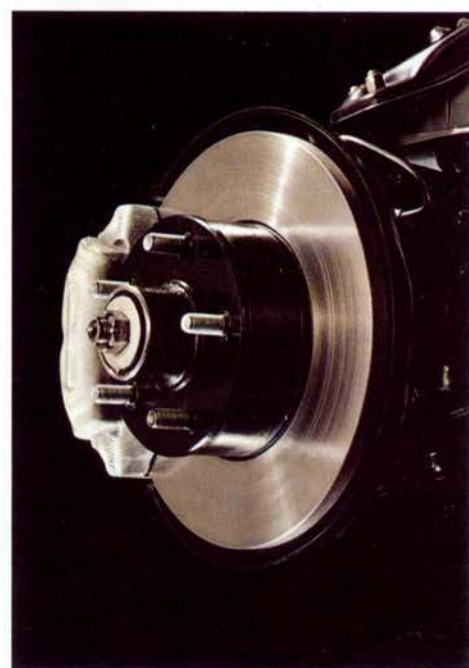
There's no question that owning your own car — **really** owning it, free and clear — gives you an enjoyable feeling. What's even more enjoyable is owning a car that's a pleasure to do your driving in.



The diaphragm clutch requires less pedal pressure



Four-speed fully synchronized gear box



Disc brakes in front for even safer braking

You'll enjoy keeping it longer than the payment book.

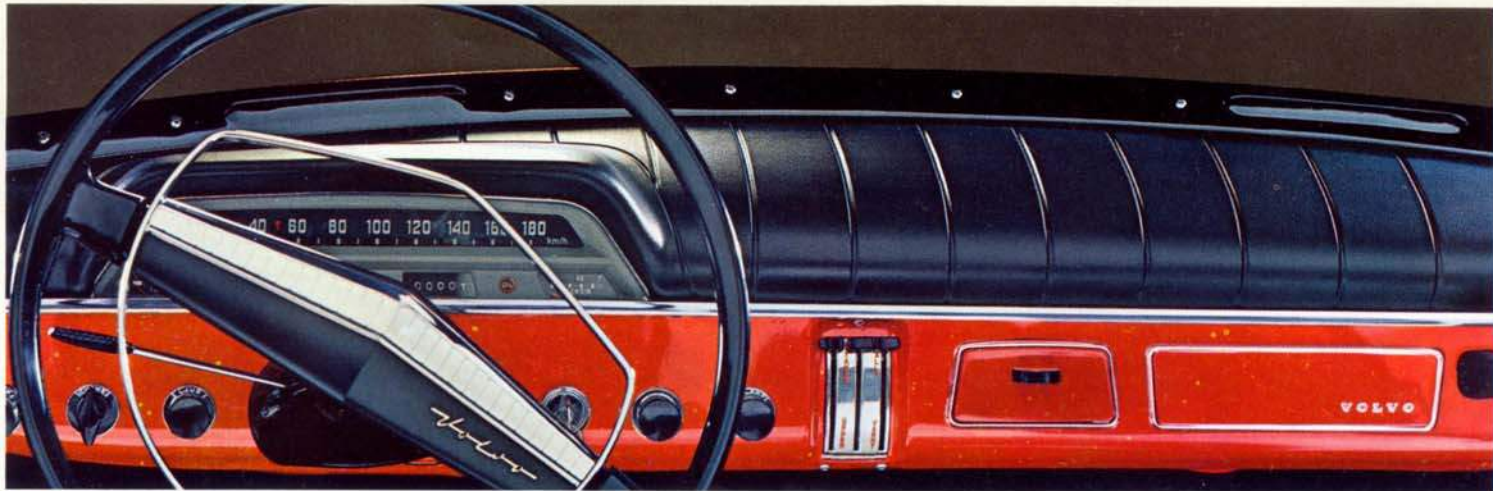
The Volvo is one of the most comfortable cars you'll ever drive. Seats that adjust to almost any position you want. (Made of vinyl, so they'll last as long as the car.) A complete instrument panel, arranged so you'll be able to tell how the car is functioning without looking twice.

On the instrument panel are a few creature comforts like a cigarette lighter, a two-speed fan (that draws air from the opening in front of the windshield, well above the exhaust fume line), and an air and heater control.

There's also a hole covered by a panel. That's where you put the radio, when you decide you want still another creature comfort. (The Bendix Corporation designed the radio that fits the hole — AM or AM-FM, whichever you prefer.)

This year we've even put a roof handle over the rear seats, just to make getting in and out of a Volvo more comfortable.





The Volvo instrument panel. It even has an odometer like the real expensive cars



Roof handles make getting out of the back seat easier



Spacious, easily accessible luggage accommodation







Some things in a Volvo you may never need.

The heater in a Volvo can give you more heat than you'll probably ever need. It was built to keep out the cold of a Swedish winter. It even has warm air channels that carry the heat directly to the back seat, so the people in front don't have to sweat while the people in back still have cold feet.

Volvo was the first car to make the three-point safety belt standard equipment.

When you're ready to put it on, it's hanging right beside you on a windup device next to the door. You don't have to fiddle around on the floor of the car trying to find it.

Pull it across you, and snap it into the safety lock on the other side of your seat. And there you are, securely strapped in.

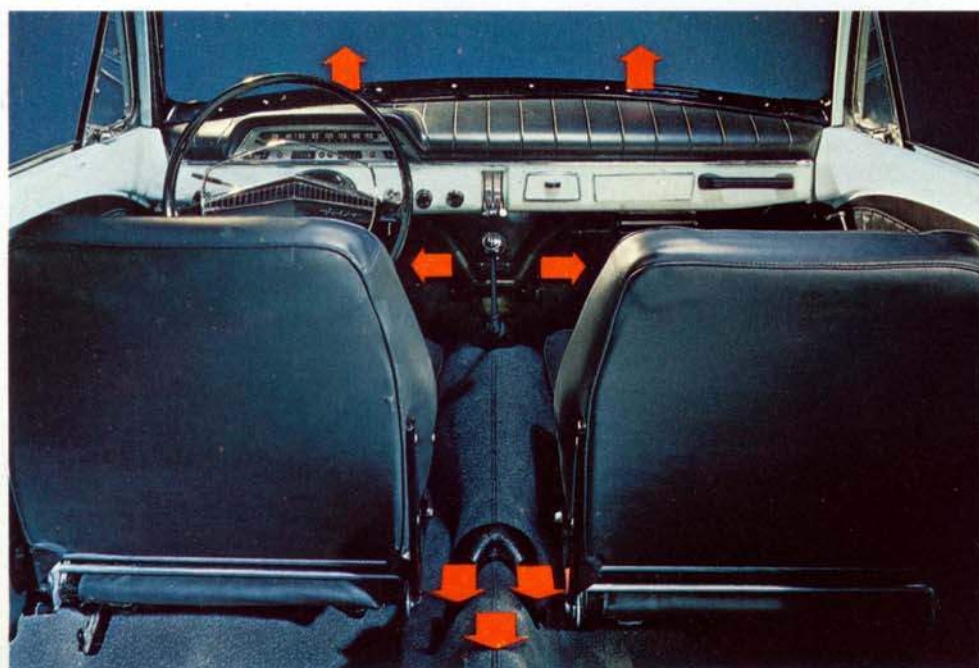
We feel so strongly about the worth of three-point safety belts that we've made the attachments for them standard equipment in the back seats too.

There are some other safety features included in a Volvo just because we think they should be there. Padded dash and sun visors, of course. And a collapsible steering wheel that's designed to fold to one side under severe impact.

As we said, these are things you may never need. But they're things no car should be without. So we put them in without waiting for anyone to decide whether he wants them or not.



Three-point safety belts give you maximum protection



Warm air channels keep cold feet out of the back seat





The Volvo Station Wagon. Just like the sedan, but it carries more.

The large horizontally divided rear door makes the Volvo station wagon an easy vehicle to load and unload. To open the rear door you turn the handle. Gravity drops the tailgate and a power mechanism quietly lifts the upper half of the door. A great help to the ladies.

On the right side of the door is an adjustable brace that will let you lock the upper half of the door in four different positions besides wide open.

With the rear seat folded down, the cargo space is just over 6 feet long and just under 4 feet wide, with a height of 31 inches. It'll hold more kids than your nervous system can put up with.

The engine output of the Volvo 122S station wagon is high in relation to the weight of the vehicle, which means you can maintain a high average speed and still have power left for passing. Even with a full load.

To compensate for heavy loads, the Volvo station wagon has a little stiffer suspension system supplemented by rubber bumpers to keep from "bottoming" on rough roads. The rear bumpers have flat rubber-covered top surfaces that serve as a step up to the roof rack (available from your dealer as an accessory).

To give it protection on the inside, the cargo space is completely upholstered with a durable textile material. And the seats are covered by vinyl. Even a Cub Scout Troop couldn't hurt it.



Easy to load



Every Volvo comes protected in its own garage.

The best way to give you an idea about why Volvos last so long is to tell you something about how the Volvo body is made.

A process called Closed-Box-Type Construction is used around the doors and windows. (This means all the openings are strongly supported by solid steel all around, not merely by braces at the corners.)

All the closed sections of the body are rustproofed **before** they're welded, to protect your car from rust in places you can't get to.

After welding, the body is etched in acid so the first coat of paint will have a better surface to hang onto. That first coat of paint is rustproofing primer, and the entire body is dipped into it. Then more primer is sprayed over the original primer coat.

An intermediary coat of paint follows that. Then the five color coats.

In between each of those coats, the body gets baked, hand-rubbed, and thoroughly washed. Pretty Swedish girls go over the whole body with soft flannel mittens feeling for faults the eye can't see.

In addition to all this, Volvo undercoats its cars with two different compounds. One is a special sealer. The other is a black waterproofing compound such as you might see underneath an ordinary car.

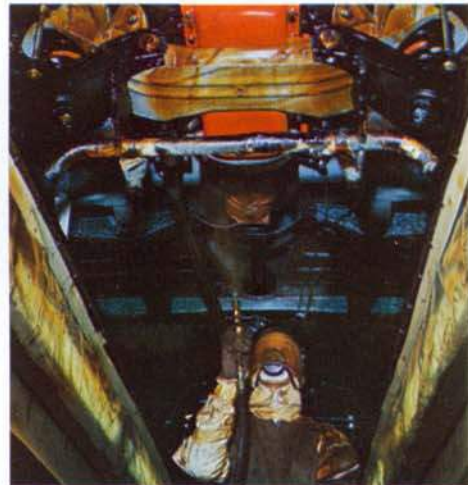
The result of all this is a car that the elements have a hard time getting to. Even when your garage is the parking space in front of your house. When you think about it, it's no wonder the Volvo lasts an average of 11 years in Sweden.



Hot dip galvanizing of the most exposed sections



Thorough preliminary work guarantees dependable rust-proofing



Rust-proofing is also carried out in the body member cavities



Comprehensive underbody sealing before the cars leave the factory



AB VOLVO
Göteborg — Sweden

