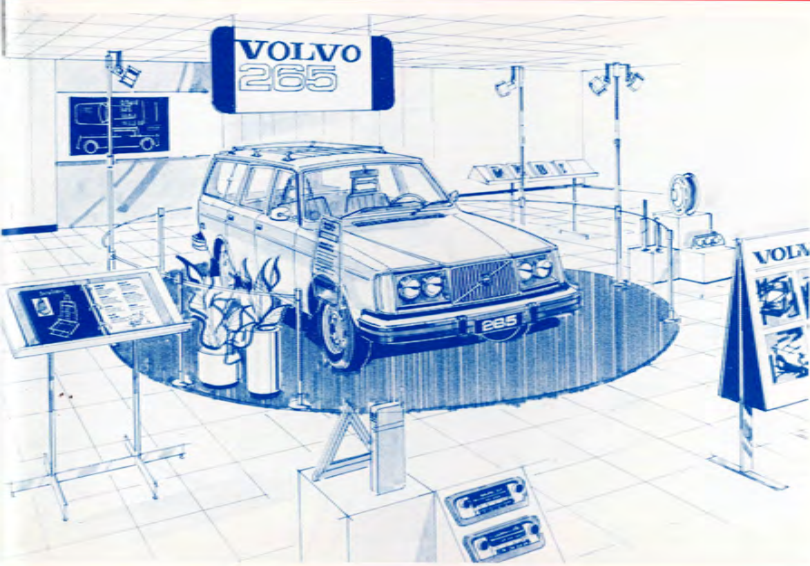


Presenting the 260 Series...



Do-it-yourself Display Ideas from Volvo

Introduction

The luxurious 260 Series...our top-of-the-line model.

Convey this image to your customers through attractive, eye-catching showroom displays. Your showroom, after all, is a selling tool. With it you produce the environment in which you sell your product. If you create the right atmosphere, then your customers will see it and associate it with the car you are selling. A well designed product environment can help to sell cars for you.

The key element in your showroom is your vehicle display. These are the displays that your customers will immediately focus their attention upon when entering your showroom. Common sense tells us that these displays should be appealing—inviting ownership.

It is important that you make use of attractive displays to help separate our two model lines and elevate the 260 Series to a much higher image level, more reflective of its price.

If all of your models are mixed together with equal display treatment, then the task of selling them is made more difficult and the price harder to justify. Many salesmen may end up defending the product/price rather than promoting its virtues/value for the price.

The following pages show some basic do-it-yourself display ideas that you can utilize to elevate your 260 model displays to reflect their top-of-the line status. These ideas may be used in whole or in part, depending on you. The materials are available locally in most any community. These are ideas that you can use now.

Posters & Banners

Don't neglect hanging posters or banners. Again, they'll draw attention to your feature display.

Use them in the background or on an adjacent wall. Feature posters in a display frame will help separate the 260 display from the rest of the models on the showroom floor.

A large, overhead sign with the name of the feature display is another approach you can use to direct attention to your display.

Lighting

Often neglected, lighting makes the difference between a good display and an excellent one. It can create dynamic, exciting effects for a worthwhile investment.

Incandescent spot lighting adds warmth and brilliance to auto displays, while fluorescent lighting often produces a glaring, harsh effect on car surfaces. Care must be taken to control and balance the color and intensity of both spot lighting and general illumination to properly highlight the display. At night especially, a subdued, general backlighting, offset by brilliant spot lights, can create dramatic effects. Add additional highlights with colored filters.

REMEMBER: While lighting may represent your most substantial investment, it offers you the greatest return for your money.

Point-of-Purchase Displays

Additional feature displays around your key auto display provide your customers with the extra promotional attention needed to sell them on owning a 260.

These displays include advertisements, sales literature, color brochures, point-of-sale presentation books, reprints of road tests, competitor comparison fact sheets, etc. All of which should be displayed around the feature display.

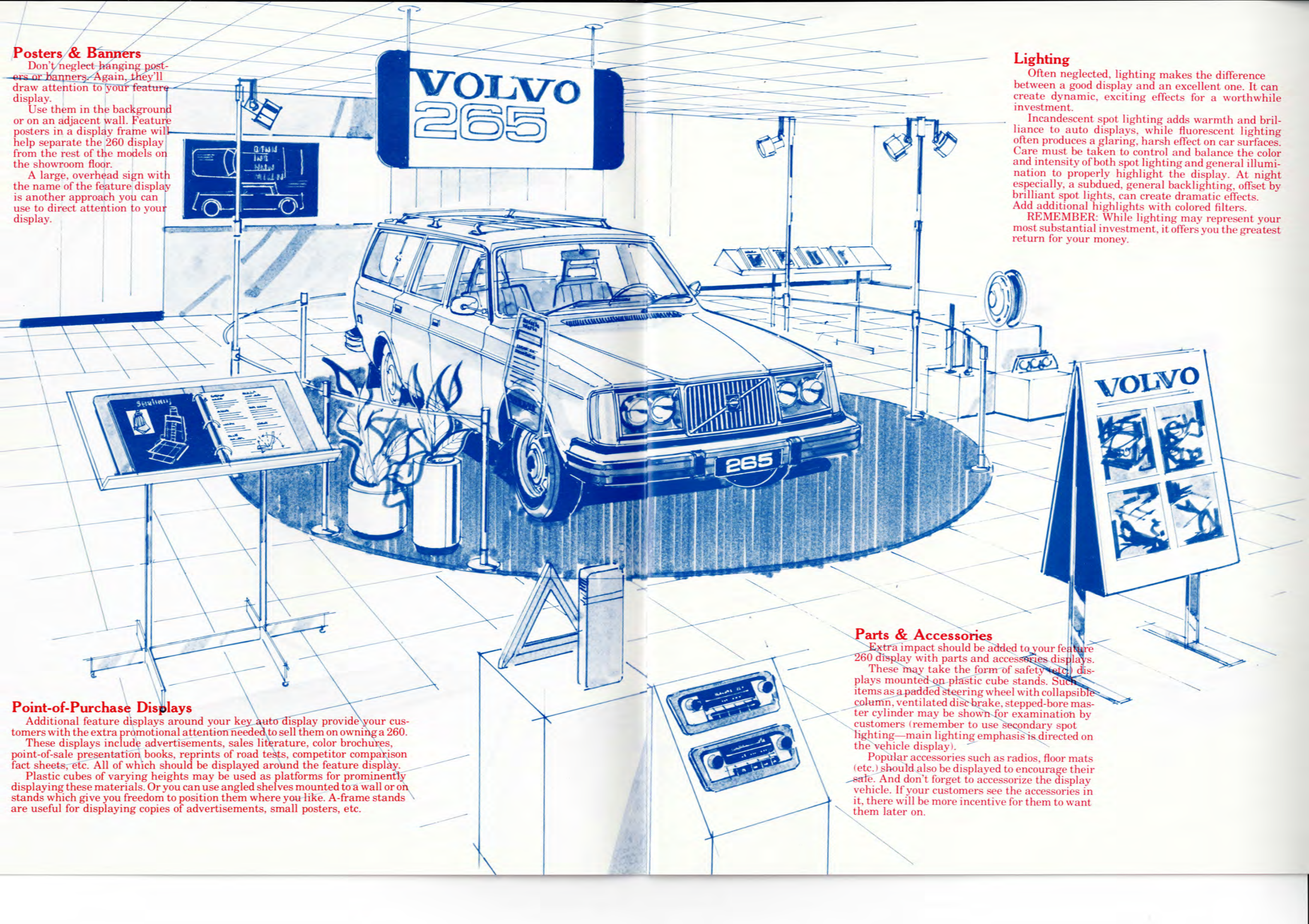
Plastic cubes of varying heights may be used as platforms for prominently displaying these materials. Or you can use angled shelves mounted to a wall or on stands which give you freedom to position them where you like. A-frame stands are useful for displaying copies of advertisements, small posters, etc.

Parts & Accessories

Extra impact should be added to your feature 260 display with parts and accessories displays.

These may take the form of safety (etc.) displays mounted on plastic cube stands. Such items as a padded steering wheel with collapsible column, ventilated disc brake, stepped-bore master cylinder may be shown for examination by customers (remember to use secondary spot lighting—main lighting emphasis is directed on the vehicle display).

Popular accessories such as radios, floor mats (etc.) should also be displayed to encourage their sale. And don't forget to accessorize the display vehicle. If your customers see the accessories in it, there will be more incentive for them to want them later on.



Plants

Incorporate plants into your feature display where you can. They're attractive and appealing plus they add a natural warmth. You can also use them to create a background or to separate the main display from other floor models.

Better grade, green leaf plants cost more, but they last longer than flowers. Consider the use of small trees in the background, too.

Use railings or divider screens to accent the display area. Railings with velvet-covered links will add an exclusive touch.

Floors

Use carpeting to separate your feature display from the rest of the model line. Rugs can be cut to shape to create the limits of the display area. They can also be used to create directional traffic flow to your main display (see illustration). Select carpeting based on richness and quality. If your floor is already carpeted, use a different style (i.e. thicker nap). Select the color in combination with the other surrounding colors. Keep it pleasing, but draw attention too. You can also utilize indoor/outdoor carpeting (don't neglect outdoor displays climate permitting), rya rugs, grass or sisal mats or quality wood parquet tiles.

Combined Promotional Displays

Utilize display materials that highlight the virtues of the product or its use. Possibly, a joint promotion with other local merchants could add life and interest to your display that would otherwise be difficult to achieve.

Contact a local department store or boutique shop for some manikins to show how many people a 260 will transport. Dressing the manikins in the latest fashions (giving credit to the store) will create interest and draw attention to the display. It's also easy to adapt for different seasons of the year.

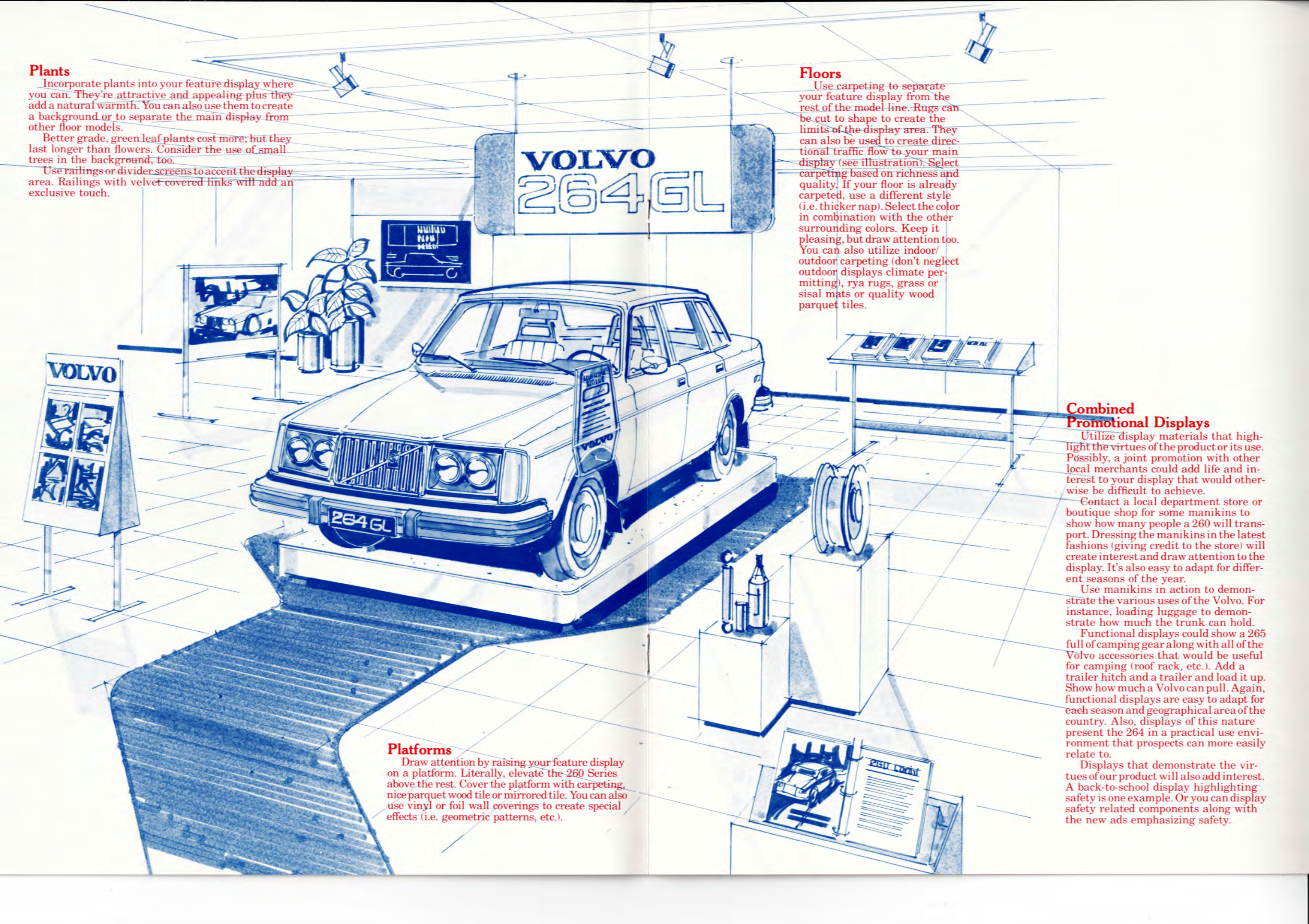
Use manikins in action to demonstrate the various uses of the Volvo. For instance, loading luggage to demonstrate how much the trunk can hold.

Functional displays could show a 265 full of camping gear along with all of the Volvo accessories that would be useful for camping (roof rack, etc.). Add a trailer hitch and a trailer and load it up. Show how much a Volvo can pull. Again, functional displays are easy to adapt for each season and geographical area of the country. Also, displays of this nature present the 264 in a practical use environment that prospects can more easily relate to.

Displays that demonstrate the virtues of our product will also add interest. A back-to-school display highlighting safety is one example. Or you can display safety related components along with the new ads emphasizing safety.

Platforms

Draw attention by raising your feature display on a platform. Literally, elevate the 260 Series above the rest. Cover the platform with carpeting, nice parquet wood tile or mirrored tile. You can also use vinyl or foil wall coverings to create special effects (i.e. geometric patterns, etc.).



How to do it:

Floors

Carpeting can be acquired from any local carpet store, cut to shape. Tack edges down with double-backed tape. Also, quality carpet tiles are available in different sizes. Grass or sisal mats and mirror tile are available at many department stores. Wood parquet tile from flooring stores, use double-backed tape to install. Foil or vinyl coverings at local wall paper stores, secure seams from underneath with double-backed tape.

Platforms

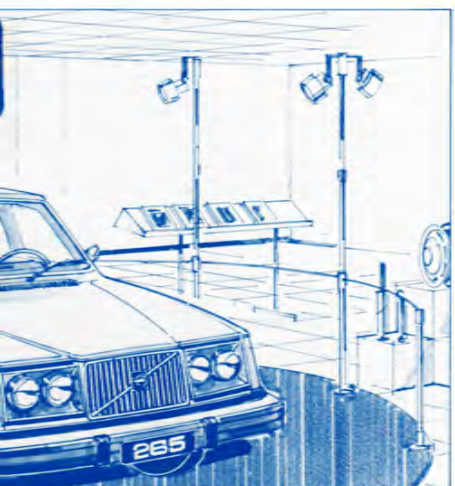
Use 2x6 stud frames with cross bracing (check weight) and 3/4" plywood platform. Edge sides in formica (1/22") or any flexible strip (contact paper, wall coverings, carpeting, foils, etc.). Use same treatment for top of platform. Also, you may want to use a car apron underneath the car to prevent soilage from oil (available from auto supply houses).

Lighting

Quality trade lighting systems are available at most residential lighting stores (Lightolier, Halo Lighting or Gotham Lighting).

Less expensive, but similar lights are also available. Some discount outlets also carry them. Simple ceiling mounted spots (single units) are available from the same sources (\$5-\$25 apiece). You can also use simple photographic lamps or spots (they come in all shapes and sizes dependent on your taste and budget). There are also spot lights with a magnetic clamp. Check photo supply houses for stands and lamps.

You can also use luxu drawing lamps (this is a spring-tensioned, desk-mounted lamp/spot light) on a weighted base. Clamp-on spots can be mounted on photo stands or on any convenient upright pole. If you're not lucky enough to get one for this purpose, you can fashion one from aluminum tubing (available from most hardware stores). Mount between floor and ceiling with wire running inside. Check for electrical grounding. Or you can use a wood pole (nicely stained) or 2" x 4" or 1" x 3" with a routed groove for the wire. Colored filters for spot lights are available at most photographic supply stores.



Point-of-Purchase Display

Check stationery supply houses for magazine racks. Library supply houses (i.e. Demco) for all sorts of plastic files and boxes. Plastic storage systems or solid cubes are available at many residential furniture stores or discount outlets. Angled shelves can be mounted to shelf standards fastened to walls and painted to match colors (hardware stores). An inexpensive music stand with angled shelf (also microphone stand) can become a literature display or presentation book display (check musical supply stores). Use plastic cubes for sales books and brochures. A-frame displays can be made from two music or microphone stands with masonite panels mounted on it and cross braced. Cover with fabric or paint. Mount ads directly on the panels. The Volvo Leasing Point-of-Purchase Display is also available from Volvo. This feature display sign easily mounts onto either the front or rear wheel and won't interfere with showing the vehicle to prospects. Interchangeable panels allow you to promote different features about leasing, standard features, etc.



Posters & Banners

Posters from Volvo: mount to rear wall with double-backed tape or glue to foam-cor first. For more permanent use, dry mount (contact cement) to masonite or homosote board.

Foam-cor is a rigid, lightweight paper board sandwich with a foam core in the center; it's available at most art supply stores.

Upson board is a layered wood fiber cardboard with different textured or smooth finishes that's available in different thicknesses. It's easy to work with and is widely available from art supply stores or display houses.

Homosote board is a heavier, rigid board made from pressed wood fibers and glue. It's available at most lumber yards and discount building supply outlets.

Hanging posters: mount to lightweight board (foam-cor or Upson board). Suspend from ceiling with 70 lb. transparent fishing line from a teestrip (if you have a suspended ceiling) or use a toggle bolt fastened into the ceiling. Check hardware/art supply stores for materials.

Letters: check art supply stores for cut-out "mitten letters" (sources: Spanjier Letter Co., the Letter Factory, etc.). Mitten letters are three-dimensional letters, available in varying sizes from a few inches high to twelve inches or so. They can be spray painted and mounted to the poster or model sign with double-backed tape, glue or pins.

Many display houses will silk-screen copy directly onto any flat material for posters or signs. You must provide finished black and white art work.

Hanging banners: Felt or colored burlap can be wrapped (stapled and glued) over homosote panels or peg board. Then you can attach posters, ad reprints, etc. For a hanging banner, use felt (velvet or satin-finished cloth). Wrap one end around a dowel and glue or staple. Hang the banner from this end. Letters may be cut out of felt and glued or stapled onto the banner.



Parts & Accessory Displays

Plastic shelf systems (cubes) in stacked or open sections are available at furniture, gift-ware and designer stores. Or you can laminate heavy-weight illustration board or Upson board to cardboard boxes and paint or cover with wallpaper (etc.).

"Sono-tubes," from Sunoco Products Company are cardboard cylinders 6" to 48" in diameter. They are available at most building, construction supply outlets. You can also use Upson Easy Curve Board or fibreboard tubes. Cut to desired length and put a round top on them. Wrap in carpeting, vinyl or foil wall covering, burlap, felt, etc. Tops can be made from plywood and covered with mirror tiles, paint edges.

Have a local display house or a carpenter laminate (contact cement) material of your choice to any abstract geometric form, on which you can set literature or accessories.

Planters

Plants and flowers can be easily ordered from a local florist or nursery. Most plant shops carry lines of simple cylindrical pots. (Note: Keep them simple for reasons of aesthetics and costs.) You can also use attractive pot sleeves to cover objectionable and/or old planters and pots (they are a hollow sleeve with no tops or bottoms). To create height, mount your plant on top of some cinder blocks, then use a long pot sleeve to cover it up to the base of the plant (i.e. dirt level).

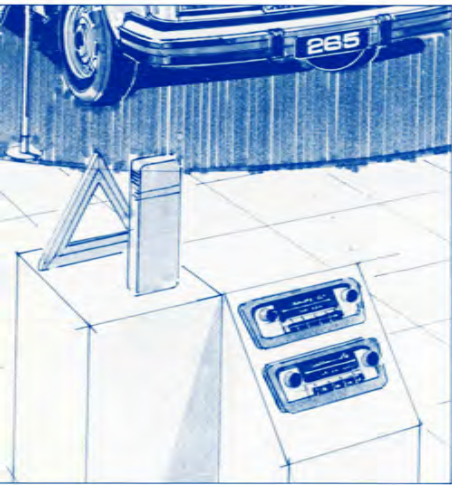
Dividers

Dividers create the extent of your display area. Simple or elaborate dividers may be used. Some examples already mentioned are plants, rugs, posters mounted in frames and point-of-purchase display pieces.

Additionally, you can rent chrome railings with velvet covered links from many furniture display houses. Check local department stores for attractive divider screens (either full or half height). A full size screen can also be used for a background, plus you can easily mount spot lights on them.

Display Rentals

Check your local directory for display houses that service the trade (boutique shops, department store window displays, etc.). At one source, you may find all you need to create your own distinctive display. And by renting, you'll be able to change to new materials after a period of time to create different display effects.



Sources for Display Materials:

Demco Educational Corporation
Box 7488
Madison, Wisconsin 53707
608-241-1201

Gotham Lighting Corporation
110 East 42d Street
New York, New York 10017
212-937-1500

Halo Lighting Division
McGraw-Edison Co.
400 Busse Road
Elk Grove Village, Illinois 60007
312-956-8400

The Letter Factory
2300 South Elm Street
Minneapolis, Minnesota 55414
612-378-0291

Lightolier Inc.
11 East 36th Street
New York, New York 10016
212-532-2900

Mitten Designer Letters
85 Fifth Avenue
New York, New York 10003
212-741-1000

Sunoco Products Co.
30 West Meadow Avenue
Robesonia, Pa. 19551
215-693-5804

Spanjier Brothers Inc.
77 East Halsey Road
Parsippany, New Jersey 07054
201-887-2500

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