



**OUR TAILGATE DOESN'T OPEN LIKE
A DOOR OR DISAPPEAR IN THE FLOOR. IT HAS
A MORE SUBSTANTIAL FEATURE.**

THE VOLVO IT'S ATTACHED TO.

While other station wagon manufacturers have been preoccupied with their rear ends, Volvo has been concerned with something more important. The rest of the car.

In front of every Volvo tailgate, there's a Volvo. And the advantages of this unique arrangement are many.

Inside, a Volvo is big. There's ample space for five, with more legroom front and rear than a Cadillac and Lincoln Continental, respectively. There's also 53 cu. ft. for things. And with the rear seat down, you can fit in a 72" sofa. With the tailgate shut.

All this space may seem a bit excessive, but it's a necessity where Volvos come from. In Sweden, men are an average of 2" taller than here, and Volvos have to be big enough to fit them. Luggage space has to be large. Swedes travel more than anyone else in Europe.

Of course, there are other big station wagons. But they have the disadvantage of also being big outside, where Volvos are not. Our wagon is exactly as long as our sedan, which is an intermediate. But it's still more maneuverable than most compacts.

To fight the ravages of age, Volvo wagons are elaborately covered. There are six coats of paint and primer outside. There are even two types of undercoatings to fight salt and other debris on the road. This extensive coverage is necessary in Sweden, where a sizeable piece of the country lies within the Arctic Circle, winters are long and snowy, and a car could die of exposure if it weren't illegal. (Swedish police conduct periodic road checks. Badly rusted cars can be ordered off the road.)

All this isn't to belittle our own rear end. While Volvo tailgates don't do anything as exciting as vanish, they do help improve visibility. There is a standard wiper and washer to keep your rear windshield clear and an electric defroster to keep it defrosted.

It's just that when you build a car for a country where the cost of living is as high as it is here — but where incomes are lower and purchases must be carefully weighed to make ends meet — you don't equip your

wagons with high-performance tailgates. You equip your tailgates with Volvos. And we'll be happy to equip you with one.



THIS FOLDER OPENS FROM THE BACK.

