

THE SAFETY OF VOLVO

PASSENGER SAFETY AND COMFORT CONTINUE TO BE THE KEYNOTE OF VOLVO'S ENGINEERING EFFORTS.

The most obvious new features are the front and rear bumpers and the front doors. The new bumpers are deeper than last year's. They are still part of a unique hydraulic damping system designed to eliminate body damage in front and rear collisions at speeds up to 5mph.

In addition to its contribution to passenger safety, this feature can lead to substantial savings, not only in terms of repairs but also in insurance rates. (Allstate Insurance Company has already qualified the 1974 Volvo for its 20% discount for 5mph collision damage immunity; other companies are likely to offer similar benefits in the future.)

The damping system is augmented this year by some additional protection from the effects of rearward collisions in the form of heavier rear side members and a less exposed position for the fuel tank, which is now located just behind the rear axle.

The new front doors no longer contain the adjustable vent windows. This is the direct result of the efficiency of the Volvo heating and ventilation system introduced in 1973. The result is better visibility. The door itself has been strengthened by the addition of welded steel window frames.



FIRST LINE OF DEFENSE

The impact-absorbing bumper system. Proof against minor scrapes and collisions.

SECOND LINE OF DEFENSE

The crumple zone deforms at a controlled rate to absorb impact pressures that would otherwise be passed on to passengers.

THIRD LINE OF DEFENSE

Steel beams, completely padded on the passenger side, resist impact.

VOLVO FOR COST

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In the area of greater comfort, the most important innovation is the electrically-heated driver's seat. Built-in heating coils in the seat and backrest maintain the temperature at a comfortable 79 degrees regardless of the ambient temperature of the passenger compartment itself. A thermostat activates the coils as soon as the temperature of the passenger compartment drops below 57 degrees.

To further enhance Volvo's appeal, two new exterior colors are available—Dark Yellow and Dark Red. Along with them, the popular light blue has been reintroduced. These are complemented by a whole new selection of upholstery colors—including, for the first time, stripes.

The fuel-injected 140 Series is augmented this year by two GL versions, the 142 GL and the 144 GL. At the same time the 1800 ES is no longer in production. The GLs are said to "appeal to people who are set on buying a Volvo but who don't want a Volvo like everyone else is buying." So they are available in three choices of metallic paint, with a sunroof, leather faced upholstery, special wheel trim and a heated driver's seat as standard equipment.

The fuel-injection system for all models in the 140 series is new this year too. It now operates on the principle of *continuous* injection, rather than by electronic control. Very simply, it is now designed so that as engine speed increases and more air comes in, more fuel is injected into the cylinders.

And, of course, the best Volvo features are all still there — unchanged. In spite of the pressures to cut costs and quality, Volvo is still maintaining its reputation for quality design and workmanship. Such features as four-wheel disc brakes, safety columns for passenger protection, superior seating and ventilation are still Volvo hallmarks.

VOLVO IS —

**SAFETY
QUALITY
COMFORT
VALUE**

THE FEATURES IN DEMAND

**VOLVO
SALESMEN'S
INFORMATION —
NUMBER 8**

3 Hole Punch and
Place in Section 6: Product Information
Merchandising Handbook Sales

□ New 1974 Features

A hard rubber covering protects the bumpers from parking lot scrapes.

The trunk contains 21.5 cubic feet of space. Enough to pack luggage vertically.

The spare tire is located so that you don't have to unload everything to get at it.

□ Steel-belted radial tires are standard on the 142/144 GL's and 164E.

□ 142/144 GL's have the special wheel trim, chrome hubs and lug nuts.

□ The 145 station wagon rear seat has been modified to make it easier to fold up the seat cushion. When extra cargo space is needed, back rest *and* seat can be moved in one smooth motion.

The body is completely submerged in a rust-proofing primer bath. This is followed by an undercoat and three wet-on-wet color coats.

Doors open to 80 degrees. There's an additional stop position for getting out in tight places.

□ Window frames are now made of steel instead of aluminum. They're welded to the doors, instead of bolted. Result: greater strength, better sealing.

Warm air circulates throughout the car from the efficient three-speed, ten-outlet heating/ventilation system. An optional air-conditioner (standard on the 164E), integral with the basic system, makes it a cooling unit as well. Multiple adjustments provide optimum airflow in all directions.

□ The 142/144 GL and 164E models now have an electrically-heated, thermostatically controlled driver's seat. Whenever the seat temperature drops below 57 degrees, the current goes on. In less than three minutes, the seat is warmed to 79 degrees.

□ The new front seat backrest adjustment knob locks the backrest more securely in all positions.

Bucket seats can be moved backwards or forwards through almost 8 inches, and raised or lowered for extra legroom. Seat backs are fully adjustable from an upright to a reclining position. A unique lumbar support system in the seat back can be adjusted from "Firm" to "Soft."

□ A factory-installed sunroof is standard equipment on the 142/144 GL and optional on the 164E. It's made of steel and it's flush with the roof when closed. Open, it let's in more than three square feet of sun.

□ The vent windows are gone because the Volvo flow-through ventilation system provides for more than enough fresh air without them. This makes for better vision and reduces the possibility of theft.

Tinted glass reduces glare, protects against ultraviolet rays.

A tachometer is standard equipment on the 164E and 142/144 GL models.

The unique six-digit odometer has a separate trip meter.

Steering wheel/ignition lock has a warning buzzer to indicate that the key has been left in the lock.

The glove compartment is fully lighted. The door folds down to provide space for two cups.

A sealed engine cooling system holds 2.5 gallons of coolant/antifreeze.

□ 142/144 GL's come with either a manual transmission plus overdrive, or an automatic transmission.

Rocker panels are ventilated against corrosion.

Two separate undercoats — a wax and an asphalt — protect the underside from corrosion, including salt.

Rust-susceptible body components, including headlight surrounds and the panels underneath the front and rear windshields, are made of hot-dipped galvanized steel.



New 1974 Features.

The impact-absorbing front and rear bumpers are made deeper. They're backed up by a unique system of hydraulic damper-tubes filled with a silicone gel which liquefies under impact. Factory tests prove* that this system will absorb 100% of the shock of a straight 5mph barrier collision — without any damage to the car itself.**

*In accordance with U.S. Government safety standards.

**Volvo meets the Allstate Insurance Company's requirements for its 20% discount.

The new Light Integrity Sensor immediately warns the driver if a bulb fails in a low-beam headlight, parking light or brake light.

Dashboard is fully padded, functionally designed.

The outside rear-view mirrors are 25% larger. They're recessed to reduce unwanted reflections and they've been repositioned for better visibility.

The steering column has been redesigned for greater safety. To further protect the driver from the force of a front-end collision, the column now has a section which telescopes under impact. The telescoping section is surrounded by a collapsible bellows-type housing.

The steering wheel is padded for additional protection against forward collisions. Under pressure, it re-aligns so that the driver's weight is more evenly distributed.

A new, full-width bracket makes front seat adjustment easier. The seat is now locked in position on *both* side-rails.

Self-adjusting 3-point lap/shoulder safety belts un-wind from inertia reels. When unfastened, they retract out of the way again.

In accordance with Federal standards, all Volvos are now equipped with an ignition safety belt interlock.

Anti-backlash head restraints can be adjusted for height.

For protection against side-swipes and lateral collisions, each door is reinforced with a steel tube.

Rear doors can't be opened from the inside when the special childproof locks are set.

Upholstery and interior fittings are flame-resistant for added safety.

Six steel box-members surround the passenger compartment. Each one is designed to support the weight of the entire car.

The electric rear window defroster, powerful enough to melt a sheet of ice, is a Volvo basic. It also demists.

Each wheel is equipped with a power-assisted disc brake. Two independent braking circuits link both front wheels with one rear wheel. This means that if one circuit should fail, the car would still have about 80% of its normal braking power.

The fuel filler assembly has moved forward along with the fuel tank. And the cap is now protected by a hinged cover. There's a place to put the cap in the cover when the tank's being filled. (Less chance of leaving the cap behind at the gas pump.)

The gas tank has been moved forward to a safer place just behind the rear axle. This means more protection from a rear-end collision because the tank is now out of the rear crumple zone.

Heavier, stronger rear side-members provide added protection against rear-end collision.

