

**VOLVO**  
**240**  
**260**  
**FULL LINE**







# 240 SERIES

At Volvo, we still believe driving ought to be enjoyable. That's why the Volvo 240 Series offers four models designed to provide more than ordinary transportation. These rugged, comfortable cars deliver spirited performance and handling coupled with the durability, safety and value you've come to expect from Volvo.

You'll find an impressive array of standard equipment on each 240 Series Volvo, equipment that would

cost extra on many other cars. You'll also find a number of familiar Volvo features — such as rack-and-pinion steering, four-wheel disc brakes and a passenger compartment we believe second to none in both comfort and safety — that are just now being "introduced" by some domestic manufacturers.

Power for the 240 Series is supplied by the B21F four-cylinder overhead cam engine, a racehorse-lean, fuel-injected unit that delivers the optimum combination of performance and economy. Volvos are built to be quick, with emphasis on low-speed torque and acceleration. The B21F,

driving through a four-speed manual gearbox (with overdrive available) or a smooth shifting three-speed automatic transmission, combines with Volvo's superbly engineered chassis and suspension components to provide absolutely remarkable handling . . . handling you can't appreciate until you've test-driven a Volvo.

If you're a driver who understands the rarity of automobiles that combine performance, handling, safety and comfort with the kind of proven reliability that means extraordinary value, then you're the kind of driver who will appreciate and enjoy the Volvo 240 Series.



**242GT**  
Volvo's 242GT makes a fine road car even better. Higher rate springs, heavy duty shock absorbers and a thicker front stabilizer bar stiffen the GT's suspension for more precise handling. Special interior and exterior trim, a GT steering wheel, Pirelli high performance radials and light-alloy wheels are just some of the standard features. The 242GT engine is the same spirited four with C.I. fuel injection and Lambda-sond™ emission found in other 240 Series cars, the same power plant that has raised Volvo performance to the level expected and demanded by motoring enthusiasts.





## 260 SERIES

The Volvo 260 Series presents a complete range of distinguished automobiles for 1978, automobiles that combine elegance with performance and handling; durability and safety with stylish comfort. The Bertone-bodied 262C exemplifies the finest in hand-crafted automotive excellence. The 264GL remains a modern luxury sedan of the highest order, and the

265GL wagon—the original “working car for the leisure class”—remains a one-of-a-kind engineering landmark.

As different in character as the 260 Series models may appear, they share the characteristics that make them proudly and unmistakably Volvos.

Every 260 Series Volvo is equipped with the B27F overhead cam V-6, a light-alloy, fuel-injected engine that delivers the kind of performance rarely found in other “prestige” automobiles. This performance works in tandem with the 260 Series chassis, a finely balanced unit designed to deliver precise, predictable handling.

Interior and exterior finish of the 260 Series models are equal to the high standard of excellence set by the performance and handling. Only the highest quality leathers, carpets and paints are used, installed and applied with the same pride and care that make other Volvo components—and indeed the entire car—a marvel of quality control.

The result is a series of premium, performance cars that produces genuine pride of ownership. But these are cars made to be more than enjoyed, they're made to be driven and appreciated for the quality machines they are.



### 262C

Volvo's new 262C with body by Bertone combines established quality and engineering with Italian artistry and elegance to produce a true 2 + 2 that is easily the finest, most exciting Volvo in history.

Featuring an all-leather interior, a silver metallic finish with black vinyl roof and “European-profile” radials on light-alloy wheels; the Volvo 262C includes the extensive equipment list standard on all 260 Series Volvos.

The Volvo 262C: A limited production car in the Grand Touring tradition . . . intended for the most discriminating of drivers.



# VOLVO 1978

Volvo again offers a line of quality automobiles that offer superb handling properties, spirited performance, remarkable reliability, industry-leading safety features and value for money. Volvos are not for everybody, yet there's a Volvo for every driver who enjoys finely balanced, responsive automobiles.

Volvo has always sought out the thinking driver . . . the driver who appreciates progress as opposed to change. This driver knows, when he hears many current models trumpeted as "revolutionary" or "in step with the times" that Volvo was there first. In size alone, Volvo was years ahead of its time. In concern for occupant safety, we were a *generation* ahead. In emission control, we were first to introduce the revolutionary Lambda-sond™\* emission system providing optimum performance and extremely low pollution. Volvo has also led the industry in providing a standard equipment list that has on it all the things needed to make a complete automobile. This tradition of not charging extra for items we consider necessary is continued for 1978.

Test drive a Volvo soon, and be pleasantly surprised at what you experience. There's a large, nationwide network of dealers eager to show you the full line of 1978 Volvos.

**LEASING**  
Volvo dealers can now make it possible to drive a Volvo without owning one. Through a comprehensive selection of leasing plans — plans that can be individually tailored to include even full maintenance coverage — becoming a Volvo driver is easier than ever.

\*Lambda-sond™ is a trademark of Volvo of America Corporation.

# STANDARD EQUIPMENT

**The following equipment is standard on all Volvos.**

C.I. fuel injection  
Solid state ignition  
Power-assisted, 4-wheel disc brakes  
Separate parking brake  
Fully adjustable front bucket seats  
Adjustable lumbar support  
12-outlet heating and ventilation system  
Tinted glass all around  
Electric rear window defroster  
Intermittent windshield wipers  
Day/night rearview mirror  
Quartz crystal clock  
Four 3-point, self-adjusting safety belts  
Storage compartment in front doors \*  
Internal rustproofing  
Factory undercoating  
Stereo door speakers  
Luggage compartment light  
Lockable glove compartment  
Make-up mirror  
Trip meter  
Light integrity sensor  
Passenger assist handles

\*Except 242 "California"

	240 SERIES						260 SERIES					
	242/ 244/ 245 Four-speed	242/244 Over-drive and Sunroof	244 Auto-matic	244 Auto-matic and Sunroof	242 GT Over-drive	242 California Auto-matic	245 Over-drive and Auto-matic	264 GL Over-drive and Auto-matic	264 GL Sun-roof and Over-drive	265GL Sun-roof and Auto-matic	265GL Over-drive and Auto-matic	262C Over-drive and Auto-matic
Overhead cam cross-flow engine												
Light-alloy V-6 engine												
Ventilated front brakes												
Power-assisted, rack-and-pinion steering	0											
Michelin, steel-belted radial tires					1							
Light-alloy wheels												
Space-saver spare tire												
Leather-faced upholstery								2		3		
Leather upholstery and interior trim												
Velour upholstery								2		3		
Cloth upholstery												
Vinyl upholstery												
Custom upholstery and interior trim												
Heated driver's seat												
Heated passenger seat												
Power, remote-controlled mirrors												
Power windows												
Cruise control												
Air conditioning												
Electric rear window wiper and washer												
Full interior carpeting												
Deep-pile carpeting												
Childproof rear door locks												
Dual map lights												
Metallic paint					4			4	4	4	4	4
Black vinyl roof												
Sliding steel sunroof												
Radio antenna												
Power antenna												
Engine compartment light												
Electric tachometer												
Rear seat center armrest												
Padded steering wheel												
GT steering wheel												
Lambda-sond™ emission control (note 5.)	5	5	5	5			5	5	5	5	5	
Grille-mounted fog lights												
GT suspension/handling package												
Front spoiler												

0. Power-assist standard on 245.  
1. Pirelli CN36 high-performance radial tires.  
2. 264GL Overdrive has leather-faced upholstery only, the 264GL Automatic has velour upholstery only.  
3. Choice of either.  
4. Mystic Silver metallic only on 242GT and 262C. 264GL/265GL also available in selected non-metallic colors.  
5. Lambda-sond™ is a trademark of Volvo of America Corporation. It is standard nationwide only on the 262C, 242GT and 242 "California." On all other models, it is standard in California and other selected markets.

Note: The factory reserves the right to make changes at any time, without notice, to prices, colors, materials, standard equipment, specifications and models and also to discontinue models.



# THE 1978 VOLVOS AT A GLANCE

## Engine: 262C and 260 Series

Model B27FV-6 cast aluminum-alloy cylinder block with wet steel liners and aluminum-alloy cylinder heads. Valves actuated by chain-driven overhead camshafts (one per cylinder bank) operating rocker arms. Induction by Continuous Flow mechanical injection spraying fuel into cast aluminum-alloy inlet manifolds.

Model B27F V-6 Lambda-sond™ version, available in California and other selected markets, features a 3-way catalyst for lower emissions with excellent driveability and fuel economy.

Displacement: 163 cu. in. (2673 cc).

Bore x Stroke: 3.46 X 2.87 ins. (88 x 73 mm)

Compression Ratio: 8.2:1

Horsepower (SAE-net) 125 @ 5500 rpm, Lambda-sond™ version 125 @ 5500 rpm.

Torque (SAE-net) 150 ft. lbs. @ 2750 rpm, Lambda-sond™ version 148 ft. lbs. @ 2750 rpm. 262C is available in the Lambda-sond™ version only.

## Engine: 242GT and 240 Series

Model B21F in-line four cylinder, cast iron block with five main bearings, aluminum-alloy "cross-flow" cylinder head. Valves actuated by a belt-driven, single overhead camshaft operating directly on bucket-type tappets. Induction by Continuous Flow Fuel Injection. Fuel is sprayed into each branch of aluminum-alloy inlet manifold. Model B21F Lambda-sond™ version, available in California and other selected markets, features a 3-way catalyst for lower emissions with excellent driveability and fuel economy.

Displacement: 130 cu. in. (2127 cc)

Bore x Stroke: 3.62 x 3.15 ins. (92 x 80 mm)

Compression Ratio: 8.5:1

Horsepower (SAE-net) 104 @ 5200 rpm, Lambda-sond™ version 101 @ 5200 rpm.

Torque (SAE-net) 117 @ 2500 rpm, Lambda-sond™ version 111 @ 2500 rpm. 242GT and 242 "California" are available in the Lambda-sond™ version only.

## Exhaust Emission Control

Lambda-sond™ system includes 3-way catalyst and evaporative emission control. Federal system includes catalyst, proportional exhaust gas recirculation and evaporative emission control.

## General Data:

Legroom, Front (All except 262C) . . . . . 40.8 inches

Legroom, Rear (All except 262C) . . . . . 36.6 inches

Trunk Capacity, Sedans (SAE) . . . . . 13.8 cu. ft.

Cargo Capacity (245/265 GL) . . . . .

Rear Seat Up (SAE) . . . . . 42.9 cu. ft.

Rear Seat Down (SAE) . . . . . 74.9 cu. ft.

## Fuel System

15.8 gallon tank, Electric fuel pump.

Unleaded regular (91 RON)

## Cooling System

Sealed "tropic" system holds approximately 11 quarts (10 in 240 Series) of Anti-freeze coolant. Fitted with a translucent expansion tank.

## Electrical System

12-Volt system features solid-state ignition without contact points, a 55A rated alternator and 70 amp hour battery (60 amp on 240 Series). Starter motor output 1.1 hp.

## Drivetrain: 260 Series

Manual: Four-speed, fully-synchronized transmission has remote floor-operated gear shift. Diaphragm spring clutch. Electrically operated overdrive with a shift lever switch. Ratios: 1st 3.7:1, 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1. Overdrive: 0.80:1. Final drive ratio 3.73:1. The 262C, manual, has a special "short throw" gear shift lever.

Automatic: Three-speed with a floor-mounted shift lever and an illuminated quadrant with a PRND21 pattern. Ratios: 1st 2.45:1, 2nd 1.45:1, 3rd 1.00:1. Final drive ratio 3.54:1.

## Drivetrain: 240 Series

Manual: Four-speed, fully-synchronized transmission has remote floor operated gear shift. Diaphragm spring clutch. Optional electrically-operated overdrive with a shift lever switch. Ratios: 1st 3.71:1, 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1. Overdrive 0.80:1. Final drive ratio 3.91:1. The 242 GT is equipped only with a four-speed manual with overdrive with a special "short throw" gear shift lever.

Automatic: Optional three-speed automatic has a floor-mounted shift lever and an illuminated quadrant with PRND21 pattern. Ratios: 1st 2.45:1, 2nd 1.45:1, 3rd 1.00:1. Final drive ratio 3.91:1. The 242 "California" is available with automatic only.

## Steering System

Rack-and-pinion type with a safety column. Power-assist standard on all models except 242/244 with manual transmission. Ratio: 17.1:1, 21.4:1 (manual). Turns lock to lock: 3.5, 4.3 (manual). Turning circle 32'2". Smaller diameter GT steering wheel on 242GT; fully padded on 262C.

## Suspension

Front: Spring-strut type incorporating coil springs and telescopic shock absorbers. Stabilizer bar.

Rear: Rigid axle carried by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers, plus a stabilizer bar on sedans. Note: 242GT is equipped with heavier stabilizer bar in front, special coil springs and GT shock absorbers.

## Wheels and Tires

Steel-belted radial tires, Michelin "European Pro-

file," fitted on wide-offset 5.5" J x 14" pressed steel wheels. Special Light-alloy wheels on 262C and light-alloy GT wheels on 242GT. "Space Saver" spare tire with electric air compressor on 242GT and 262C.

## Tire Size:

264GL/262C: . . . . . 185/70-SR14

265GL/245: . . . . . 185-SR14

242/244: . . . . . 175-SR14

242GT: Pirelli CN36 . . . . . 185/70-HR14

## Brake System

Self-adjusting disc brakes on all four wheels. Tandem type 4:1 power assist. Pressure relief valves on rear brakes. Dual "triangle-split" hydraulic system, with stepped-bore master cylinder to maintain low pedal effort even if one circuit fails, connects both front wheels and one rear wheel on each circuit. Special ventilated front discs on 262C, 260 Series and 242GT. Center handbrake operates mechanically on separate rear wheel drums.

## Body

Unit construction with energy absorbing front and rear ends with central "safety cage." Galvanized steel in rust susceptible areas. Special anti-corrosive coating is sprayed into closed-section profiles, inside doors, etc. Factory undercoating. Partially aluminized exhaust system.

## Accessories

Volvo has a wide variety of accessories, including stereo radios, CB radio and tape players, designed to tailor-make a Volvo to your individual specifications.

## Warranty and Maintenance

Volvo offers a 12 month limited warranty without mileage restriction. To help you fully understand your warranties, servicing needs and maintenance schedules, Volvo has prepared a descriptive booklet.

## Leasing

Your dealer can advise you of the possible advantages of leasing. Consider a variety of plans, including full-service leasing with maintenance and insurance coverage, available from 12 to 48 month periods.

## Overseas Delivery

Volvo's comprehensive overseas delivery plan is designed so you can get the most out of your European vacation or business trip. All the details, even complete financing, can be arranged in advance. See your Volvo dealer to develop a plan that accommodates your itinerary and schedule.

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