

VOLVO **Full Line**

240/260 SERIES



240 Sedans

The perceptive driver wants two things from a car: *responsibility and enjoyment*. At Volvo, we define a responsible car as one with designed-in dependability, ruggedness, economy and longevity. We define an enjoyable car as one that offers responsive performance, predictable handling, comfort and, most of all, a spirit of fun. You'll find all these things in the 240 Series for 1979... a car that will be appreciated by every intelligent, active driver.



Volvo wants you to drive the 240 Series because we know that driving a Volvo is the surest, quickest road to appreciating the difference between our cars and ordinary transportation. But first, there are a number of facts that will interest you, things you should know about Volvo's efforts to bring you a car that not only makes sense but which also offers true driving satisfaction.

Every 240 Volvo is a complete car. Certainly there are options with which you can personalize your Volvo, things like air conditioning, stereo radios and tape decks... accessories that would cost extra on almost any car. But with Volvo, you get an unparalleled amount of equipment that comes standard to the 240 model you choose.

Beginning at road level, the extent of Volvo's standard equipment becomes readily apparent. The tires are European-profile steel-belted radials. Tires that aid traction and road holding (and therefore safety and handling). The suspension has front *and* rear stabilizer bars, high-performance shock absorbers

and coil springs at all four wheels. All standard.

Aiding Volvo's handling, along with the tuned suspension, are power-assisted four-wheel disc brakes for safe, sure, stopping with minimum brake fade. There's precise rack-and-pinion steering, a feature found on expensive sports cars and not even offered by most manufacturers. On Volvos, these things are standard. Because they help make you a better driver.

Inside, Volvo's legendary comfort and attention to driver environment are at once obvious. Sit in the orthopedically designed seats and draw a sigh of satisfaction. You won't find better seats anywhere. The front seats are adjustable nine ways, and come with effective back, leg and lumbar support. All standard.

The 240 Series sedans are available in two-door (242) and four-door (244), each powered by Volvo's spirited B21F overhead cam engine. The responsive four-cylinder has a light-alloy cylinder head, Lambda-sond™ emission control* (a system that doesn't choke the fun out

of your driving), fuel injection and solid state ignition. Again, all standard. Also standard is enough horsepower to let you have some fun now and then.

The 240 Series standard transmission is a fully synchronized close-ratio gearbox with four forward speeds. Available at extra cost are a quick-shifting four-speed manual gearbox with electrically operated overdrive and a smooth three-speed automatic, both include power-assisted steering at no extra cost.

There's even a special model 240 Volvo for drivers who want even more than regular 240 sedans offer... the 242GT. This car is intended for the serious driver, the driver who can appreciate every nuance transmitted from the road, through the high-performance Pirelli radials and the beefed-up suspension to the padded GT steering wheel. A special paint, trim and equipment group are nice, but handling sets this 240 model apart from the others, and sets the person who really likes driving, up for a remarkable motoring experience.

So, if you're a person who understands the difference between being a driver and being a motorist, you belong behind the wheel of a 240 Series Volvo... where you'll experience the kind of proven reliability, safety, handling and comfort that have made Volvo an extraordinary value. You'll notice that this is the first time we've mentioned value. There's a reason for that: We think you ought to see and appreciate that Volvo quality for yourself. Do it soon.

*Lambda-sond™ is a trademark of Volvo of America Corporation; standard in selected market areas.



244 Four-door sedan.



260 Sedans

For some drivers, only one of the finest will do. For this discriminating group, Volvo is proud to offer the 264GL, the finest sedan we've ever built. The 264GL offers the brisk performance and precise handling expected of a Grand Touring car, yet possesses the elegance and comfort of a genuine luxury sedan. Yet, the 264GL is more than luxury, more than responsiveness. The 264GL offers all the Volvo qualities that make it a Volvo: Durability, safety and uncommon value. At Volvo, we believe that the driver who appreciates the value of a dollar will also appreciate a fine car such as the 264GL. When it comes to value, the 264GL does not disappoint.

Designed for today's energy concern, every 264GL is equipped with Volvo's modern light-alloy V-6 engine, an engine built to exacting specifications using space-age metallurgy. The engine, called the B27E, has overhead camshafts, Lambda-sond™ emission control (a Volvo exclusive . . . and one that does not stifle performance), Continuous Flow fuel injection, solid state ignition and light-weight cylinder heads and block that improve the weight-to-horsepower ratio and enhance the car's performance characteristics.

The 264GL may be ordered with a smooth four-speed manual gearbox equipped with electric overdrive for highway cruising, or with a quiet-shifting three-speed automatic. Both are standard equipment to suit your driving style.

Like all Volvos, the 264GL represents the state of the safety art. Safety is a Volvo tradition and the 264GL offers firm proof that a safe car need not be dull. Passenger safety features are thorough and well-

engineered from the three-point seat belts that operate easily without tangling and knotting to the "Crumple Zones" built into the front and rear. These zones absorb and cushion impact energy instead of transmitting it to the passenger compartment. Other safety features include a protected gasoline tank, crash resistant door locks, reinforced doors and a structural steel cage which, unseen, surrounds and protects the passengers.



The 264GL, though a luxury sedan in every sense of the word, retains the responsive, predictable Volvo handling characteristics uncommon to the domestic genre. Every 264 is equipped with power-assisted rack-and-pinion steering, power-assisted four-wheel disc brakes (with the front discs ventilated for surer, safe operation), dual stabilizer bars, coil-spring suspension and a rear "live axle" design that aids stability by maintaining proper wheel angles during cornering. Cornering is further aided by European-profile steel-belted radial tires. Of course, all those things are standard. Because we wouldn't have it any other way.

The interior of the 264GL offers the same attention to excellence

found in the rest of the car. Only the finest quality leather, fabric and carpets are used. Outside, Volvo standards remain stringent. Paint is applied in multiple coats with a special resilient coat on the lower part of the car that resists stone chipping. Underneath the 264GL, you'll find the kind of rust-proofing measures that have helped Volvos last for over 16 years (average) in the rugged climate of their home country Sweden. A car as fine as the 264GL deserves to last. Volvo has spared no effort to see that it does.

262C

For drivers who want a taste of *true* Grand Touring performance and panache, there is the 262C . . . a car we modestly call "The most exclusive Volvo ever." This car features Volvo's new coupe body designed by Bertone, an interior handsomely finished in black or beige leather, cruise control, light-alloy wheels, special suspension, and a short-throw gearbox (the automatic transmission is available at no extra charge).

The 262C blends Volvo's established excellence in design and engineering with Italian artistry and style to produce to a true limited-edition Grand Touring car.

The 262C and the 264GL are premium automobiles that offer most "luxury extras" as standard equipment (even air conditioning). And every component that is a part of these cars is installed with the pride and care that have made every Volvo a marvel of quality control. Building fine cars is a tradition at Volvo, a tradition which produced cars that are made to be driven, enjoyed and valued. The tradition is a proud one and nowhere is it exhibited more clearly than in the 260 Series Volvos for 1979.



245 & 265GL Station Wagons

If you want extra practicality from your Volvo — and adding more practicality to a Volvo isn't easy to do — you have a choice: the Volvo station wagon. It offers every worthwhile and enjoyable feature found in Volvo sedans, plus the capacity for additional cargo and more passengers. Think about it. Most wagons sacrifice luxury for utility, performance for payload or some other compromise that would be best not made. Volvo wagons don't compromise anything.

The 245 Volvo wagon offers the same responsiveness and handling that drivers associate with 240 sedans. Yet it offers the ability to carry as much as 76 cubic feet of cargo. It took Volvo engineering to accomplish that. It's done by keeping the Volvo wagon within the same length and width dimensions as its sedan counterpart. That keeps it just as easy to park and drive as the sedan (the turning circle even stays the same — a neat 32'2"). The wagon weighs more, but not much. Certainly not enough to seriously affect performance or economy. And the slight bit of extra weight does not adversely affect the wagon's handling because the suspension is tuned to compensate for the weight difference, thus providing you with safe, comfortable, predictable and enjoyable ride and handling qualities.

Inside, the 245 differs only slightly from the sedans. The cargo area is different of course, but the part the driver and passenger see and use remains the same: The same comfortable orthopedically designed seats. The same attention to quality and quality control. The same ergonomically efficient driving environment.

Even the engine is the same responsive and economical B21F overhead cam four-cylinder ... equipped with fuel injection, solid state ignition and all the rest. For a wagon that offers a good-time personality all its own plus a hard-nosed willingness to work when it's called for, the Volvo 245 stands proudly alone above its competitors.



The 265GL has retained all the luxurious appointments and superb performance and handling qualities that make the sedan version a premium automobile. Soft leather, deep pile carpets and the powerful B27F overhead cam V-6 engine make the 265GL a wagon that is more than a utility vehicle. The 265GL is, beyond a doubt, a fine luxury automobile.

All the standard features found on the 264GL (except the sunroof) will be found in the 265GL. Air conditioning, power-assisted four-wheel disc brakes, power-assisted rack-and-pinion steering, leather-faced upholstery and all the rest ... at no extra charge. Because Volvo believes that a wagon should be as complete as a sedan, not a bare-bones car that requires a page full of expensive options to make it useable.

Both the 265GL and the 245 wagons are offered with either the four-speed manual gearbox (with electric overdrive) or the three-speed automatic. Both have all the standard Volvo safety, durability, comfort and convenience equipment found on the sedan versions. And both are proudly, unmistakably Volvos ... a superior alternative to other wagons.

Drive a Volvo station wagon and you'll believe.

Wagon Cargo Compartment

All Volvo wagons have a truly remarkable cargo compartment. Easy to load, through a top-hinged door that operates with one hand, the wagons offer five times the carrying capacity of the sedan. That's 76 cubic feet with the rear seat folded. With the rear seat in use, it carries more than 40 cubic feet of cargo. The

cargo area is covered with quality carpets (deep-pile in the 265GL) that are edged with metal bindings for durability. The compartment is completely flat and is equipped with six tie-down rings, making cargo easy to load and safe to carry. A load-leveling system is an extra-cost item on the 245, while an automatic leveling system is standard on the 265GL. A rear-facing auxiliary seat, an extra-cost option on both models, folds flat into the floor, utilizing space that serves, with the seat removed, as an underfloor storage compartment. For safety and convenience, the rear windows of all wagons are equipped with a standard wiper/washer combination intermittent on the 265GL and an electric defroster unit.

265GL Four-door station wagon with accessory roof rack.



The 1979 Volvos at a glance

Engine: 262C, 264GL, 265GL

Model B27F, V-6 configuration light-alloy cylinder heads and block with wet steel cylinder liners. Valves actuated by overhead camshafts (one per cylinder bank) operating rocker arms. Displacement: 163 cubic inches (2673 cc). Horsepower: 127 @ 5500 rpm. (SAE-net). Torque: 148 ft. lbs. @ 2750 rpm (SAE-net).

Engine: 242, 244, 245, 242GT

Model B21F, in-line four cylinder, cast iron block with five main bearings, light-alloy "cross-flow" cylinder head. Valves actuated by a belt-driven, single overhead camshaft operating on bucket-type tappets. Displacement: 130 cubic inches (2127 cc). Horsepower: 107 @ 5250 rpm (SAE-net) for all models. Torque: 117 ft. lbs. @ 2500 rpm (SAE-net); 114 ft. lbs. @ 2500 rpm (SAE-net) with Lambda-sond™* emission control.

Exhaust Emission Control

Lambda-sond™* three-way catalyst on all models except 242, 244, 245 models in selected market areas.

Fuel System

15.8 gallon tank, electric fuel pump. Unleaded regular fuel with at least 91 RON octane.

Cooling System

Sealed "tropic" system with permanent anti-freeze coolant. Translucent expansion tank for convenient checking.

Electrical System

12-volt system features solid-state, breakerless ignition for fast, reliable starting. 55 Amp-rated alternator and 70 amp hour battery (60 amp on 240 Series). Starter motor output 1.1 hp.

General Data:

	Inches	cm
Wheelbase (All Models)	104.0	265
Overall Length (All models)	192.5	489
Overall Width (All models)	67.3	171
Overall Height (242/244/264GL)	56.3	143
(245 & 265GL)	57.5	146
(262C)	53.9	137
Legroom, Front (All except 262C)	40.7	103.5
(262C)	40.2	102.2
Legroom, Rear (All sedans)	36.6	93
(Station Wagons)	36.4	92
(262C)	33.5	85
Seating Capacity (All except 262C)	5 people	
(262C)	2 + 2 Tourer	
Trunk Capacity, Sedans (SAE)	13.9 cu.ft.	
(262C)	13.7 cu.ft.	
Cargo Capacity, Station Wagons (SAE)		
Rear Seat up	41.1 cu.ft.	
Rear Seat down	76.0 cu.ft.	

Drivetrain: 260 Series

Manual: Four-speed, fully-synchronized transmission with floor-operated shift lever with leather cover. Electrically operated overdrive with a shift lever switch operates in fourth gear. Gear ratios: 1st 3.71:1, 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1, Overdrive 0.80:1. Final drive ratio 3.73:1.

Automatic: Three-speed with a floor-mounted shift lever and an illuminated quadrant with a PRND21 pattern. Final drive ratio 3.54:1.

Drivetrain: 240 Series

Manual: Four-speed, fully-synchronized transmission with floor-operated shift lever. Optional electrically-operated overdrive with a shift lever switch operates in fourth gear (standard on the 242GT). Gear 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.

Automatic: Optional three-speed automatic with a floor-mounted shift lever and an illuminated quadrant with a PRND21 pattern. Final drive ratio 3.73:1.

Steering System

Rack-and-pinion gear with five-stage safety column. Variable ratio power-assist is standard on all models except the 242 and 244 with manual transmission. Turns lock to lock: 3.5 (4.3 without power-assist). Turning circle 32'2" (9.8 meters).

Suspension

Front: McPherson strut design incorporating coil springs and telescopic shock absorbers. Firmer shock absorbers are standard and a heavier stabilizer bar further increases roll stiffness.

Rear: Rigid "live" axle is located by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers, gas-filled on the 264GL and 262C for better ride control. Heavier rear stabilizer bar further improves cornering on all sedans and the 245 station wagon. The 265GL has a fully automatic load-leveler.

Note: The 242GT is equipped with heavier stabilizer bars front and rear plus fast response shock absorbers on the rear.

Wheels and Tires

Michelin "European-profile," steel-belted radial tires are standard. They are fitted on wide-offset 5.5" J x 14" pressed steel wheels. The 264GL and 262C have 25 spoke light-alloy wheels and the 242GT has light-alloy GT wheels. A "Space Saver" spare tire with electric air compressor is standard on the 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 brake circuits with stepped-bore master cylinder to maintain near-normal pedal effort even if one circuit fails, connects both front wheels and one rear wheel on each circuit. Special ventilated front discs are standard on all 260 Series models and the 242GT. Center handbrake operates mechanically on separate rear wheel drums.

Body

Unitized construction with energy absorbing front and rear ends with central "safety cage." Hot-dipped galvanized steel in rust susceptible areas. Zincrometal is also used. A special anti-corrosive coating is sprayed inside the doors, rocker panels, etc. Factory undercoating and special stone chip resistant paint. Exhaust system is partially aluminized.

Additional Standard Equipment: 240 Series

Fuel injection, solid state ignition, fully adjustable front bucket seats, adjustable lumbar support, tinted glass all around, 12-outlet heating and ventilation system, fresh air inlet, intermittent windshield wipers, full interior carpeting, front and rear door operated dome light, key and light warning buzzer, storage compartment on front doors, vanity mirror, and lockable, illuminated glove compartment, quartz crystal clock, day/night rear view mirror, dual outside mirrors, childproof rear door locks, electric rear window defroster, stereo door speakers and radio antenna, trip meter, light integrity sensor, passenger assist handles, rear seat center armrest (sedans), four three-point, self-adjusting safety belts, and one rear lap safety belt, luggage compartment light, cloth upholstery with vinyl trim (all vinyl in station wagon), electric rear window wiper and washer on the 245, bright anodized bumpers with rubber facing, body side molding, twin tailgate gas cylinders on the 245, 242GT. Custom interior upholstery and trim, tachometer, GT steering wheel, grille-mounted fog lights, engine compartment light, GT suspension/handling package, sliding steel sunroof, air spoiler, and special exterior trim and Mystic Silver metallic paint.

Additional Standard Equipment: 260 Series

240 Series equipment plus: sliding steel sunroof, metallic paint (and selected non-metallic colors), leather-faced upholstery with matching vinyl trim and color-coordinated interior, tachometer, heated driver's seat, map pockets on front seat backs, delayed switch-off of dome light, grey velour upholstery with Allegheny Black finish on 264GL, power windows, power remote-controlled rear view mirrors, air conditioning, plush carpeting including trunk or cargo area, 25-spoke light-alloy wheels on 264GL and 262C, engine light, intermittent rear window wiper and washer on 265GL, automatic load-leveler on 265GL, wide rubber body side molding. 262C: Custom leather interior by Bertone, cruise control, heated passenger seat, deluxe interior map lights, black vinyl roof with Mystic Silver metallic finish, power antenna, 264GL radio antenna is an accessory.

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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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.

VOLVO

Cover: 264GL Four-door sedan and 245 Four-door station wagon with accessory roof rack and wheel trim rings.