



The new Volvo
and the smart
way to buy it...

VOLVO
Tourist & Diplomat Sales



...through Volvo Tourist & Diplomat Sales!

Volvo established a department for tax and duty free sales in 1956. At that time, the two main groups of people who were eligible for tax and duty free purchases were diplomats and tourists, i.e. people who travelled a lot or were temporarily living abroad.

Today, however, there are many groups other than just tourists and diplomats who are entitled to make tax-free purchases under the Volvo Tourist & Diplomat Sales Programme.

Furthermore, there are many other advantages involved apart from the substantial savings!

Your nearest Volvo dealer can give you more information!

Until then, this brochure will give you a first quick glance at one of the most outstanding cars that Volvo makes today. Volvo.

Brygga A



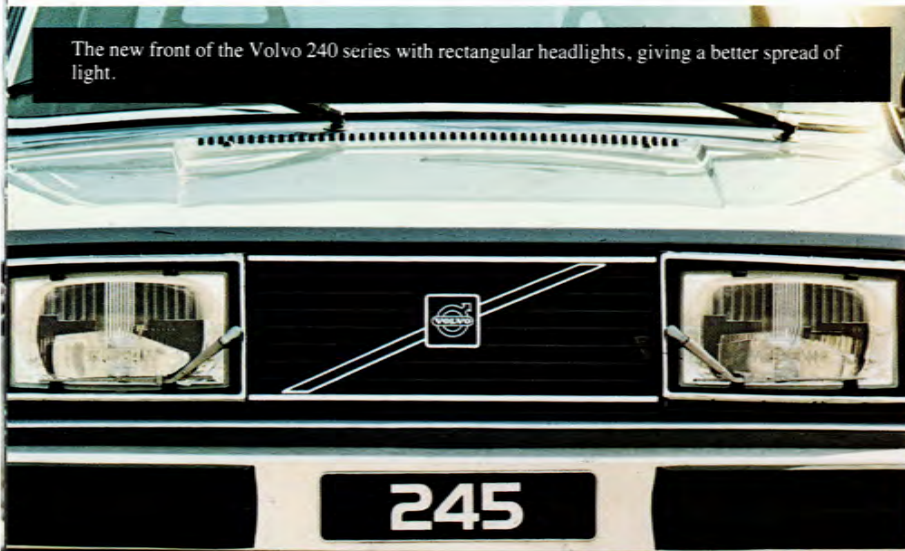
Superior whichever way you look at it...

A Volvo stands out from every point of view. From reliability and comfort to driving safety and accident safety. From sheer driving pleasure to rationally economic motoring: it all adds up to the value for money that you get with a Volvo. From every aspect Volvo is the car which more than fulfils the most demanding expectations. Seen from any angle a Volvo is really worth looking into – superior whichever way you look at it.

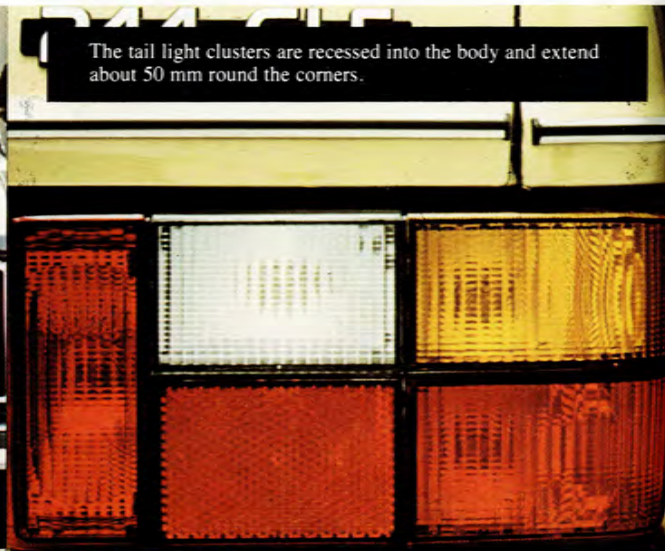


...right down to the smallest detail!

Quality of research, originality of thought.



The new front of the Volvo 240 series with rectangular headlights, giving a better spread of light.



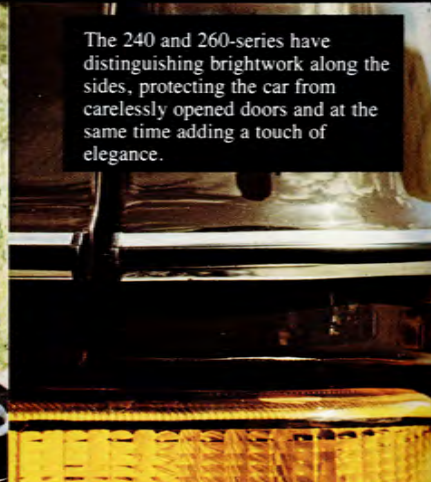
The tail light clusters are recessed into the body and extend about 50 mm round the corners.



The new design of the Volvo 240 series includes a 90 mm lower boot lid, which makes it easier to load and unload luggage.



The new boot lid of the 240 series is rounded and smoother in shape. A new barrel lock, which can only be opened with a key, helps prevent theft of luggage.



The 240 and 260-series have distinguishing brightwork along the sides, protecting the car from carelessly opened doors and at the same time adding a touch of elegance.



The front wings on the 343 are fitted with side indicator lights.



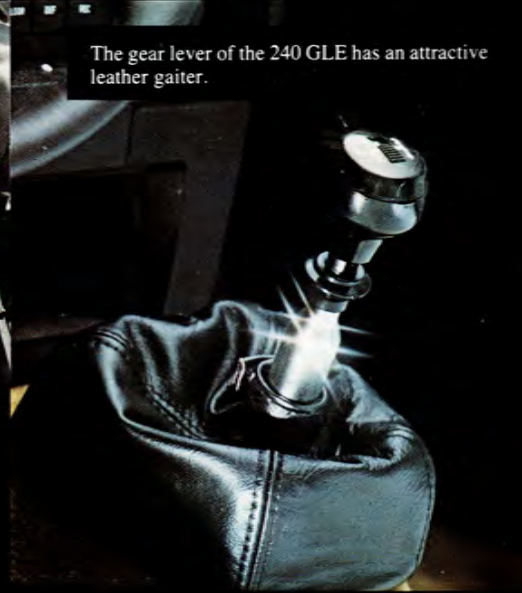
On the new front of the 343, the number plate is recessed into the bumper.



The Volvo 343 1979 models are now available with manual gearbox as an alternative to CVT (Continuously Variable Transmission). The instrumentation and controls on the new 343 combine clarity and the best possible ergonomic design.



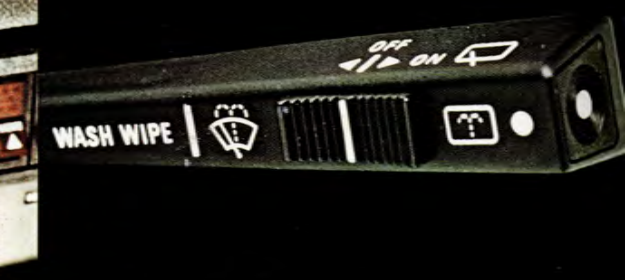
The interior is colour-matched and very attractive.



The gear lever of the 240 GLE has an attractive leather gaiter.

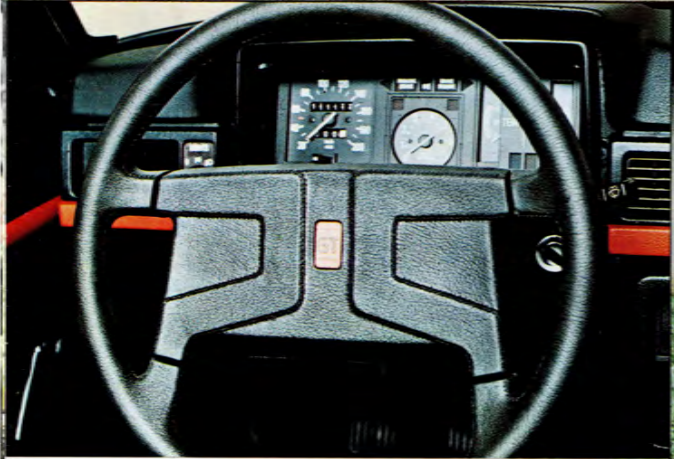


The safety steering wheel incorporates two operating bars for the horn.



The Volvo 245 GLE has an intermittent action relay for the tailgate wiper.

Tune in to the Volvo '79 programme!



Volvo's wide range of factory-fitted accessories makes it a real pleasure to customise your car.

Volvo 4 Stereo.

FM-MPX-AM-MW-LW radio with cassette player.

Preadapted for stereo radio reception. Pilot tone system. 4-track cassette player. Auto-reverse.

Volvo 4 Stereo.

AM-FM-MPX (US) radio with cassette player.

Preadapted for stereo radio reception. Pilot tone system. 4-track cassette player. Auto-reverse.

Volvo Radio Executive.

FM-MPX-MW-LW radio/stereo tape player with microphone recording facility.

Push-button tuning. Stereo-mono switch. Microphone recording and mono radio recording facilities. Auto-reverse.

Volvo FM-MW-LW Radio.

Push-button tuning of two FM, two MW and one LW station. Automatic frequency control and built-in disturbance filter.

Volvo AM-FM.

(For USA and Canada only).

Push-button tuning of three stations on the FM-band and two on the AM-band. Fully transistorized.

Volvo Air Conditioner.

(With thermostat.)

Designed by Volvo to give the best possible comfort under hot, humid and dusty conditions.

In the Volvo 260 cars of all specifications air conditioner is part of the standard equipment, and in the 240 cars it is an option. For Volvo 244 and 245 of European or UK specifications the production time is ten weeks if air conditioner is ordered.

Electric window winders.

The front windows are operated by pushbuttons on the dashboard. They can be lowered or raised in five seconds. Standard equipment in the 260 series.

Levelling system.

When driving with a caravan or with a heavy load in the boot the Volvo levelling system puts your car back into horizontal position.

Auxiliary seat.

Fits backwards behind the rear seat in Volvo 245 and 265. Gives the best possible protection for children. Folds flush with the floor when not in use. Beige or black.

Tow bar.

Volvo offers you a tow bar with a small ball (diameter 50 mm or 1.96"), which can easily be taken off. Approved for trailers up to 1500 kg.

Tachometer.

Helps you change gear at the right engine speed. Installs in recess on instrument panel. Standard in 240 GLE and 260 GLE.

GT Instrument panel.

With speedometer, tachometer, voltmeter, temperature gauge, oil pressure gauge and fuel gauge.

GT Steering wheel.

Fulfills the highest safety requirements. Covered with cool and comfortable imitation leather.

GT wheel.

Made of aluminium alloy. Weight only 5.8 kg. Light, strong and extremely smart.

Electrically operated door mirrors.

Mirror settings adjusted from driver's seat.

Electrically operated aerial.

Aerial length adjusted from driver's seat. Fitted on left rear wing (sedans only).

Power steering.

Standard equipment on all GLE models. Also standard on US models with automatic transmission and on all US station wagons.

Rear Seat Head Restraints.

Give passengers in the rear seat the same protection against whiplash as in the front. Available in black or beige.



Volvo's 5 star philosophy.

Unique safety thinking.

Driving safety is one of the great Volvo assets. You can trust a Volvo because all Volvo models retain the characteristics they show during normal driving – even in sudden panic situations. Because of their scientifically balanced combination of component systems Volvo's dynamic safety qualities are in a class of their own.

Furthermore, Volvo is in the lead, when it comes to crash safety, because of the research-based design, construction and interior finish, which reduce the risk of personal injuries, should an accident occur.

The Volvo 244 was chosen by the authorities in the USA as the car which sets the standard for future American safety norms. Proof indeed of Volvo's lead in safety!



Outstanding reliability.

A Volvo is a reliable car. Reliability which is ensured in several ways. Through well-proven design, fully dimensioned components, high-

quality materials, advanced manufacturing methods and thorough quality control.

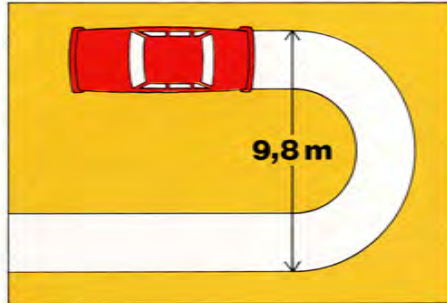
That is why a Volvo functions properly in widely differing climates, under very hard stress, for year, after year, after year.

The fact is that a Volvo has about 2 years longer average life expectancy than any other car – according to recent statistics computed by the Swedish Motor Vehicle Inspection Authority!



A pleasure to drive...

Volvo's Dynamic Safety not only gives you, the driver, extra security when driving, it also gives you greater driving enjoyment and stress-free confident motoring. A Volvo is a car which obeys you and behaves as you expect it to. That is why it is such a superb car to drive.



...a pleasure to ride in.

A Volvo not only provides superb driving comfort, but is also engineered to give an excellent ride. The sophisticated heating and ventilation system, the first class all-round vision, the well balanced suspension, the generous leg room front and rear, and the famous Volvo-seat designed in consultation with medical experts, all play an important part in making it a pleasure to drive and ride in a Volvo.



Value for money.

A very important economy aspect of Volvo cars is the extra equipment, built-in comfort and engineering features which are standard. Another economy aspect is the long life expectancy, contributing to high second hand value and good, overall motoring economy. On top of which the many other reliability qualities and features, like the elaborate anti corrosion treatment, the extremely high safety level, the pleasure to drive qualities and the well thought out car comfort add up to one simple fact: you get real value for your money when you decide to go Volvo!

The cars shown in this brochure may differ in detail from those currently included in our sales programme. For relevant information, please contact your Volvo dealer. The factory reserves the right to make changes at any time, without notice to prices, colours, materials, equipment, specifications and models and also to discontinue models.

VOLVO

Tourist & Diplomat Sales

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