



**Collecting your new Volvo at
the factory gives a flying start
to your Swedish Holiday Trip.**

A few facts about factory delivery.

Picking up your car at the Volvo factory is a very pleasant and practical way of delivery, which gives you many advantages.

Firstly, Göteborg is easy to reach by air, train or ferry. Then after receiving your car, you can start touring Europe right away by using one of the many excellent ferry connections from Göteborg. In three hours you can

be in Denmark, in twelve hours in northern Germany and in twenty five hours in Amsterdam or in the United Kingdom. By taking advantage of a special shipping arrangement made by Volvo, you can enjoy a favourable price for your journey from Göteborg to Denmark or Germany. In fact, with three paying passengers or more, you and your Volvo travel free.

How factory delivery operates.

Well in advance of delivery, you will receive a letter from the Delivery Centre informing you about the delivery procedure. This letter includes a Delivery Pass, information about hotel accommodation, an accessory brochure and some helpful hints on travelling in Europe.

The Delivery Pass entitles you to free transport from the city centre, the ferry terminal or your hotel to the Delivery Centre. This pass also contains your order number and the location and telephone number of the Delivery Centre. When you arrive at the Delivery

Centre you will be met by one of our delivery specialists, who will also explain and demonstrate the car and all its features, controls and instruments and take you for a short demonstration drive. You can order accessories especially designed for your Volvo, such as seat covers, child safety seat, roof rack, floor mats and many other items to personalize your new Volvo. These can be fitted immediately. The staff at the Volvo Tourist Delivery Centre can also help you with hotel accommodation and information and bookings for ferry travel.



Making the most of your Swedish holiday.



An exploration tour - starting in the Land of the Midnight Sun.

This is a really different way of seeing Sweden. And quite definitely the most novel way of collecting your new Volvo—in Kiruna, Lapland! Lying beyond the Arctic Circle, Kiruna covers an enormous area, making it one of the largest cities on earth. And during the summer months, the Midnight Sun shines round the clock, turning night into day. Our delivery program includes a special Midnight Sun excursion. After taking delivery of your new Volvo, you have one day in Kiruna—the city of the Midnight Sun. Then southwards towards Luleå, 357 kilometers away. On the journey you will be amazed at the grandeur of Lapland's rugged scenery, the wandering reindeer and the many other wild animals. We cannot of course guarantee that you will meet a bear or a wolf. But the Lapp reindeer herdsman might have a thing or two to say about the latter.

After a night at the Esso Motor Hotel in Luleå we continue our journey south. This time we are heading for Örnsköldsvik 380 kilometers away along the coast road. The blue Baltic lies on your left the whole time. There's nothing to stop you from taking a cooling dip.

On day four, we leave Esso's Motor Hotel in Örnsköldsvik and still moving south, set off for a 307 km drive down the coast road. The scenery is breathtaking. All the way to Söderhamn, where Esso's Motor Hotel staff have put out the welcome mat for us.

On the fifth day we turn inland to Dalarna—perhaps the most Swedish of all Sweden's provinces, so rich in folklore and tradition. The day's drive is very short—only 180 kilometers, leaving plenty of time for sightseeing or even swimming in Lake Siljan, before putting up for the night at Esso's Motor Hotel in Borlänge.

Day six finds us travelling through a landscape of small communities steeped in history. The beginnings of Swedish industry can be traced back to these ancient rural villages. Stockholm is only 225 kilometers away, giving us plenty of time for shopping and sightseeing in Sweden's capital. And later in the evening, there is the gaiety of Stockholm by night.

Day seven finds us sightseeing and shopping in Stockholm. High on the list of day eight are the Wasa ship—a unique example of 17th century shipbuilding—and Skansen, the famous pleasure park loved by Stockholmers and visitors from all over the world.

On the ninth day we turn south-west to Norrköping, an old market town, just 165 kilometers inland. On the way there we have plenty of time to see Kolmården's zoological gardens, which is one of the most modern in Sweden, with animals from the four corners of the earth.

Day ten sees us on our way to Göteborg, 320 kilometers away. An evening visit to Liseberg—an open air entertainment centre with world famous flowered walks and glittering attractions is a wonderful experience not to be missed.

Day eleven is arrangement free after you have checked out of Esso's Motor Hotel. If you wish you can visit us at Volvo's Tourist Delivery Centre. We will be pleased to see you and only too happy to help you with advice for the remainder of your holiday.

Prices inclusive 9 nights at Esso Motor Hotels with breakfast and sightseeing arrangements in Stockholm. Adults 792:- Swedish Kronor, children 4-12 years 417:- Swedish Kronor. The extra charge for car delivery in Kiruna is Swedish Kronor 900:- and at Hotel Ferrum in Kiruna the price per bed and breakfast is 126:- Swedish Kronor for adults and 63:- Swedish Kronor for children.

The heart of Sweden - in a Golfing Vein.

The delivery of your new Volvo in Göteborg is followed by an eight-day round trip through the heart of Sweden. Sightseeing in Stockholm and golf on three different courses are included in this trip.

The first day of the holiday takes us to Eskilstuna, one of Sweden's oldest "smithies" where we spend the night at Esso's Motor Hotel. Distance driven 228 km.

The second day begins with breakfast followed by a round of golf on the Eskilstuna course. After lunch, we move on to Smedjebacken, arriving with plenty of time to take a swing on the Hagge golf course. Distance driven 120 km.

Day three. After breakfast, a round or two on the Hagge course. In the afternoon we set off for Hofors, another community rich in the traditions of craftsmanship in iron and steel. Distance driven 140 km.

Day four. A visit to the Hofors golf course before we start off for Stockholm. Distance driven 235 km.

Day five is spent shopping and sightseeing in Stockholm. A visit to Skansen—Stockholm's famous amusement park and a chance to see the unique Wasa ship are included in the program.

Day six. We leave the beautiful Swedish capital and drive to Linköping. Distance driven 205 km.

Day seven. After a good night's rest in Linköping we take the road to Göteborg. Distance driven 280 km.

Day eight. Our tour draws to an end. We check out from Esso's Motor Hotel in Göteborg before noon. Prices inclusive 7 nights at Esso Motor Hotels plus breakfast and sightseeing arrangements as well as green fees for adults:

Adults 601:- Swedish Kronor, children 4-12 years 323:- Swedish Kronor. Children's price excluding green fees. Playing visitors are required to bring the membership card from their home club.



Looking through the glassworks.

This mini holiday is arranged as a four-day round trip, taking in the most famous of Sweden's glassworks.

Your trip starts from Göteborg. On the way to Växjö you can choose to stop off to visit Lindshammar and Rosdala glassworks, famous for their traditional craftsmanship and modern design.

Distance driven 275 km.

Day two: After breakfast at Esso's Motor Hotel you set off for a zig-zag trip with lovely Karlshamn lying on the south coast, as your final goal for the day. There is plenty of time to visit Kosta, Orrefors and Boda glassworks on the journey, names that need no further explanation, and you can also purchase samples of their fascinating glassware at special prices. Distance driven 230 km.

Day three: We leave Karlshamn and turn our wheels towards Göteborg, arriving in the afternoon or early evening, giving lots of time to enjoy the scenery on the way. Distance driven 335 km.

Day four: Gives us a whole day's sightseeing and shopping in Göteborg.

Prices inclusive 3 nights at Esso Motor Hotels plus breakfast. Adults 240:- Swedish Kronor, children 4-12 years 120:- Swedish Kronor.

All offers and prices mentioned in this folder are valid for May–September 1979. Shared double room/combi room with bath or shower, colour TV and telephone at Esso Motor Hotels. Breakfast: Boiled egg, bread and butter, cheese, marmalade, milk or fruit juice, tea or coffee or drinking chocolate. Children under 4 years pay for breakfast only.

N.B. Prices include service charges and sales tax.

We retain the right to make alterations to prices and schedules arising out of factors beyond our control.

VOLVO
Tourist & Diplomat Sales

S-40508 Göteborg, Sweden.