

VOLVO 240



VOLVO



The Idea.

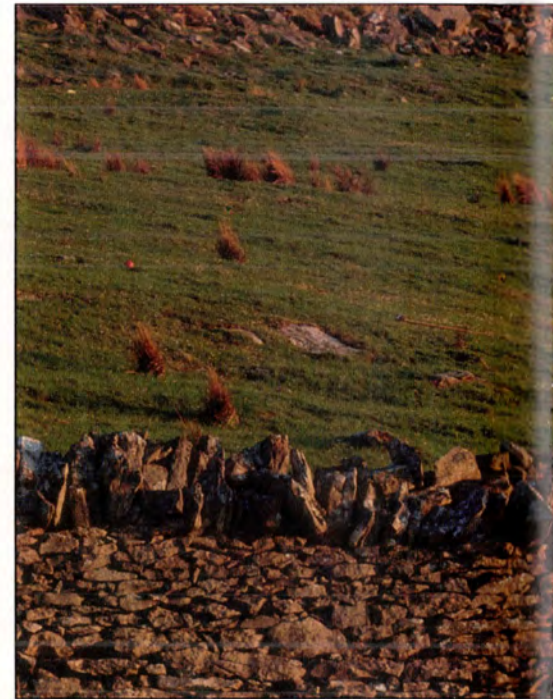
Once upon a time there was an engineer called Gustaf Larson.

Larson wanted to design a car that was as safe as possible for its passengers. Larson was a man who cared about other people. Assar Gabrielsson shared Larson's ideals; together the two men were to build a car that was safer and more reliable than any other car.

In 1927, the job was done.

The first few vehicles were named after Larson, but soon the new car and their company became Volvo.

Larson said that "the basis for everything we do at Volvo is, and must remain, safety and care".





Volvo is Latin. It means I roll. Volvo 240 is Swedish. It means I keep on rolling.



In 1987, the Volvo 240 was elected "Family Car of the Year", and in 1988, it was chosen the "Safest Estate" in its category in the United States.

Since that time Gustaf Larson's words have been law to us.

A law that guides all our research and design work. More than once it has meant that our cars have had equipment that no one else had thought of.

We were first in the world to fit our cars with a laminated windscreen; we were first in making 3-point seat belts standard equipment; we were first with the Lambda sond-controlled catalytic converter.

The truth is that our law has later been made law in a number of countries around the world.

Not a bad law, Larson's law.





New: A larger rear screen on the 240 Estate.





At times our own law is more demanding than other laws.

When authorities stipulate that a car must withstand a 50 km/h head-on collision, we say the limit is 58 km/h.

Adding a mere 8 km/h may not sound much, but in reality it means a 36 per cent load increase on the car.

Not every car can manage that.
A Volvo must.

How far can you take aerodynamics?

A car with extremely low wind resistance isn't as spacious; not only is there less luggage space, but less room for the heads of passengers too.

Extremely low wind resistance also affects roadholding: Side wind stability isn't what it ought to be.

Add to this that, providing you drive at normal speeds, extremely low wind resistance only affects fuel consumption marginally.

At Volvo we take aerodynamics seriously. That's why a Volvo looks like a Volvo.





Designed for people.



Medical expertise helped us design the driver's seat. There is easy-to-read instrumentation and good ventilation.

It's only logical:

A driver who's bothered by difficult-to-read instrumentation and misplaced controls is not a happy driver.

A driver who isn't comfortable is a tense driver.

While a driver who's at ease in his car is an alert driver.

Everything around the Volvo driver has been designed accordingly.

Logical, isn't it?



Comfort.





What happens outside the car is important too.

All of Volvo's petrol engines now have Lambda sond and catalytic converter. They run on unleaded petrol.

The Lambda sond makes sure what's injected into the engine comes out perfect-

ly suited to the catalytic converter, which in turn converts most of the exhaust fumes into steam. Volvo's Lambda sond is electrically heated to minimize pollution also in cold climates. A warning light goes on when emissions are too high. And with the help of an electronic diagnostic unit, faults

in the system can be located in a matter of minutes.

But cars can be harmful to the environment even before you drive them: When they're manufactured.

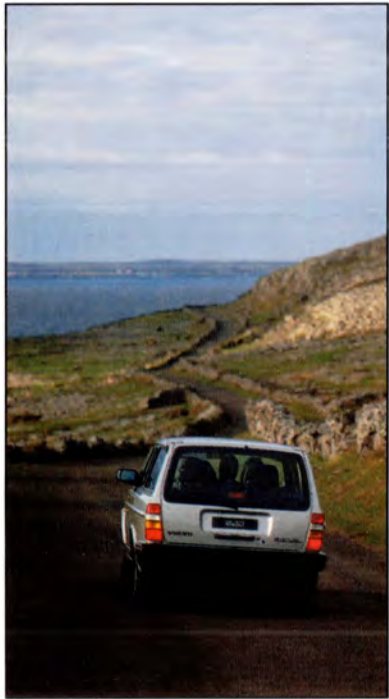
That's why we keep introducing new metallic paints that are good for the environment.



That's why we demand our suppliers share our concern for the environment.

All of which means that your new Volvo is equipped with a rather rare feature these days:

A clean conscience.



Caring about your family as much as about yourself. Caring about the future as much as about the present. Caring.

Since we've always built our cars according to our own ideals, Volvos have never conformed to the latest car fashion.

Volvos, therefore, have never gone out of style as fast as other makes. An excellent indication of which is the Volvo 240.

And since our cars have also proven more reliable and longer lasting than most other makes, quality, running costs and trade-in value are popular discussion topics indeed among Volvo owners.

In fact, they have remained so for the last 60 years, and there's been no indication of a change.

On the contrary.





Quality.

The Difference.

Choosing your new car is an important decision. Your life may depend on it.

May we therefore suggest you compare our brochure with those of other car manufacturers.

What you'll find is that we tell you more about our cars than they do.

Which doesn't mean to say that they're trying to hide anything.

The reason is that the Volvo 240 possesses qualities in design and detail you just won't find elsewhere.

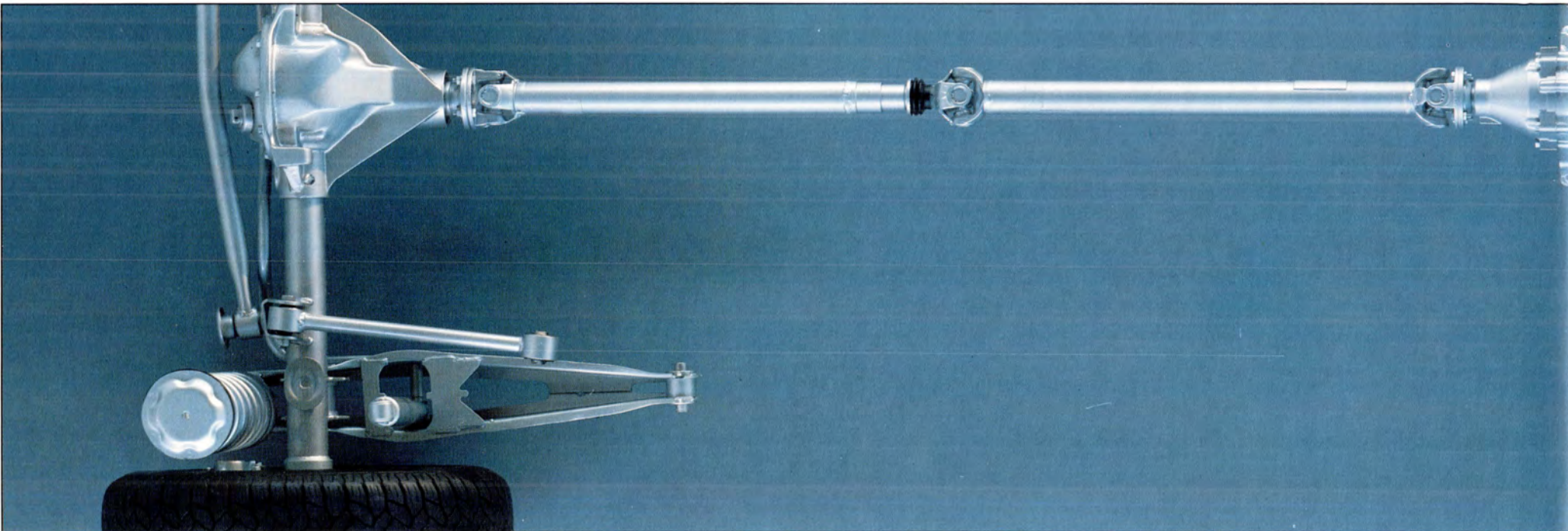
As you know, we believe very strongly in these qualities.

Others may have a different opinion.

What's yours?







Front: Individual front wheel suspension with spring struts and anti-roll bars. Rack-and-pinion power steering.

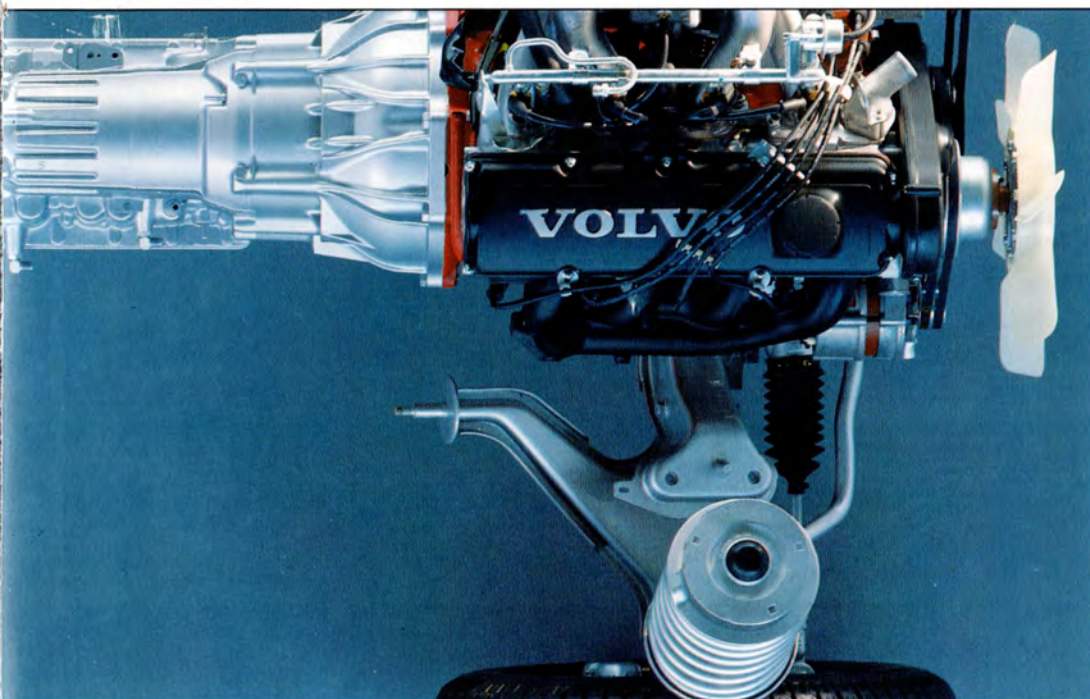
Rear: Live rear axle ensures constant track and wheel angles.

Result: The carefully balanced chassis means the car behaves predictably, offering superior comfort and road-holding, even at high speeds. The 9.8-metre turning circle puts many smaller cars to shame.

Requirements: Reliability and economy.

Durability. Smooth and powerful. Good handling. Clean exhaust fumes. Easy to service.

Solutions: Low mechanical friction means less wear and a smoother engine that lasts longer. Good mid-register torque provides a quick boost for overtaking. Microproces-



Engineering.

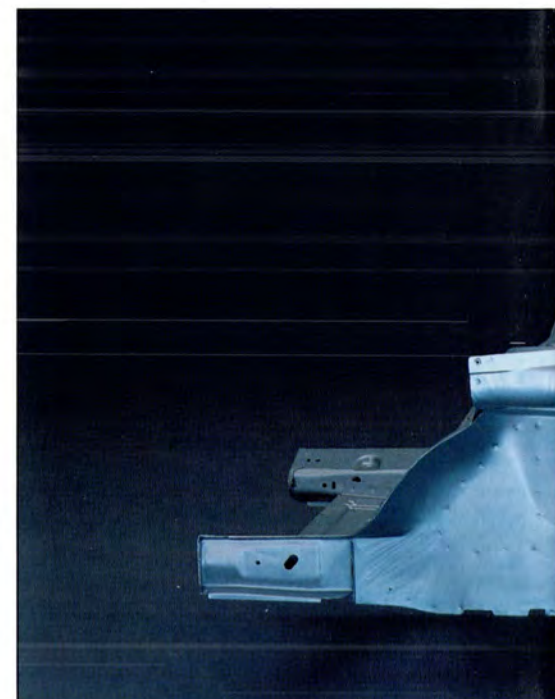
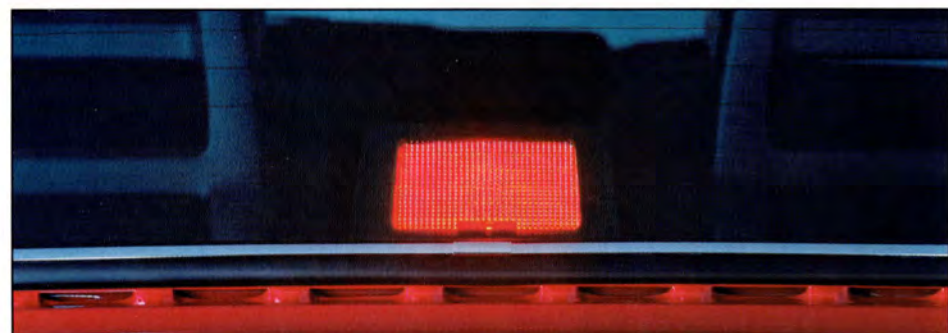
sensor controlled ignition systems result in optimal combustion and better fuel economy. Gearboxes have overdrive. (3-way catalytic converters with Lambda sond neutralize exhaust fumes.) This is true for the Volvo 240 engine.

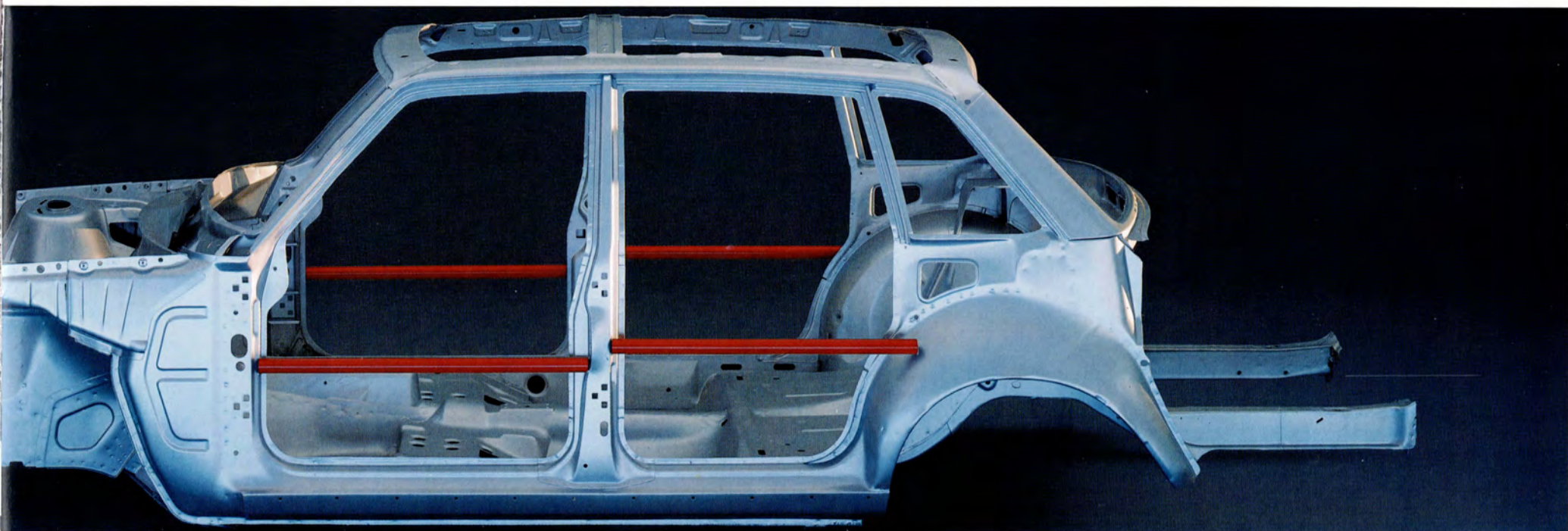


Safety cage: Like most other modern cars, the Volvo 240 has crumple zones at the front and rear. Unlike most other modern cars, the Volvo 240 passenger compartment fits into a rigid steel cage. Steel bars inside the doors give extra protection. The seats are securely anchored. As are the standard head restraints mounted front and rear in 4- and 5-door 240s alike. The back of the rear seat has an extra strong closing mechanism on the 5-door version; an invention we've borrowed from the truck division.

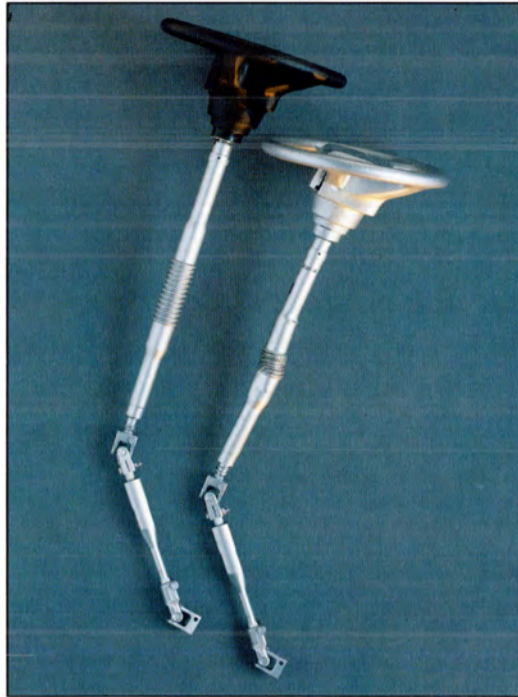
Fuel tank: Its position near the rear axle helps the 240 cope with rear impacts. And the tank cap is designed not to open in a collision.

Brake light: An extra brake light in the rear screen minimizes risks of being hit from behind.

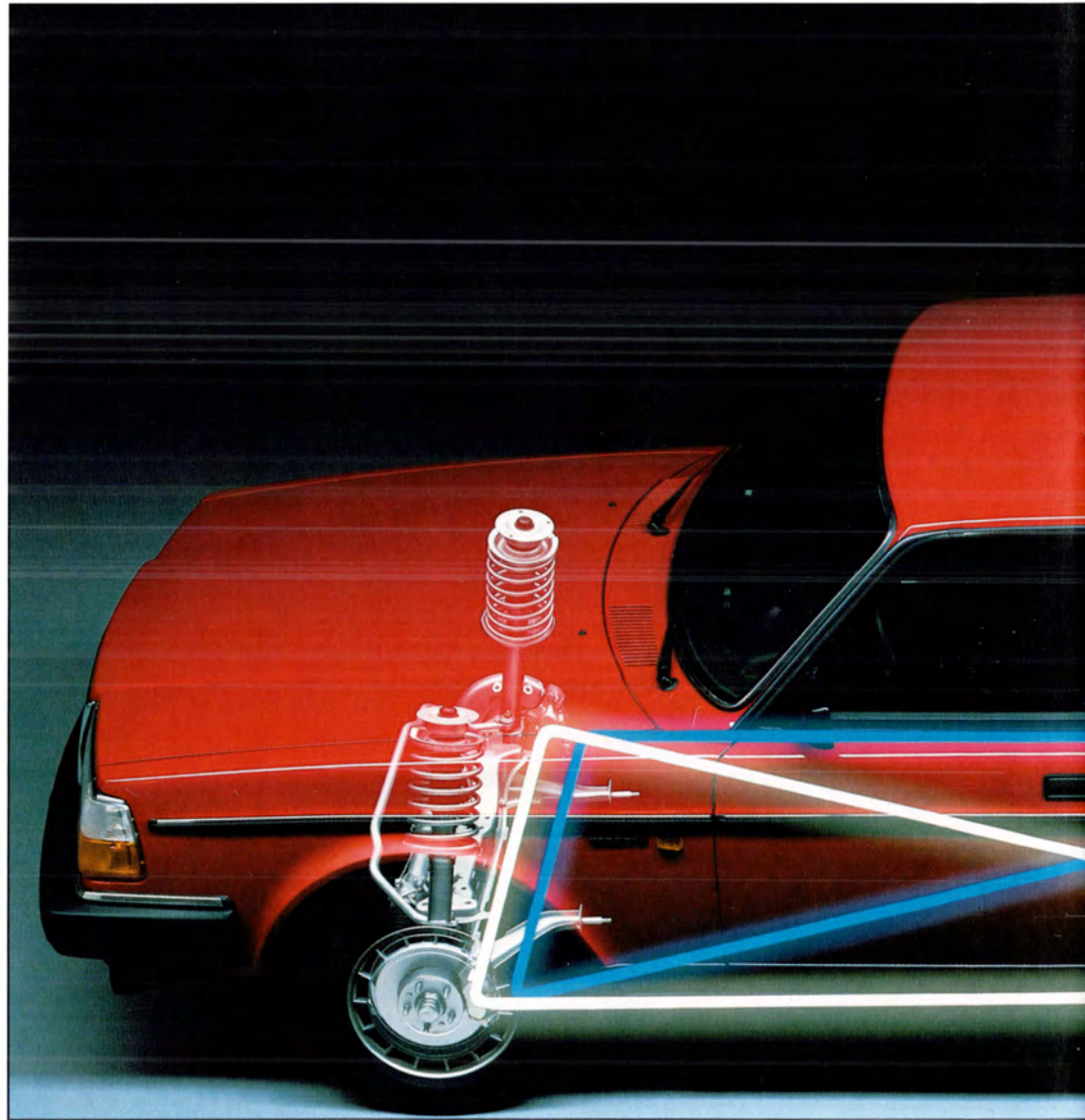




If the worst comes to the worst: Crumple zones, steel bars in the doors, and an engine that is pushed back and down in a collision. Plus the Volvo safety cage.



The steering wheel on a Volvo 240 collapses in a collision.



Efficient dual-circuit brake system.



**How many small reasons do you have
for buying a Volvo?**



Brakes: Power assisted disc brakes with non-asbestos brake pads ensure exact but gentle braking. Should one circuit fail, you still have 80% braking power left, and the car handles well even in an emergency. The system also features a pressure-regulating stepped-bore brake cylinder, which keeps the brake pedal in position; it will not

sink down on the floor if the pressure changes.

Children: For children to be as safe as adults in cars, special seats are needed. Volvo designs and makes child safety equipment which is ideally suited for our cars. Talk to your dealer for detailed information.

Don't look twice.



Function: All controls are easy to reach. You'll find them without taking your eyes off the road. The comprehensive instrumentation is illuminated with a special type of halogen light which is kind to the eyes. A warning light indicating broken light bulbs is standard. 240s with catalytic converters

are fitted with "check engine" lights and an alert for insufficient exhaust cleaning. The entire interior is designed to minimize injuries, should something happen. Excellent visibility all round is a standard feature enjoyed by the whole 240 range.

12 air inlets/outlets make sure the indoor climate is preferable to the one outside. You can also mix hot air with fresh air, if you wish.



Comfort: Medical expertise helped us design the driver's seat, which can be adjusted in numerous ways such as the lumbar support. Standard equipment includes air conditioning and central locking.

There are numerous compartments and plenty of space for stowing things. Attractive upholstery fabrics in various colour schemes.





"It's a question of research."



"Look at all those lovely slopes!"

Space programme 4: The 4-door 240 is about the most spacious vehicle you can find (unless you'd prefer our 5-door version): 395 litres worth of luggage capacity, with a special cargo slot for long items.

Space programme 5: The 5-door 240 is about the most spacious vehicle you can find (unless you'd prefer a regular bus): The fifth door opens high and is equipped with gas struts. Rear windscreen wiper and washer are standard. With the back seat erect, you can load up to 1,200 litres of luggage. And with the back seat folded, as

much as 2,150 litres. The completely flat loading space can accommodate up to 188-centimetre-long items (even longer if you take the back seat cushion out of the car). Six tie-down rings help you strap your cargo securely. Extra load space underneath the floor provides safe storage for valuable goods.

An optional folding seat enables your 240 to carry two additional children in complete safety. A dog guard which folds into the ceiling is another useful accessory.



“The view will make it worth it.”



“Imagine the look on mother’s face when we get there.”

Bodywork: Exposed parts of the Volvo 240 body are made of galvanized sheet steel. And because the Volvo 240 body has fewer parts than most other makes, it also has fewer joints. Which means rust gets less of a chance. Volvo 240 door sills are ventilat-



Never mind the rain, the ice and the snow.



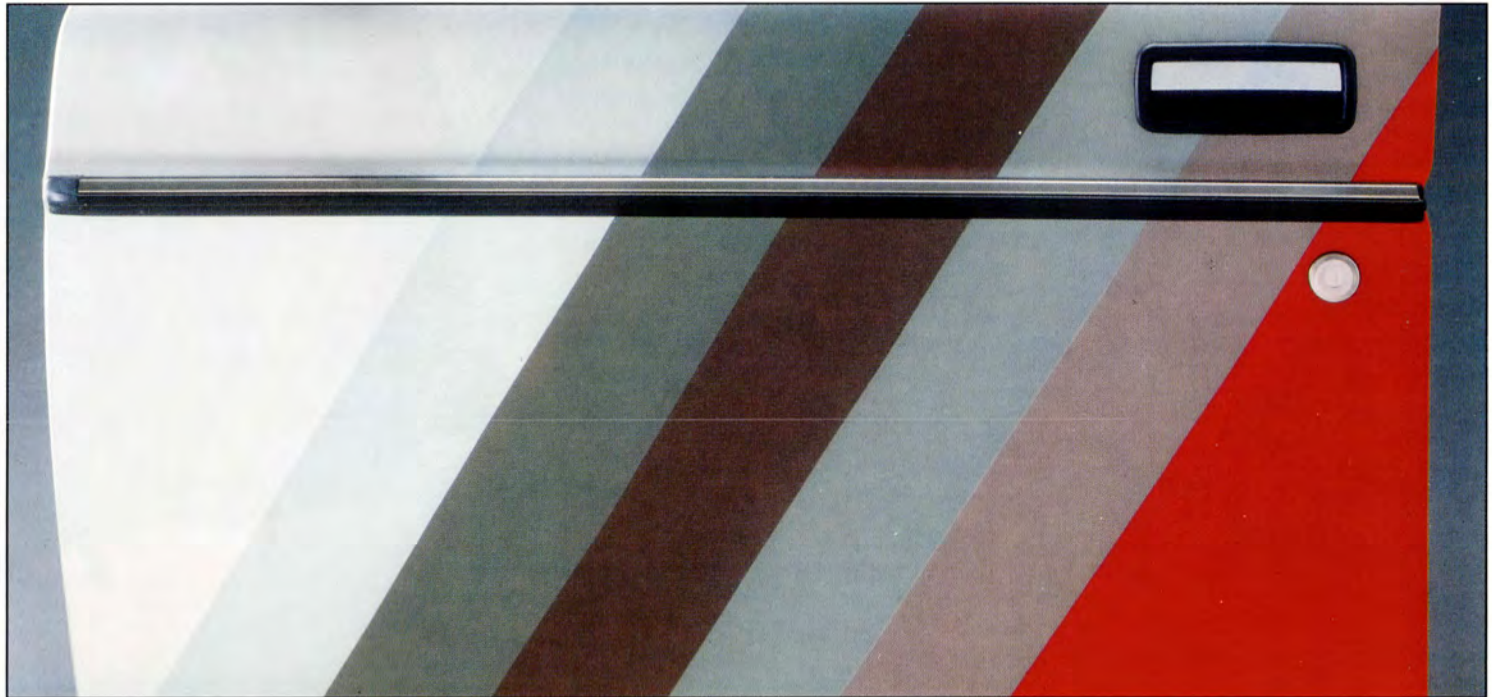
ed, which helps keep rust's ally, dampness, at bay.

Under cover: The entire body is first immersed in a phosphate zinc bath, then in an electrolytic one. This anti-corrosion treat-

ment also provides an excellent grounding for the subsequent layers of paint.

Paintwork: Robots give us a big hand in applying a total of seven layers.

Protection: Anti-corrosion fluid is injected into cavities.



A total of seven layers is applied.

Result: A car with the same high quality throughout; in bodywork, chassis, engine and interior. A car with a very long lifespan. A car with a very high trade-in value.

A Volvo 240, in short.

The Choice.

No, the Volvo 240 is not like other cars.

Nor are there very many versions.

You must, however, decide whether you want a Saloon or an Estate.

You must also decide what colour and upholstery you'd like.

And there are quite a few optional extras.

What is in fact standard, and what is optional?

We'll tell you what little you need to know on the following pages.

Should you still want to ask about something, may we suggest you contact your Volvo dealer.

That's what he's there for.





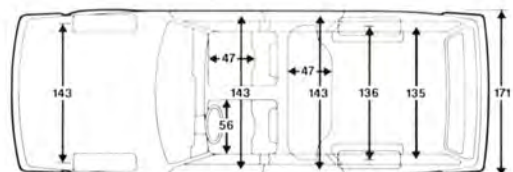
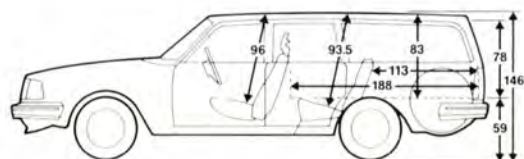
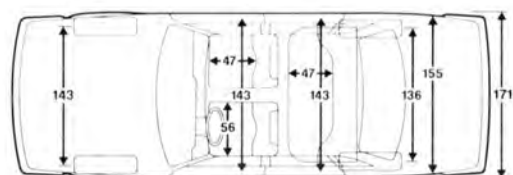
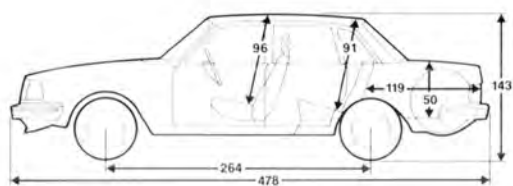
Volvo 240



Technical information.

	240 GL
Engine	B230F
Configuration	In-line 4-cyl.
Fuel system	Intermittent injection
Displacement, cc	2316
Bore/Stroke, mm	96/80
Max. output, ECE kW/hp/rpm	85/116/5400
Max. torque, ECE Nm/kpm/rpm	185/18.8/2500
Compression ratio/Min. octane*	9.8:1/91 (unleaded)
Emission control	Catalyst converter and Lambda sond
Transmission	
Manual	5-speed
Automatic	4-speed incl. OD
Electrical system	
Battery capacity (12 V)	450 A
Alternator rating, A	70
Ignition system	Microprocessor controlled
Fuel tank	
Volume, l	60
Steering gear (power assisted)	
Rack and pinion. Ratio	17.3:1
Turning circle diameter, m	9.8
Wheels	
Steel braced radial ply tyres	185/70 14
Rims	5.5" × 14"

*The engine B 230F must be run on unleaded petrol.



Warranty: 12-month international warranty without kilometerage limitation.

The factory reserves the right to make changes to design and equipment without prior notification.

N.B. Volvos are exported all over the world and specifications vary somewhat in the different markets. The pictures in this brochure are not fully adapted to any individual market, so please consult your local Volvo dealer who will be pleased to give you full details.

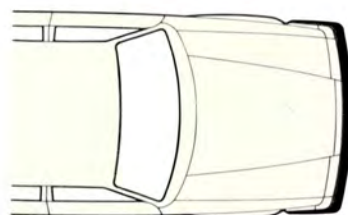
Standard equipment /option.

	240 GL
Laminated windscreen	●
Heated rear window	●
Reclining front seats with lumbar support	●
Driving seat height adjustment	●
Rear seat centre armrest	●
Front/rear head restraints with cushions	●
3-point inertia reel safety belts, front and rear	●
Safety belt reminder	●
Lockable glove compartment with lighting and vanity mirror	●
Luggage compartment lighting	●
Engine bay lighting	●
Brake failure warning	●
Bulb failure warning	●
Rear fog lights	●
2-speed plus intermittent wipers/electric washers	●
Triangle split, dual-circuit brake system and stepped-bore master cylinder	●
Power-assisted disc brakes all round	●
Child safety locks on rear doors	●
Internally adjustable door mirrors	●
Electrically controlled door mirrors	○
Front spoiler	●
Tinted side and rear windows	●
Electric windows, front/rear	○
Central locking	●
Alloy wheels	○
Radial ply steel belted tyres	●
Air conditioning	●
Rear window wiper/washer*	●

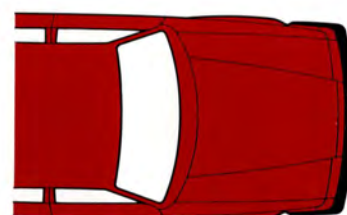
● Standard ○ Optional extra *Estate version

Colour and upholstery.

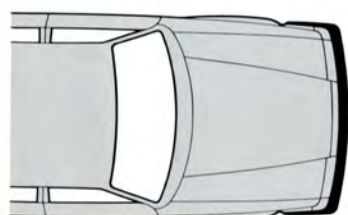
		240 GL
No	Colour	Velour
189	White	Blue or Beige
601	Red	Beige
130	Silver metallic	Blue
177	Silver grey metallic	Beige
400	Beige metallic	Beige
409	Red metallic	Beige
410	Light blue metallic	Blue or Beige



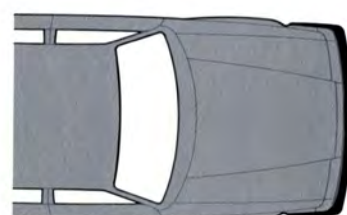
189 White



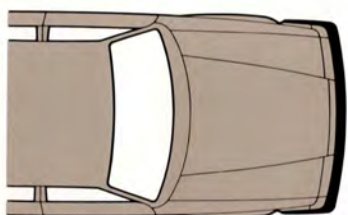
601 Red



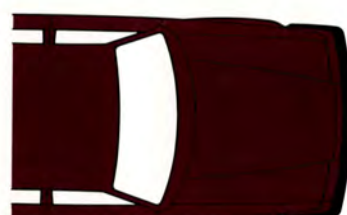
130 Silver metallic



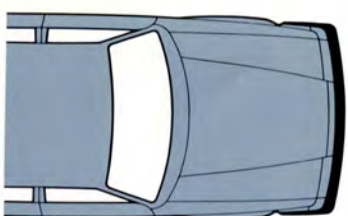
177 Silver grey metallic



400 Beige metallic



409 Red metallic



410 Light blue metallic



Beige velour (4135/5135)



Blue velour (4134/5134)

N.B. It is not possible to reproduce exact original shades in printed material. Please ask your dealer to show you samples.

PETER ROBERTS VOLVO
642 RUTHVEN STREET,
TOOWOOMBA, Q. 4350

VOLVO