

THE VOLVO 144S



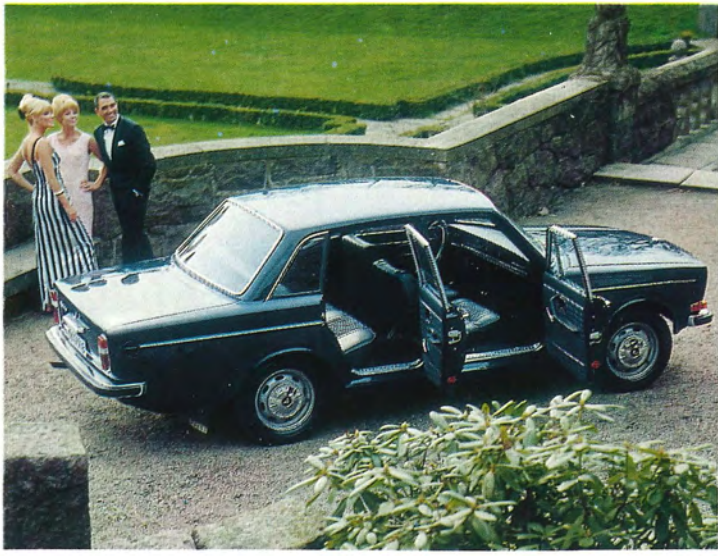
The Volvo 144 S Was Built To Do All The Things Volvos Are Known For Doing.

One of the big things Volvos are known for is the way they get out and go. Volvos run away from every other compact in their class.

In general, Volvos last an average of eleven years in Sweden where there are no speed limits on the highways.

In specific, we think the Volvo 144 S will even do better. It comes with the most powerful Volvo engine ever built, as standard equipment.







The 144 S Will Also Do Some Things No Volvo Could Ever Do Before.

The 144 S gives you more room on the inside. While remaining an authentic "compact" compact on the outside.

The rear seat is large enough to hold three big men in complete comfort. The floor and knee space is large enough to hold six full-grown legs in the same comfort. With only two in the back seat, you can pull down the folding armrest in the middle of the seat and settle down into some real honest-to-goodness luxury.

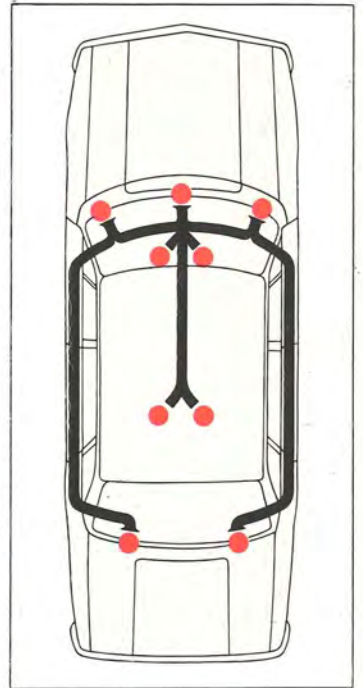
Up front, things even get better. Industrial Design Magazine wrote this about the Volvo front seats, "For the first time in any mass-produced chair—automotive or otherwise—not only is there good lumbar support, but adjustments in the support can be made easily . . ." Or to put that in English, travelling salesmen who have switched to Volvos write and tell us that because our seat can be adjusted to fit the body, they can drive all day without getting a backache.

In all, the Volvo chair-high bucket seats adjust seven different ways. And they do one more thing. If you're in a Volvo 144 S and you're hit from the rear by another car going 10 mph or more, your seat-back will recline at a controlled speed. This is meant to prevent the head from being snapped back causing severe injury.

But all in all, it's comfort we were striving for in the 144 S. We wouldn't want you to fire of it before it wears out.

Heat and fresh air are fed through two ducts in the front and rear passenger compartments. With this system, the driver doesn't have to boil to keep rear seat passengers warm.

Three defroster nozzles up front and two at the bottom of the rear window mean complete visibility. You'll actually be able to use your rear window for something better than a thing to swear at.



A grab handle fitted in the roof makes getting in and out a lot easier, especially for older people.



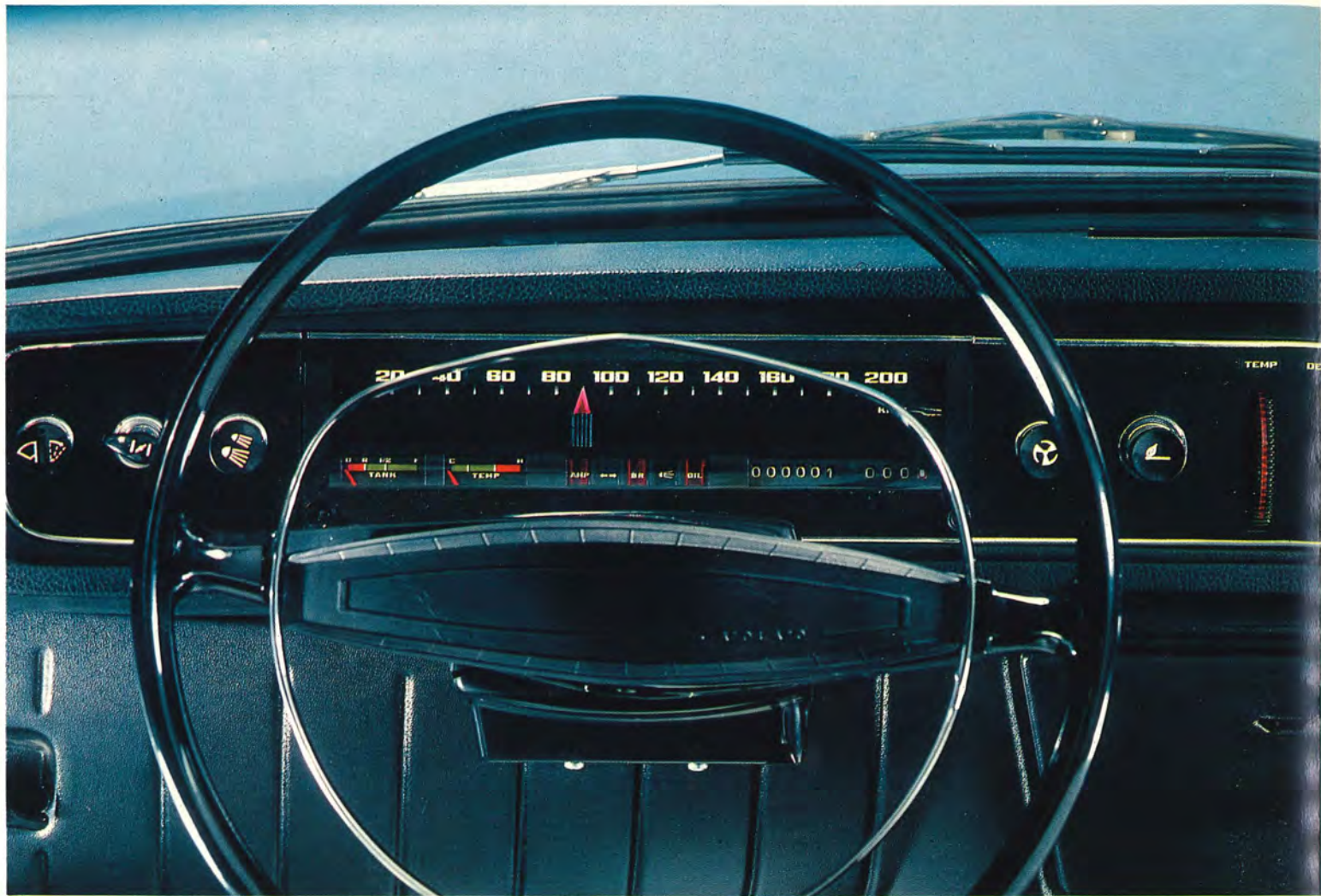
A small knob at the side of the backrest adjusts to give you just the amount of back support you want.



The backrests are completely adjustable all the way down to a fully reclining position. Which means the 144 S can be turned into a comfortable sleeper in a matter of seconds.



The fan for heating and fresh air is powerful enough to warm the car almost immediately on even the coldest day.



If You're Looking For A Weak Point In The 144 S, Here It Is.

The dashboard, and everything on it, are designed to hold up just like the rest of the car, unless someone is thrown against it. Then things start folding up.

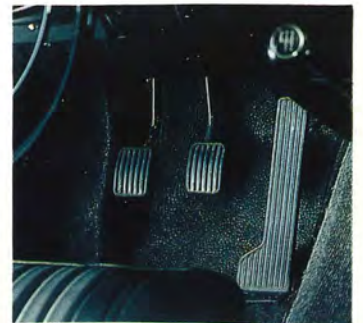
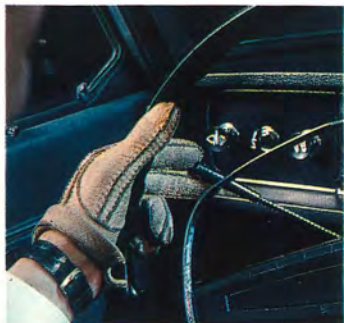
The steering column is designed to collapse under severe impact. At the same time, the steering wheel and horn ring bend back slowly to take up shock. The dash is padded, wide and dish-shaped to give the driver maximum protection.

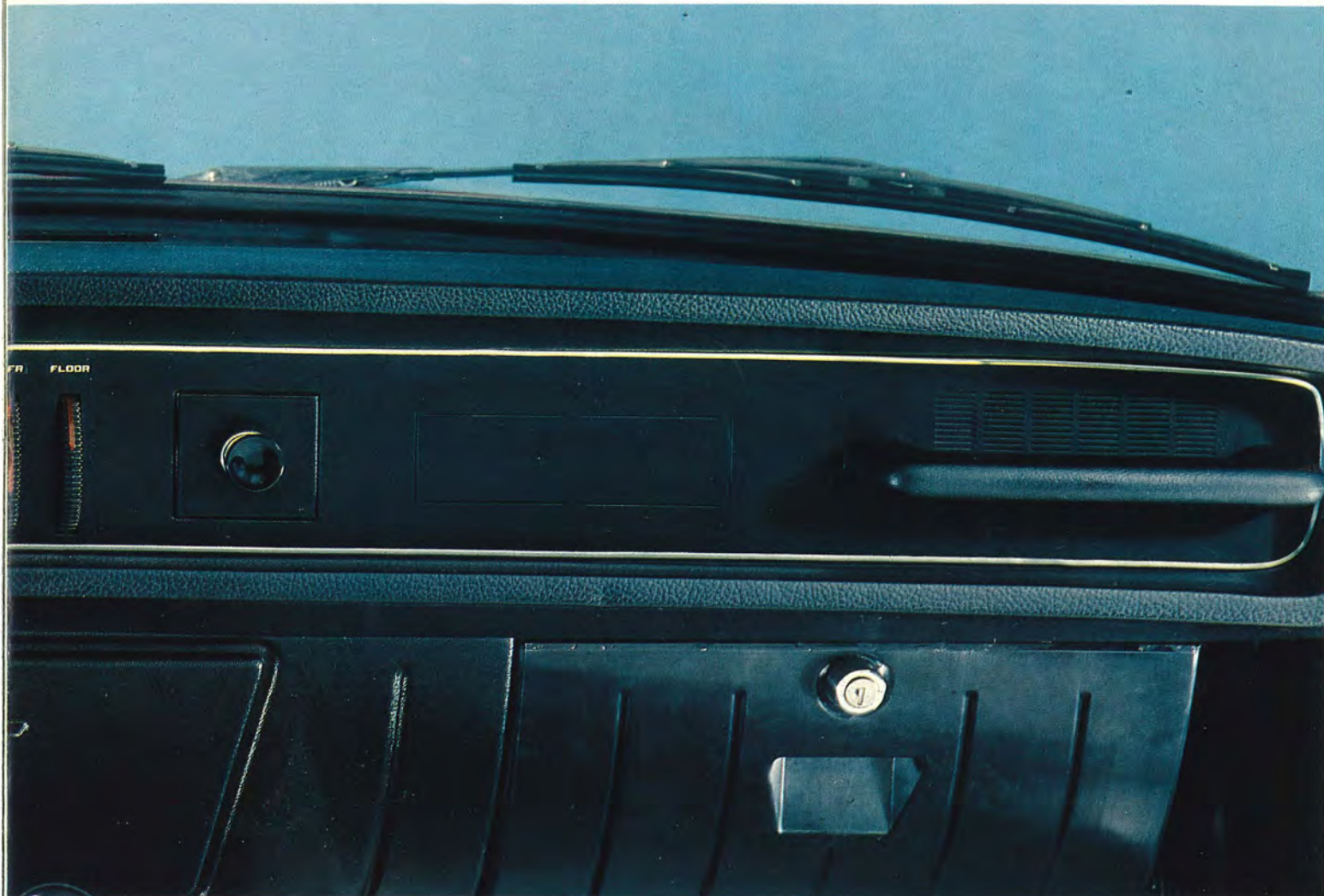
Sun visors are safety padded. They're long and designed to enclose the rear view mirror instead of blocking it. They do block the sun though—all of it when you want. And that's unique.

The headlight dipper switch and direction indicator are both controlled by one simple lever mounted under the wheel.

The handbrake is within easy reach even with the safety belt on.

The pedals are large and well separated. As an extra feature, there's a support plate for the left foot—a boon on long trips.





Controls are recessed for safety in a heavily padded dash.

The large windshield is built with a thin layer of plastic in its center.

If broken, it actually stretches to help take up shock.

Even the glove compartment is designed to give when hit hard.

You might say that in an accident, part of Volvo's strength lies in these carefully designed weaknesses.

The turning circle is 30 ft. 4 in., amazingly small, even for a compact. This sometimes makes getting into impossible parking spots possible.

Fuses are easily accessible just below the instrument panel. Do you know where the fuses in your present car are? A dark deserted road is no place to start looking.

The vent pane is not fixed in a metal frame that obstructs vision when it's open.

The glove compartment has a light that goes on when it's open and it's large enough for a lot more than just gloves.







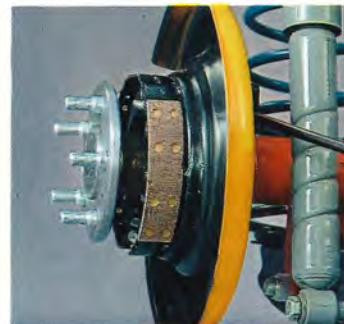
Volvo Is A Safe Car. It Has Been For A Long Time.

In 1959 Volvo was the first manufacturer to make seat belts standard equipment in all cars.

Volvo is still the only manufacturer to make the three-point lap and shoulder belt standard. It's the only belt designed to make our folding steering wheel and padded dash unnecessary. Some manufacturers offer it as an option. If you buy a car from them, take it. It's worth the extra money.

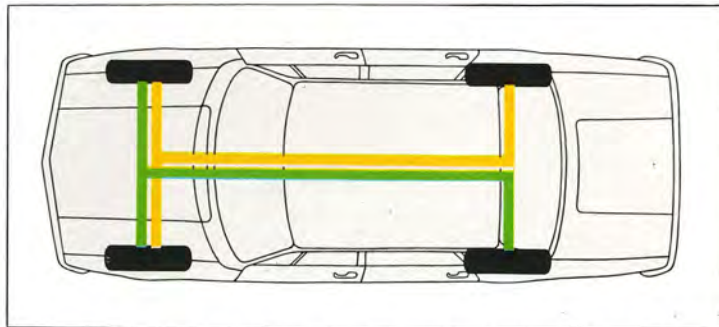
Volvo had front wheel disc brakes while Detroit was still having committee meetings on the idea. Disc brakes stop you straight. And they don't fade (lose their stopping power) even after repeated hard braking.

The 144 S has disc brakes on all four wheels with servo-assist power brakes as standard equipment to make it easier to stop.



If you want people to use something, make it easy. We made Volvo seat belts very easy to use. Once adjusted they snap solidly in place without further adjustment. Three-point belts are standard equipment up front. In the back, three-point anchorages are already installed for the two outside passengers, with lap belt anchorages for the middle passenger.

The steering column is designed to break away under severe impact. This eliminates danger of the steering column being forced back toward the driver in case of head-on collision.



The 144 S also has two completely separate brake circuits. Lose one and you've still got the other.

Lose both (the odds against this are staggering) and you've still got the handbrake which operates on its own brake drums. Incidentally, that red light up above is a warning light. It's on the instrument panel and tells you when the handbrake is on.





The Million Mile Car?

When you reach 99,999 miles on the speedometer of an ordinary car, the speedometer flips over and reads 00,000 again. And you're ready to start over. Except the car isn't.

When you reach 99,999 miles in a Volvo, it is ready to start over again. And people know it. And take advantage of it. Some people drive Volvos 99,999 miles, let the speedometer flip over, then drive say another 40,000 miles, and sell them as young Volvos.

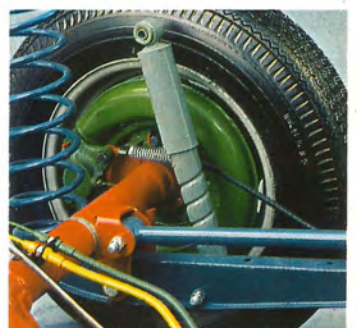
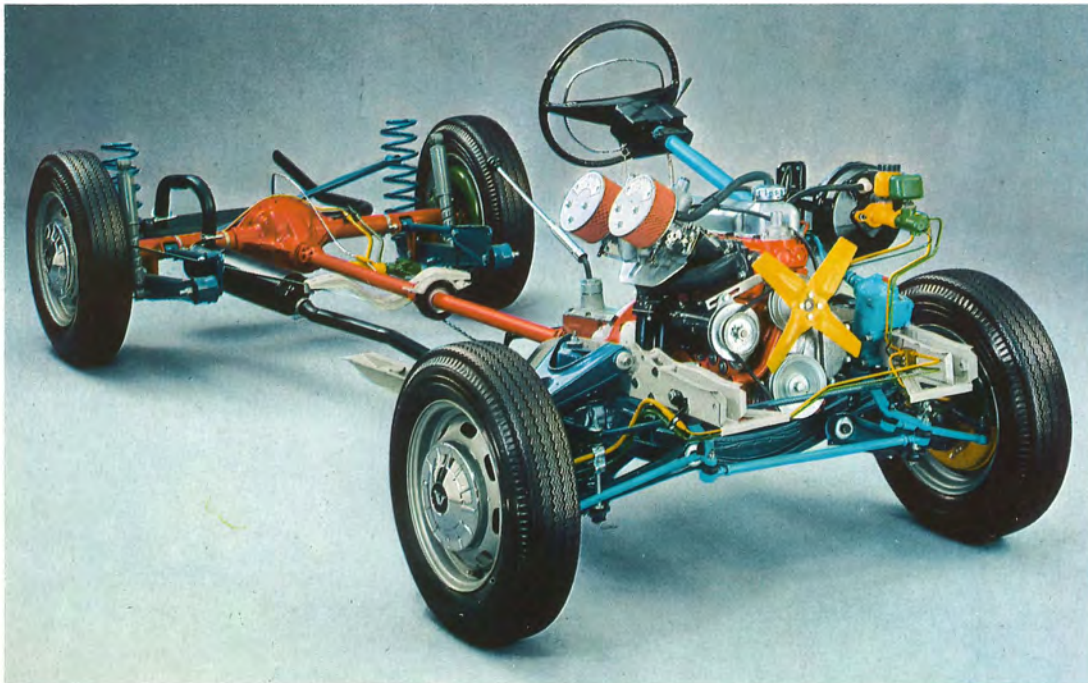
We fixed them. We added an extra digit to the

speedometer on the new 144 S. Which makes it necessary to drive 999,999 miles before the speedometer will flip over. Which is impossible. Even for a Volvo.

But since a lot of Volvos do go over 100,000 miles, we had to add that extra digit to remind you and your friends (our potential customers) just how far a Volvo will go.

If you'd like to know why a Volvo will go as far as it does, here are a few of the reasons.

The engine. Sports Car Graphic magazine described the Volvo engine like this: "Perhaps the foremost bit of education we acquired was learning that the Volvo B-18





engine is one of the most, if not **THE** most, reliable, rugged and unbreakable car engines being built today." The B-18 engine you get in the 144 S is even more engine. It's been beefed up to 115 hp.

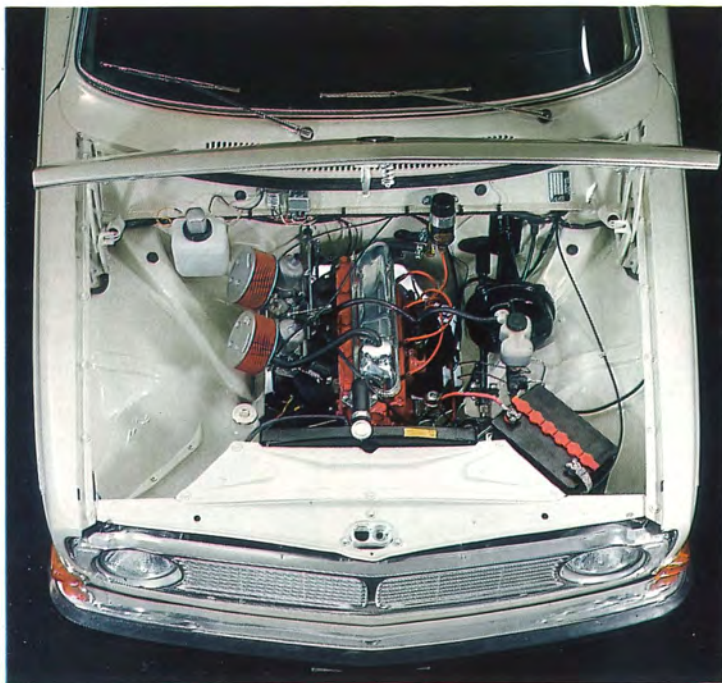
A Volvo won't rattle apart. Because a Volvo isn't bolted together. It's welded together with 10,000 individual spot welds. Each weld is so strong it could support the entire weight of the car itself.

Things fit on a Volvo because all important moving parts are machined to a tolerance of a hundred thousandth of an inch. Most manufacturers are satisfied with tolerances of one ten-thousandth of an inch.

10 % of a Volvo is rubber. When you consider that a Volvo weighs over a ton, that's a lot of rubber. When you consider we expect a Volvo to stay quiet and completely watertight for 11 years, all that rubber makes good sense.

Volvo's automatic transmission is almost identical to the one used in cars with 50% more power and weight.

We could go on about other things like independent coil springs for good road handling and smoother ride. Our standard four-speed, fully synchronized transmission that's virtually driver proof, and a number of other features that make driving a Volvo 144 S the pleasure it is. But we'd rather have you come in and discover those things for yourself.





We Deliver It In Its Own Garage.

The 144 S doesn't need a garage. It has one.

It has 33 pounds of paint to protect it. Six hand-rubbed coats: one rustproofing, two prime, and three enamel.

Before a drop of that paint goes on, we bathe the body in zinc phosphate. This etches the metal so it gets an almost unbreakable grip on the paint.

But we don't stop there. A lot of cars look fine from the outside, while they're quietly being eaten away from the inside.

What's eating them is condensation. (Even a real garage can't keep it out.) So besides dipping the body in rustproofing, we bond pads of insulation inside all large metal surfaces. This prevents condensation from forming, so it never gets a chance to begin eating.

Finally we spray on the undercoating. Any part that needs more protection than that, we make out of galvanized steel in the first place. The result of all this is a car that needs a garage like it needs four headlights.

You've got a garage? Store your cabin cruiser in it during the winter . . . the one you can buy with all the money you save owning a car that lasts an average of 11 years in Sweden (true, the 144 S hasn't been around 11 years, but it is a Volvo), and still runs away from every other compact in its class, and comes fully protected in a garage that will never cost you a nickel in real estate taxes.

The 144 S has a safety door latch so new and unique that it's patented. It's designed to keep doors closed and secure even under severe impact conditions.

The bumpers on the Volvo 144 S will never corrode, pit, or peel. They're made of reinforced, anodized aluminium and further protected by hard rubber pads that run the length of the bumper.





Things Too Numerous To Write About. But Important Enough To Mention.

Extremely rigid all-welded safety body with special roll-bar supporting the roof.

Large 15" wheels with wide rims for better traction, road holding and longer tire life.

Generous glass area all around with extra large electric windshield wipers and electrically operated windshield washer.

A mechanism that locks the steering wheel firmly in place when you remove the ignition key. You might say the Volvo 144 is thief proof.

Dashboard mounted grab handle for greater comfort and safety.

Corrosion-proof lead-lined gas tank. You'd be surprised at how few manufacturers offer that.

Sealed cooling system and sealed-for-life lubrication.

A starter and electrical system engineered to withstand Swedish winters. When's the last time you saw a Volvo being towed or pushed to get it started?

AB VOLVO



RK 2620. 2. 67. 70,000 (Engelska/Canada). Printed in Sweden. Wezäta Göteborg. Enbart för spridning utomlands.

