

NEWS BULLETIN 1972



In accordance with Volvo policy, each automobile in the 1972 Volvo line represents further improvement and development of well-proven automotive concepts. Concentrated engineering effort has been devoted to bettering each car in terms of performance, technical development, passenger safety and comfort and of course, toward preserving Volvo's "quality-durability" reputation.

More Volvo car models will be available in 1972 in order that a wider selection can be offered to prospective Volvo buyers. In addition to the 142 S, 144 S and 142 E line, the 145 Station Wagon is now available with either the Volvo B 20 B carburetor engine or with the B 20 F electronically fuel-injected engine, which means that both 145 S and 145 E versions of the wagon will be produced.

Similarly, two types of Volvo 164 will be offered; one with the 145 horsepower B 30 A carburetor engine, the other with an electronically fuel-injected powerplant which develops 160 horsepower. The former version will be called the Volvo 164 and will be available as of the official 1972 introduction date while the fuel injected model will be designated the Volvo 164 E and will appear early next spring.

As regards the 1800 series, a sportily redesigned coupe with greater luggage capacity and a smooth, slant-back roofline will be built, and of course the wellknown 1800 E will still be available. The new version will be called the 1800 ES and will broaden Volvo's sports car range to two models.

Volvo is confident that the 1972 car line will generate even greater interest and awareness among both current Volvo owners and prospective auto buyers which will lead to continued expansion and sales progress in today's Canadian automotive marketplace.

To better understand our optimism, we invite you to read on and learn about the many new and exciting improvements Volvo has to offer in 1972. . .

The factory reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.

Here's the complete model line for 1972:



VOLVO 142 S
B 20 B - 118 b.h.p.



VOLVO 144 S
B 20 B - 118 b.h.p.

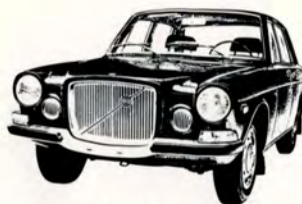


VOLVO 145 S
B 20 B - 118 b.h.p.

Also available is the 145 E equipped with the electronically fuel-injected B 20 F engine which develops 125 b.h.p.



VOLVO 142 E
B 20 F - 125 b.h.p.



VOLVO 164
B 30 A - 145 b.h.p.



VOLVO 164 E
B 30 F - 160 b.h.p.

The 164 E will be available early in the spring of 1972.



VOLVO 1800 E
B 20 F - 125 b.h.p.



VOLVO 1800 ES
B 20 F - 125 b.h.p.

A new look in sports cars: the Volvo 1800 ES.

A note about engines: To further reduce air pollution caused by automobile exhaust, Volvo has refined its electronic fuel-injection system. The new "F" series engines being offered in the Volvo 142 E, 145 E and 164 E models in 1972 are designed to operate efficiently on "regular" and low-lead gasoline fuels which have a lower level of potential air pollutants.

Some of the most important new

Volvo 140 Series and Volvo 164



Gearshift lever

A new remote-control gearshift lever in 140 series models ensures faster, more concise gear selection.



Automatic shift lever

Volvo sedans fitted with automatic transmissions are now equipped with stylish console-mounted shift levers. Six positions (PRND21) are now offered. "1" replaces the earlier "L" position and "2" is a new position which allows automatic shifting between first and second but prevents the transmission from shifting up to third gear. This enables the driver to override the automatic shifting pattern if he so desires.



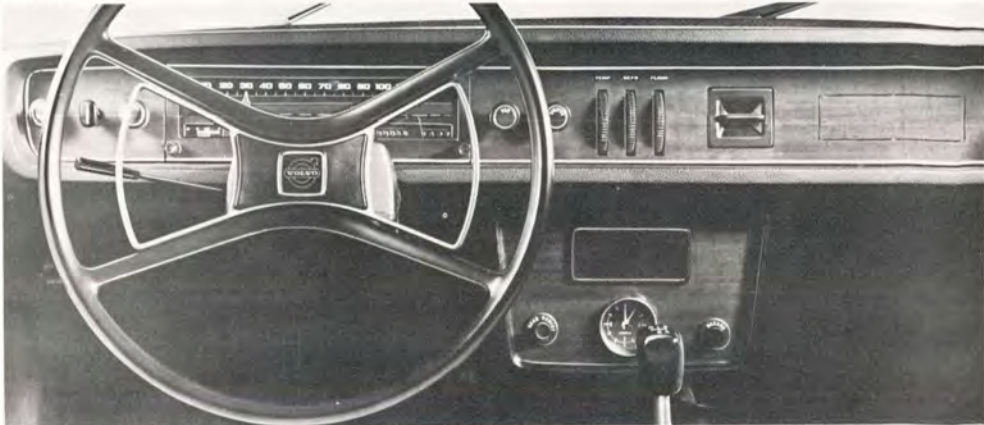
Fully-recessed door handles

To emphasize the clean, classic lines of all Volvo sedans and station wagons, new fully-recessed door handles have been introduced.



Seats

By replacing the rubber straps in the seat bottoms and lumbar supports with steel "Pullmafex" wires, increased comfort and less sag tendencies have been achieved in Volvo's already famous seats. Special helper springs on two-door model seats push the backrest forward slightly when the release-catch is pressed, which means the seat back can be folded forward with one hand.



Steering wheel — instrument console

A new matt-finish steering wheel with re-designed horn ring provides better instrument vision and a special instrument console below the dashboard comes equipped with an electric clock. Both the upper dash panel and lower console are veneered with wood-grain vinyl for added elegance.

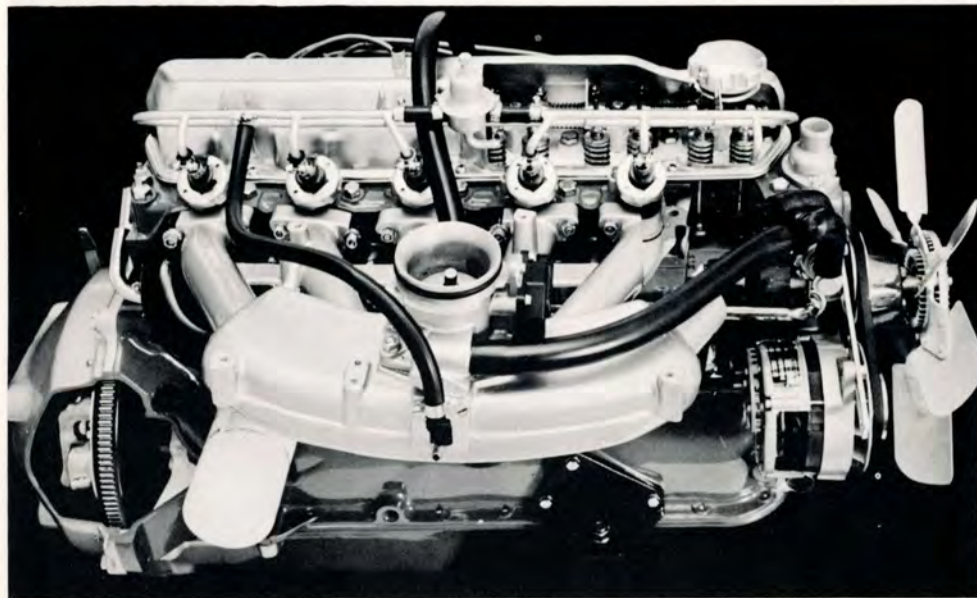


Shorter headrests

Shorter headrests with improved height adjustment control mean improved rear-view vision as well as easier operation.

features in the 1972 models:

Volvo 164



B 30 F Engine

Volvo's new electronically fuel-injected six-cylinder B 30 F engine develops 160 b.h.p. It will be equipped in the Volvo 164 E and most certainly will generate considerable interest among both present and prospective 164 owners.



164 front brake disc

The Volvo 164 is equipped with specially ventilated, thicker front-wheel brake discs for safer, surer stops. Top quality radial ply tires are also standard equipment.

Volvo 1800 E/ES



Rear window 1800 ES

Loading and unloading the 1800 ES is no chore as the large rear window opens fully.



1800 — seats

New front seats with built-in headrests add comfort, elegance to 1800 series models.



Wider tires

Wider wheel rims (5 1/2") and wider, lower profile radial tires (185/70 HR 15) give the Volvo 1800 E/ES models better stability and performance as well as increased tire life.



Seat belt warning

A "fasten seat belt" reminder lights up on the dash of 1800 E/ES models if the driver does not use his seat belt.



Volvo 142 S, 144 S, 145 S and 145 E

The many product improvements introduced in the Volvo 140 series this year will make these already highly-accepted models even more attractive to Canadian buyers.

Included among the new features are:

- Improved brakes — new, more heat-resistant brake pads.
- New control knobs.
- Fully-recessed outer door handles — smoother, cleaner exterior appearance.
- New reflection-free steering wheel — better dashboard vision.
- Sportier, remote-control gearshift lever; console-mounted for both standard and automatic transmissions.
- Improved handbrake linkage system.
- Modified shock-absorber settings for smoother suspension.
- Simulated wood veneer on dashboard for added elegance.
- New central instrument console with electric clock below dashboard.
- Warning lamp for choke. (Not 145 E)
- Special cross-member in body floorpan for reduced road resonance at highway speed.
- Improved automatic transmission, 6-position selector gives driver better control over automatic shift pattern.
- 145 E station wagon now available with electronic fuel injection.
- Shorter headrests improve rearward vision.
- Seats reinforced and improved with steel “Pullmafex” wires in seat bottoms and lumbar support.
- Vertical ribbing in seat upholstery makes cleaning easier.
- Helper springs on backrest release catch (two door models) make folding front seat forward a one-hand operation.
- Practical storage pockets on front doors are standard.
- Station wagon cargo area carpet now colour-keyed to seat upholstery.
- Improved seat back recliner springs for easier backrest adjustment.
- New colours.



Volvo 142 E

The most exclusive 140 series model, the Volvo 142 E, features numerous changes and improvements for 1972, some of which are offered on the regular sedans. The 1972 model will continue to offer radial tires, leather upholstery, tachometer and overdrive (with standard transmission).

Included among the new features are:

- Automatic transmission option with console remote-control shift lever; 6-position transmission.
- Refined electronically fuel-injected engine which further reduces exhaust emissions. Designated the B 20 F, this engine develops 125 b.h.p.
- Increased alternator rating: 55 amp. capacity.
- Improved brakes — new, more heat-resistant brake pads.
- New control knobs.
- Fully-recessed outer door handles — smoother, cleaner exterior appearance.
- New reflection-free steering wheel — better dashboard vision.
- Sportier, remote-control gearshift lever; console-mounted for both standard and automatic transmissions.
- New sportier instrument panel with built-in tachometer.
- Modified shock-absorber settings for smoother suspension.
- Simulated wood veneer on dashboard for added elegance.
- New central instrument console with electric clock below dashboard.
- Special cross-member in body floorpan for reduced road resonance at highway speed.
- Shorter headrests improve rearward vision.
- Seats reinforced and improved with steel “Pullmafex” wires in seat bottoms and lumbar supports.
- Improved handbrake linkage system.
- Helper springs on backrest release catch make folding front seat forward a one-hand operation.
- Practical storage pockets on doors are standard.
- Improved seat back recliner springs for easier backrest adjustment.



Volvo 164

The Volvo 164, largest most luxurious car in the Volvo series, will be offered in two versions during the 1972 model year. The newcomer, which will be made available early next spring, will be called the 164 E and will feature a six-cylinder electronically fuel-injected engine. However, both the 164 and 164 E will feature several improvements, among them:

- New thicker front brake discs with special ventilating slots — increased braking capacity.
- More attractive trim on interior door panels.
- Form-pressed carpeting for improved fit.
- Improved automatic transmission, 6-position selector gives driver better control over automatic shift pattern.
- New control knobs.
- Fully-recessed outer door handles — smoother, cleaner exterior appearance.
- New reflection-free steering wheel — better dashboard vision.
- Sportier, remote-control gearshift lever; console-mounted for both standard and automatic transmissions.
- Improved handbrake linkage system.
- Modified shock-absorber settings for smoother suspension.
- New central instrument console with electric clock below dashboard.
- Warning lamp for choke. (Not 164 E)
- Shorter headrests improve rearward vision.
- Seats reinforced and improved with steel “Pullmafex” wires in seat bottoms and lumbar supports.
- Practical storage pockets on front doors are standard.
- Improved seat back recliner springs for easier backrest adjustment.



Volvo 164 E

Add luxurious comfort to exciting performance and you've got the new Volvo 164 E. Its B 30 F electronically fuel-injected engine develops 160 b.h.p. which means excellent acceleration both from a standing start as well as when passing at highway speeds.

The Volvo 164 E is equipped with all of the features offered on the 164 as well as the following:

- On automatics: a specially modified transmission designed to better match the B 30 F engine's performance.
- On standards: a larger clutch; disc diameter $9\frac{1}{2}$ ".





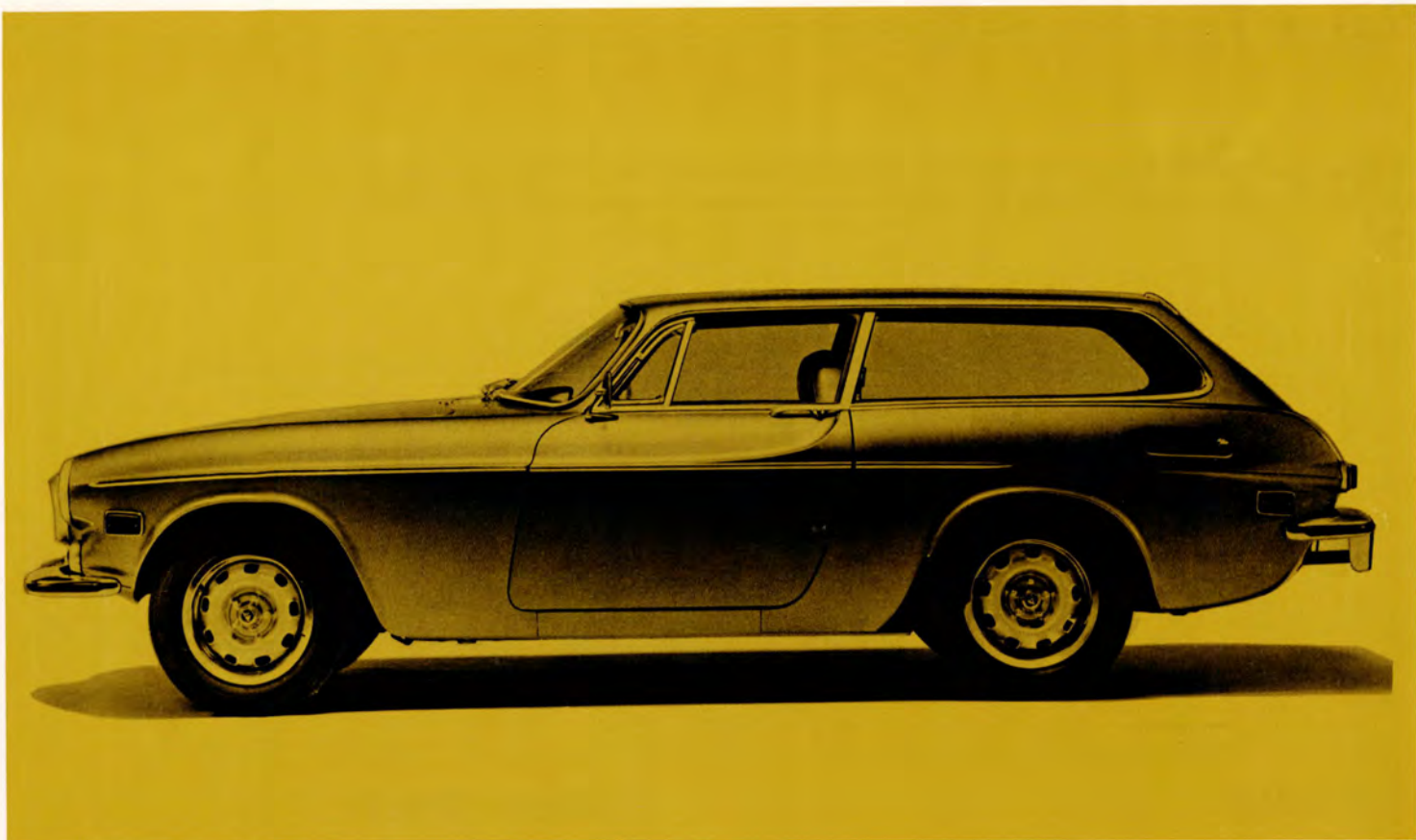
Volvo 1800 E

New wheels, a more distinctive radiator grille and completely redesigned seats make the 1800 E sports coupe even more elegant for 1972.

As regards performance, the 1800 E is now equipped with wider wheel rims and wider, lower profile tires.

Included among the new features are:

- New, more heat-resistant brake pads.
- $\frac{1}{2}$ " wider wheel rims.
- New tires: 185/70 HR 15 radial ply – wider tread, better wearing characteristics.
- Retracting front seat belts.
- Illuminated seat belt lock – more convenient at night.
- Modified door panels with practical storage pockets.
- "Fasten seat belt" warning lamp on dashboard.
- New, more comfortable seats with built-in headrests.
- Rear axle ratio on automatic transmission models is 3.9:1 as compared to 4.10:1 on standard models.



Volvo 1800 ES

The Volvo 1800 ES represents a major modification of the famous 1800 series. Its smooth, slant-back roofline preserves the car's sporty appearance while at the same time allowing a great deal more room and luggage space than its 1800 E counterpart.

Technically, the 1800 ES is identical to the 1800 E version. The differences are in the body – fold the rear seat down and you have a 35 cubic foot cargo area. Luggage can be reached via the front doors or by opening the large rear window “tailgate”. The car's rear body design allows the spare tire and wheel to be stored beneath the cargo area floor, a most convenient feature.

Without doubt, this new addition to Volvo's 1800 series will create renewed interest among Volvo sports enthusiasts – especially those who wish to continue driving a sporty car but require increased luggage or cargo capacity.



Sales Tips for 1972

To help you turn the many new features offered on Volvo cars for 1972 into increased sales, we've prepared the following customer benefit outline. Why not make it work for you?

New feature

Introduction of 164 E and 1800 ES.

Engines

Modified electronic fuel injection system.

Introduction of B 30 F engine with electronic fuel injection.

Clutch

B 30 F engine has new clutch with greater friction area.

Transmissions

Standards: All models now feature console-mounted gearshift levers with remote-control linkage.

Automatics: redesigned gear selector of floor-mounted type.

Six-position automatic transmission (PRND21).

Modified brake bands in automatic transmission – new friction material.

Rear pump on automatic transmissions discontinued.

Electrical system

Heavier alternator on Volvo 142 E & 145 E, 55 amp. capacity.

Brakes

New brake pad material which is less sensitive to heat.

Thicker front brake discs with special ventilation slots on the Volvo 164 and 164 E.

Improved hand brake linkage system.

Interior

Rubber straps in seat bottoms and lumbar supports replaced by steel "Pullmafex" wires.

Helper springs on backrest release catch in 2-door models.

Stronger return springs on seat backrest recliner system.

Customer Benefit

Wider choice range for 164 and 1800 prospects.

Cleaner exhaust emissions, smoother performance.

Gives 164 E excellent acceleration characteristics.

Better adaption to engine's increased performance.

More concise gear selection – sportier appearance.

Easier, safer and sportier automatic gear selection.

Driver has greater control over automatic shifting pattern if he so desires or if driving conditions dictate.

Smoother shifts, longer transmission life.

Reduced power losses which means better performances, economy.

Greater electrical capacity.

Safer brakes with higher fade resistance.

Improved heat dissipation – safer, fade-free braking.

Easier operation and adjustment.

Less seat cushion sag and improved lumbar support control.

Backrest can now be folded forward with one hand.

Easier adjustment of seat backrest.

New feature

Redesigned door panels with door pockets on front doors.
Shorter headrests with improved height adjustment control.
New seats with built-in headrests for Volvo 1800 E/ES.
Colour-keyed carpeting in cargo area of Volvo 145.
New matt black steering wheel with modified horn ring.
Illuminated seat belt lock for Volvo 1800 E/ES.
"Fasten seat belt" warning sign in 1800 E/ES models.
Form-pressed floor mats in Volvo 164.
New instrument console fitted with electric clock on Volvo 140 series and Volvo 164 series.
Dashboards on all Volvo models now have simulated wood veneer.

Instrumentation

New control knobs made of softer material.
Warning lamp for choke. (Not "E" models)

Body

Modified floorpan (new crossmember) in 140 series.
Recessed exterior door handles.

Wheels and tires

Volvo 1800 E/ES have wider rims (5 1/2") and tires 185/70 HR 15).

Suspension

Modified shock absorber settings on 140 series and 164 series.

Exterior finish and upholstery

New colours.

Customer Benefit

New practical storage area for maps, etc.
Better rearward vision. Easier height adjustment.
More attractive appearance with much improved comfort.
More pleasing appearance for station wagon models.
Better instrument vision.
Easier use after dark.
Greater safety.
More elegant appearance.
Improves dashboard switches layout and provides room for accessory switches when needed.
Adds elegance to interior appearance.

Increased safety.
Reminds driver that choke is being used.

Reduces road resonance at highway speeds.
Cleaner body design. Added safety in accidents, especially if car rolls over.

Better road performance, longer tire life.

Smoother suspension.

Wider choice for prospective Volvo buyers.

VOLVO

AB VOLVO, CAR DIVISION
Advertising and Sales Promotion