

**VOLVO** 262  
264





With this model year, Volvo enters its third decade in the U.S. automotive marketplace. In the years since the first Volvos were imported from Sweden in 1955, technological advances have brought many changes, but Volvo's total commitment to build only fine cars has remained constant.

The luxurious new Volvo 260 series are elegant, uncompromised automobiles — providing superb comfort, style and exhilarating performance in every sense. And like every Volvo, they are backed by a long-standing tradition of excellence in safety and engineering, luxury and refinement and scrupulous attention to detail.

The Volvo 260 series is not only elegantly styled, it represents a hallmark example of efficient design.

The new 260 series fulfills the most exacting demands that might be placed on a modern means of personal luxury transportation. Each element from its light-alloy overhead camshaft engine to the spacious luggage compartment is designed for maximum efficiency.

Clean, distinctive lines are enhanced by the large expanse of glass which wraps around the passenger compartment. Interrupted only by narrow, but strong pillars, these lightly tinted windows give interior occupants more than 90% all-around visibility. The tinting reduces glare and insulates from the sun's unwanted heat. However, Volvo does understand that there are times when the sun is welcome, so on the 262 GL and 264 GL a sliding steel sun-roof is standard as are electrically operated front windows.



Space and comfort are not necessarily synonymous, but the Volvo 260 series does provide both.

The reclining individual front seats, designed in co-operation with orthopedic specialists, feature an adjustable lumbar support as well as a wide range of other adjustments.

As a lavish concession to the driver, the backrest and cushion of that seat are heated on the GL models which also have supple genuine leather upholstery facings. Plush velour may be selected on the 264 GL.

The spacious interior affords exceptional knee and leg room for four adults – five with the rear armrest folded. Thus, all attention has not been directed exclusively at front seat occupants. The edges of the rear seat-back wrap around for extra cushioning and support and the materials selected for springing and damping assure a comfortable ride. Volvo has also provided rear passengers in the GL models with storage pockets located in the front seat backs.

In addition to fore and aft movement, infinite seatback inclination adjustment and lumbar support, the elevation and angle of the seats may be set in nine different positions.



Body-supporting Volvo seats are upholstered as fine furniture: Plush velour (above) for the 264 GL, soft-napped cloth (below) for the 264 and elegant leather with vinyl trim (right) for the GL models.





Ergonomic design of the instrument panel and controls assures complete comfort and driving ease.

Unobtrusive, yet impressive, describes the instrument panel. Behind the handsome steering wheel, is a single panel which displays vital information. Speedometer (with trip odometer and six-digit odometer), fuel and engine temperature gauges, plus Volvo's unique system of warning lights are directly before the driver. Individual warning lights instantly inform the driver of a malfunction in just about any system – from brakes to exterior lights.

The central console contains the controls for the Combined Unit heating and air conditioning system (which is standard on the GL models), the 150 watt rear window defogger and a stereo radio or tape player. (Although radios and tape players are optional, every Volvo is prewired to accept a variety of audio equipment and two stereo speakers are factory-fitted.) Each control of the heating and air conditioning system has a single function for quick, simple operation of the Combined Unit. The air conditioner may be used simultaneously with Volvo's advanced thermostatically-controlled heating system to provide warmed, de-humidified air.

In all there are 12 outlets for the ventilation system to assure even temperature throughout its spacious interior. Two slit-type nozzles at each corner of the instrument panel help keep side windows free of mist whenever the two-stage, three-speed blower is engaged. Vents at the base of the rear window exhaust stale air via one-way flap-valves.

Handling and performance, comfort and convenience, safety and durability — features which Volvo believes must be designed into an automobile, not added on. Thus, they come very well equipped indeed.

*For handling and performance:* power-assisted rack and pinion steering... steel-belted radial, whitewall tires... front and rear stabilizer bars... light-alloy overhead cam V-6... fuel injection... solid state ignition system... and a choice of either three-speed automatic transmission or four-speed manual with electrically-activated overdrive.

*For comfort and convenience:* velour or leather-faced seats... fully-adjustable individual front buckets with adjustable lumbar support... heated driver's seat... fold-down rear armrest... deep-pile carpeting... storage pockets (front and rear)... passenger assist straps... tinted glass... sunroof... factory installed stereo speakers... electric front windows... quartz clock... carpeted trunk... engine compartment and trunk lights... and Volvo's 12-outlet heating and ventilation system with integrated air conditioning.

*For safety and durability:* four-wheel power disc brakes... ventilated front rotors... triangle-split safety braking system... integral safety "cage"... deformable steering wheel ... collapsible and folding steering column... energy absorbing bumpers... heavily padded non-reflective instrument panel... four self-adjusting three-point seat belts... child-proof rear door locks... rear window defogger... bulb integrity sensor... partly aluminized exhaust system... two undercoatings.





To best appreciate the engineering in a Volvo 260, look beyond the luxuries.

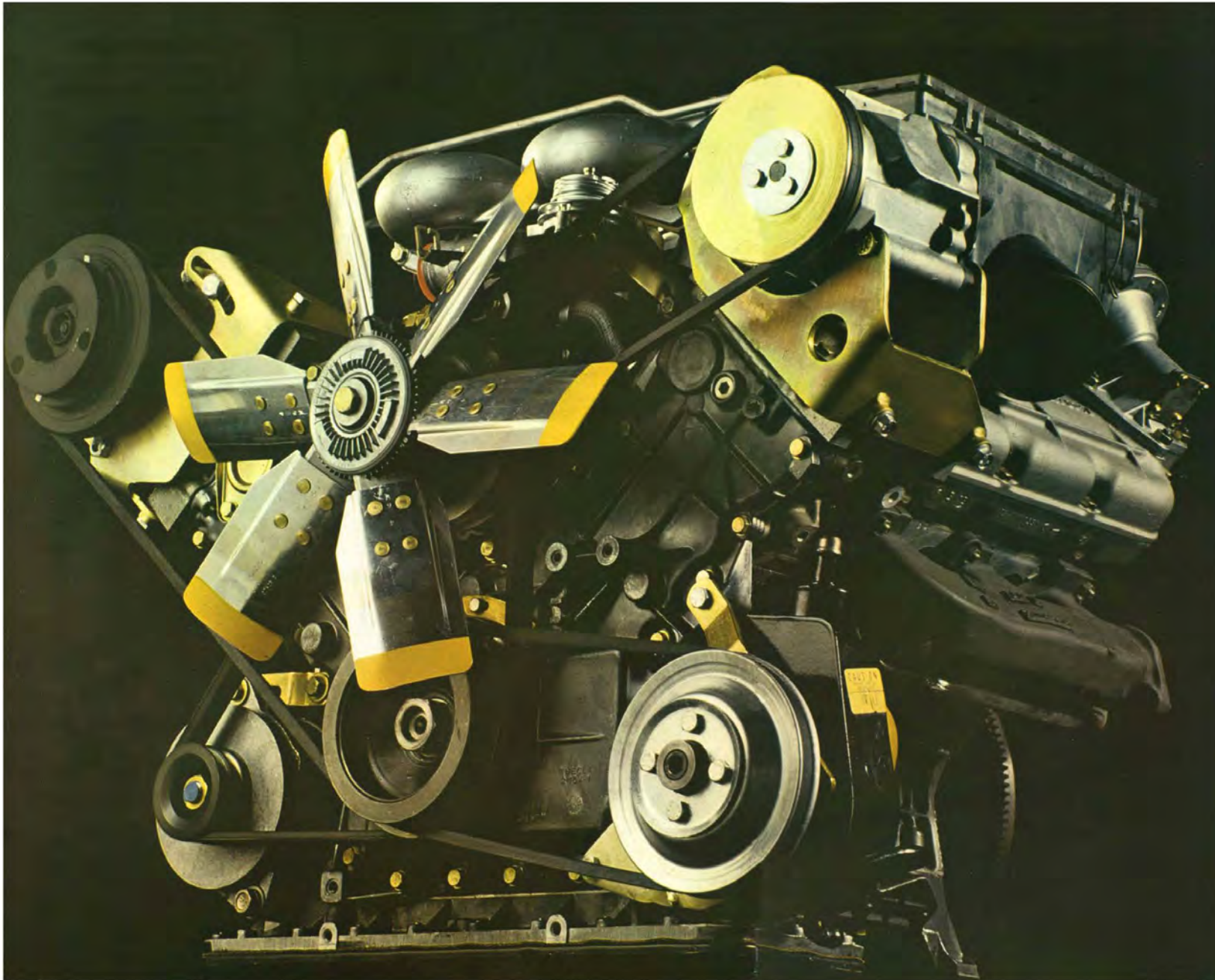
Which is exactly why you should consider the new Volvo 264. But to call it a no-nonsense car would not be appropriate. Because even without the extra features of the GL models, the Volvo 264 is more than just another fine car.

It's as finely engineered as our more luxurious models, sharing all the important performance and safety systems, and the steering and suspension systems.

The features that contribute to overall operation and total performance are the same in all 260 models. And so is evidence of the quality of these systems and the careful attention to engineering principles.

For example, what value is rich upholstery without ample legroom. Or elegant styling without sufficient luggage capacity. Or excellent performance without equally impressive fuel economy.

True luxury in a Volvo is built in, not added on.



A potent new light-alloy, fuel injected V-6 powers Volvo's luxury 260 series.

This truly modern engine features a light-alloy block and cylinder heads which give it an extremely favorable power-to-weight ratio. The compact and light Volvo V-6 is also powerful, economical and highly efficient due to its two overhead camshafts and Volvo's refined Continuous Fuel Injection system.

In 1970, Volvo introduced electronic fuel injection on its cars and the experience gained over six years of production and testing has led to Volvo's introduction of the CI system. It has the considerable advantage of being highly sensitive to an engine's mixture requirements.

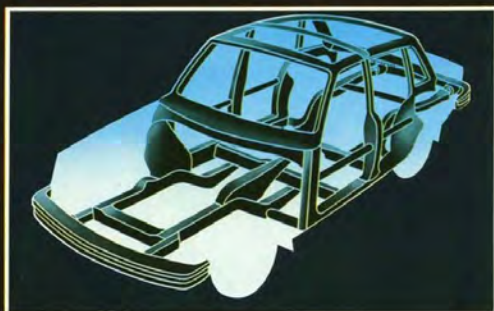
To complement the responsive V-6 engine, the 260 series can be obtained with one of two new transmissions—a silky-smooth and precise-shifting three-speed automatic or, a full-synchromesh four-speed manual with an electrically activated overdrive connected to fourth gear. Selecting one over the other is purely a matter of personal preference, since each is available at no extra cost.

The new three-speed automatic transmission will kick-down into first at speeds as high as 40 mph. A considerable benefit when traveling on hilly or mountain roads or when you need quick acceleration in traffic.





Volvo has established a reputation for safety and durability. Many of the safety features which are now law were introduced by Volvo long before they were required. Today, Volvo is still a leader in safety, but that should come as no surprise from a company backed by a tradition of excellence in design, engineering, and refinement.



Structural strength and torsional rigidity of Volvo's rugged unit-body forms the basis for overall passenger protection, but surrounding the passenger compartment itself is a cage of closed-section box pillars.

Two independent brake circuits serve both front wheels and one rear wheel. Thus, even with one circuit inoperative, the Volvo will still retain about 80% of its full braking effectiveness. Thanks to the "stepped-bore" design of Volvo's master cylinder little more than normal pedal pressure is ever required for a straight, complete stop.





## SPECIFICATIONS

### Engine

Model B27 F featuring a continuous injection fuel delivery system, 162 cubic inches. Compression ratio 8.2:1.

### Fuel System

15.8 gallon tank with expansion chamber for evaporation control. Electric fuel pump. Gas filler on models with catalytic converter designed for unleaded gasoline.

### Cooling System

Sealed system holds 11.5 quarts of anti-freeze coolant. Fitted with a transparent expansion tank.

### Electric System

12-volt system features transistorized ignition, a 55A rated alternator and 70 amp hour battery. Starter motor output 1.1 hp.

### Transmissions

Manual: Four-speed, fully-synchronized transmission has remote linkage and a floor-mounted gear shift. Electrically-operated overdrive with a shift lever switch. Ratios: 1st 3.71:1, 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1, overdrive 0.80:1, reverse 3.68:1. Final drive ratio 3.73:1. Automatic: Three-speed automatic has floor-mounted lever and an illuminated quadrant with a PRND21 pattern. Final drive ratio 3.54:1.

### Steering System

Rack and pinion type with a safety column. Power-assist standard. Ratio 17:1:1. Turns to lock 3.5. Turning circle 32'2".

### Suspension

Front: Spring-strut type incorporating coil springs and telescopic shock absorbers. Stabilizer bar.

Rear: Rigid axle carried by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers, plus a stabilizer bar.

### Wheels and Tires

Steel-belted, whitewall radial tires fitted on 5.5"J x 14" pressed steel wheels. Tire size DR78-14.

### Brake System

Self-adjusting disc brakes on all four wheels, front discs are ventilated. Tandem type 4:1 power assist. Pressure relief valves on rear brakes. Dual hydraulic system, with stepped-bore master cylinder to maintain low pedal effort even if one circuit fails, connects both front wheels and one rear wheel on each circuit. Center handbrake operates mechanically on separate rear wheel drums.

### Body

Unit construction with energy absorbing front and rear ends. Galvanized steel panels in rust susceptible areas. Two separate undercoats. Partly aluminized exhaust system.

Length	192.6"
Wheelbase	104.0"
Width	67.1"
Tread, front/rear	55.9"/53.1"
Height	56.5"
Curb weight	3114-3137 lbs.
Legroom, front/rear	41.3/37.7"
Headroom, front/rear	37.4/34.2"
Hiproom, front/rear	56.3/56.3"
Trunk capacity	13.8 cu.ft.

### Instrumentation and Operating Controls

Dashboard: Speedometer with six digit odometer and separate tripmeter. Fuel and coolant temperature gauges. Warning lights for alternator charging, oil pressure, high beams, overdrive, parking brake, foot brake failure, and to inform if a low beam, brake or tail light burns out.

Audible and visible signals for turn indicators. Fully-padded dashboard has four adjustable fresh air outlets and front door window defogging outlets. Electronic clock. Illuminated, locking glove compartment.

Steering Column: Combined levers for high and low beam operation, turn and lane changing signals, windshield wipers and washers.

Center Console: Switches for the electrically-heated rear window and four-way hazard warning lamps. Temperature and fan speed controls for the heating and air conditioning system. Cigarette lighter and ashtray. Radio location: Rheostat switch for instrument and controls lighting. Power windows on GL models.

### Heating and Ventilation System

Fully-integrated system for fresh or heated air through 12 outlets to the windshield, front door windows, front and rear floor and along the dashboard. Two-stage, three-speed fan. Air conditioning uses the same outlets and fans and has recirculation and dehumidifying features. Optional air conditioning on the 264 uses the same outlets and fans and has recirculation features found on the GL models, which also have a sliding steel sunroof.

### Seating

Reclining bucket seats with adjustable lumbar support in front, a bench seat with a fold-down armrest in the rear. Driver's seat has levers for front and rear height adjustment. Seats are leather-faced or velour, driver's is electrically-heated on the GL models. The 264 is upholstered in washable, stitched cloth.

### Other Standard Equipment

Electrically-operated front door windows on GL models. Three-point self-adjusting safety belts with illuminated center mount. Rear seat has two three-point belts and a lap belt. Rear seat lighting and ashtray. Tinted glass. Radio antenna built into windshield. Stereo door speakers. Day/night position rearview mirror. Storage pockets in front doors. Towing points front and rear. Metallic paint available. Deep-pile carpeting. Automatic trunk and engine compartment lighting.

### Accessories

Volvo has a wide variety of accessories, including stereo radios and tape players, designed to tailor-make a Volvo to your individual requirements.

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



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