

VOLVO
240
SERIES



240 SERIES

A lot of drivers, even in today's complicated world, still feel strongly that driving ought to be enjoyed. For this special breed of drivers, Volvo presents a special breed of car: the 1978 240 Series — four rugged, agile and comfortable cars that meet today's economy, durability and performance demands without taking the pleasure out of driving. At Volvo, in fact, we like to think we've put some pleasure back in driving.

Today's top legal speed limit is 55 mph. But that need not dampen your driving pleasure. A car can be quick without going fast, and the 240 Series Volvos are engineered to do just that. Volvo's energetic four-cylinder B21F overhead cam engine is designed for quickness... with more emphasis on low-speed torque and acceleration than on high top speed. This means that the 240 Series Volvos still offer the kind

of performance and responsiveness that bring a smile to the face of drivers who want more than ordinary transportation from a car.

Volvo's are built to take all kinds of traveling in stride. Their balanced ride and handling are at home on any road surface, and the Continuous Flow fuel injection system automatically adapts the tough four-cylinder B21F engine to changes in temperature, humidity and altitude. The finely tuned suspension, precise rack-and-pinion steering and four-wheel power-assisted disc brakes help keep the Volvo driver in control.

Every 240 Series Volvo is equipped with industry-leading safety and durability features, including a central passenger compartment "cage" designed to support the weight of six Volvos, and a multi-layer exterior finish with an extra coat of pliable paint below the trim line to protect against stone chips.

These are just a few of the reasons why thinking drivers in search of thoroughly engineered, spirited transportation will want to consider the 240 Series Volvos.





INTERIOR

Volvo's 240 interiors are better than ever for 1978. The individually adjustable, orthopedically designed front seats—long a Volvo trademark—have a new look and even more comfort. Seat coverings are knitted fabric with a corduroy texture, and thicker, denser padding is used throughout to improve comfort and durability. The seats themselves have wider, deeper backrests to improve lateral support, and the seat cushions have been extended for better leg support. Volvo front seats adjust *nine* ways, and the important lumbar support mechanism has been improved for 1978. Statistically, Volvo seats have been designed to fit 97% of the U.S. adult population.

For convenience, the 1978 240's have new two-section storage compartments built into the front doors. The forward sections are designed to hold large objects—cans or soft drink bottles, while the rear compartments easily accommodate maps and books.

All 240 Series interiors feature color-coordinated appointments and, as a thoughtful touch, a pop-up vanity mirror has been installed in the glove box.

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Regardless of which 240 Series Volvo best suits your specific needs, each model is fully equipped, and every one is built to Volvo's exacting standards of quality, safety, durability and performance.

Volvo believes that important features must be *designed in*, not added on: That's why you can't get a 240 without Volvo's triangular-split dual safety braking system—a system

that puts both front brakes and one rear brake on two completely separate circuits. With one circuit operating, only about 20% of the car's braking power would be lost. The system is costly, but effective, as are four-wheel power-assisted disc brakes and Volvo's stepped-bore master cylinder (that maintains hydraulic system pressure and near normal pedal reaction should a circuit

fail). But Volvo considers this brake system the best that can be built into a production automobile, and Volvo won't settle for anything but the best. We don't think you should either.

Volvo also wants you to have the best in durability. That's why every Volvo body gets the same comprehensive application of rust preventive systems: zinc coating of rust-susceptible and safety-related components,

two layers of undercoating, "Slipstream" ventilated rocker panels to remove moisture, the injection of rust-preventive fluids into the closed body cavities, and a multi-layer finish that stays good-looking year after year. Why? Because there's more to just keeping a car looking new than preventing rust. Performance and safety can deteriorate as fast as appearance, so *all* Volvo compo-

nents are designed to last—even those you can't see.

Compare these and other Volvo features to what the competition offers. You'll see at once that there's more to economy than a low price. Real economy demands real value—and that's what you get with the Volvo 240 Series.



245

The Volvo 245 Station Wagon is a wagon like no other. This remarkable vehicle has the same comfort and safety features as its sedan counterpart, plus *five times* the cargo space, yet is not one inch longer or wider. That's proof that careful design can produce an efficient, hard-working automobile that retains its lean proportions and excellent road manners.

The 245 has more than 42 cubic

feet of luggage space—75 cubic feet with the rear seat folded—and for 1978 Volvo has added features to the 245 that allow you to get more out of it as well as into it.

A new rear-facing third seat is available. This seat has fixed armrests and is completely stowable, folding neatly into a recessed compartment in the floor. Without the accessory third seat, the floor recess offers

additional storage area. The cover (which when closed provides a perfectly flat floor) can be folded completely forward 180°—allowing the space to accommodate bulky items or objects that need to stand upright.

Six tie-downs (three on either side of the compartment) have been added for 1978. With these tie-downs, cargo can be lashed down securely, thus preventing it from shifting.

All 245 seats are upholstered in easy-to-clean leather-like vinyl. Other safety related conveniences include the electric defogger, wiper and washer for the rear window of the 245's full width, wide-opening tail gate, plus Volvo's full range of standard equipment.

The 245, with its sedan comfort and handling blended with wagon space and utility, illustrates Volvo

engineering expertise at its best, and offers practical motoring at its most enjoyable.



242 GT

Enthusiasts have long acclaimed 240 Series Volvos as astonishingly good road cars. That comes as no surprise when you consider standard features like these: The designed-in performance capabilities of the B21F, the fine balance of the 240's chassis, McPherson strut front suspension, well-located "live" rear axle, positive rack-and-pinion steering, four-wheel disc brakes and smooth four-speed

gearbox with overdrive. Now, with the 1978 242GT, Volvo has taken all this built-in sharpness and honed it to a fine edge for the driver who wants something extra in a fine road car.

The 242GT's suspension is taut, with higher rate springs and heavy duty shock absorbers fitted front and rear. The large-diameter rear stabilizer bar remains unchanged, but the front bar is considerably thicker.

The front disc brakes have the same heavy-duty ventilated rotors found on Volvo's V-6 powered 260 Series cars. A pair of high-intensity fog lights have been built into the grille and a front spoiler has been added. Wide-based 5½" light-alloy wheels are fitted with steel-belted Pirelli CN36 high-performance radials. The height of the gear selector is reduced to shorten the throw between gears,

and a smaller diameter GT steering wheel has been installed to effectively quicken the steering.

To distinguish the 242GT from its regular 242 forebears, strong identifying features have been added. The 242GT is available only in the same silver metallic finish as the 262C Coupe and there are distinctive accent stripes on the sides and front spoiler.

Another distinguishing feature, is the interior trim. Upholstery is black corduroy with vinyl inserts and red stripes on the seat centers, the door panels and dashboard.

But the 242GT's most distinguishing feature by far is its track-tested performance and handling combination. The 242GT is an enthusiast's car that offers Volvo quality plus true driving excitement.



STANDARD EQUIPMENT

	242/244				242GT	242 California Automatic	245 Overdrive and Automatic
	Four-speed	Overdrive and Sunroof	Automatic	Automatic and Sunroof			
Overhead cam cross-flow engine							
C.I. fuel injection							
Solid state ignition							
Power-assisted, 4-wheel disc brakes							
Ventilated front brakes							
Separate parking brake							
Power-assisted, rack-and-pinion steering							
Michelin, steel-belted radial tires							
Pirelli CN36, high-performance radial tires							
Light-alloy GT wheels							
Space-saver spare tire							
Fully adjustable front bucket seats							
Adjustable lumbar support							
Cloth upholstery							
Vinyl upholstery							
Custom upholstery and interior trim							
Tinted glass all around							
Air conditioning							
12-outlet heating and ventilation system							
Electric rear window defroster							
Intermittent windshield wipers							
Electric rear window wiper and washer							
Full interior carpeting							
Day/night rearview mirror							
Quartz crystal clock							
Childproof rear door locks							
Four 3-point, self-adjusting safety belts							
Storage compartment in front doors							
Make-up mirror							
Luggage compartment light							
Lockable glove compartment							
Internal rustproofing							
Two separate undercoats							
Stereo door speakers							
Radio antenna							
Sliding steel sunroof							
Lambda-sond™ emission control (see note 1)	Note 1	Note 1	Note 1	Note 1			Note 1
GT steering wheel							
Electric tachometer							
Trip meter							
Light integrity sensor							
Passenger assist handles							
Rear seat center armrest							
Grille-mounted fog lights							
Engine compartment light							
GT suspension/handling package							
Front spoiler							

1. Lambda-sond™ is a trademark of Volvo of America Corporation. It is standard on the 242GT and 242 "California" models nationwide and on all other 240 Series models in California and other selected markets.

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