

VOLVO

260

SERIES



262C

Volvo's new 262C combines established quality and engineering with Italian artistry and elegance to produce a distinguished limited production 2+2 coupe that is easily the finest, most exciting Volvo in history.

The 262C offers crisp, responsive performance in the Grand Touring tradition. Its handsome silver metallic

body is by Bertone, one of the most respected names in Italian coachbuilding. From the steeply raked windshield and low vinyl-covered roof line to the all-leather black interior accented with elm veneer, the 262C epitomizes understated elegance. Its excellent handling characteristics and extensive list of standard equip-

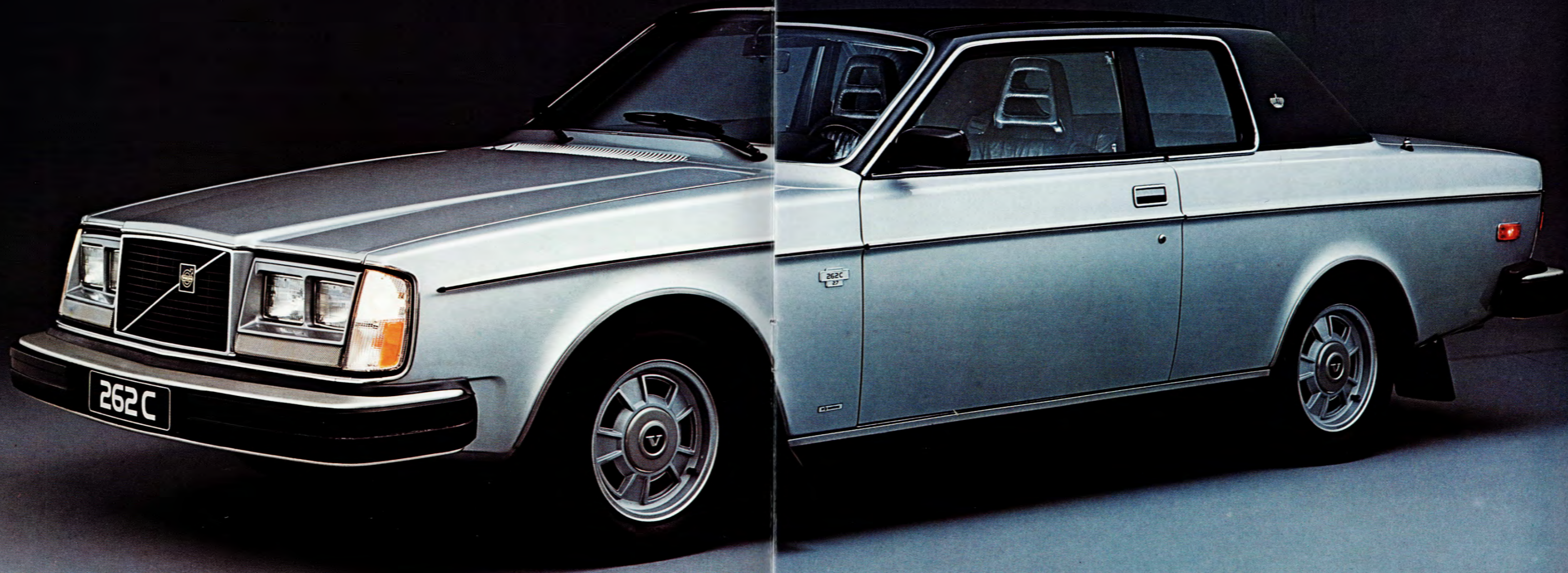
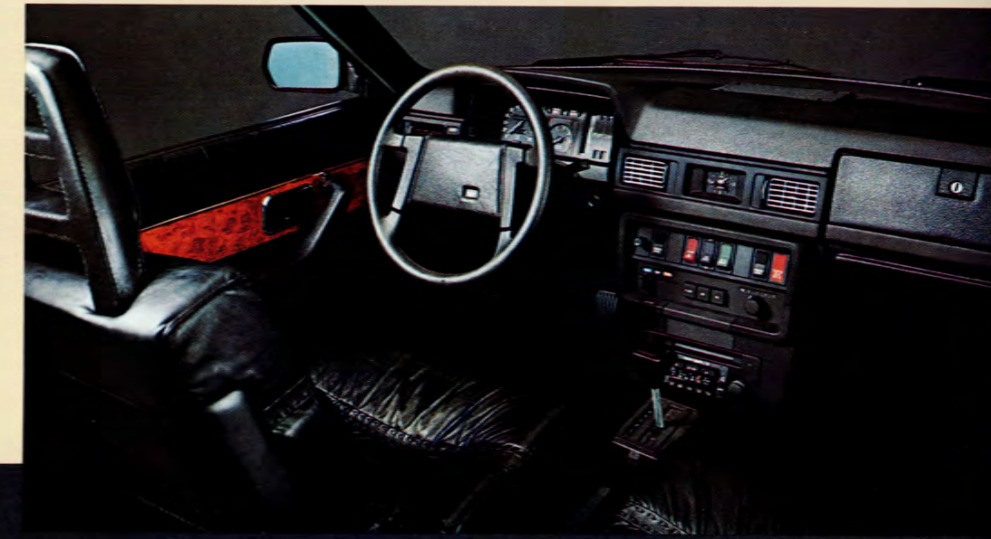
ment combine with performance and appearance to make the 262C a superb example of the personal luxury car concept...a car intended only for the driver who can appreciate the finest.

The sophisticated Volvo 2.7-liter V-6 overhead cam engine provides power for the 262C, and features the revolutionary Lambda-sond™* three-way catalyst emission control.

The 262C is a limited production car in the true, meaningful sense of

the word. Every one is hand-built from the finest materials and only a limited number will be offered for sale. Even so, the 262C retains the engineering, safety and durability features expected of every Volvo. The result is an automobile with excellence as a hallmark, a car destined to take its place among the Grand Touring cars of the world.

*Lambda-sond™ is a trademark of Volvo of America Corporation.



264 GL

Examine the cars that call themselves luxurious and you'll find that few of them are able to match the 264GL. Many of them are just now getting down to the size that Volvo has engineered to be the right size for cars of the future. But, while many sedan builders are trying to catch up, Volvo continues to improve upon an established tradition of manufacturing prestigious cars...a tradition based on features and methods just now being called "new" by some car builders.

From the feel of firm leather-faced seats to the satisfaction of putting a nimble, responsive sedan through its paces, the Volvo 264GL gives its driver more than simple transportation. The 264GL offers the discriminating driver one of the motoring world's best combinations of desirable appointments, superior handling, performance engineering and built-in safety. And the 264GL offers something else not found in every luxury sedan: value for money.





264 GL

For 1978, the interior of the 264GL has been subtly refined. The backrests of Volvo's orthopedically designed front seats are wider and deeper for better lateral support...support that keeps you in place as you negotiate tight curves. The important lumbar support mechanism has been made more effective and the seat cushion extended for improved upper leg comfort and support. New door panels have larger storage space and new, supple hides have been selected for leather upholstered versions of the 264GL.

Along with the improvements comes one of Volvo's truly outstanding value features: one of the most extensive, best designed standard equipment lists in the industry. Virtually everything the driver and passengers need for motoring in comfort is provided with the 264GL, including heated driver's seat, power windows, power rear view mirrors, 12-outlet heating and air-conditioning system, a stereo speaker in each front door, and tinted glass all around. Volvo also offers a wide selection of accessory radios and tape players.

In size, comfort of accommodation, durability and quality control, the Volvo 264GL is a finely balanced automobile that competes easily with the world's fine luxury sedans.

265 GL

Volvo's handsome 265GL station wagon — the original "working car for the leisure class" — continues to live up to its name. Few luxury sedans and fewer (if any) station wagons can match the remarkable comfort and performance of the 265GL. Leather-faced upholstery, heated driver's seat, power windows and rear view mirrors, 12-outlet heating and air-conditioning system, light-alloy V-6 engine and a choice of four-speed manual transmission with overdrive or three-speed automatic transmission are all standard features. Also standard is Volvo's careful attention to safety, durability and quality, *plus* the convenience of a station wagon. Indeed, the 265GL stands proudly alone.

The 265GL can carry more than 42 cubic feet of luggage, even with five passengers aboard. Fold the genuine leather-faced rear seat forward and there's 74.9 cubic feet of useable space. Astonishingly, the 265GL does all this without being one inch longer or wider than a 264GL sedan . . . more proof of outstanding design efficiency.





260 SERIES

The Volvo 260 Series offers a complete and distinguished range of automobiles for 1978. The Bertone-bodied formal coupe, the 262C, exemplifies the finest in hand-crafted elegance. The 264GL stands prepared to handle the demands placed on premium, performance sedans. And the 265GL wagon remains a unique blend of luxury and function. As different in character as these cars may appear to be, they share the important features that make them all Volvos.

All 260 Series Volvos have the out-

standing safety features that have made Volvo an industry leader: Volvo's structurally strong and torsionally rigid unit body with a passenger compartment surrounded by a safety cage of closed-section box pillars and tubular units is strong enough to support seven tons. Both ends of the body incorporate designed-in "crumple zones" to help absorb major impacts, and aluminum-alloy bumpers —backed by gas-filled struts—to absorb minor bumps. Volvos have a safety isolated fuel tank and auto-

matically adjusting three-point safety belts. There are other passenger protection items, but Volvo gives consideration to much more than high safety standards. Handling and performance are also important in Volvo's overall design philosophy, together with durability and value.

The Volvo 260 Series' 2.7-liter overhead cam V-6 is an engineering masterpiece. The low-profile B27F engine features light-alloy aluminum block and cylinder heads, chain-driven camshafts and Continuous Flow fuel injection...a combination of modern design elements that results in a favorable power-to-weight ratio and vigorous performance.

The Volvo chassis is a superbly balanced unit designed to deliver precise, predictable handling characteristics. Weight distribution of the 264GL—with driver—is 51% front to 49% rear. That, combined with McPherson strut independent front suspension, steel-belted "European-profile" radial tires, Volvo's "live" rear axle (which provides constant track and wheel angles to aid handling), quick rack-and-pinion steering and power-assisted four-wheel disc brakes with ventilated front rotors enable the Volvo driver to cope with most any road situation. Added to these handling attributes is a choice of manual four-speed overdrive gearbox

or three-speed automatic transmission. All of these qualities work together to produce automobiles not only *ready* to do your bidding, but *capable* of doing it.

The 1978 Volvo 260 Series has also been designed with durability as a prominent consideration. Few cars at any price can boast tighter production quality or components better designed to extend a car's useful life span. Zinc coatings are liberally applied to rust-susceptible body components. "Slipstream ventilation" of door sills helps prevent corroding from the inside. This, plus the injection of rust inhibiting fluids into closed body cavities, factory under-

coating and a multi-layer paint finish, is only a sampling of the steps Volvo takes to preserve its products.

In sum, the Volvo 260 Series offers everything from hand-crafted elegance to hard-working utility. But most of all, the 260 Series Volvo—of any model—offers *quality*...quality of design, of engineering, of construction and of performance. The result is a line of cars that represent the best in motoring while delivering more value for your dollar than most other manufacturers' so-called luxury cars. At Volvo, we believe that all these qualities must be present before a line of cars bears the designation "luxury." At Volvo, these qualities *are* present.

STANDARD EQUIPMENT

	264GL			265GL	262C	
	Automatic	Sunroof and Overdrive	Sunroof and Automatic	Overdrive and Automatic	Automatic	Overdrive
Light-alloy V-6 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						
Fully adjustable front bucket seats						
Adjustable lumbar support						
Leather-faced upholstery			*			
Leather upholstery and interior trim						
Velour upholstery			*			
Heated driver's seat						
Heated passenger seat						
Power, remote-controlled mirrors						
Power windows						
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						
Deep-pile carpeting, including trunk/cargo area						
Quartz crystal clock						
Childproof rear door locks						
Four 3-point self-adjusting safety belts						
Deluxe interior with map lights						
Cruise control						
Black vinyl roof						
Power rear antenna						
Light-alloy wheels						
Space-saver spare tire						
Sliding steel sunroof						
Metallic paint	**	**	**	**	+	+
Stereo door speakers						
Wheel trim rings						
Lambda-sond™ emission control (see note 1)	Note 1	Note 1	Note 1	Note 1		
Padded steering wheel						
Storage compartment on front doors						
Electric tachometer						
Trip meter						
Trunk and engine compartment lights						
Make-up mirror						
Lockable glove compartment						
Factory undercoating						
Internal rustproofing						
Light integrity sensor						
Passenger assist handles						
Day/night rearview mirror						

*Choice of either. + Mystic Silver metallic finish. **Also available in selected non-metallic colors.

1. Lambda-sond™ is a trademark of Volvo of America Corporation. It is standard on 260 Series models in California and other selected markets and on the 262C nationwide.

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

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