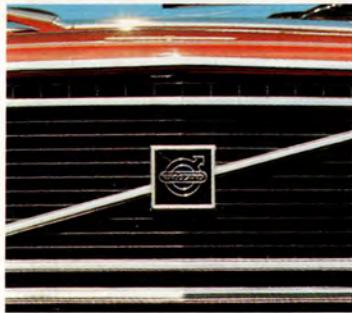


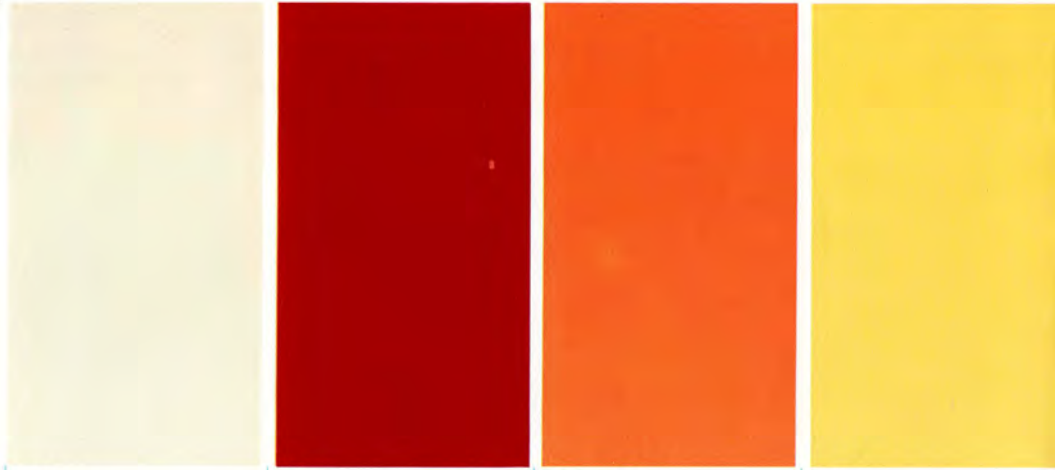
Colors and upholstery '73

VOLVO



Volvo colors and upholstery 1973

Exterior Colors



White

Red

Orange

Yellow

Volvo 142/144

With Cloth



Blue



Red



Dark Brown



Dark Brown

Volvo 145

With Vinyl



Blue



Black



Black



Black

Volvo 164 E

With Leather



Blue

Volvo 1800ES

With Leather



Blue



Black



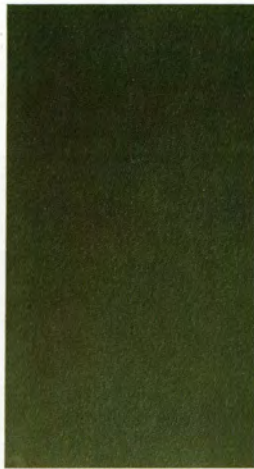
Black



Black

Once you've picked your Volvo model, you have a choice. You can find the exterior color you prefer, then look down to find the upholstery that goes with it. Or you can

pick out the upholstery color you'll feel most comfortable in and look up to find the exterior color that goes with it.



Light Green

Metallic Green

Dark Green

Metallic Blue

Dark Blue

Burgundy



Light Green



Medium Brown



Blue



Brown



Brown



Blue



Leather



Leather



Blue



Burgundy



Burgundy



Leather



Leather



Blue

A car is an investment. So the paint job should protect it... not just make it look pretty.

In Sweden, where winter can last from October to April, a Volvo can be under snow and on top of slush much of the time. That's when a paint job really has to shine, keeping moisture and raw salt off the body metal to prevent rust and corrosion. A new Volvo painting process, introduced with our 1973 cars, is designed to do this job better than ever before.

Instead of dipping the body in a primer bath, we now completely submerge it. The primer, which is electrically charged negatively, leaps on to the body which is electrically charged positively. The result; a thick, even coat of protection grips every square inch of body metal outside **and** inside, where corrosion usually begins.

Then the body is baked, sanded by hand and inspected by hand and eye (inspectors wearing flannel gloves feel out any imperfections not visible to the naked eye). This is followed by a second sealer coat, and more baking, sanding and inspecting.

Then come the color and finish coats. Followed by baking and a final inspection in the paint shop. But that's not the final inspection. The paint job is examined again at the end of the assembly line. And by your Volvo dealer before he'll say the car is ready for sale.

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.



VOLVO

AB VOLVO GÖTEBORG SWEDEN