

VOLVO

NEWS & INFORMATION

Contact: Bill Baker

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SPECIALTY CARS AND A NEW LIMITED EDITION SEDAN SHOWN BY VOLVO AT THE NEW YORK AUTO EXPO

New York, N.Y., March 23 -- A special turbocharged high performance station wagon, a safety concept car that glows in the dark and an elegant new black sedan are being shown to the public for the first time by Volvo of America Corporation at the New York Auto Expo from March 24 through April 2.

The Volvo Safety Concept Car can be instantly spotted by its striking and highly visible two-tone brown and beige paint scheme which features a large reflective color-keyed body panel that glows brightly when illuminated by oncoming headlights. Built to demonstrate the feasibility of some advanced safety features, the VSCC incorporates more than 20 special modifications designed to alert the driver of the car to driving hazards and the condition of his vehicle. Among the more unique features are sensors to warn when tires are running low on air, tail lights that flash in rapid pulses during panic stops, an anti-skid braking system, headlight washers and an air bag restraint system.

On the special performance side, the Car and Driver magazine "Boss Wagon III" will be displayed, allowing the public a firsthand look at how an enthusiast magazine turned a luxury station wagon into a 250 hp turbocharged "sportswagon."

The Boss Wagon has a special hand rubbed paint scheme, special upholstery, suspension, instruments and power train. The all-aluminum V-6 engine has been polished to a brilliant luster, giving the car guaranteed eye appeal.

Also being shown to the public for the first time will be the most luxurious limited edition executive sedan ever produced by Volvo. Designated the 264GLE (Grand Luxe Executive) the car is finished in elegant high gloss black which is complemented by the silver and black dual rectangular headlight and grille combination for 1978. Upholstery is silver velour. A complete range of power assists and accessories is standard on the GLE which will appeal to the luxury sedan buyer who appreciates European handling characteristics along with the high level of safety and prestige found in all Volvos.

This is a bench mark year for Volvo, as early 1978 sales figures and buyer interest in the new and redesigned models will attest. Greatest interest centers on the sporty new 242GT and the Bertone-built 262C coupe.

The GT is designed for the driver who wants a responsive five passenger sedan with sporty appearance and handling. Finished in silver with black and orange accents, the GT has drawn rave reviews from auto enthusiast magazines and the fortunate few who have purchased the first arrivals.

The 262C, at about \$15,000., offers a greater level of handcraftsmanship and luxurious appointments than cars costing thousands of dollars more. The striking profile of this car and its silver and black color make it the most headturning Volvo since the 1800ES.

The 262C and the 242GT are high interest vehicles not only for their styling and performance attributes but because they are the only cars available in all 50 United States equipped with Volvo's revolutionary Lambda-sondTM three-way catalyst emission control system. Lambda-sond not only reduces exhaust pollutants but provides optimum fuel economy. The GT, for instance, with its four-speed manual plus overdrive transmission has an EPA highway rating of 30 mpg.

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

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The Volvo presentation at the Expo will also show the sedans and wagon used by a Detroit manufacturer as the design target for new "downsized" offerings. As a result of Volvo's recognized leadership in the field of efficient automotive design, a Volvo engineer, Dr. Nils Bohlin, recently traveled to Detroit from Gothenburg, Sweden to deliver a paper to the Society of Automotive Engineers on Volvo's design philosophies.

Visitors to the Volvo display will be able to see for themselves the spaciousness of these cars and compare the luggage and cargo space available in Volvos to the so-called "cars of the future" from Detroit.

"The 1978 Volvo display at the New York Auto Expo is one of our most newsworthy showings in recent years," said Bjorn Ahlstrom, president of Volvo of America Corporation. "We're pleased to be able to participate and in our way contribute to the growth of this important show."

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UNIQUE VOLVO "SAFETY CONCEPT CAR" PREMIERES AT NEW YORK AUTO EXPO

Rockleigh, N.J. -- A specially built Volvo 244 that glows in the dark, warns others when it is slowing down, honks its horn louder the faster it goes, and tells its driver when tires need air will be shown for the first time at New York Auto Expo. Called the Volvo Safety Concept Car, the vehicle will be used to assess the marketability of certain advanced safety systems as well as demonstrate some features Volvo uses on its cars in other markets.

The basic design goal for the VSCC was to build a car that will both increase its occupants' ability to avoid accidents and better protect them if a crash should occur. To build the VSCC, Volvo started with the standard 244 four-cylinder, four-door sedan. That car is already considered by the U.S. government to be one of the most crashworthy production cars in the world and is used in numerous safety development programs by the National Highway Traffic Safety Administration. The more than 20 new features which were then incorporated into the stock 244 fall into the following categories:

- Improved crash avoidance capabilities
- Driver information on the vehicle and driving environment
- Handling of unusual driving conditions
- Occupant protection
- Vehicle security

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The standard Volvo already utilizes rack and pinion steering, coil springs at all four wheels, four-wheel power assisted disc brakes with stepped bore master cylinder and triangular-split dual braking system, dual side view mirrors and large expanses of glass to enable the driver to avoid danger. The VSCC has added white running lights above each turn indicator lamp which remain on whenever the car is running. When the car is braked for a panic stop, the tail lights flash in a rapid pulse to alert following drivers.

The car has been painted in a highly visible beige and brown color scheme incorporating a large color-keyed body side reflective panel that is illuminated by the headlights of cars approaching from the side. The horn in the VSCC changes pitch and volume as the car gains speed.

To help the driver cope with the driving environment, the remote controlled dual side view mirrors have a de-icing grid in them. An automatic cabin heater can be preset to warm the interior and de-ice windows before the car is started. A special warning light alerts the driver when the outside temperature approaches freezing. A rear window washer and wiper is fitted as well as headlight washers. Should the tires lose air, there are sensors to advise the driver of that...and if a blowout should occur, the tires are designed to run "flat" for up to 50 miles at 50 mph.

Occupant restraint systems include driver and passenger side air bags for protection in frontal crash situations, and lap belts as a precaution in rollovers.

A number of the safety items featured on the VSCC are already offered by Volvo in some markets but not in the U.S. due to what could be called minor "regulatory hangups." Among these items are: headlamp washers, the notice lamps, child safety seats, seat belt reminder and rear fog lamps.

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The Volvo child safety seat, for example, is recognized as one of the most effective child restraints available but currently cannot be sold in the U.S. because it uses anchorages affixed directly to the vehicle structure rather than seat belts to hold it in place. Volvo has petitioned for a change in the appropriate standard so that its owners may enjoy the benefits of its child safety seat. The VSCC will be used by Volvo of America to show U.S. authorities where this and other minor regulatory revisions would allow the introduction of proven new safety devices.

Some of the VSCC features have recently been made available to the American public as standard or optional equipment. For example: intermittent windshield wipers became standard equipment on all 1978 Volvo models; the front spoiler which reduces cross wind effect and improves fuel economy is standard on the new GT model and is an accessory for all other models in 1978; and the Volvo AM/FM/CB radio which provides instant communications in emergencies was recently introduced as an option.

"Many of the VSCC features are working prototypes to be used for concept evaluation and are by no means production ready," says Volvo of America President Bjorn Ahlstrom. "You are not likely to see a production Volvo like the VSCC any time in the near future, although you may well see some of the current Volvo items now available in other markets also offered in the U.S. once regulatory obstacles have been overcome."

While safety was the major target of the VSCC, other concerns, e.g. air pollution and fuel economy, have not been ignored. The VSCC uses the currently available Lambda-sond^{TM*} B-21 engine which was the first production three-way catalyst emission control system available in the U.S. It has EPA estimated mileage of 20 mpg city and 25 mpg highway, and emission figures of .30 gpm HC, 5.1 gpm CO and .22 gpm NOx. These figures indicate fuel economy and emissions far better than currently required by law.

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

The Volvo Safety Concept Car, designed and built by the Product Engineering and Development department of Volvo of America Corporation, demonstrates the company's continuing interest in improving the safety and reliability of its products wherever in the world they are sold.

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For Immediate Release

FEATURES OF THE VOLVO SAFETY CONCEPT CAR

IMPROVED CRASH AVOIDANCE CAPABILITIES

Rear Deceleration Warning Lamps Integrated Into Enlarged Rear Lamp Bezels:

Enlarged rear lamp bezels also house the deceleration warning lamps which either flash or remain constant brake lamps, depending upon the rate of deceleration of the vehicle. A faster deceleration (panic stop) initiates a pulsing or flashing lamp to warn drivers to the rear of an impending fast stop.

Unique Paint Treatment:

The paint treatment applied to the Safety Concept Car is done so to both enhance the appearance of the vehicle and at the same time make it very noticeable.

Bodyside Reflective Strip:

Bodyside reflective panels are color keyed to the body and provide excellent reflective characteristics when hit by lights from other sources (i.e., vehicles) during evening and nighttime hours.

Color Keyed Bumpers

Both bumpers have been color keyed to complement the colors of the vehicle.

Run-Flat Tires:

Run-flat tires have been included on the Volvo Safety Concept Car allowing the driver to remain in control of the vehicle and drive at a maximum speed of 50 mph for a distance of 50 miles, in the event of a flat tire. The deflated tire is supported by a run-flat stabilizer underneath the tire tread, and is lubricated by a water based coolant dispensed when the tire deflates. This allows the elimination of the spare tire and jacking apparatus, offering larger luggage compartment capacity.

Improved Headlamps:

Volvo 260 model, rectangular headlamps have been installed in the Safety Concept Car to improve both the night illumination as well as the front end styling.

Rear Fog Lamps Integrated Into Enlarged Rear Lamp Bezels:

Enlarged rear lamp bezels neatly house rear fog lamps, driver activated, for driving in adverse conditions.

Rear Window Wiper/Washer:

A rear window wiper/washer has been included to aid in clearing the rear window of any obstruction to vision. This is similar to the current Volvo wagon rear window wiper/washer.

Front Spoiler:

A front spoiler has been added to improve the roadability of the vehicle at turnpike speeds. The spoiler also backs up the front auxiliary lamps.

OCCUPANT PROTECTION

Front Air Bag Restraint System:

A Volvo air bag restraint system is incorporated to protect both front occupants. This system has been tested and proven in a two year field test and evaluation.

Swedish Seat Belt Warning System:

A flashing seat belt warning lamp along with a relay emitting an audible "clicking" sound alert the occupants to buckle their seat belts.

Child Safety Seats, Front and Rear:

Volvo child safety seats have been included both front and rear to show their ease of application, as well as their safety characteristics. These seats are currently being evaluated for use in the U.S. marketplace.

Child Guard:

A Volvo optional child guard has been installed to provide protection for children in the rear seating area from being thrown forward between the two front seats upon rapid deceleration or in the event of an accident.

Rear Seat Head Restraints:

Volvo optional see through rear seat head restraints have been installed in addition to the standard front seat head restraints. These provide protection from neck injuries in rear end impacts.

DRIVER INFORMATION ON THE VEHICLE AND DRIVING ENVIRONMENT

Tire Pressure Warning Lamp in Pod on Upper Dash:

A special low tire pressure warning system has been included which lights up a warning lamp (on the pod located on top of the dash) when tire pressure drops below a pre-set level.

Ice Warning Lamp Mounted in Pod on Upper Dash:

A special system which senses outside ambient conditions and lights a warning lamp is located in the upper dash pod.

Communications Radio:

Included in the Safety Concept Car is a Volvo optional AM/FM stereo-CB radio to provide the driver with direct communications for assistance.

Electric Remote Control, Heated Outside Rear View Mirrors:

Left and right side rear view mirrors have been included which are both electrically controlled and heated for removal of ice and snow and possibly defrosting.

VEHICLE SECURITY

Bumper Overriders:

Safety featured bumper overriders have been installed on both front and rear bumpers. "Capture" effect due to design of overriders directs impact forces into bumper supports.

Anti-Theft and Break-In Alarm System:

An alarm system has been installed which signifies unauthorized entry by flashing of the headlamps and honking of the horn. The system cycles to prevent excessive battery drain.

Door Reflector/Warning Lamps:

Additional door reflector/warning lamps have been added to the door trim panels, and are activated when the doors are opened.

Self Regulated Town and Country Horn:

A self regulating horn is included which senses vehicle speed and changes the horn intensity from city levels to country levels.

Notice Lamps:

Notice lamps which function in the same fashion as the European versions (on with the ignition) have been integrated into the front corner lamps.

Headlamp Off Delay:

Upon shutting down the ignition and exiting the vehicle after evening driving, the headlamps remain on for a short time and automatically shut off.

Vinyl Insert Upper Bodyside Molding:

Volvo's vinyl insert upper bodyside molding has been added to protect the side of the vehicle from minor impact such as another vehicle's door in a parking lot.

HANDLING OF UNUSUAL DRIVING CONDITIONS

Headlamp Washer Spray Jets:

Upon initiating the windshield washer spray, a high pressure burst of washer fluid is also sprayed on each headlamp.

Leveling Shock Absorbers:

Adjustable shock absorbers have been installed to allow leveling of the vehicle based on load.

Compressed Air Supply:

A small compressor with air tank keeps a constant supply of compressed air to adjust air shocks, pressurize the headlamp washers, and supply air for tires or pressurizing other vessels, (beach toys, etc.).

Front Auxiliary Lamps:

Two Cibie auxiliary lamps (one fog lamp and one driving lamp) are mounted beneath the front bumper and are controlled by the auxiliary lamp rotary switch located in the center console.

Intermittent Windshield Wiper Control:

A '78 Volvo 240/260 type intermittent windshield wiper control has been included in the Safety Concept Car which allows the wiper system to function on an intermittent basis.

Parking Heater:

A European Volvo parking heater with timer has been included in the Volvo Safety Concept Car. This enables the driver to preheat the car's interior and defrost the windows prior to departure.