

Volvo

Volvo, Inc., Rockleigh, New Jersey 07647 Tel: (201) 768-7300 N.Y.C. Tie-line 564-2216

Contact: Richard B. Bauer

FOR RELEASE: AMs Friday
April 18, 1969

LARGEST, MOST POWERFUL VOLVO SET FOR UNITED STATES MARKET

ROCKLEIGH, N. J. ---Volvo, the Swedish auto manufacturer, today introduced its largest, most powerful car to the American market. Called the 164, this new four door sedan is powered by the first six cylinder engine ever to be seen in a Volvo passenger car in this country.

According to Volvo, Inc. president Stig Jansson, the 164 has been designed to compliment Volvo's existing cars with added luxury and performance.

Overall styling is similar to the company's current 140 Series sedans but the new car has a bold front end design dominated by a vertical grille.

The new 182 cubic inch six cylinder engine produces 145 horsepower compared to the 118 horsepower developed by the four cylinder engine being used in all the 140 Series cars.

The wheelbase of the 164 is four inches longer than the 140 Series cars and the overall length is up three inches.

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Jansson has predicted that Americans will buy about 40,000 Volvos in 1969, a figure that will assure the company of its fourth consecutive yearly sales record. He said that limited production facilities in Sweden would hold the American supply of 164s to about 6000 this year.

Noted for including many features as standard equipment which are extra cost options on domestic cars, Volvo lists the following standard equipment for the 164: power steering, power disc brakes, reclining leather seats, tinted glass, whitewall tires, trunk and engine compartment lights, electric rear window defroster and undercoating. Basic optional equipment is limited to automatic transmission and air conditioning plus a selection of radios and stereo tape players.

The 164 exceeds all existing safety standards and in addition has two exclusive safety features - anti-whiplash front seats and a dual circuit emergency braking system which operates on three wheels per circuit. According to Volvo engineers, three-wheel braking is 80% efficient compared to the 30% to 70% efficiency of existing two-wheel systems.

Volvo's exclusive anti-whiplash front seats are controlled by special friction devices that allow the seat backs to recline at a controlled rate should the car be hit from the rear. Front seats also recline to make beds and contain knobs to change the shape of the seats in the critical area contacted by the lower part of an occupant's back.

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The 164 also has a new safety steering column which incorporates telescoping sections that will collapse from either direction. Outside rear view mirrors with tinted glass are included on both sides of the car and the inside mirror is equipped with an anti-glare position.

Engineering highlight of Volvo's new six cylinder engine is an automatic air temperature control system. By regulating air temperature to about 85° before it enters the engine, this system assures maximum operating efficiency. The result, according to Volvo engineers, is high performance with low exhaust emissions.

In addition to having 23% more horsepower than any other Volvo automobile engine, the new six also develops 33% more torque. With this power increase, Volvo says it has been able to use economy gearing without sacrificing acceleration.

East coast port of entry price for the Volvo 164 is \$3995. Other Volvo models from \$3020 include two and four door sedans and a station wagon in the 140 Series plus the 1800 sports coupe.

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SIX CYLINDER ENGINE POWERS NEW VOLVO 164

ROCKLEIGH, N.J. ---For the first time in 18 years there is a Volvo automobile powered by a six cylinder engine. This new 182 cubic inch powerplant is the highlight of the Swedish car maker's new luxury sedan, the 164.

The new engine develops 145 horsepower at 5500 r. p. m. and 163 foot pounds of torque at 3000 r. p. m., both record highs for a Volvo automobile engine. These figures are 23% and 33% above the horsepower and torque ratings of the four cylinder engine being used in Volvo's current 140 Series sedans.

According to Volvo, Inc. president Stig Jansson, the high power output and broad torque range of this new engine gives the 164 excellent performance particularly for initial acceleration and mid range passing. Jansson also noted that with the introduction of this engine, the interval between oil changes has been doubled from three to six thousand miles.

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The dominant external feature of the new Volvo six is a unique temperature controlled air intake system. By automatically blending outside air with hot air taken from around the exhaust system, it supplies the engine with an air mixture maintained at about 85° F, the temperature Volvo engineers say provides maximum performance and minimum exhaust emissions.

Backing up this new air induction system is Volvo's advanced smog control device. In contrast to the majority of anti-smog devices which require exterior hardware, Volvo's device is contained entirely within the engine. It uses an intake manifold with a special preheating chamber to thoroughly vaporize the gas/air mixture.

Further reducing air pollution is a new crankcase ventilation system that takes unburned gas back through the carburetors. Volvo uses two carburetors on this engine that are specially designed for it. After being tuned at the factory, they are sealed to prevent maladjustment. Idle speed is the only change possible.

Another item noticeable under the 164 hood is a bright yellow plastic fan. Made of nylon, this fan is limited to 3,000 r. p. m. regardless of how fast the engine is running. Volvo says this feature reduces both engine noise and high speed power loss.

Internally, according to Jansson, this new powerplant retains many of the features and some of the parts developed during the past 25 years that its four cylinder engine has been in production.

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VOLVO'S NEW CAR

This new four door sedan is the latest addition to Volvo's line of automobiles. Styling highlight is a new front end design dominated by a vertical grille. Called the 164, the new car features reclining leather seats for added luxury and Volvo's most powerful engine for added performance. Other standard equipment includes power steering, power disc brakes, whitewall tires, tinted glass and an electric rear window defroster. Basic options are limited to automatic transmission, air conditioning and a variety of radios and stereo tape players.

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NEWEST SWEDISH IMPORT

Volvo's new 164 sedan is the first six cylinder Swedish car to be introduced in the United States. Larger and more powerful than existing Volvo sedans, the new car has a top speed of 109 m. p. h. and accelerates from 0-60 m. p. h. in 10.5 seconds. Engineering highlight of the new 182 cubic inch, 145 horsepower engine is an advanced air intake system. It supplies the engine with an air mixture automatically maintained at about 85 degrees, the temperature Volvo engineers say assures maximum operating efficiency.

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