**Volvo of America Corporation**
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VOLVO

Contact: George Brogan

For Release: PM's, Thursday
November 14, 1974

# VOLVO LAUNCHES FIRST NEW CARS IN EIGHT YEARS

Rockleigh, N.J., Nov. 14 --- Backed by two all-time record sales months this fall, Volvo today introduced a new series of cars to the United States for the first time in eight years.

Called the 240 Series, the new cars replace the 140 Series which the Swedish auto maker launched here in 1967.

There are five models in the new 240 Series which join Volvo's improved luxury 164 to complete the company's line-up for 1975. The five 240 Series cars are the 242 and 242 GL two-door sedans, the 244 and 244 GL four-door sedans and the 245 station wagon.

While retaining the best styling and engineering achievements of the 140 Series, the 240 Series has more than 30 major engineering changes including totally new front suspension and steering as well as a new front end design derived from Volvo's experimental safety car.

In fact, according to Bjorn Ahlstrom, Volvo's chief executive in the United States, the 240 Series cars were developed directly from lessons learned during the engineering and testing of the company's experimental safety cars.

The powerplant for the 240 Series, Volvo's 121 cubic-inch fuel-injected four-cylinder engine, contains many improvements for 1975 including a 10%

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more powerful starter motor, hardened valve seats for lead-free fuel and a solid state electronic ignition system.

Electronic ignition also has been added to the 182 cubic-inch six-cylinder engine that powers the 1975 model 164, the luxury four-door sedan that remains at the top of the company's product line.

Noted for making many features standard equipment which are extra cost options on domestic cars, Volvo lists only one factory option for the 164 -- a sliding steel sunroof. Standard equipment includes air conditioning, a choice of automatic or manual transmission with overdrive, power-assisted steering, power disc brakes, leather upholstery, heated driver's seat, electronic fuel injection, steel belted radial tires and -- new this year -- front power windows.

The great majority of new domestic cars demand unleaded fuel because they use catalysts to meet federal exhaust emission standards. Most 1975 Volvo owners, however, will be free to use their choice of fuels because catalysts are fitted to only one model -- the manual transmission 164 -- and to all cars sold in California which has more stringent emission standards.

Fuel economy figures recently released by the Environmental Protection Agency for city driving show that Volvos tested showed improved mileage over last year's models. The city average for all 1975 Volvos tested ranged between 15 and 17 miles per gallon. Volvo's all-model average for highway driving in a new government test this year was between 22 and 26 miles per gallon.

Mr. Ahlstrom predicts that Americans will buy about 65,000 Volvos in 1975, a figure which will assure the company of the highest sales for any year since the first Volvo was sold here 20 years ago.

Volvo also plans to mark its 20th anniversary in this country by becoming the first imported car maker to build an assembly plant in the United States, Mr. Ahlstrom noted. Construction of the $150 million plant will begin in Chesapeake, Virginia during 1975 with the first production cars scheduled to roll off the assembly line late in 1976.

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## 240 REPLACES 140 FOR VOLVO IN '75

Rockleigh, N.J., Nov. 14 --- Usually it takes an expert to spot the changes Volvo makes to its cars from one year to the next, but 1975 promises to be easy even for casual observers.

For the first time in eight years, according to Bjorn Ahlstrom, president of Volvo of America Corporation, the Swedish auto maker is introducing a new generation of cars, called the 240 Series, which replaces the 140 Series cars that Volvo has been selling in America since 1967.

From a distance it will be hard to miss the new 240 Series front end, radically reshaped not simply for styling purposes, but to give 1975 models the benefits derived from Volvo's experience with its experimental safety cars.

Long noted as a leader in safety and crashworthiness, Volvo redesigned the front end to offer even more improved crash protection over last year's cars. A 40 mile per hour crash test into a barrier showed that the new design decreased the average forces on the occupant compartment up to 20%.

Moving closer to the new cars, Volvo's new see-through head rests, which improve rear vision, are the most visible of a long list of seating improvements which include new height adjustments, better lumbar support and stronger seat frames.

It will take an expert to spot most of the other major engineering

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features in the 240 Series because they are all hidden inside or underneath the cars. Electronic ignition, for example. By eliminating points and condensor, the new Volvo system reduces maintenance, assures more accurate timing and produces a stronger, steadier spark for better fuel combustion.

In addition to delivering between 16 and 17 miles per gallon for city driving, according to recent government test figures, and between 23 and 26 miles per gallon for highway driving, all 240 Series cars meet Federal emission standards without needing catalysts. Therefore all 240 Series owners except those living in California can safely choose either leaded or unleaded gasoline. California cars are the only ones fitted with catalysts to meet that state's more stringent requirements.

Besides new seats, the 240 Series passenger compartment features a redesigned dashboard, a new center console that incorporates the handbrake and seat belt anchorages, more sound deadening material and a 12-outlet heating and fresh air system with two new outlets to defrost the front side windows.

The 1975 models feature Volvo's unique three-wheel dual-circuit braking system. Should one brake circuit fail, Volvo's three-wheel system provides about 80% of full four-wheel stopping efficiency compared to the estimated 30% to 70% efficiency of the two-wheel systems used on virtually all other cars on the market.

Volvo's four-wheel disc brakes for 1975 also include relief valves to prevent premature rear wheel lockup, longer wearing brake pads, increased power brake boost and a new stepped bore master cylinder that maintains normal pedal pressure during emergency three-wheel braking.

Adding to Volvo's superior braking capability are wider standard

14-inch steel belted radial tires which put more rubber on the ground than the 15-inch tires fitted to 140 Series cars last year.

Using a similar steering wheel to the one in Volvo's experimental safety cars, the 240 Series has an improved steering column incorporating four separate safety features. At the end of the steering column starts what Volvo engineers call the most significant improvement designed into the 240 Series -- a totally new steering and suspension system.

"While many 240 Series Volvo owners may never see or understand these new systems, all owners certainly should be able to feel the benefits," said Mr. Ahlstrom.

By combining a redesigned rear suspension with spring strut front suspension and rack and pinion steering, Mr. Ahlstrom stated that the 240 Series has greatly improved handling. "Ride is more comfortable, steering is more precise, body roll is reduced and stability is better," he says.

The 240 Series is available in five models for 1975 -- 242 and 242GL two-door sedans, 244 and 244GL four-door sedans and 245 station wagon. The GL models, more luxurious versions of the 240 standard sedans, are equipped with nine added features including leather seats, sunroof, tachometer, heated driver's seat, metallic paint, and a choice of automatic or manual transmission with overdrive. Operated by a switch on the shift lever, Volvo's overdrive is like a fifth speed, cutting fourth gear engine revolutions by more than 15%.

According to Mr. Ahlstrom, the company expects to sell 65,000 cars in the United States during 1975, the year that marks Volvo's 20th anniversary in this country.

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# SIGNIFICANT ENGINEERING CHANGES INTRODUCED ON 1975 VOLVO 240 SERIES

## Body

- All new front end sheet metal and unit body based on Volvo's experience with its experimental safety cars.
- New integrated front and rear bumpers.
- Additional galvanized steel body panels for better rust prevention.
- Improved grille and headlight retaining system for easier replacement.
- Redesigned, lighter hood hinges for easier servicing.
- Additional sound and heat insulation on 240 sedan floors and firewalls.

## Suspension

- All new spring strut front suspension.
- All new rack and pinion steering.
- Redesigned rear suspension with rear stabilizer bars added to 240 sedans.
- 14 inch wheels and tires on self-centering hub flanges.
- Front track increased 2.75 inches.
- Redesigned steering column with four separate safety features.

## Brakes

- New vacuum pump for increased power brake boost.
- New stepped bore master cylinder to maintain normal pedal pressure during emergency three-wheel braking.

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Drive Train

- All new electronic ignition system.
- New air injection system and recalibrated exhaust gas recirculation to reduce emissions.
- Hardened valve seats for unleaded fuel.
- 10% more powerful starter motor.
- Higher capacity radiator.
- Redesigned clutch control system for better pedal feel.
- Rubber mounted transmission cover to reduce shift lever vibration.
- Overdrive switch moved to gear shift knob.
- Catalytic converters on California cars only.

Interior

- Completely redesigned front seats with see-through head rests, improved lumbar support, new height adjustments, longer seat travel, and stronger frame and anchorage.
- Redesigned instrument panel incorporating new air vents for front side window defrosting.
- Improved heater core and floor heating outlets.
- New center console incorporating relocated hand brake and lighted safety belt anchorages.