

# VOLVO

# NEWS & INFORMATION

Contact: Bill Baker 201/768-7300  
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For Immediate Release

## 1978 VOLVO CARS HAVE INCREASED FUEL ECONOMY

Rockleigh, N.J. -- In a year marked by automotive downsizing and consumer demands for more fuel efficient automobiles, Volvo, the Swedish car maker, continues to market cars geared to these demands. Rather than "scaling down" for 1978, Volvo has been busy improving the internal safety and engineering systems of their cars whose size has remained constant throughout the past decade. In fact, Volvo was the target car for many competitive automakers in their latest bid to build for the eighties.

Having established one of the most efficient automotive dimensions in the world has allowed Volvo to proceed with several innovative design and engineering concepts, most notably the Lambda-sond\* emissions control system. For 1978 Volvo has refined the system and expanded its application to the V-6 powered 260 Series. All Volvo cars sold in California and the western United States will now be fitted with the Lambda-sond system.

EPA fleetwide fuel economy for 1978 Volvo cars is over 21 mpg, a 4.5 percent improvement over the 1977 model line and 17 percent above federal requirements for the 1978 model year. The addition of Lambda-sond to the 260 Series has boosted the EPA fuel economy rating by up to 18 percent over equivalent 1977 California spec vehicles. Refinements have also been made to the four-cylinder California Volvos which were the first cars in the world to utilize three-way catalysts in 1977. The 1978 240 Lambda-sond series has shown a 6 percent fuel economy increase over last year's models.

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

Two new Volvo models, the 242GT and 262C, will use the Lambda-sond system in all fifty states, making Volvo the first and only manufacturer to offer this emissions system nationwide.

The 242GT signals Volvo's return to the sporty car market. The GT comes equipped with a standard four-speed manual transmission with overdrive. The overdrive acts as a fifth gear and assists the GT in attaining an EPA estimated 20 mpg city and 31 mph highway, with a combined estimated rating of 24 mpg.

All 240 Series Volvo cars use the proven 2.1 liter four-cylinder B-21 engine. The overhead camshaft motor features a light alloy cross flow cylinder head, continuous fuel injection and solid state ignition.

The 262C is a limited production coupe aimed directly at the personal prestige market. It is equipped with the 2.7 liter B-27 V-6 engine coupled to either a three-speed automatic transmission or four-speed manual with overdrive. EPA estimates quote a combined economy rating of 19 mpg, one of the highest for vehicles in this market segment.

The aluminum alloy, overhead camshaft B-27 also features fuel injection and solid state ignition. When combined with the manual transmission, the B-27 benefits substantially from use of the overdrive which allows engine revs to decrease by a healthy 20 percent, thereby increasing fuel economy.

Volvo automobiles are marketed in the United States by Volvo of America Corporation, a wholly owned subsidiary of AB Volvo, Gothenburg, Sweden.

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## 1978 VOLVO 240 SERIES

Rockleigh, N.J.--In a year of domestic automaker response to the Volvo philosophy, the Swedish carmaker continues development of the popular 240 Series Volvo. With "downsizing" an automotive reality, many car manufacturers are producing "Volvo-like" products relying on proven Volvo safety and engineering innovations. The fact is, the principles now being followed by Detroit have been evident in Volvo cars for the past decade.

For 1978, the medium priced 240 Series have been given new grille, headlight and interior designs. All two door models will come with horizontal black bar grilles and single 7" round headlamps. Four door and station wagon models have an attractive vertical black bar grille flanked by dual round headlamps.

Fuel economy is up approximately 5 percent this year, with an across-the-board EPA average of better than 21 miles per gallon.

The 240 Series Volvos are powered by a 2.1 liter, four cylinder, overhead camshaft engine featuring a light alloy cross-flow cylinder head. Designated B-21F, it features a continuous flow fuel injection (CI) system. Solid state ignition is standard.

Three transmissions are available: a four-speed manual with or without optional overdrive and a three-speed automatic. The electrically activated overdrive acts as a fifth gear reducing engine revs by 20 percent and substantially improving gas mileage. The optional three-speed automatic can be manually shifted from second to third and may be "downshifted" into low at speeds as high as 40 mph.

Volvo of America Corporation

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Four-wheel power assisted disc brakes are standard, with vented front rotors featured on the 242GT. Two independent hydraulic systems serve both front wheels and one rear. If one system fails, a Volvo will still keep 80 percent of its full braking power. U. S. law requires only 50 percent. The stepped-bore master cylinder is designed to require little more than normal pedal pressure to bring the car to a safe, straight stop in the event of circuit failure.

Volvo believes it is vitally important that a driver be able to maneuver out of dangerous situations. Consequently, Volvos have precise rack and pinion steering and coil springs at all four wheels. The 240 Series sedans have front and rear stabilizer bars to minimize body roll.

Exceptional visibility is provided by large areas of tinted glass and oversize, glare-reducing side view and rear view mirrors.

Since 1959, long before laws were passed requiring them, Volvos have come equipped with one-piece lap/shoulder belts. Volvo even puts inertia reel lap/shoulder belts in the rear corner seats. The company feels their design makes them one of the most convenient and comfortable belt systems in the world and urges all passengers to wear them.

Exceptional knee and leg room for five adults is provided, and the two new, larger reclining individual front seats have an adjustable lumbar support. The seats in all 242/244 sedans are covered in soft, napped fabric which is cool in summer and warm in winter. Leather-like vinyl for carefree service is used in 245 wagons. The 242GT features a unique corduroy interior highlighted by orange flashes.

The heating and ventilation system of the 240 Series has twelve outlets with flow-thru design, and includes side window defrosting.

The 1978 240 Series will be equipped with improved emission control systems, including the world's first three-way catalyst with oxygen feedback

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control, dubbed Lambda-sond.<sup>tm\*</sup> The Volvo Lambda-sond system brought Volvo to the forefront of automotive engineering last year. All cars imported through west coast ports will use the Lambda-sond system, while the 242GT and 262C will be equipped with this anti-pollution device nationwide.

The Volvo 240 Series cars are designed and engineered to meet the demanding needs of American drivers: reliability, durability, economy of operation, safety and comfort. They are marketed by Volvo of America Corporation, a subsidiary of AB Volvo, Gothenburg, Sweden.

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## THE VOLVO 260 SERIES

Three models for the most discriminating driver

Rockleigh, N.J. -- Volvo enters its second half century of automotive engineering paced by the elegant 260 Series. For 1978, they represent personal and family transportation well suited to the realities of today's world with the handling characteristics so desirable in European-built automobiles.

New front end treatments immediately set the 1978 260's apart from their predecessors. Dual rectangular headlights flank the bright vertical bar grille. Turn indicator lenses are clear to contribute to a very clean, angular look. The Series features the highest level of standard equipment, comfort, convenience and appearance items ever offered by Volvo. All models contain the outstanding safety features and crashworthiness that have made Volvo an industry leader. They are based on Volvo's steel safety cage body with its closed section boxed steel pillars and tubular door impact units. Both ends of the cars are designed to dissipate the energy of major impacts.

Volvo has always considered crash avoidance a major design goal and, in keeping with that philosophy, the suspension, brakes and steering provide handling that is not only safe but very sporting. Many of the components found in Volvos are of the same design found in the most expensive, exotic sports machinery.

For 1978, the 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 the car's useful life span. Zinc coatings are liberally applied to rust-susceptible and safety-related body components. Slip stream ventilation of door sills helps prevent corrosion from the inside. Each and every car is rust proofed at the factory using anti-rust compounds which are generously sprayed on rust-susceptible areas. A new split level paint system features anti-chip coatings on the lower door sills.

Few other luxury prestige cars in the world can match the Volvo 260 Series for their level of standard equipment. A partial list includes leather or velour seating surfaces, power rack and pinion steering, power assisted four-wheel disc brakes, power windows, air conditioning, heated driver's seat, three-speed automatic or four-speed manual with electrically operated overdrive transmissions, vanity mirror, automatic lights in the engine and luggage compartments, fully carpeted luggage areas, tool kits, electrically operated remote control side view mirror, tinted glass, day/night inside rear view mirror, electrically defogged rear window, steel belted Michelin radial ply tires, MacPherson strut front suspension, coil springs at all four wheels, anti-sway bars on sedans and at the front of the station wagon, and a twelve-month unlimited mileage warranty.

The 260 Series powerplant is a sophisticated aluminum alloy, overhead camshaft, 2.7 liter V-6. Designated the B-27F, this engine produces 125 hp at 5,500 rpm. It provides spirited performance with respectable fuel economy. The estimated EPA combined city/highway average is 19 mpg. Continuous flow (CI) fuel injection assures excellent driveability in all temperatures and altitudes. Solid state electronic ignition increases spark plug life and reduces scheduled maintenance.

Two emission control systems are used depending on model and sales area. Those models designed to meet current federal emission standards are fitted with oxidizing catalysts and EGR, while all others have the revolutionary Lambda-sond™ three-way catalyst system.

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### 262C

This is the top of the line in the 260 Series and represents a significant automotive achievement. No other personal luxury car in this price range offers the level of handcraftsmanship and individual assembly of the 262C coupe.

The distinctively styled formal roofline features a steeply raked windshield for elegant appearance and aerodynamic smoothness. At speed the 262C is uncannily quiet.

Built by Carrozzeria Bertone of Torino, Italy, the limited number of 262C coupes to be available are destined to become instant classics.

The interior of the car is done in black, furniture grade Italian leather with genuine elm veneer panels on the doors.

Full instrumentation, power assists, air conditioning, cruise control and a broad range of audio options assure the buyer of this car all the luxury the price dictates.

The elegant European appearance and appointments are matched by true Gran Turismo performance. Anti-roll bars, coil springs at all four wheels, rack and pinion steering, leather wrapped small diameter steering wheel, Michelin steel belted XZX radial tires, four wheel disc brakes and specially tuned suspension will satisfy the most skillful and demanding drivers. The 262C will comfortably transport four persons in utmost luxury.

### 264GL

A four-door sedan with all the safety, comfort and convenience features wanted in a prestige European auto. A choice of leather or velour upholstery is offered at no difference in cost, along with a choice of automatic transmission or four-speed manual with electrically operated overdrive.



One-piece, inertia reel lap/shoulder belts are standard for both front and corner rear seats. They are effective and easy to use.

A twelve outlet, flow-through air conditioning and ventilation system assures a comfortable environment in all weather conditions. A sliding steel sunroof is available for those who like fresh air in even larger doses.

New two-speed with interval windshield washer/wipers are standard, along with a 150 watt rear window defogger.

The only accessory choice the buyer of one of these superb cars need make is what kind of radio, tape system or CB transceiver he wants. The car comes wired with stereo front door speakers from the factory.

### 265GL

1978 marks the third year for this unique entry in the station wagon market. The 265GL was the first luxury imported wagon, and this year it offers even greater levels of comfort, convenience and handling.

Designed for the family that requires the load carrying capacity of a wagon, yet wants the maneuverability and dimensions of a Volvo, the 265 is without match.

Besides all standard 260 Series equipment, the 265GL has more than 74 cubic feet of luggage capacity with the rear seat folded. It comes with seats for five passengers, but an optional rear facing third seat can be fitted that easily accommodates two more persons.

An optional roof rack and luggage carrier can increase optimum cargo capacity. Safety engineered Volvo trailer hitches extend the versatility of this vehicle.

Three color choices are available to go with the standard beige leather interior.

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## VOLVO OF AMERICA CORPORATION: A BACKGROUNDER

Rockleigh, N.J. -- Volvo of America Corporation, which services AB Volvo's largest car market outside of Scandinavia, had its beginnings in 1956 as an importer of Volvo automobiles. Today, sales of all products marketed by Volvo of America total in excess of \$350 million annually, with automobiles responsible for 85% of these sales.

Volvo's American subsidiary, headquartered in Rockleigh, N.J., now has several divisions responsible for different product groups.

Car operations are divided among four divisions: Marketing, Parts and Accessories, Service, and Field Operations with its 11 district offices which handle relations with Volvo dealers throughout the United States.

Volvo Penta of America, located in Chesapeake, Virginia, markets gasoline and light diesel inboard/outboard engines, sailboat auxiliary engines, outboard motors and the world-famous Volvo Penta outdrive. In June 1977, a Penta production division began assembling and converting for marine use American V-8 engine blocks for the gasoline inboard/outboard line.

The Truck Division, located in Northvale, N.J., has been directing the sale of Volvo trucks in an initial marketing area in the Northeast since 1975. Volvo trucks are known throughout the world for their excellent fuel economy and durability.

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The Leasing Division, located in the headquarters office, was the first car leasing operation established by a non-domestic auto company in the United States. Begun in 1974, the division, which also handles truck leases, has enjoyed an increase in sales every month since its inception.

The Recreational Products Division in Norwood, N.J. sells Jofa ice hockey and motocross equipment, cross country skis and Koflach hiking and downhill ski boots.

The Hydraulics Division, also in Norwood, markets hydraulic pumps and motors that are used to control and operate modern machine tools, materials-handling equipment and heavy duty trucks.

Volvo of America's parent company, AB Volvo of Gothenburg, Sweden, celebrated its 50th anniversary on April 14, 1977. AB Volvo is Scandinavia's largest industrial concern. It employs 62,500 persons in its operations throughout the world and manufactures more than 100 products that are sold in about 160 countries.

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## 1978 LAMBDA-SOND VOLVOS VIRTUALLY POLLUTION-FREE

Use of revolutionary emission control system expanded

Rockleigh, N.J. -- The revolutionary Lambda-sond<sup>TM\*</sup> emission control system, introduced by Volvo on its 1977 California 240 Series, will now be used on both the four-cylinder 240's and the V-6 260 Series.

"We're proud to be able to offer the cleanest cars we've ever produced to all Volvo buyers, no matter where in the United States they live," said Bjorn Ahlstrom, president, Volvo of America Corporation.

The Lambda-sond system will be standard equipment on the new four-cylinder 242GT and the elegant six-cylinder 262C coupe to be sold in all 50 states. Further, all Volvos sold in the western states will be equipped with the system.

"We enjoyed excellent response to Lambda-sond in California during 1977," said Mr. Ahlstrom, "and we feel that expanding its use, though not necessary by law to comply with exhaust standards, will pay dividends for our customers in improved mileage and driveability."

The system is not yet available in sufficient quantities to enable the company to make it standard equipment on all cars in all states, the Volvo president added.

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The Lambda-sond system has three main components: an exhaust gas sensor, computer-controlled fuel injection and a three-way catalytic converter.

The sensor is actually the "Lambda-sond". Lambda, the Greek letter "L", is used to represent the air/fuel ratio required to make everything work, and sond is the Swedish word for sensor. The sond/sensor is in the exhaust manifold of the new Volvos. It reads the oxygen content of the exhaust gases and sends a signal to a computer which in turn regulates the fuel injection system. All this needs to be done so that just the right mixture of exhaust gases reaches the catalyst located in the exhaust pipe.

The Volvo catalyst is called a "three-way" because it controls all three pollutants which the government says must be regulated: hydrocarbons (HC), carbon monoxide (CO) and oxides of nitrogen (NOx).

The catalyst uses two noble metals to achieve its goals: platinum, which oxydizes hydrocarbons and carbon monoxide, and rhodium, which contributes to the reduction of oxides of nitrogen.

Volvo began work on its Lambda-sond system in 1972 in an effort to reach the low levels for exhaust emissions set forth in the Clean Air Act Amendments of 1970. Tests by the Environmental Protection Agency showed Lambda-sond equipped 1977 240 Series Volvos sold in California far surpassed that state's standards:

	<u>HC</u>	<u>CO</u>	<u>NOx</u>
1978 California standard	0.41 gpm	9.0 gpm	1.5 gpm
1977 Lambda-sond Volvo (4000-mile certification cars)	0.2 gpm	3.0 gpm	0.2 gpm
1978 federal standard	1.5 gpm	15.0 gpm	2.0 gpm

The Lambda-sond system eliminates many power and mileage robbing components used on other cars to control emissions, i.e., air pumps, thermal reactors and exhaust gas recirculation. Lambda-sond improves fuel economy an average 2-5 percent over non-Lambda-sond Volvos.

Owners of the Lambda-sond Volvos are required to have the exhaust sensor changes every 15,000 miles at a nominal charge. The job is no more difficult or time consuming than changing a spark plug.

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In return for this periodic maintenance, the 1978 Lambda-sond Volvo owner will enjoy outstanding performance and economy with the knowledge that he is driving the most pollution-free gasoline powered automobile ever mass produced.

"One of the cornerstones of the Volvo corporate philosophy is to be actively involved in improving the quality of personal transportation in the markets where Volvo does business," added Mr. Ahlstrom. "The Lambda-sond system supports this philosophy while contributing to better air quality. Environmentally concerned Americans now have a superior emissions control system that provides improved fuel economy and overall performance along with safety and reliability."

The Lambda-sond system's significance was seen when Volvo received the first National Environmental Industries Council Award for Excellence in Air Pollution Control. The Award cited the company's "outstanding leadership in the application of advanced environmental technology and significant contribution to the protection of the nation's environment." It was co-signed by the President's Council on Environmental Quality and the Environmental Protection Agency.

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