

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Release: September 17, 1981

VOLVO BROADENS MODEL LINE FOR 1982

ROCKLEIGH, N.J. -- Record-breaking sales during 1981 confirmed Volvo's belief that its products offer what people are looking for in a new car. For 1982 Volvo has continued to address consumer needs, introducing new models, improving corporate average fuel economy 12 percent, but making no changes simply for the sake of change. This year Volvo offers the broadest model selection in the company's history. Each model is designed to fill a specific niche in the market and has its own distinctive features and appointments. Yet, every model is first and foremost a Volvo built for durability, reliability, safety and comfort.

DL

Available in two-door, four-door, and station wagon configurations, the DLs are the mainstay of the Volvo family. They are compact on the outside for easy maneuvering, yet spacious on the inside for comfort and safety.

The DL is powered by Volvo's reliable and economical 2.1 liter four-cylinder B-21F engine, featuring overhead cam shaft, continuous fuel injection and a new solid state breakerless ignition for increased fuel economy. (Some DL models in California will be available with a new electronic fuel injection system.) The B-21F can be ordered with Volvo's smooth shifting manual four-speed transmission with electrically-operated overdrive which operates like a fifth gear, reducing engine revolutions by 20 percent. Or, new for 1982, a four-speed automatic transmission with over-drive top gear. This new transmission offers all the traditional advantages of an automatic in terms of convenience, and produces fuel economy nearly equal to that of a manual on the highway.

Volvo of America Corporation

Rockleigh, New Jersey 07647

Phone 201 767-4704

While the DL is the most basic car in the Volvo line, it has no shortage of premium features. These include all-welded unitized safety body construction, rack and pinion steering, orthopedically designed seats, low rolling resistance radial tires, tinted glass, intermittent wipers and rear window defrosters.

The DL is also equipped with Volvo's superb braking system incorporating two independent hydraulic circuits, each serving both front wheels and one rear wheel. If one circuit fails, a Volvo will still maintain 80 percent of its full braking power (U.S. law requires only 50 percent). Another safety feature is Volvo's ingenious stepped-bore master cylinder which is designed to require little more than normal pedal pressure to bring the car swiftly to a straight stop in the event of a circuit failure. To help insure longevity all Volvos receive comprehensive rustproofing at the factory. After a multi-stage paint process, rustproofing agents are applied to all vulnerable parts--not just to the undercarriage, but to all body cavities. The fruit of this labor is evidenced in the statistic which shows the average life of a Volvo in Sweden to be 18.7 years and increasing!

GL

In 1980, when Volvo first launched the GL, they wondered if America was ready for a true luxury car with a four-cylinder engine. The tremendous sales success which the GL has enjoyed since that time has proved beyond a shadow of a doubt that the concept was valid.

For 1982 Volvo has added a station wagon version of the GL to the already popular four-door. Equipment on both cars will include the same stylish front end and handsome 25-spoke alloy wheels as found on Volvo's top-of-the-line GLE. Available colors include white, wine-red, and five lustrous metallic finishes. All GLs have air conditioning, power windows, tinted glass, remote control rear mirrors, central locking, tachometer and a heated driver's seat. All sedan models will be equipped with sunroofs.

The GL is powered by Volvo's fuel-injected overhead cam B-21F engine. While you might not expect to find an economical four-cylinder engine in such a luxurious car, its smoothness and power make it right at home. Choice of the new four-speed automatic transmission or four-speed manual with overdrive allows you to drive as you like. Undoubtedly, these compact cars with roomy interiors, luxury appointments, and good fuel economy will continue their position of leadership in the Volvo line for 1982.

Diesels

If you desire fuel economy exceeding that of Volvo's fine four-cylinder engines, and you are not willing to give up safety and comfort to get it, the Volvo Diesel is your clear choice. For 1982 Volvo will offer four distinctive models powered by the smooth-running 2.4 liter Volkswagen built diesel engine. You may select the diesel in either a DL four-door sedan or five-door station wagon, or, if you wish a more luxurious package, the diesel engine is also available in a luxurious GL four-door or station wagon execution. The smooth and surprisingly quick six-cylinder diesel engine can be ordered with either the Volvo four-speed manual transmission with overdrive or a three-speed automatic transmission. Fuel economy from the 78 hp diesel is impressive. EPA testing shows 26 mpg city, 32 mpg highway for the automatics, and 29 city, 37 highway for the manual transmission cars. Aside from the engine and transmission differences, DL and GL models carry all the equipment normally found on their gasoline powered counterparts. Finally, and most importantly, for 1982 the Volvo Diesel will be available in all 50 states.

GLT

The GLT line of sporty sedans and wagons is the fastest-growing part of Volvo's product line, this year composed of five distinctive models. The most

basic being the GLT two-door. This non-turbocharged model features Volvo's new LH Lambda engine. Based on the 2.1 liter block this special version employs electronic fuel injection, a new cam shaft, and other internal changes which add up to a high-performing, high mileage power plant. At 105 hp, the B-21FLH is the most powerful of Volvo's normally aspirated four-cylinder engines, and combined with Volvo's famous smooth-shifting four-speed/overdrive manual transmission delivers brisk performance and outstanding fuel economy.

All Volvo GLT models feature a distinctive exterior trim package, including rectangular dual quad headlights, front spoiler, blacked out window surrounds, and five-spoke cast alloy wheels. From a mechanical standpoint, all variants carry the high performance tuned suspension system.

The fast moving world of turbocharged GLT models starts with the standard trim two-door. This basic Turbo model is powered by the high performance B-21FT engine delivering 127 hp. Designed primarily for the purist, this version omits all non-performance items as air conditioning and power windows. The next step up is the Hi-line two-door Turbo which includes air conditioning, power windows, electrically operated rear view mirrors and central locking as standard. The four-door version of the Turbo also carries the full Hi-line trim. New for '82 is the GLT five-door Turbo, without a doubt the most unique car on the road today. The GLT line offers fun to drive cars that are truly practical as well. And for the first time, Volvo will offer all Turbo models with either manual or automatic transmission.

GLE

The most prestigious models in the Volvo line have always been powered by six-cylinder engines, a practice which is continued in '82 by the GLE four-door sedan. The high level of market acceptance these fine cars enjoy led Volvo to keep the changes to a minimum. The prestigious GLE carries the most extensive

range of standard features of the Volvo line, including radial tires on 25-spoke alloy wheels, color keyed front spoiler, six lens tail lamps, power antenna, tinted glass and electrically operated side mirrors. On the interior, leather-faced bucket seats, air conditioning, power windows, central door locks, electric trunk lock and a sun roof are but some of the standard features people have learned to expect on the top-of-the-line Volvos.

The drivetrain of the GLE consists of Volvo's 130 hp alloy V-6 engine with its overhead cams and fuel injection. Coupled to Volvo's smooth shifting three-speed automatic transmission, this combination provides effortless highway cruising even when loaded to maximum capacity.

Volvo's 1982 model line features no fewer than 15 distinctive models to satisfy the needs of virtually all automotive customers. The special character of each model carries with it all the traditional Volvo considerations. This year, more than ever before, Volvo is ready to meet the needs of a constantly changing and more competitive marketplace.

#

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Release: September 17, 1981

A VOLVO WAGON THAT REALLY HAULS

ROCKLEIGH, N.J. -- The Volvo GLT Turbo five-door may well be the most advanced automotive concept to be offered for sale during 1982. Advanced in the sense that it can satisfy the transportation needs of an entire family with only one vehicle and no compromises. The GLT Turbo five-door combines the acceleration and handling of a sports car with the utility and roominess of a station wagon. No other car produced today can match its unique blend of performance, versatility and value for the money.

A year ago when Volvo introduced its first turbocharged model, the GLT two-door, it made both the automotive press and the car-buying public sit up and take notice. After all, the folks in Gothenburg, Sweden, had a tradition of building cars known for durability, reliability, safety, and comfort. No one ever thought of a Volvo as being exciting, nimble, or just plain fun to drive...before the introduction of the turbo, that is. The acceptance of the Turbo was phenomenal, and within six months of the initial introduction a four-door model was added. With the new GLT station wagon, Volvo now offers a complete line of high performance turbocharged models.

The heart of any GLT Turbo is its powerful 127 hp B-21FT engine. Starting with their rugged 2.1 liter four-cylinder overhead cam design, Volvo added a Garrett TB03 turbocharger with integral wastegate. A high capacity Bosch continuous fuel injection system precisely matches fuel supply to the engine's increased breathing capacity. The compression ratio was lowered to 7.5:1 to accommodate five pounds of turbo boost

pressure and assure compatibility with today's gasoline. To be sure that the Volvo Turbo would run long as well as fast, sodium-filled valves, stellite valve seats and a thermostatically controlled oil cooler were fitted. The result is an engine which idles smoothly and moves easily through city traffic--but when necessary can clip off 0-60 mph in under 10 seconds! Backing the turbo engine is Volvo's smooth shifting four-speed manual transmission with electrically engaged overdrive, or a new four-speed overdrive automatic. The new AW-71 transmission provides all the advantages of an automatic in the city and with its overdrive fourth gear gives highway mileage nearly equal to that of a manual transmission.

In the handling department the Turbo wagon has received considerable attention. The front suspension consists of MacPherson struts, gas-filled shocks and a 23 mm sway bar. The live rear axle is located by a five-link system with hydraulic shocks and a 19 mm sway bar. Ride quality is firm but comfortable, thanks to specially tuned coil springs and Pirelli P-6 tires. Other standard equipment on the GLT five-door includes power assisted rack and pinion steering and four-wheel power assisted disc brakes with triangularly split circuits.

The strikingly lean and contemporary appearance of the Turbo wagon is the result of the blacked out window surrounds and rocker panels, bold front grille and spoiler, five-spoke alloy wheels, and the wagon's basically crisp shape. Exterior colors include white, black, or an assortment of lustrous metallic paints. The interior features a fully instrumented panoramic dashboard with large easy-to-read gauges and conveniently located controls. The famous Volvo orthopedically designed bucket seat upholstered in velour or leather (depending on exterior color) holds the driver firmly behind the small diameter steering wheel, in the perfect position for his driving comfort. To further distinguish the Turbo wagon, such accessories as air conditioning, power windows, tinted glass, electrically operated mirrors, central locking, and intermittent wipers

front and rear are also standard. Lifting the large tailgate reveals the wagon's cavernous fully carpeted cargo area, complete with lockable storage compartment. The nearly square cross section of this cargo area allows a Volvo to carry many objects which could not fit into other, larger wagons. With the rear seat folded down you can even carry a full six-foot couch!

If you could have only a single car, what would you want? A sports cars with brisk acceleration and deft handling? A luxury sedan for prestige at the country club? Or, perhaps a roomy wagon to take on vacations? Volvo offers the unique solution to all of these desires and more in one handsome package: the GLT Turbo five-door.

#

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For release: September 17, 1981

VOLVO '82
TECH & SPEC

The following pages contain technical information about Volvo's 1982 models for the U.S. market. The information is accurate as of September 17, 1981. However, the manufacturer reserves the right to alter specifications at any time without notice.

You will receive suggested list prices under separate cover.

Below is a summary of major changes in the Volvo line for 1982:

New Models

GLT Turbo 5-door: The sporty looking, deft handling GLT station wagon, introduced in 1981, will receive a performance boost this year, thanks to the addition of the 127 h.p. turbocharged B-21FT engine.

DL Diesel: Available in a DL four-door sedan or station wagon, the Volkswagen produced six-cylinder diesel is available again in 1982. This year the thrifty diesel can be sold in all 50 states.

GL Diesel: When Volvo introduced their diesel model in 1980 many customers asked for an even more luxurious trim package. This year diesel variants of Volvo's sophisticated GL four-door and station wagons have been added in response to customer demand.

Engines

B-21FLH: Volvo's proven 2.1 liter four-cylinder engine again moves to the leading edge of emission and performance technology, thanks to a new electronic fuel injection system designated LH Lambda (L-jetronic).

Utilizing a microprocessor chip the system monitors engine temperature, air quantity, exhaust gas composition and continuously adjusts the fuel flow through the solenoid type injectors to assure optimum mixture. Changes in altitude and temperature are automatically and precisely compensated for as the LH Lambda system measures inducted air mass rather than volume as do other systems.

The heart of the system is a heated platinum wire located in the induction air stream. As the air passes over the wire, its change in temperature is noted by the microprocessor, air mass calculations are made and the fuel injectors are ordered to open between 10 and 20 thousandths of a second to achieve the appropriate air/fuel ratio for the specific driving condition. The platinum sensor cleans itself automatically each time the engine is shut off to ensure proper function.

The LH Lambda system, which utilizes a three-way catalytic converter, produces extremely low exhaust emissions, excellent fuel economy, 105 hp for plenty of performance. All GLT non-turbo two-doors will be equipped with B-21FLH engines, as will a limited number of DL models sold in California.

Transmissions:

AW 70/71: These new four-speed automatic transmissions have a 31 percent overdrive ratio in top gear, lowering engine operating speed and improving fuel economy. A push button on the floor-mounted shift lever allows top gear to be locked out to minimize shifting in mixed traffic driving. The AW 70 will be fitted to all four-cylinder normally aspirated engines. Turbos will be available with the AW 71.

Other changes:

Tires: All GLs, Diesels, GLEs, station wagons (except GLT) will be equipped with low rolling resistance tires for improved fuel economy.

Alternator: All models (except diesels) will have a new 70 amp alternator with integral regulator.

Ignition: All B-21F engines will have a new electronically-controlled ignition system for increased fuel economy.

#

1982 VOLVO PASSENGER CARS
 BODY STYLES, TRIM AND EQUIPMENT - PAGE 1

	Engine	Transmission	Battery/ Alternator	4-Wheel Power Disc Brakes	Tires	Wheel Rims
DL 2-door	B-21F	4-speed auto or manual w/OD	60 Amp Hr 70 Amp	Standard	Michelin 175 SR 14	Stamped steel 5.5x14
DL 4-door	B-21F (Some CA models: B-21FLH)	"	"	"	"	"
DL 5-door	"	"	"	"	Dunlop SP 4 185 SR 14	"
DL 4-door Diesel	D-24	3-speed auto or manual w/OD	90 Amp Hr 55 Amp	Vented front rotors	Dunlop SP 4 185/70 SR 14	"
GL 4-door Diesel	"	"	"	"	"	"
DL 5-door Diesel	"	"	"	"	Dunlop SP 4 185 SR 14	"
GL 5-door Diesel	"	"	"	"	"	"
GL 4-door	B-21F	4-speed Auto or manual w/OD	60 Amp Hr 70 Amp	"	Dunlop SP 4 185/70 SR 14	25-spoke alloy 5.5x14
GL 5-door	"	"	"	"	Dunlop SP 4 185 SR 14	"
GLT 2-door	B-21FLH	4-speed manual w/OD	"	"	P6 Pirelli 195/60 HR 15	5-spoke alloy 6.0x15
GLT 2-door Turbo/Std.	B-21FT	4-speed auto or manual w/OD	"	"	"	"
GLT 2-door Turbo/Hi Line	"	"	"	"	"	"
GLT 4-door Turbo	"	"	"	"	"	"
GLT 5-door Turbo	"	"	"	"	"	"
GLE 4-door	B-28F	3-speed auto	70 Amp Hr 70 Amp	"	Dunlop SP 4 185/70 SR 14	25-spoke alloy 5.5x14

1982 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 2

	Shocks Fr./Rear	Sway Bars Fr./Rear	Air Conditioning	Sunroof	Tachometer	Heated Driver's Seat
DL 2-door	Hydr/Hydr	19/19	Acc.	Opt.	Acc.	N/A
DL 4-door	"	"	"	"	"	"
DL 5-door	"	19/16	"	N/A	"	"
DL 4-door Diesel	"	19/19	"	"	"	Std.
GL 4-door Diesel	"	"	Std.	Std.	"	"
DL 5-door Diesel	"	19/16	Acc.	N/A	"	"
GL 5-door Diesel	"	19/19	Std.	"	"	"
GL 4-door	"	"	"	Std.	Std.	"
GL 5-door	"	19/16	"	N/A	"	"
GLT 2-door	Gas/Gas	21/21	Acc.	Std.	"	N/A
GLT 2-door Turbo/Std.	"	23/21	"	"	"	"
GLT 2-door Turbo/Hi Line	"	"	Std.	"	"	Std.
GLT 4-door Turbo	"	"	"	"	"	"
GLT 5-door Turbo	Gas/Hydr	23/16	"	N/A	"	"
GLE 4-door	Hydr/Gas	19/19	"	Std.	"	"

1982 VOLVO PASSENGER CARS
 BODY STYLES, TRIM AND EQUIPMENT - PAGE 3

	Power windows	Remote control mirrors	Central door locks	Upholstery	Intermittent sweep W/S wipers	Power trunk locks
DL 2-door	N/A	Mechanical L H only	N/A	Cloth	Std.	Acc.
DL 4-door	"	"	Std.	"	"	Acc.
DL 5-door	"	Mechanical L H & R H	"	Vinyl	"	N/A
DL 4-door Diesel	"	"	"	Cloth	"	Acc.
GL 4-door Diesel	Std.	"	"	Velour	"	"
DL 5-door Diesel	N/A	"	"	Vinyl	Std. front and rear	N/A
GL 5-door Diesel	Std.	"	"	Leather	"	"
GL 4-door	"	"	"	Velour	Std.	Acc.
GL 5-door	"	"	"	Leather	Std. front and rear	N/A
GLT 2-door	N/A	"	N/A	Cloth	Std.	Acc.
GLT 2-door Turbo/Std.	"	"	"	"	"	"
GLT 2-door Turbo/Hi Line	Std.	Electric L H & R H	Std.	Leather(*)	"	Acc.
GLT 4-door Turbo	"	"	"	"	"	"
GLT 5-door Turbo	"	"	"	"	Std. front and rear	N/A
GLE 4-door	"	"	"	Leather	Std.	Std.

(*) Except Velour w/silver & blue metallic

1982 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 4

	Curb Wt. Approx.	Wgt. Dist. Fr./Rear	E P A Mileage Figures: Auto/Manual		
			City	Highway	Combined
DL 2-door	2879-2972	52/48	23/22 22/22(*)	29/31 28/31(*)	25/25
DL 4-door	" "	53/47	23/22 22/22(*) 23/24(**)	29/31 28/31(*) 28/34(**)	25/25 25/28(**)
DL 5-door	3129-3262	51/49	22/22 23/24(**)	27/32 30/35	24/26 26/28(**)
DL 4-door Diesel	3049-3069	55/45	26/29	32/37	29/32
GL 4-door Diesel	3144-3164	55/45	26/29	32/37	29/32
DL 5-door Diesel	3177-3199	52/48	26/29	32/37	29/32
GL 5-door Diesel	3254-3276	53/47	26/29	32/37	29/32
GL 4-door	3016-3021	53/47	23/22 22/22(*)	29/31 28/31(*)	25/25
GL 5-door	3117-3121	51/49	22/22	27/32	24/26
GLT 2-door	2917-2921	52/48	23/25 23/24(*)	28/34	25/29 25/28(*)
GLT 2-door Turbo/Std.	2967-2972	53/47	20/19	27/29	23/23
GLT 2-door Turbo/Hi Line	3010-3020	53/47	20/19	27/29	23/23
GLT 4-door Turbo	3065-3070	54/46	20/19	27/29	23/23
GLT 5-door Turbo	3165-3170	52/48	20/19	27/29	23/23
GLE 4-door	3095	54/46	17	22	19

(*) - California (**) California with B-21FLH engine

1982 VOLVO PASSENGER CARS
ENGINES

ENGINE	B-28	B-21FT (Turbo)	B-21FLH	B-21F	D-24 (Diesel)
Type	V-6 OHC on each bank	In-line 4-cyl SOHC; exhaust driven turbo-compressor	In-line 4-cyl SOHC	In-line 4-cyl SOHC	In-line 6-cyl SOHC; swirl chamber
Horsepower (SAE net)	134 @ 5500	127 @ 5400	105 @ 5400	98 @ 5000	78 @ 4800
Torque (lb./ft.)	153 @ 2750	150 @ 3750	119 @ 3000	112 @ 3000	98 @ 2800
Construction	Light alloy block & cylinder heads	Cast iron block, light alloy cylinder head	Cast iron block, light alloy cylinder head	Cast iron block, light alloy cylinder head	Cast iron block, light alloy cylinder head
Bore & stroke (mm)	91/73	92/80	92/80	92/80	76.5/86.4
Displacement (cu.in.)	163	130	130	130	145
Compression ratio	8.8:1	7.5:1	9.3:1	9.3:1	23.0:1
Ignition	Breakerless, solid state	Breakerless, solid state	Breakerless, solid state	Breakerless, solid state	Glow plugs for cold start only
Fuel injection	Bosch CI	Bosch CI	Bosch EFI	Bosch CI	Indirect
Injection pump	Bosch Electric	Bosch Electric	Bosch Electric	Bosch Electric	Bosch VE distributor type
Emission control	Lambda Sond ^R	Lambda Sond ^R	Lambda Sond ^R	Lambda Sond ^R	---
Main bearings	4 shell type	5 shell type	5 shell type	5 shell type	7 shell type
Valve operation	Overhead cam & rocker arms	Overhead cam direct acting	Overhead cam direct acting	Overhead cam direct acting	Overhead cam direct acting
Crankcase capacity (incl. filter; U.S. qts.)	6.8	4.7	4.0	4.0	7.4

Note: All Volvo gasoline engines run on 91 octane RON unleaded gasoline.

1982 VOLVO PASSENGER CARS
TRANSMISSIONS and REAR AXLES

Model/Transmission	Forward Speeds	Final Drive Ratio
DL Automatic - AW-70 Manual - M-46	Four Four + overdrive	3.91:1 3.54:1
GL Automatic - AW-70 Manual - M-46	Four Four + overdrive	3.91:1 3.54:1
GLT Manual - M-46	Four + overdrive	3.54:1
GLT Turbo Automatic - AW-71 Manual - M-46	Four Four + overdrive	3.73:1 3.73:1
Diesel Automatic - BW-55 Manual - M-46	Three Four + overdrive	3.31:1 3.54:1
GLE Automatic - BW-55	Three	3.54:1

Gear Ratios:

BW-55	2.45/1.45/1.0
AW-70	2.45/1.45/1.0/0.69
AW-71	2.45/1.45/1.0/0.69
M-46	4.03/2.16/1.37/1.00/0.80

Notes: All Volvo transmissions, both manual and automatic, utilize a floor mounted shifter. Manual transmissions have the overdrive engagement control on top of the shift knob. Cars equipped with four-speed automatics have fourth gear lockout control on the shift knob.

Limited slip differentials are available for all models as an accessory.

1982 VOLVO PASSENGER CARS
CHASSIS AND MECHANICAL SPECIFICATIONS

Body/chassis	Steel unitized construction, welded roll cage type design
Steering	Power assisted rack and pinion
Overall steering ratio	17.3:1
Wheel turns (lock to lock)	3.5
Drive shaft	Two-piece driveline
Rear axle	Hypoid
Front suspension	MacPherson spring/strut; coil springs; stabilizer bar
Rear suspension	4-link, live axle, Panhard rod; coil springs and stabilizer bar (see Body Styles and Equipment for detail by model)
Brake system actuation	Hydraulic stepped-bore master cylinder 15.75/22.3 mm with vacuum boost
Front brakes	Vented discs, rotor diameter 10.3"x.9"(*)
Rear brakes	Solid discs, rotor diameter 11"x.4"
Total swept area	398 square inches
Turning circle (curb to curb)	32'2"
Fuel tank/water capacity	15.8 gals/11.5 qts. (**)
Engine position/driven wheels	F/R

(*) - DL: Solid front discs, rotor diameter 10.3"x.56"

(**) - Diesel:

1982 VOLVO PASSENGER CARS
DIMENSIONS

Dimensions in inches	DL, GL, GLE, GLT, Diesel sedans	DL, GLT, Diesel wagons
Wheel base	104.3	104.3
Track, front	56.3	56.3
Track, rear	53.5	53.5
Overall length	192.5	192.5
Overall width	67.3	67.3
Overall height	56.2	57.5
Leg room, front	39.8	39.8
Leg room, rear	36.6	36.8
Head room, front	37.4	37.4
Head room, rear	36.3	36.8
Interior volume (E.P.A.)		
Trunk capacity (cu.ft.)	13.9	-
Cargo capacity, seat up (cu.ft.)	-	41.1
Cargo capacity, seat down (cu.ft.)	-	76.0
Trunk or cargo area, max. width	61.0	55.9
Trunk or cargo area, max. length	46.8	74.0
Trunk or cargo area, max. depth	19.7	32.9
Ground clearance (fully loaded)	4.3	4.7

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For release: September 17, 1981

1982 VOLVO PRICES UP TWO PERCENT

ROCKLEIGH, N.J. -- On a sales weighted average, prices for 1982 Volvo cars will increase only two percent over last year. When announcing the new pricing, Bjorn Ahlstrom, president of Volvo of America Corporation, pointed out that even this modest price increase is offset in many models by increases in product content. Volvo prices will run from \$9,785 for the two-door DL model to \$16,390 for the luxurious six-cylinder GLE.

"Volvo's record breaking sales performance during calendar year 1981 is a result of the outstanding value for the money Volvo cars represent," explained Mr. Ahlstrom. "We have made every effort to preserve and improve our competitive position for the coming year. We have held our intro price increase to an absolute minimum and coupled it with new features such as a four-speed automatic transmission with overdrive top gear, and low rolling resistant radial tires for even better fuel economy."

The 1982 Volvo line includes 15 distinctly different models with engines ranging from a thrifty 2.4 liter diesel to a powerful 127 hp turbocharged four-cylinder. This year the Volvo Diesel will be sold in all 50 states and will be available in both DL and the more luxurious GL trim levels. All Volvo models will include power assisted rack and pinion steering, four-wheel power disc brakes, radial tires, front bucket seats, tinted glass, quartz clock, full carpeting and undercoating as standard equipment.

Volvo's extremely successful entry into the sporty car market with the turbo-charged two-door and four-door models paved the road for their newest entry, the GLT Turbo five-door. Based on its roomy station wagon body Volvo has added its turbocharged engine, tuned suspension system, and sporty appearance package; the result is a truly unique vehicle that is both totally practical and truly exciting. As there are no other high performance station wagons on the market today, this interesting concept from Volvo may well open up a totally new market.

"For 1982 Volvo is offering a wider variety of models than ever before. Each is distinctively different and aimed at the needs of a specific buying group," Mr. Ahlstrom stated. "but, they are first and foremost Volvos, offering good value for the money, outstanding durability, and our world famous safety and comfort."

#

10/6/81
Press Kit

VOLVO 1982 MODEL AUTOMOBILES
SUGGESTED RETAIL PRICES

<u>Model</u>	<u>Price</u>
DL 2-door	
Overdrive	\$ 9,785
Automatic	10,110
SR0	10,305
SRA	10,630
DL 4-door	
Overdrive	10,260
Automatic	10,585
SR0	10,780
SRA	11,105
DL 5-door	
Overdrive	10,760
Automatic	11,085
DL 4-door Diesel	
Overdrive	12,990
Automatic	13,180
GL 4-door Diesel	
Overdrive	14,630
Automatic	14,820
DL 5-door Diesel	
Overdrive	13,810
Automatic	14,000
GL 5-door Diesel	
Overdrive	15,130
Automatic	15,320
GL 4-door	
Overdrive	13,630
Automatic	13,955
GL 5-door	
Overdrive	14,130
Automatic	14,455
GLT 2-door	
Overdrive	11,945*
GLT 2-door Turbo/Std.	
Overdrive	12,870
Automatic	13,195

GLT 2-door Turbo/Hi Line Overdrive Automatic	\$14,610 14,935
GLT 4-door Turbo/Hi Line Overdrive Automatic	\$14,970 15,295
GLT 5-door Turbo/Hi Line Overdrive Automatic	15,470 15,795
GLE 4-door Automatic	16,390

Destination charge:	\$280.
Port preparation:	24.
Lambda Sond:	137.
* LH Lambda	158.

September 17, 1981

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Release: September 17, 1981

VOLVO ACCELERATES IN A STALLED MARKET

ROCKLEIGH, N.J. -- More than 60,000 people will buy new Volvos this year, making 1981 the best year in the Swedish car maker's 25-year history in America. According to Bjorn Ahlstrom, president of Volvo of America Corporation, the prospects for 1982 are even brighter. How is it possible for a relatively small car manufacturer to prosper in a market where interest rates are high, the economy is soft, and even the giants of the automotive industry have been brought to their knees? If you ask Volvo, the answer seems simple.

"The automotive marketplace is becoming more competitive every day. Between Detroit's downsizing and Japan's upsizing there are more Volvo-size cars being offered than ever before. Many of these new models have front-wheel drive which is being heavily promoted. In fact, whether a car pushes or pulls itself is not that important, nor is it a measure of design quality," explains Mr. Ahlstrom, "the real issue is, does the car satisfy the needs of the customer in terms of performance, utility, and value for the money. We believe the 1982 Volvos can easily surpass the competition in these truly critical areas. From the economical diesels, to the high performance GLTs, Volvo offers a full line of sedans and station wagons, each designed to suit the needs of a specific Volvo owner."

The newest offering from Volvo is the unique GLT Turbo five-door, which combines the utility and roominess of the station wagon with the performance and handling of a sports car. When Volvo first introduced its exciting 127 hp turbocharged two-door model last year, the motor press and the car buying public simply loved it! For the first time you could have the driveability, reliability,

Volvo of America Corporation

Rockleigh, New Jersey 07647

Phone 201 767-4704

safety and comfort of a Volvo in a package that would raise your pulse rate. The sporty two-door was joined later in the year by a four-door and a constant barrage of customer requests for a station wagon version resulted in a complete model line of turbocharged GLTs for 1982.

The Volvo GLTs are easy to spot with their bold grille, front spoiler, blacked out trim, and five-spoke alloy wheels with Pirelli P-6 tires. But, you'd better look fast, because with 0-60 times of under 10 seconds they may be out of sight before you know it. Available with manual four-speed O/D or a new four-speed overdrive automatic transmission, the GLT adapts readily to all road conditions. To ensure the driver is in full command, there is a fully instrumented panoramic dashboard with large easy-to-read gauges and conveniently located controls. The famous Volvo orthopedically designed bucket seat holds you behind the small diameter steering wheel in the perfect position for maximum control. Like all Volvos, the GLTs have power assisted rack and pinion steering and power assisted four-wheel disc brakes.

While the GLTs represent the sportiest segment of Volvo's market, the DL, GL, GLE, and Diesels offer a variety of models to a wide range of potential Volvo buyers.

The DL is the most basic Volvo. Powered by an economical four-cylinder fuel-injected engine, it is available as a two-door or four-door sedan, or as a station wagon. The DL's rugged spring strut front suspension, rack and pinion steering and coil spring suspended rear axle provide a comfortable, efficient vehicle for the American family.

Introduced in 1980, the Volvo GL has become the yardstick by which other luxurious new cars are measured. Its combination of deluxe interior and four-cylinder economy were extremely well accepted by both the motor press and the buying public. For 1982 the GL will come in a new five-door station wagon version as well as the popular four-door.

Diesels will account for an increasing share of Volvo's sales in the future. For 1982 Volvo Diesels will be available both in DL and GL trim levels, and four-door as well as station wagon variants. The smooth running six-cylinder Volkswagen built diesel engine will be available with automatic or four-speed manual transmission with overdrive. Outstanding fuel economy, low levels of noise and vibration, and brisk acceleration give the diesel powered Volvos a keen edge over the competition. And for the first time the Volvo Diesel will be available in all 50 states this year.

The most prestigious car in the Volvo line, the GLE four-door sedan is powered by Volvo's responsive fuel injected overhead cam six-cylinder alloy engine. This elegantly appointed car is equipped with leather faced seats, power windows, air conditioning, sun roof, electrically operated side mirrors, and many other luxury touches you would expect to find as standard in a fine car.

"In the 25 years since Volvo entered the U.S. market we have consistently worked to establish a reputation for building long lasting cars, cars that perform dependably under the most difficult conditions, cars that surround their occupants with an envelope of safety and comfort," Mr. Ahlstrom stated. "Volvo's success may be measured by our outstanding sales this year. Or by the fact that America's largest rental companies, Hertz and Avis, now include Volvos in their fleets. Or even by the fact that taxi companies and police departments have now included Volvos in their ranks. By any measure, Volvo has and will continue to meet the challenges of the marketplace, delivering premium products backed by quality service."

#