

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

VOLVO ROLLS ON FOR 1983 WITH MORE POWER AND EFFICIENCY

ROCKLEIGH, N.J. -- An automobile is still the second largest purchase most Americans make and, in today's uncertain economy, one of the scariest. Bjorn Ahlstrom, president of Volvo of America, believes people today want to buy cars with proven qualities. For 1983 Volvo will continue to offer their proven product line with some new refinements.

"Volvos have always offered durability, reliability, safety and comfort. Two years ago we introduced turbocharged models which demonstrated that rational cars could be exciting to drive," stated Mr. Ahlstrom. "For 1983 we have added a new 2.3 liter engine which produces more horsepower and increased fuel economy. We have streamlined the appearance with new European style bumpers, and have continued the dedication to quality on which our reputation is based."

Volvo's new engine is a 2.3 liter version of their rugged four-cylinder B-21. Designated the B-23F, the new engine features a larger cylinder bore, higher compression ratio, and electronic fuel injection. Horsepower and torque are up 9 percent and 13 percent respectively from the 2.1 liter version. Contrary to most performance increases, this one is accompanied by a fuel economy increase! The increased torque of the B-23 has allowed Volvo engineers to reduce engine revs by changing rear axle ratio, yielding more miles per gallon. A 1983 DL sedan with manual transmission is EPA rated at 25 mpg city, 36 mpg highway!

The Volvo model lineup starts with the DL which is available as a two- or four-door sedan, or a five-door wagon. Power for the DL comes from the new B-23F engine coupled to a four-speed manual transmission with overdrive or a four-speed automatic. A rugged all welded steel unit body assures a solid structure for years to come. Standard equipment on the DL includes power assisted rack and pinion steering, four-wheel power disc brakes, radial tires, orthopedically designed front bucket seats, tinted glass, full carpeting, quartz clock and electronic ignition. DL sedans are upholstered in comfortable nylon cloth while station wagons feature vinyl upholstery for maximum wear resistance.

The GL allows Volvo buyers to have a more luxurious yet equally practical automobile. Based on the DL unit body and drivetrain, the GL adds air conditioning, power windows, central locking, tachometer and velour or leather upholstery. External distinguishing features include chrome grille, metallic paint, 25-spoke light alloy wheels, six-compartment tail lamps, and distinctive greenhouse trim. For Volvo drivers who need the optimum in fuel economy, the GL is available with a smooth running 2.4 liter six-cylinder diesel engine. Fuel mileage with this Volkswagen-produced engine is spectacular. A manual transmission GL Diesel sedan is rated at 29 mpg city, 38 mpg highway.

For some Volvo customers, getting there is all the fun. The GLT Turbo two-door, four-door or wagon offers a level of performance previously reserved for sports cars. A 127 hp turbocharged 2.1 liter engine coupled to a four-speed manual transmission with electrically operated overdrive allows 0-60 mph trips in under 10 seconds. Blacked out exterior trim, eggcrate grille and sporty five-spoke alloy wheels carrying fat Pirelli P6 tires give the GLTs a ready-for-any-road look. A few minutes behind the small diameter wheel, comfortably cradled in the driver's seat of the GLT, looking out across the fully instrumented dash and you know it doesn't just look ready, it is ready!

"Practicality is a key design parameter at Volvo. It is the thread which ties all the various models together. Each year we refine our cars further in an effort to perfect them," explained Mr. Ahlstrom. "While it would be immodest for us to say we make perfect cars, many of our customers believe Volvo builds the world's most practically perfect cars."

Volvo's record breaking car sales during 1982 seem to back up Mr. Ahlstrom's confidence in the Volvo product. Current forecasts show Volvo will finish the the calendar year with sales in excess of 72,000 units, bettering last year's record sales by over 12 percent. During the year Volvo moved to the number one position among European imports sold in America. U.S. sales account for approximately one-third of Volvo's total output.

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VOLVO '83 TECH & SPECS

The following pages contain technical information concerning the 1983 Volvo models for the U.S. market. The information is accurate as of September 24, 1982; however, the manufacturer reserves the right to alter specifications at any time without notice.

Price information will be found in a separate release.

Below is a summary of the major changes for 1983.

Engine: B-23F. A 2.3 liter version of the Volvo in-line four in DL and GL models.

The increased displacement (Bore 96mm, previously 92), together with a new Bosch electronic fuel injection system, delivers 107 hp at 5400 rpm, up 9 hp from last year. In addition to more power, the efficient B-23F provides a significant increase in fuel economy.

Exterior: New European style bumpers with integrated front spoiler enhance the clean shape of all 1983 Volvo models. These bumpers are lighter in weight and improve the vehicles' aerodynamic characteristics. Quartz high beam lights, added last year, will be joined by quartz low beams for the new year.

Model Lineup:

Diesel: Available in GL trim level only, in four- or five-door body styles.

GLT: No non-turbocharged versions available. All GLT models will have the 2.1 liter B-21FT turbocharged engine with choice of

four-speed manual transmission with overdrive or four-speed overdrive automatic.

GLE: Discontinued. Will be replaced at year end by new 760 GLE. Details to be released in November.

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**1983 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 1**

	Engine	4-wheel Power Disc Brakes	Tires	Wheel Rims	Shocks Front/Rear	Sway Bars Front/Rear
DL 2-door	B-23F	Standard	175 SR 14	Steel 5.5 x 14	Hydraulic/ hydraulic	19/19 mm
DL 4-door	B-23F	Standard	175 SR 14	Steel 5.5 x 14	Hydraulic/ hydraulic	19/19 mm
DL 5-door	B-23F	Vented Front Rotors	185 SR 14	Steel 5.5 x 14	Hydraulic/ hydraulic	19/16 mm
GL 4-door	B23F	Standard	185/70SR14	25-spoke Alloy 5.5 x 14	Hydraulic/ hydraulic	19/19 mm
GL 5-door	B-23F	Vented Front Rotors	185/70SR14	25-spoke Alloy 5.5 x 14	Hydraulic/ hydraulic	19/16 mm
GLT 2-door	B-21FT	Vented Front Rotors	195/60 x 15	5-spoke Alloy 6.0 x 15	Gas/gas	23/21 mm
GLT 4-door	B-21FT	Vented Front Rotors	195/60 x 15	5-spoke Alloy 6.0 x 15	Gas/gas	23/21 mm
GLT 5-door	B-21FT	Vented Front Rotors	195/60 x 15	5-spoke Alloy 6.0 x 15	Gas/hydraulic	23/16 mm
Diesel 4-door	D-24	Vented Front Rotors	185/70SR14	25-spoke Alloy 5.5 x 14	Hydraulic/ hydraulic	19/19 mm
Diesel 5-door	D-24	Vented Front Rotors	185/70SR14	25-spoke Alloy 5.5 x 14	Hydraulic/ hydraulic	19/16 mm

760

1983 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 2

	Air Con- ditioning	Sunroof	Tachometer	Heated Driver's Seat	Power Windows	Engine Compartment Light
DL 2-door	Acc.	N/A	Acc.	N/A	N/A	Acc.
DL 4-door	Acc.	N/A	Acc.	N/A	N/A	Acc.
DL 5-door	Acc.	N/A	Acc.	N/A	N/A	Acc.
GL 4-door	Std.	Std.	Std.	Std.	Std.	Std.
GL 5-door	Std.	N/A	Std.	Std.	Std.	Std.
GLT 2-door	Std.	Std.	Std.	Std.	Std.	Std.
GLT 4-door	Std.	Std.	Std.	Std.	Std.	Std.
GLT 5-door	Std.	N/A	Std.	Std.	Std.	Std.
Diesel 4-door	Std.	Std.	Acc.	Std.	Std.	Acc.
Diesel 5-door	Std.	N/A	Acc.	Std.	Std.	Acc.

**1983 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 3**

	Remote Control Mirrors	Central Door Locks	Upholstery	Intermittent Sweep W/S Wipers	Halogen High and Low Beams	Delayed Courtesy Light
DL 2-door	Mechanical LH only	N/A	Cloth	Std.	Std. (**)	N/A
DL 4-door	Mechanical LH only	Std.	Cloth	Std.	Std. (**)	N/A
DL 5-door	Mechanical LH & RH	Std.	Vinyl	Std.	Std. (**)	N/A
GL 4-door	Mechanical LH & RH	Std.	Velour	Std.	Std.	Std.
GL 5-door	Mechanical LH & RH	Std.	Leather	Std. Front/Rear	Std.	Std.
GLT 2-door	Power LH & RH	Std.	Velour (*)	Std.	Std.	Std.
GLT 4-door	Power LH & RH	Std.	Velour (*)	Std.	Std.	Std.
GLT 5-door	Power LH & RH	Std.	Velour (*)	Std. Front/Rear	Std.	Std.
Diesel 4-door	Mechanical LH & RH	Std.	Velour	Std.	Std.	Std.
Diesel 5-door	Mechanical LH & RH	Std.	Leather	Std. Front/Rear	Std.	Std.

(*) Leather with some colors at extra cost.

(**) Initial production will have halogen high beam only.

**1983 VOLVO PASSENGER CARS
BODY STYLES, TRIM AND EQUIPMENT - PAGE 4**

	Curb Weight Lbs.	Weight Distribution Front/Rear	E P A Mileage Values		
			Est. (City)	Highway	Combined
DL 2-door	2926	52/48	Manual: 25 Auto.: 23	36 31	29 26
DL 4-door	2957	53/47 ✓	Manual: 25 Auto.: 23	36 31	29 26
DL 5-door	3079	51/49	Manual: 24 Auto.: 23	36 29	28 25
GL 4-door	3007	53/47 ✓	Manual: 25 Auto.: 23	36 31	29 26
GL 5-door	3109	51/49	Manual: 24 Auto.: 23	36 29	28 25
GLT 2-door	3020	53/47	Manual: 20 Auto.: 20	29 27	23 22
GLT 4-door	3080	54/46	Manual: 20 Auto.: 20	29 27	23 22
GLT 5-door	3185	52/48	Manual: 20 Auto.: 20	29 27	23 22
Diesel 4-door	3130	54/46	Manual: 29 Auto.: 27	38 32	32 29
Diesel 5-door	3245	52/48	Manual: 29 Auto.: 27	38 32	32 29

1983 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 (solid on DL and GL sedans) 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

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

(**) - Diesel: 15.8 gals./10.0 qts.

1983 VOLVO PASSENGER CARS
ENGINES

Diesel
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ENGINE	B-21FT	B-23F	D-24
Type	In-line 4-cyl. SOHC, Exhaust driven turbo compressor	In-line 4-cyl. SOHC	In-line 6-cyl. SOHC; Swirl chamber
Horsepower (SAE net)	127 @ 5400	107 @ 5400	76 @ 4800
Torque (lb./ft.)	150 @ 3750	127 @ 3500	98 @ 2800
Construction	Cast iron block, light alloy cylinder head	Cast iron block, light alloy cylinder head	Cast iron block, light alloy cylinder head
Bore & Stroke (mm)	92/80	96/80	76.5/86.4
Displacement (cu.in.)	130 (2127 cc)	141 (2316 cc)	145 (2383 cc)
Compression Ratio	7.5:1	10.3:1	23.0:1
Battery Alternator	60 Amp. Hr. 55 Amp.	60 Amp. Hr. 70 Amp.	88 Amp Hr. 55 Amp.
Ignition	Breakerless, solid state	Breakerless, solid state with knock sensor	Glow plugs for cold start only
Fuel Injection	Bosch CI	Bosch EFI LH II	Indirect ?
Injection Pump	Bosch Electric	Bosch Electric	Bosch VE Distributor type
Emission Control	Lambda Sond ^R	Lambda Sond ^R	--
Main Bearings	5 shell type	5 shell type	7 shell type
Valve Operation	Overhead cam, direct acting	Overhead cam, direct acting	Overhead cam, direct acting
Crankcase Capacity (incl. filter, U.S. qts.)	4.7	4.0	7.4

1983 VOLVO PASSENGER CARS
TRANSMISSIONS AND REAR AXLES

Model/Transmission	Forward Speeds	Final Drive Ratio
DL Automatic: AW-70 Manual: M-46	A Four M Four + overdrive	A 3.73:1 .69 M 3.31:1 x.8
GL Automatic: AW-70 Manual: M-46	A Four Four + overdrive	A 3.73:1 .69 M 3.31:1 x.8
GLT Automatic: AW-71 Manual: M-46	Four Four + overdrive	A 3.91:1 .69 M 3.73:1 x.8
Diesel Automatic: BW-55 Manual: M-46	Three Four + overdrive	A 3.31:1 ✓ M 3.54:1 +.80

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

1983 VOLVO PASSENGER CARS
DIMENSIONS

Dimensions in inches	DL, GL, 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	188.8	188.5
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. cu.ft.)	103.0	130.0
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, maximum width	61.0	55.9
Trunk or cargo area, maximum length	46.8	74.0
Trunk or cargo area, maximum depth	19.7	32.9
Ground clearance (fully loaded)	4.3	4.7

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INCREASED POWER AND FUEL ECONOMY HIGHLIGHT VOLVO '83 LINEUP

ROCKLEIGH, N.J. -- Moving to the number one position among European importers has not caused Volvo to lessen their efforts in product development. For 1983 Volvo has continued to refine its well established line of family sedans and station wagons.

The most obvious external change on the '83 Volvo is the addition of sleek plastic-faced bumpers which enhance the already distinctive appearance of Volvo sedans. Under the hood Volvo has added a new 2.3 liter version of its rugged four-cylinder engine. The new B-23F engine delivers more horsepower and fuel economy than its predecessor, allowing Volvo to increase its corporate average fuel economy by 6 percent over 1982. Most importantly, this increase in fuel economy has been gained through the use of sophisticated engine and drivetrain technology, as opposed to downsizing which could adversely affect passenger comfort and safety.

The Volvo model lineup for 1983 includes a variety of cars to suit the diverse needs and wants of the American car buying public!

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 sleek new European-style bumpers on the '83s make the cars almost four inches shorter than last year. Not only do these bumpers compliment the overall appearance of the car, they save weight and improve aerodynamics as well.

The DL is powered by a new 2.3 liter version of Volvo's reliable and economical four-cylinder engine, featuring overhead camshaft, a new electronic

Volvo of America Corporation

Rockleigh, New Jersey 07647

Phone 201 767-4704

fuel injection system, and a solid state breakerless ignition system for optimum power and fuel economy. The B-23F 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. For those who prefer not to shift, there is a four-speed automatic transmission which offers all the advantages of an automatic transmission in terms of convenience, while delivering economy nearly equal to that of a manual transmission on the highway.

Although the DL is the most basic car in the Volvo line, it has no shortage of premium features, such as: an all-welded unitized safety body, power-assisted rack and pinion steering, orthopedically designed front bucket seats, steel belted radial tires, tinted glass, intermittent wipers, and rear window defroster.

The DL, like all Volvos, is equipped with a superb braking system comprised of two independent hydraulic circuits, each serving both front wheels and one rear wheel. Should one circuit fail, a Volvo will still maintain 80 percent of its full braking power (U.S. law requires only 50 percent). Adding to the safety of Volvo's unique brake system is a 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 ensure Volvo's famous longevity, all cars receive comprehensive rustproofing at the factory. After a multi-stage paint process, rustproofing agents are applied to all vulnerable parts, not to just the undercarriage, but to all body cavities. Statistics gathered by Swedish authorities show that the average life of a Volvo in Sweden exceeds 19 years and is constantly increasing!

GL When Volvo introduced the GL in 1980, the concept of a four-cylinder luxury car was almost unthinkable. In the years which followed, the Volvo GL has

become the benchmark by which the numerous Johnny-come-lately four-cylinder luxury cars of the world are measured. As many of America's leading automotive journals have written, it's a tough benchmark to live up to. For 1983 the Volvo GL is available in both four-door sedan and station wagon versions. On the outside, GLs may be recognized by their bright vertical grillework, lustrous metallic paint, and distinctive 25-spoke alloy wheels. On the inside GLs feature the comfort of plush velour seating or handsome leather-faced upholstery. All GLs have air conditioning, power windows, tinted glass, remote controlled rear view mirrors, central locking, tachometer and a heated driver's seat. All sedan models are equipped with sunroof.

The GL model is also powered by the new 2.3 liter B-23F engine. Again, it is offered with choice of a four-speed automatic transmission or four-speed manual with overdrive.

Diesels If fuel economy is of paramount concern in your new car purchase, yet you are not willing to sacrifice traditional Volvo safety and comfort to get it, Volvo offers the Diesel. Sharing the trim level of gasoline GL models, the Diesel is powered by a smooth running 2.4 liter Volkswagen-built diesel engine. Available in four-door sedan or station wagon models, this smooth and surprisingly quick six-cylinder diesel engine can be ordered with either the Volvo four-speed manual transmission with overdrive or three-speed automatic. Fuel economy for the 78 hp Diesel is most impressive. EPA testing shows 29 mpg city, 38 mpg highway for sedans with manual transmission, and 27 city, 32 highway for sedans with automatic transmissions. The Diesel, which accounts for approximately 14 percent of Volvo's sales, is again available in all 50 states for 1983.

GLT The GLT line of turbocharged sports sedans and wagons continues to be the fastest growing part of Volvo's product line. All Volvo GLT models feature

a distinctive exterior trim package including a bold eggcrate grille color coordinated front spoiler, blacked out trim, and distinctive looking five-spoke light alloy wheels carrying high performance P6 Pirelli tires. Available in two-door sedan, four-door sedan or station wagon models, all GLTs carry a performance tuned suspension system.

The heart of any GLT is its 127 hp turbocharged, fuel injected 2.1 liter engine. Compact and rugged, this four-cylinder engine provides a level of performance few production cars on the road today can match. Accelerating from 0 to 60 mph in under 10 seconds is quite an achievement; it is even more impressive when done by one of Volvo's unique GLT station wagons. All GLTs deliver comfort as well as performance. Standard appointments include air conditioning, power windows, central locking, and leather or velour upholstery depending on choice of exterior colors. The GLT line offers cars that are as much fun to drive as they are practical. So that all drivers might experience the exhilarating performance of a Turbo, Volvo offers the GLTs in both automatic and manual transmission versions.

GLE Traditionally, the top-of-the-line Volvo cars--known as the GLE--have been powered by a light alloy V-6 engine. Thus far in the 1983 model lineup the GLE is distinguished by its absence. Its absence, however, will not be long. At the very end of the year Volvo will be bringing to North America the all new 760 GLE, introduced in Europe earlier this year. This bold new personal luxury car will bring a new dimension to the image of Volvo. The 760 GLE will be the most prestigious Volvo ever. Powered by either the famous Volvo 130 hp light alloy V-6 engine with overhead cams and fuel injection or a new 103 hp turbocharged version of the Volkswagen-produced six-cylinder diesel engine,

the new Volvo is destined to be a trend setter. Its appearance will be bold, wedge-shaped, and aerodynamically inspired. Of course, in Volvo's best tradition it will be a family car, seating five adults in comfort and safety. Standard equipment on the 760 GLE will include full climate control, power assisted rack and pinion steering, four-wheel power disc brakes, low rolling resistance radial tires, and a multitude of other quality features. While the 760s will represent only a small percentage of Volvos sold during 1983, its presence will carve a new facet in the solid reputation which Volvo has amassed in its 25-year American history.

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VOLVO PRICES UP 2.7 PERCENT FOR 1983

ROCKLEIGH, N.J. -- As the 1983 Volvos go on sale during September, their Monroney labels reflect only a modest increase over the previous year's models. Increases vary by model, ranging from 1.5 percent on the GL models to 3.5 percent on the high performance GLT Turbo models, giving a sales weighted average of 2.7 percent.

"Quality and value for the dollar are what the car buying public demands," explained Bjorn Ahlstrom, president of Volvo of America. "The 1983 Volvos continue our tradition of building fine cars whose performance and features place them among the value leaders in today's market."

The lowest priced model in Volvo's 1983 lineup is the two-door DL with four-speed overdrive transmission which carries a suggested retail price of \$10,650. The rugged DL includes a fuel injected 107 hp four-cylinder engine, power assisted rack and pinion steering, four-wheel power disc brakes, orthopedically designed front bucket seats, full carpeting, tinted glass and radial tires as standard equipment.

At the other end of the Volvo price spectrum is the GLT Turbo station wagon with a four-speed automatic transmission which carries a suggested retail price of \$17,250. This unique high performance station wagon had the distinction of being the only station wagon selected to join in Motor Trend's Import Car of the Year competition for 1982.

During calendar year 1982 Volvo moved to the number one position among European importers. The Swedish based manufacturer anticipates 73,000 retail sales this year through its nationwide network of 403 dealers. In the quarter of a century they have been sold in America, Volvos have garnered a reputation for durability, reliability, safety and comfort.

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VOLVO 1983 MODEL AUTOMOBILES
SUGGESTED RETAIL PRICES

DL 2-door: Overdrive	\$10,650
Automatic	11,040
DL 4-door: Overdrive	11,085
Automatic	11,475
DL 5-door: Overdrive	11,585
Automatic	11,975
GL 4-door: SR Overdrive	14,495*
SR Automatic	14,885*
GL 5-door: Overdrive	14,995
Automatic	15,385
GLT 2-door: SR Overdrive	16,050*
SR Automatic	16,440*
GLT 4-door: SR Overdrive	16,360*
SR Automatic	16,750*
GLT 5-door: Overdrive	16,860*
Automatic	17,250*
Diesel 4-door: SR Overdrive	14,980*
SR Automatic	15,240*
Diesel 5-door: Overdrive	15,480
Automatic	15,740

Destination Charge	\$295.00
Port Preparation	-
Lambda Sond (TM)	137.00
(all turbocharged models)	
LH Lambda (all other gas-powered four-cylinder models)	158.00
* GL/GLT - Leather Upholstery	590.00
Federal Excise Tax - Tires	8.80
California Extended Diesel Warranty	325.00

September 24, 1982