



VOLVO THE 122 S SERIES



Volvo is a compact car made in Sweden. It will go faster in every speed range than any other popular priced compact car. It gets over 25 miles per gallon of gasoline—even with an automatic transmission and Volvos are virtually indestructible. They last an average of 11 years in Sweden where the summers are great but the winters are pretty grim and the traffic moves right along. Where there are no speed limits on the highways and 70,000 miles of the roads are unpaved. (It's tough to be a car in Sweden.)



Volvo has been the best seller in Sweden for years; it has the highest number of repeat buyers too—71% to be exact. That is considerably higher than our competitors' "owner loyalty" either in the U.S.A. or Scandinavia. How long can you reasonably expect a Volvo to last in your climate and under your road conditions? Everything considered, you can understand why we have to bite our tongues to keep from making some rash promises.





Individual seat adjustments



Hat shelf for fragile objects



Heater system with fresh-air intake, duct to rear seat



With a simple screwdriver adjustment you can make the seat back of the front seat harder or softer. Technically it's called infinitely variable lumbar support. There is network of India rubber straps stretched on an adjustable frame that twists slightly to increase or decrease the tension of the straps. This changes the hardness or softness of the front seat backs. Individually, of course.

All of the ordinary adjustments are made in the ordinary way. Back and forth. Up and down. The angle of the back rest. Even the pitch of the seat itself. In the center of the rear seat back there is a pull-down armrest.

The upholstery is a texture-reinforced vinyl. With ventilation perforations and quilted polyethylene stuffing. All of the trim, upholstery, and floor mats are washable.

Volvo three-point seat belts are standard equipment on all Volvo passenger vehicles. They are the best kind.

Volvo heaters are legendary. To cope with Scandinavian winters Volvo has installed more heater than you will probably ever need—with thermostatic control adjusted to the inside temperature.

Rear seat passengers are warmed by a duct that brings the air *directly* from the heater to the back seat. As a driver you may not be impressed but your wife and kids will be.

Volvo seats are unique. The softness of the seat back is adjustable



Spacious, easily accessible luggage accommodation

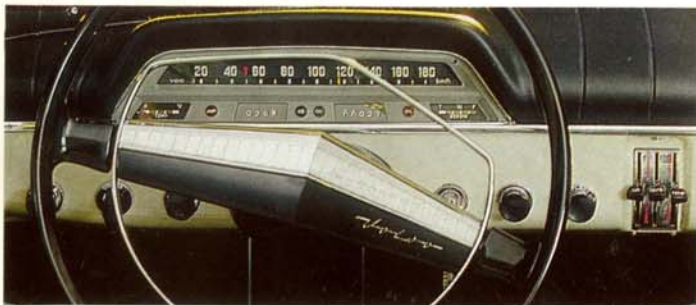


The instrumentation is complete

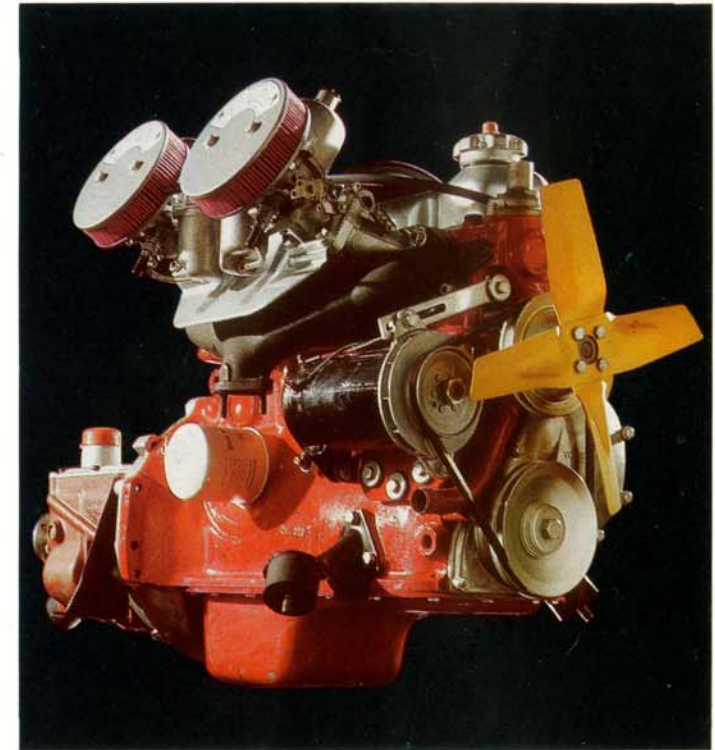
Speedometer, odometer, trip mileage counter, water temperature gauge, gasoline gauge; lights for amperage, high-beam, turn indicator, and oil pressure; controls for windshield wipers and washer (dealer-installed accessory) choke, headlights and dashlights; turn-key type ignition switch (attached to armored cable), cigarette lighter, two-speed fan (draws air from the opening in front of the windshield above the exhaust fume line), air and heater control. There is a hole in the dashboard covered by a panel just off-center to the right. By removing this panel you can readily insert a radio.

Radios engineered by the Bendix Corporation for Volvos are recommended. They are dealer-installed optional extras.

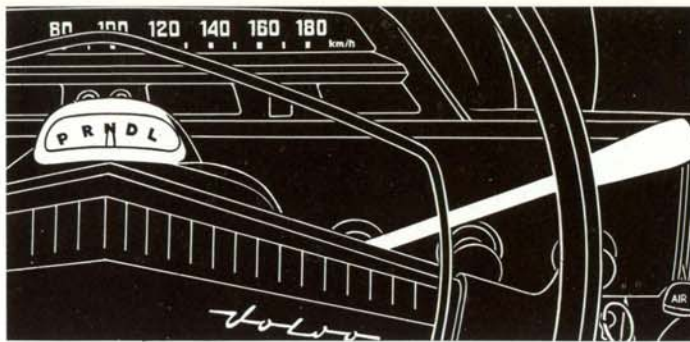
Comprehensive instrumentation, easy to read



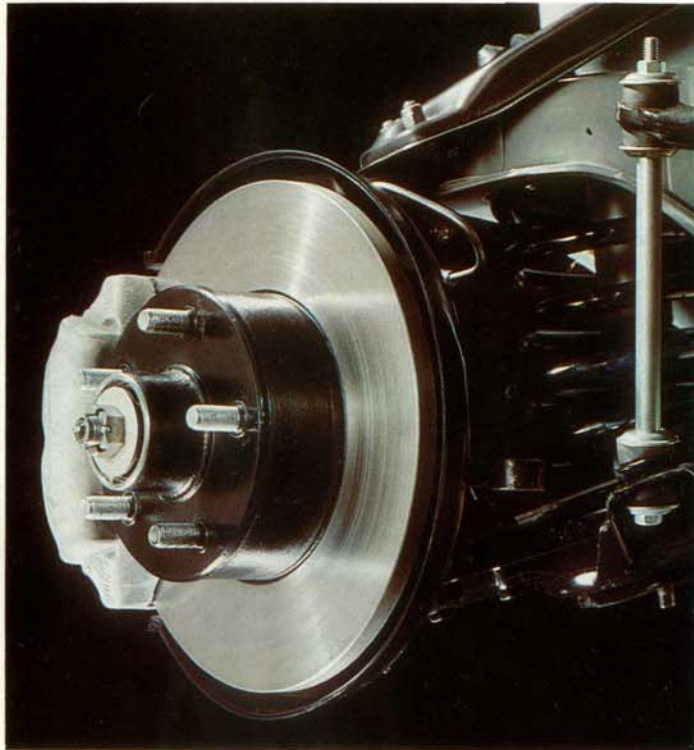
**25 miles
to the gallon**



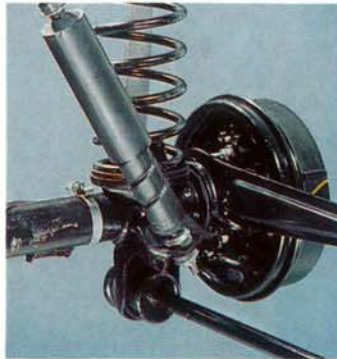
That's right, 25 miles to the gallon. Volvos don't make an automatic right turn every time they come to a gas station. Gasoline costs 58 c a gallon in Sweden so Volvos are made to get over 25 miles per gallon to ease the pain a bit. To put it another way, Sports Car Graphic Magazine said: "Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe test we ever put a project engine through. Perhaps the most impressive bit of education we acquired was learning that the Volvo B 18 engine is one of the most, if not *the most* reliable, rugged and unbreakable car engines being built today". (The italics are theirs.)



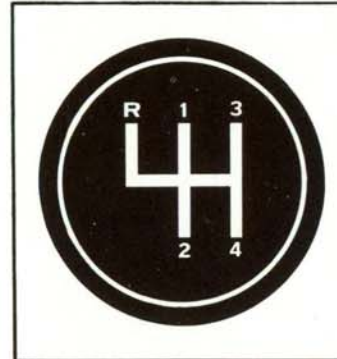
Automatic transmission available as extra equipment



Disc brakes front for even safer braking



Rear axle suspension of outstanding design



Four-speed, fully synchronized gear-box design

Volvo manufactures a simple, tough, 4-cylinder engine with a five bearing crank shaft, separate induction ports for each cylinder, fully machined combustion chambers, and a full flow oil filter. As it says in our ads, "drive it like you hate it".

Now, about shifting gears. Either you like to or you don't like to. If you like to, Volvo's standard gearshift is synchronized in all 4 speeds. No nerve shattering crunches, ever. Not even downshifting into first.

If you don't like to shift gears, Volvo has an optional automatic drive. It's so efficient that you'll still get over 25 miles on a gallon of gas.

All Volvo passenger cars have disc brakes in the front and drum brakes in the rear. As an extra safety factor there is a relief valve in the brake lines to the rear wheels. This device balances the stopping power between the front and rear wheels no matter how unequal the weight distribution inside the car.

Volvo's independent suspension system plus a rear axle supported by two longitudinal arms and two torque rods are the major contributing factors towards Volvo's roadholding ability. And that ability has to be experienced to be believed. It is no wonder that Volvo is the World Rally Champion again.

And now the Volvo 122 S Series cars require no greasing . . .





Volvos last an average of 11 years in Sweden

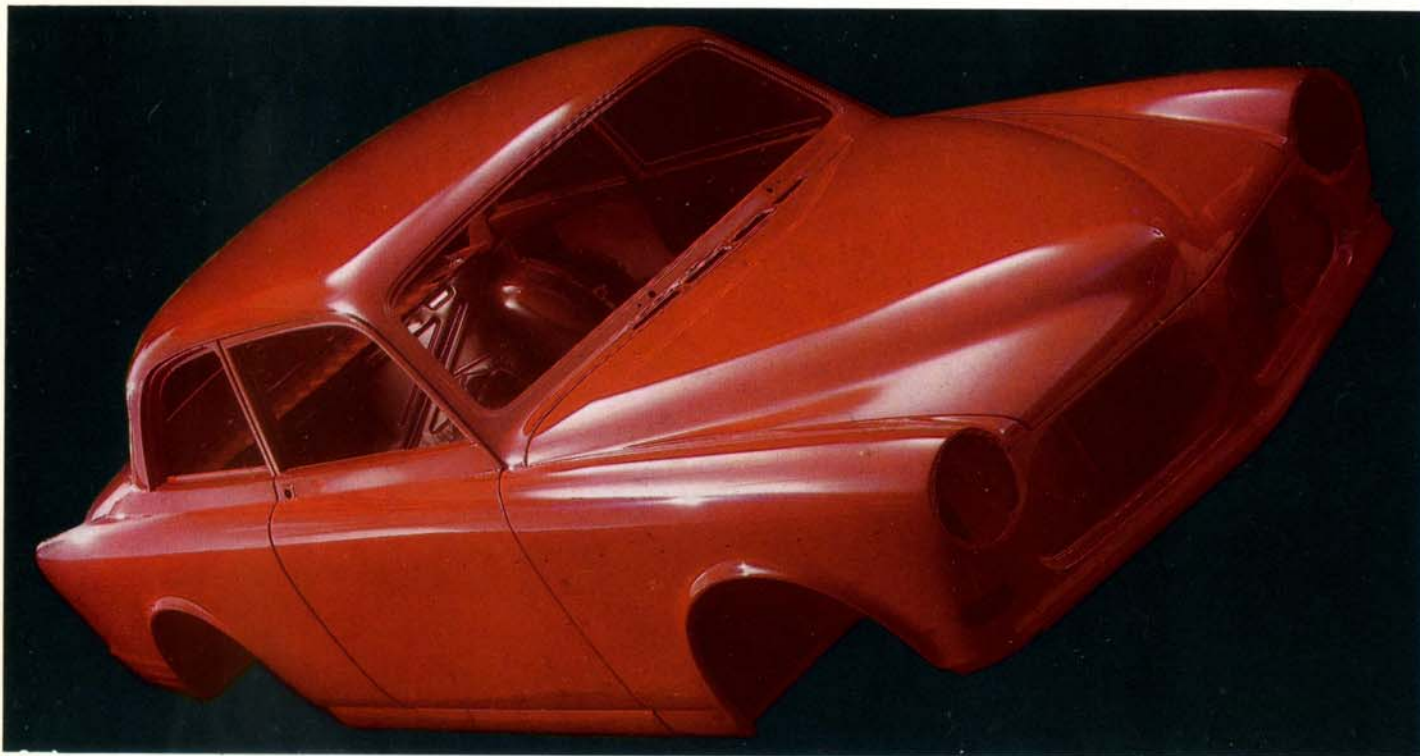
Volvo bodies last a long time because they are especially rigid. They are made rigid by use of a closed-box type construction around the doors and windows. Instead of a simple brace in the corners of the body openings Volvo builds boxes of steel to keep you as safe as possible.

Rust Proofing.

To last 11 years in a country where about 80% of the roads

are gravel, the rust proofing process that Volvo uses must be effective.

Particularly vulnerable parts of the car such as the rocker panels under the doors are made of galvanized steel. All of the closed sections of the body are rustproofed before welding. All exposed points are treated with weldable body paint. Welded points are sealed. And the whole thing is undercoated.



Paint is for more than appearance.

Its major function is to protect the car from corrosion. We feel that the paint job on a Volvo is superlative. After phosphating (etching) and drying the bodies are dipped into a synthetic primer. On top of this is sprayed another primer then an intermediate color coat and then the actual surface finish—a total of 5 coats.

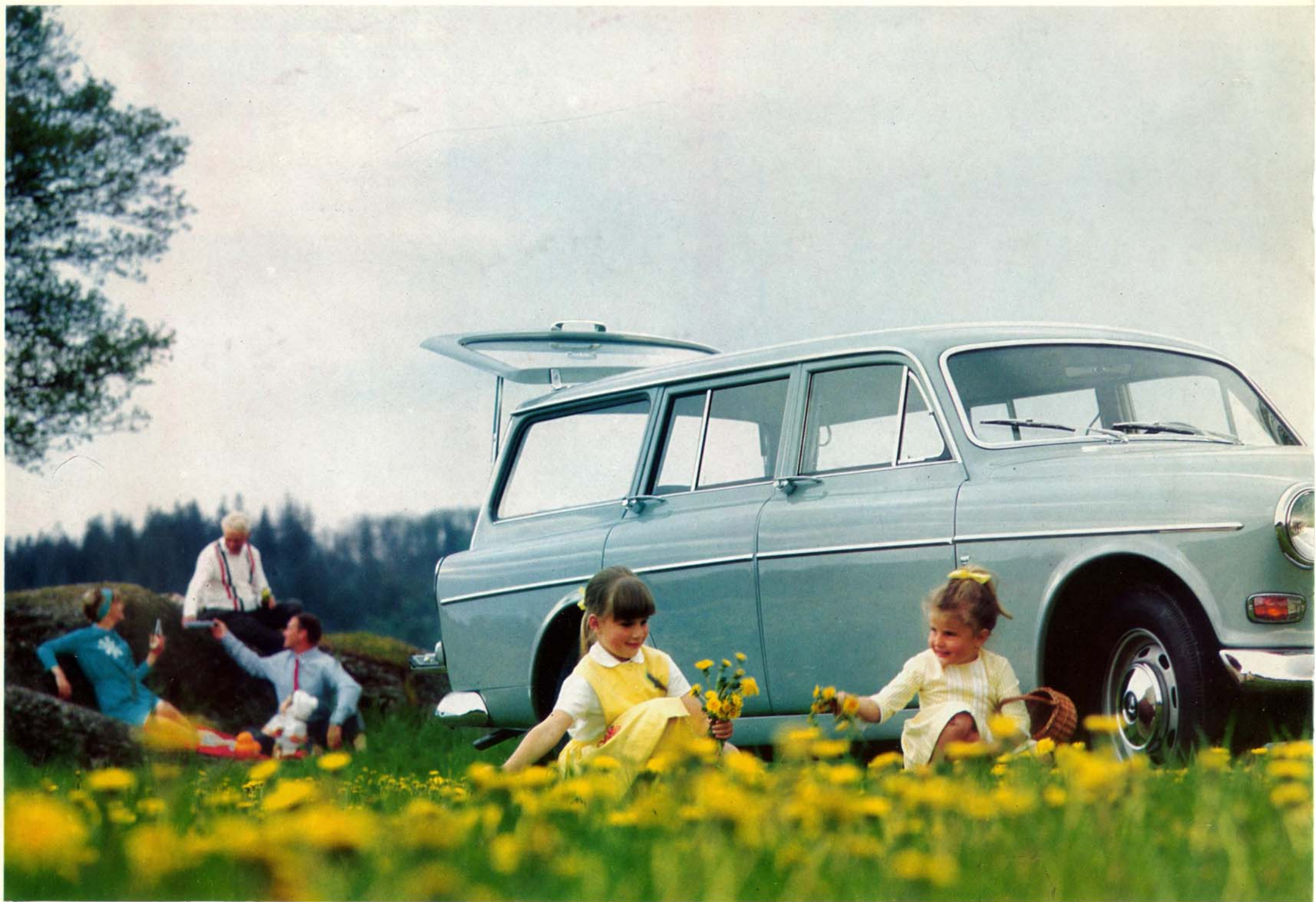
Between each operation the bodies are baked in ovens, handrubbed and washed thoroughly.

Each operation is inspected by pretty Swedish girls who go over the whole car with flannel mittens feeling for faults on the smooth surface that even the eye cannot see.

The result of all this is a strong safe rustproof handsome automobile body.

You will feel safe in your Volvo. It's a sturdy car to begin with but in addition the following come as standard equipment: Volvo 3-point seat belts, padded dashboard, padded sunvisors and a steering column that is designed to break away from you under most severe impacts, two speed electric windshield wipers, and back-up lights.





The Volvo Station Wagon. Just like the sedans but bigger inside



The large horizontally divided rear door makes the Volvo station wagon an easy vehicle to load and unload, and it has a very large cargo capacity. To be exact the cargo space with the rear seat folded down is just over repeat over 6 feet long and just under 4 feet wide with a height of 31 inches. It will hold as many children as your nervous system will put up with.

To open the rear door you turn the handle. Gravity drops the tailgate and a power mechanism operated by gas-under-pressure quietly and efficiently lifts the upper half of the door. This is no big deal for a man but a great help to the ladies, and you really have to work at it to catch your fingers. On the right side of the upper half of the door opening is an adjustable brace. You can lock the upper half of the rear door in four different positions besides wide open.

The engine output of the Volvo 122 S station wagon is high in relation to the total weight of the vehicle which means that you can maintain a high average speed and still have acceleration enough for passing. Even on a highway with a full load.

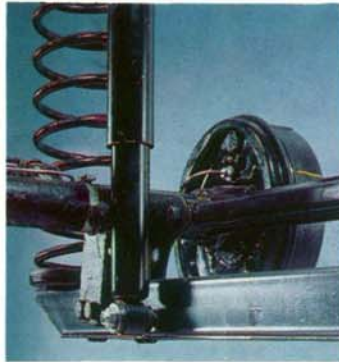
The station wagon too has disc brakes on the front, drum brakes on the rear. The extra safety factor of a relief valve in the brake line to balance the stopping power between the front and rear wheels — that you will find in all Volvos — makes particular sense in a station wagon with an off-balance load. In addition there is a servo-power brake system on all Volvo station wagons to help give you that extra pedal pressure necessary to stop heavily loaded vehicles.



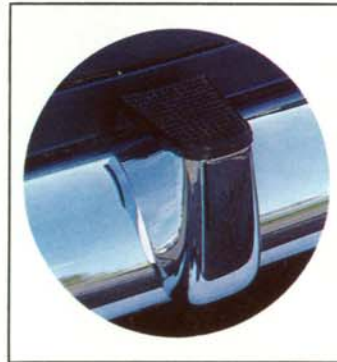
Remember how we told you that Volvo is a compact car made in Sweden, that it will go faster in every speed range than domestic popular priced compacts, and that it gets over 25 miles per gallon of gasoline? Well, the Volvo station wagon does the same thing. It just carries more kids, packages and junk while doing it.



Easy to load and unload



Specially designed rear axle suspension



Footrest on rear bumper overrides



The Volvo station wagon includes all the same appointments as the other vehicles in this series plus power-assisted brakes. By the way, did you know that power brakes are a dealer-installed accessory on the sedans? Very reasonable price too. To compensate for heavier loads the Volvo station wagon has a little stiffer rear suspension system supplemented by rubber bumpers to keep from "bottoming" on rough roads. The rear bumper guards have flat rubber-covered top surfaces which can act as a step up to your roof rack (also available from your dealer as an accessory).

The cargo space is completely upholstered with a durable textile material. The rear compartment floor mat can be taken up when loading extra heavy or dirty materials. You can also open up the rear compartment floor where the spare tire is normally carried and mount the tire on the left side of the cargo space; there is a bolt there for it already. After you have done that there will be a beautiful hole in the floor that you can fill with all the junk that you usually carry in the trunk of the car. It also overcomes the problem of station wagons being a little too open to the public's view.

We also said that Volvos last an average of 11 years in Sweden, where the summers are great but the winters are pretty grim, where traffic moves right along, where there are no speed limits on the highways and where 70,000 miles of the roads are unpaved. It's tough to be a car in Sweden. Well, it's tough to be a station wagon, too.



Specifications

AB VOLVO GÖTEBORG SWEDEN
VOLVO INC ROCKLEIGH NEW JERSEY



DESIGNATIONS

Volvo 122 S 2- and 4-door Sedan and Station wagon. Sedan models available with automatic transmission at extra cost. All models fitted with the Type B 18 D 95 horsepower engine and disc brakes on the front wheels.

ENGINE

Type B 18 D.
Four-cylinder O.H.V. with five-bearing crankshaft.
Oil filter of the full-flow type.
Mechanical fuel pump.
Water cooling thermostatically controlled.
2 horizontal S. U. carburetors.

Bore	3.313"
Stroke	3.15"
Capacity	1.78 liters (109 cu.in.)
Compression ratio	8.7:1
Maximum output	95 h.p. (SAE) at 5,400 r.p.m.
Maximum torque	108 lb.ft. at 3,500 r.p.m.

ELECTRICAL SYSTEM

Voltage	12 V
Battery capacity	60 Ah
Generator output	Max. 360 W
Starter motor output	1 h.p.

POWER TRAIN

Clutch (on models with mechanical transmission) 8 1/2" single dry-disc clutch, hydraulically operated.

Transmissions

MECHANICAL TYPE M 40. FOUR-SPEED, FULLY SYNCHRONIZED.

Reduction ratios: 1st speed	3.13:1
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2nd speed	1.99:1
3rd speed	1.36:1
4th speed	1:1
Reverse	3.25:1

AUTOMATIC TYPE BW-35.
STANDARD P-R-N-D-L SELECTOR.

REAR AXLE

Hypoid type	
Reduction ratio, cars	
With transmissions M 40 or BW-35	4.1:1
Reduction ratio, wagon	
With transmission M 40	4.56:1

UNDERBODY DETAILS ETC.

Steering gear

Cam and roller	
Number of steering wheel turns from lock to lock	3 1/4
Turning circle, cars	between curbs 30 ft.
	between walls 33 ft.
Turning circle, wagon	between curbs 35 ft.
	between walls 37 ft.

Front wheel suspension

Independent suspension with rubber-mounted control arms. Steering knuckle carried in ball joints. Coil springs, telescopic shock absorbers and stabilizer.

Rear axle suspension

Rigid axle length-wise carried in two rubber-mounted support arms and two rubber-mounted torque

rods. The axle is located side-wise by a track rod. Coil springs and telescopic shock absorbers. The Station Wagon has heavy-duty coil springs and auxiliary springs of the rubber-bush type.

Brake system

Hydraulic brakes.
Handbrake operating mechanically on rear wheel drums.
Self-adjusting disc brakes front.
Self-centering drum brakes rear (drum diameter 9").
Wagon has Vacuum-servo power assisted brakes.

Wheels and tires

Pressed steel wheels. Stainless hub caps.	
Rim size, cars	4J×15"
Rim size, wagon	4 1/2×15"
Tubeless tires	
Size, cars	6.00—15"
Size, wagon	6.40—15"

BODY

Integral, all-welded steel body. Completely rust-proofed.

Fuel tank

Capacity 12 gallons

Instrumentation

Speedometer, odometer and tripmeter. Fuel and water temperature gauges. Warning lights for low charging and oil pressure. Control lights for directional signals and high beams.

Safety

Volvo three-point seat belts fitted for front seats. Anchorages for rear seat belts.
Padded dashboard. Padded sun visors. Grab handles.

Other equipment

Horn ring. Directional signal lever with automatic return.
Fresh-air fed heater and defroster unit. Warm air supply thermostatically controlled. Separate air duct to rear compartment. Two-speed ventilation fan.
Two-speed electrical windshield wipers. Nozzles for windshield washers.
Dazzle-free rear view mirror. Back-up lights.
Map reading lamp. Map pockets on front doors.
Cigarette lighter. Ashtrays front and rear.
Tool equipment including jack. Spare wheel.

DIMENSIONS AND WEIGHTS

	Cars	Wagon
Wheelbase	102 1/2"	
Track, front and rear	51 3/4"	
Overall width	63 3/4"	
Overall length	175"	176 1/2"
Overall height unloaded	59 1/4"	60 1/4"
Curb weight	approx. 2,360-2,425 lb.*	approx. 2,640 lb.

*) depending on model

Rear Compartment, Wagon	
Length with rear seat up	46 3/4"
Length with rear seat down	72"
Overall width	49 1/2"
Height	34"
Rear door width	41 1/2"
Rear door height	30 3/4"
Volume with rear seat up	approx. 40 cu.ft.
Volume with rear seat down	approx. 65 cu.ft.