

VOLVO 122 S



The Volvo. It'll last longer than the payment book.

Volvos are Swedish cars, built to survive Swedish driving conditions. Which are rough. The winters in Sweden are rarely mild and often severely cold. 70,000 miles of Swedish roads are unpaved. Volvos last an average of 11 years under these conditions.

While they're lasting, they do a few other things too. Out-accelerate every compact in their class, and get nearly 25 miles to the gallon—even with automatic transmission.

That probably accounts for the large number of repeat buyers Volvo has. 71% of Swedish Volvo owners make their next car a Volvo too. (That's pretty impressive, even if we do say so ourselves.)

If you're wondering how long a Volvo is likely to last in the U.S.—where driving conditions are a lot better—we can't tell you. The Volvo 122S hasn't been here 11 years yet. We do know that more than 95% of all the Volvos sold here in the last 11 years are still on the road. Saying it'll merely outlast your payment book may be ridiculously understating our case.







The Volvo interior is designed to match the human exterior.

The basic design of the Volvo 122S interior has not changed much in the last few years. Which isn't at all strange considering that the basic design of the human body hasn't changed much either.

The bucket seats adjust seven different ways to provide a perfect fit for your body: up and down to 3 different heights; forward and back 9 inches plus an extra position for people with extra long legs; soft or firm for support of your back; plus the angle of the back of the front seats from bolt upright to a reclining position.

The seats are covered with textile reinforced vinyl. They're soft, tough, easy to clean, and textured for ventilation.



**The Volvo station wagon.
Just like the sedan,
but it carries more.**



The Volvo 122S runs away from other compacts in its class.

The economical Volvo 4-cylinder engine has been beefed up to 115-hp.

Which means it's powerful enough to out-accelerate any standard 6-cylinder American compact.

We've also added an anti-smog device which may not have a great deal to do with increasing the performance of the engine, but it does have something to do with increasing its economy. The engine actually gets better gas mileage with the anti-smog device on it. Of course the anti-smog device also has a lot to do with increasing the life expectancy of people who breathe automobile exhausts.

This, by the way, is the same engine that led Sports Car Graphic magazine to write: "Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe tests we have ever put a Project engine through. Perhaps the foremost 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."

To go with it as standard equipment is one of the most unbreakable four-speed, fully-synchronized transmissions being built today.

Or if you prefer, you can order the Volvo automatic transmission as an option.

But a car that goes well can get you into a lot of trouble if it doesn't also stop well.

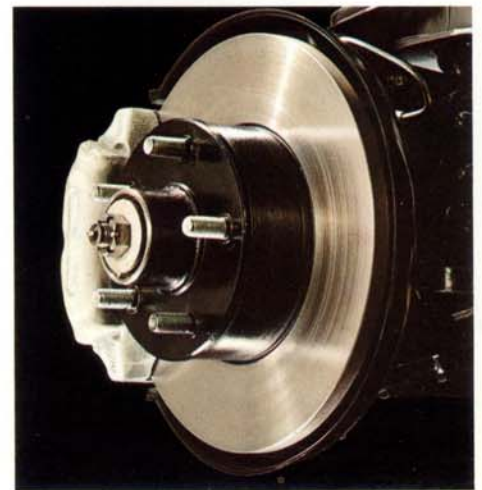
The Volvo stops well. It has disc brakes in the front and drum brakes in the rear. The significant advantage of disc brakes is that they stop you straight and true. They resist fade, even after repeated emergency stops. They dry out much faster when wet, and they're self-adjusting.

Power brakes are standard equipment. In addition, the 122S has two completely separate braking systems. Lose one and you've still got the other. And for good measure we built special relief valves into the rear brake lines. This prevents the rear wheels from locking before the front ones, the primary reason for cars going out of control during emergency stops.

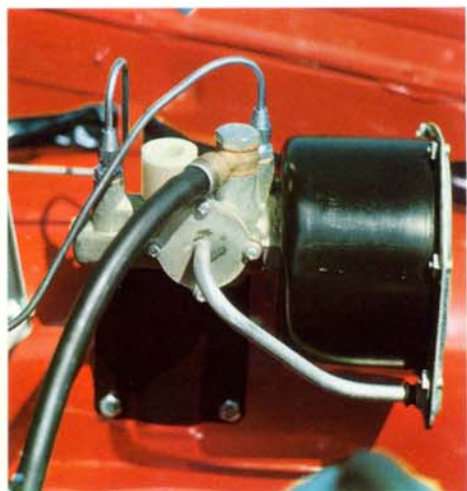
The sealed engine cooling system is standard equipment. You can't lose your coolant. When the radiator starts getting too hot, the steam flows into a bottle, cools down to water again and drains back into the radiator. The expansion chamber is a transparent bottle, and a quick glance will tell you whether or not you need to add coolant.



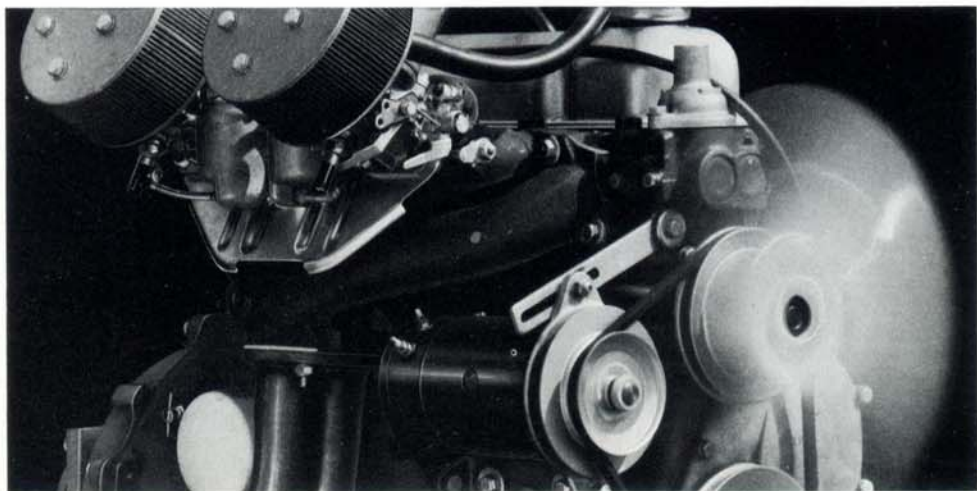
One of the big things on the Volvo 122S is the trunk.



The 122S has disc brakes up front.



This is the power brake mechanism. It's standard equipment.



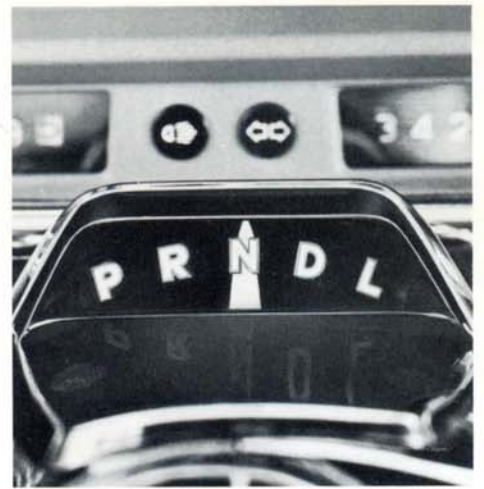
The economical Volvo 4-cylinder engine produces 115-hp.

As Road & Track Magazine said: "Volvo makes everything just a little stronger than is absolutely required, uses better materials than are absolutely required, and spends more time testing the components to their limits than is absolutely required. The result is a car that is solid, practical, efficient and long-lived—everything transportation really *ought* to be."





If you don't like shifting gears . . .



Volvo has an optional automatic transmission.



Safety is "in" this year. It was in Volvos before it became "in."

Volvo was the first volume car maker to make three point safety belts standard equipment. (That was back in 1959.) Two lap belts are standard equipment in the back seat.

Volvo meets all the safety standards that the government requires, plus three or four that the government doesn't require yet.

The dash and sun visors are padded and in addition the dash has a smooth straight bottom edge with no sharp points.

The windshield is made of high-impact glass which is designed to stretch before it breaks away.

The steering wheel is collapsible and will fold to one side under severe impact.

Other safety features include: rigid, all welded body that protects passengers, glare-free dash and rear-view mirror.

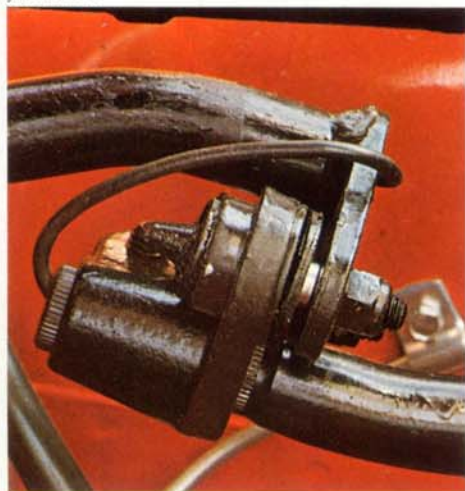
Many of these are things we hope you'll never need. But they're things no car should be without.



The ignition key is coated in plastic to protect your knees.



New safety door latch stays secure.



The steering column is designed to break away under impact.



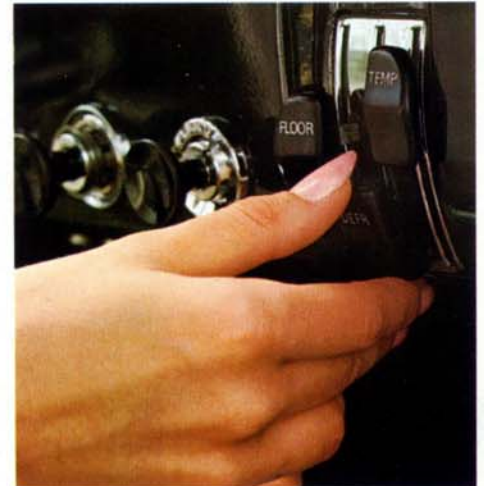
Three-point seat belts give maximum protection.



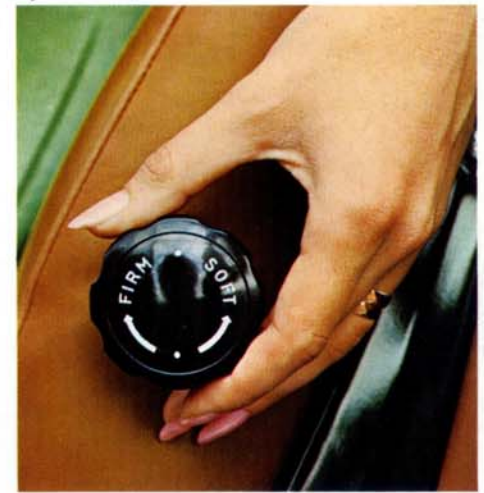




The rear-view mirror is dazzle-free and oversized.



The thermostatically controlled heater is handily adjustable.



Turn the knob to "adjust" the seat support.

And just to make sure you're comfortable sitting in a Volvo on a cold day, we've equipped it with an air duct to warm the front and rear separately. This is so people in front don't get hot heads while people in the back get cold feet.

And you can set the temperature. It's thermostatically controlled—whether you're crawling along bumper to bumper or high-tailing it down the highway, it stays constant.



The steering wheel is especially designed to absorb impact.



The large horizontally divided rear door makes the Volvo station wagon an easy vehicle to load and unload. To open the rear door you turn the handle. Gravity drops the tailgate and a gas-power mechanism quietly lifts the upper half of the door. A great help to the ladies.

On the right side of the door is an adjustable brace that will let you lock the upper half of the door in four different positions besides wide open.

With the rear seat folded down, the cargo space is just over 6 feet long and

just under 4 feet wide, with a height of 31 inches. It'll hold more kids than your nervous system can put up with.

The engine output of the Volvo 122S station wagon is high in relation to the weight of the vehicle, which means you can maintain a high average speed and still have power left for passing. Even with a full load.

To compensate for heavy loads, the Volvo station wagon has a little stiffer suspension system supplemented by rubber bumpers to keep from "bottoming"

on rough roads. The rear bumpers have flat rubber-covered top surfaces that serve as a step up to the roof rack (available from your dealer as an accessory).

To give it protection on the inside, the cargo space is completely upholstered with a durable textile material. And the seats are covered by vinyl. Even a Cub Scout Troop couldn't hurt it.

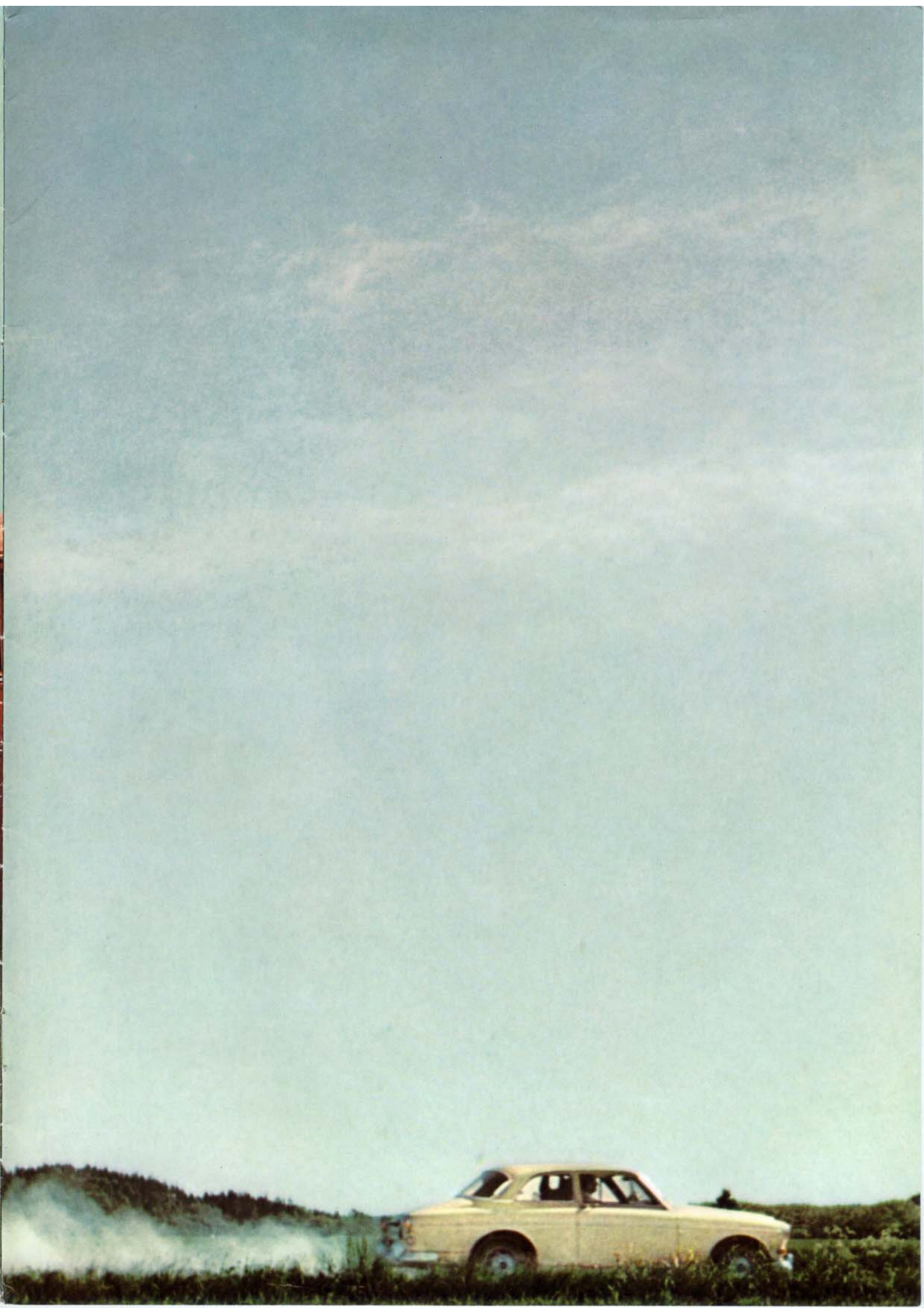


A gas cylinder assist makes lifting the top of the door a snap.



The rear bumper guard acts as a step up to the roof rack.







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