

1960

OLOFSON MOTORS

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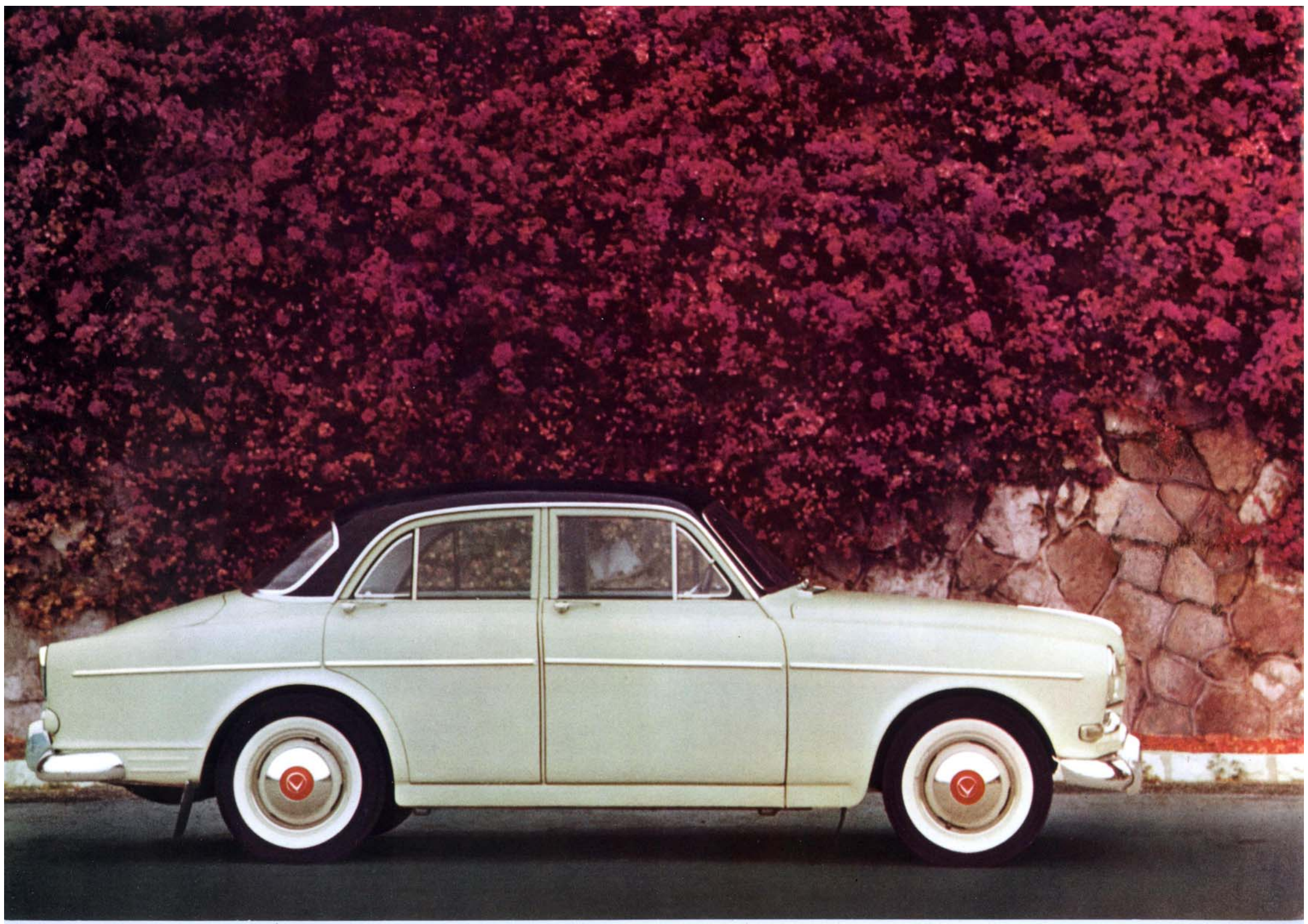
la mère Germaine

DES SPECIALITES
DE POISSONS

*Les poissons
sont servis
à la carte
ou à la
demi-cuillère*



SWEDISH CARS



Presenting a car with graceful lines...

A smart car embodying the sturdy qualities of engineering achievement and the restrained beauty of outstanding Scandinavian design.

Lines of grace that create true joy of ownership for the discriminating motorist. From any viewpoint and down to the smallest detail, the VOLVO 122S is a perfect example of unobtrusive continental elegance that must be seen and experienced to be truly appreciated. A skilful blend of representative and sports characteristics, roominess and strength, this car is the

V O L V O

122S

natural choice of all those who value the subtle combination of these qualities while the range of body tones is well in keeping with the personality of the car. The traditional aptitude of Scandinavian styling and practical experience of the rigorous Swedish winters are responsible for the functional and graceful bodywork lines and travelling comfort even in the most severe weather and on the worst roads.

Generations of precision engineering lie behind the outstanding quality of manufacture and all the material used to build this graceful car.



The adeptly planned proportions of the VOLVO 122S together with the individualistic Swedish craftsmanship of the interior appointments always arouse the appreciative interest of all those with whom you come in contact. This further enhances the true pride of ownership since the appearance alone shows it to be a distinguished car for discerning people. To travel in a 122S is to travel in the unobtrusively luxurious comfort of a really representative automobile which, in spite of its spacious interior, has very compact dimensions — 14 ft.

– distinguished
and representative...

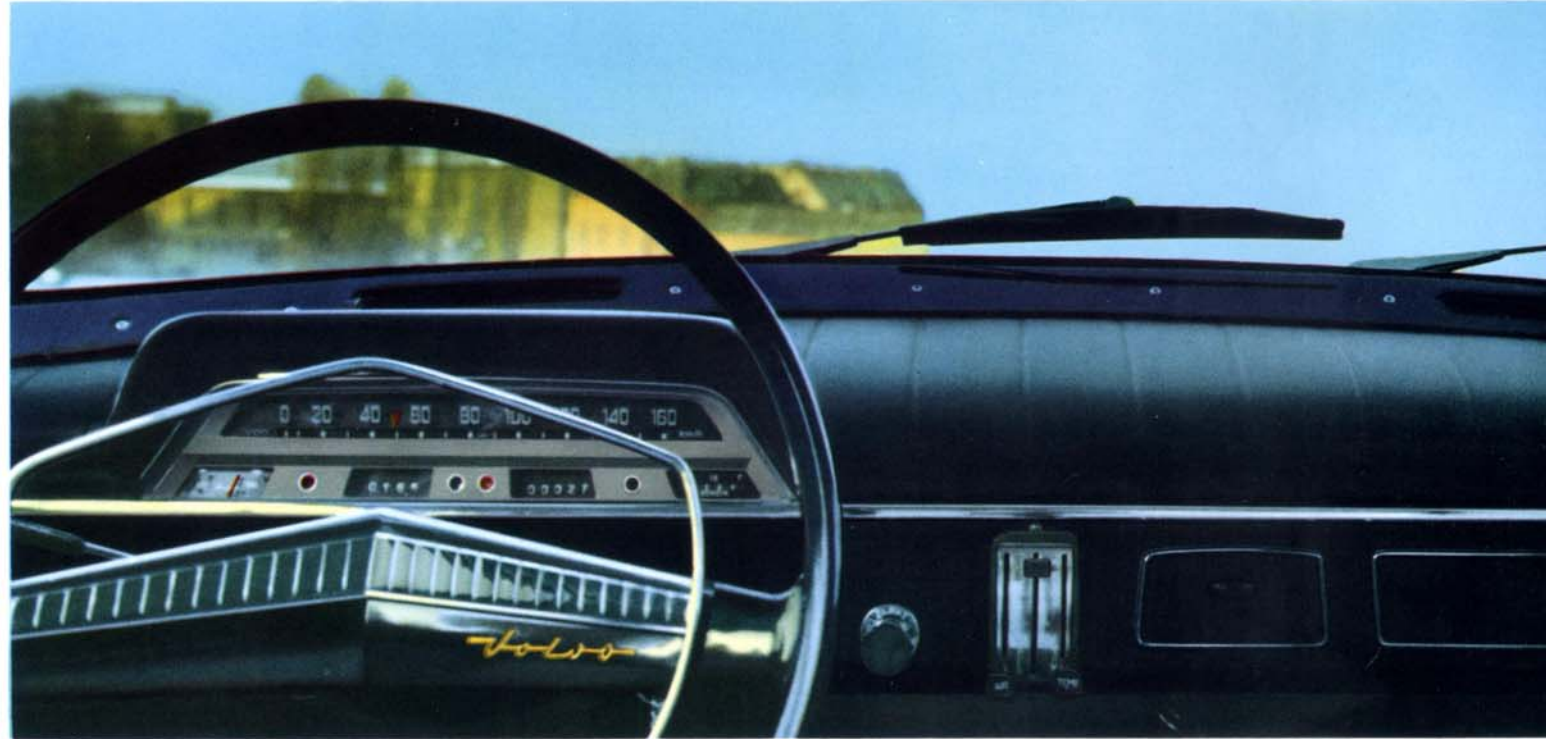


6 in. long and 5 ft. 4 in. wide — the combination of qualities that is the essence of continental styling. The solid, satisfying sound of the doors being closed, the quality and craftsmanship of the upholstery and the modern design of the padded instrument panel are, in themselves, hallmarks of unmistakable distinction. The degree of silence inside the car even on poor road surfaces or at high speed is such that normal conversation can be carried out thanks to the VOLVO system of perfect sound-insulation and a new type of suspension.

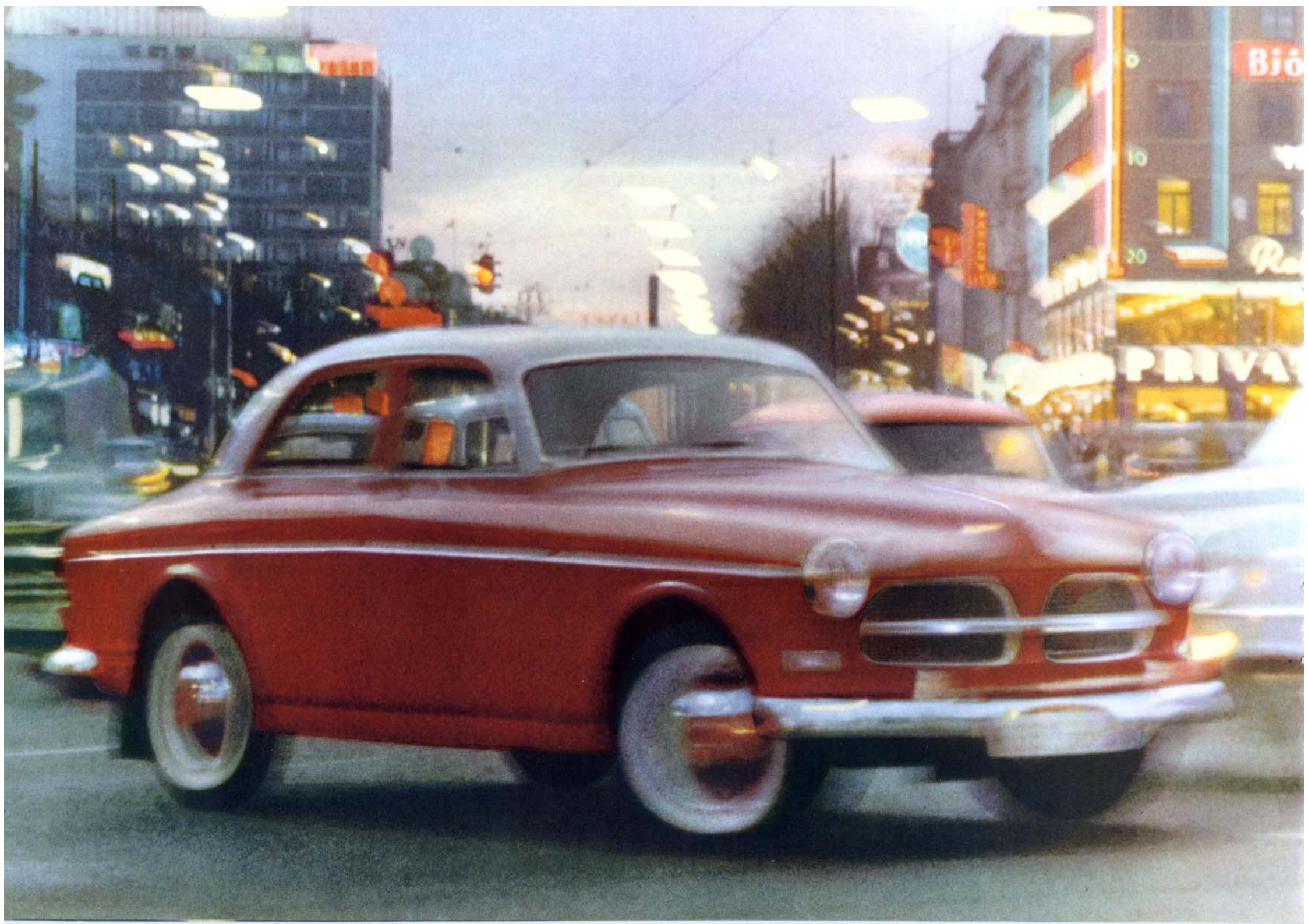


– with the spirit of
a thoroughbred...

To accelerate the VOLVO 122S through the smooth and flexible fully-synchronized, four-speed transmission is to experience the unique joy of special sports car performance and speed at the same time as you are thoroughly confident thanks to the safety factors incorporated in this car. From standstill you can reach 60 m.p.h. in 14.0 seconds. This means safe overtaking. Security features include a laminated windshield that neither shatters nor becomes opaque should it be hit by stones thrown up by other cars, an ingenious



shock-absorbing suspension system, over-dimensioned self-centering brakes for powerful and smooth braking requiring only low pedal pressure, fittings for seat belts, padded instrument panel and sun visors, positive yet flexible steering. The angle of the steering wheel and the instant reaction of the transmission with its centrally-located lever are points truly appreciated by the driver of a sports car while the acceleration and high-speed performance of this car are well in keeping with its character — a spirited thoroughbred whose outstanding quality is speed in safety.





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KUBH TELEFON

REKLAMEBUREAU

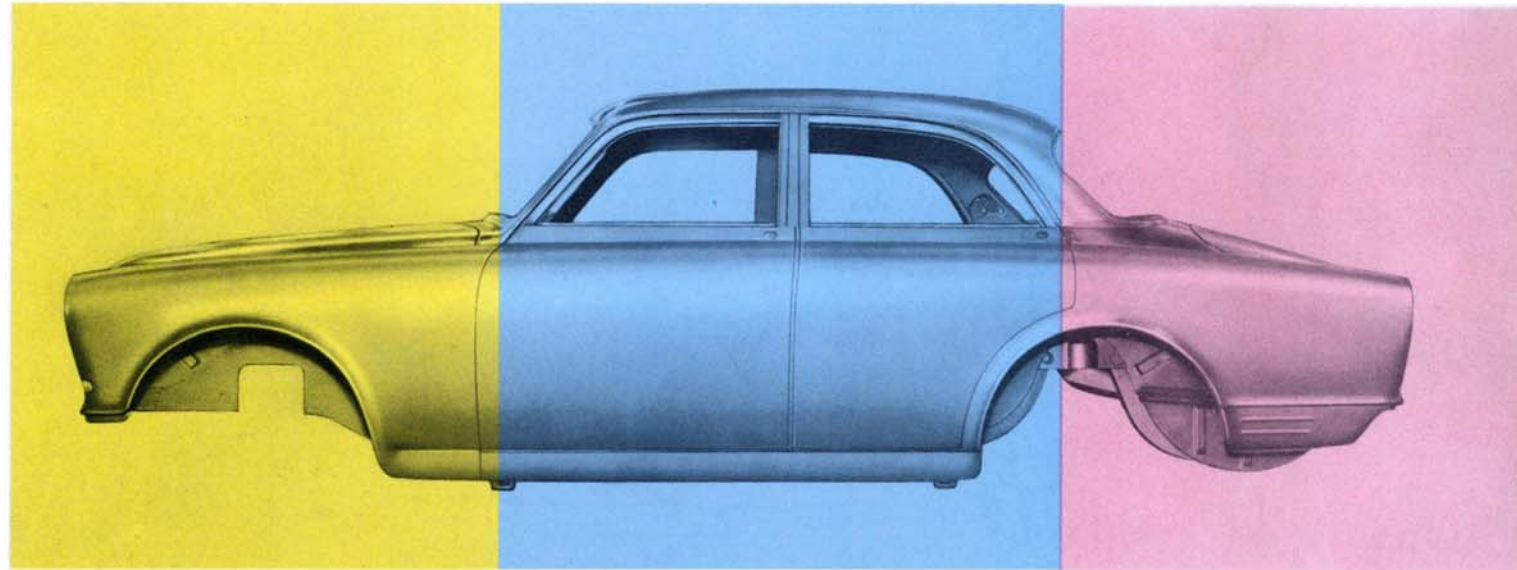
SKANDI

SKE ER



Those whose daily work brings them into constant contact with highly developed organisation and advanced planning systems appreciate, as soon as they see the VOLVO 122S, the thought and research that has gone into making this the most perfectly planned car for work and play. The accessibility of the various units under the hood makes routine servicing a simple matter and vastly reduces the time taken to carry out normal checks. The luggage compartment is deceptively spacious and will swallow your luggage and that of your four passengers even if you are going away on a

– Spacious through careful planning...



long vacation. A recessed shelf below the panorama-type rear window takes care of the things you want handy without sacrificing any of your rear vision through the wide driving mirror. Factors like this, in combination with the well-planned comfort and convenience of all the interior appointments, makes travelling a real pleasure.

The VOLVO 122S is designed for long-distance travelling. A full tank will give you a clear run of about 300 miles while allround lubrication is necessary only at intervals of 3000 miles. This means time saved. The careful planning of this car results in increased convenience and comforts, cuts down time losses.

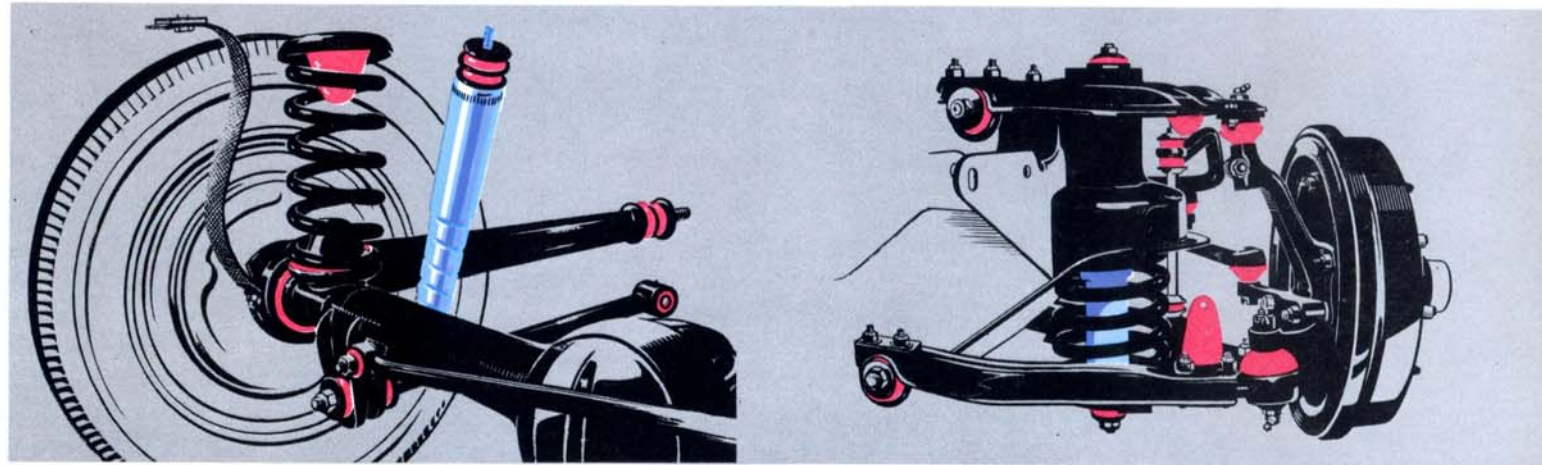


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The intensive traffic of today imposes a severe strain on both cars and drivers. Apart from safety and comfort, a car must be easy to handle in the chaos of city traffic. The VOLVO 122S was designed with this in mind. In addition to sports acceleration and highspeed characteristics, this car with its tight turning circle and flexible lowspeed performance makes possible easy parking and relaxed driving even in the worst creep-and-stop city traffic.

Out in the country you can drive at any speed in safety since you are enclosed in the shell of security represented by the integral construction body of heavy gauge steel. Another example of the Scandinavian flair for combining functional effectivity with comfort and convenience is the design of

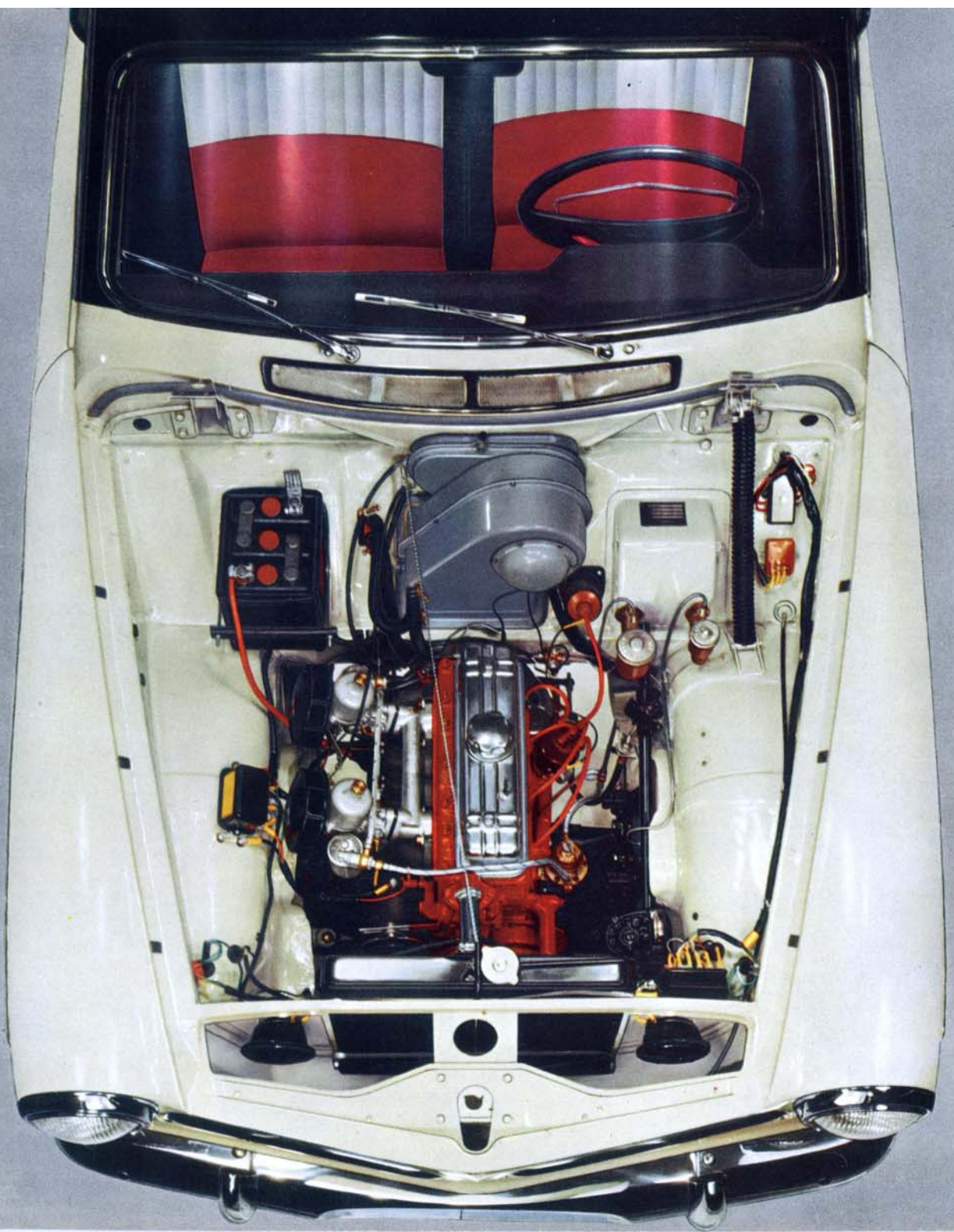


the VOLVO type seat belt, fittings for which are standard on every 122S.

The aim of the designers to create a car able to stand up to the severe Scandinavian winters even when parked outdoors all the year round has resulted in the thorough rust-proofing of the body and the incorporation of several small features including a radiator blind which is controlled from the driver's seat. Another standard item is the unusually effective heater and fresh air system with completely draft-free operation.

The all-round flexibility of this car in combination with its robust construction results in relaxed driving in town or country under any conditions.

-Durable and
robust construction...



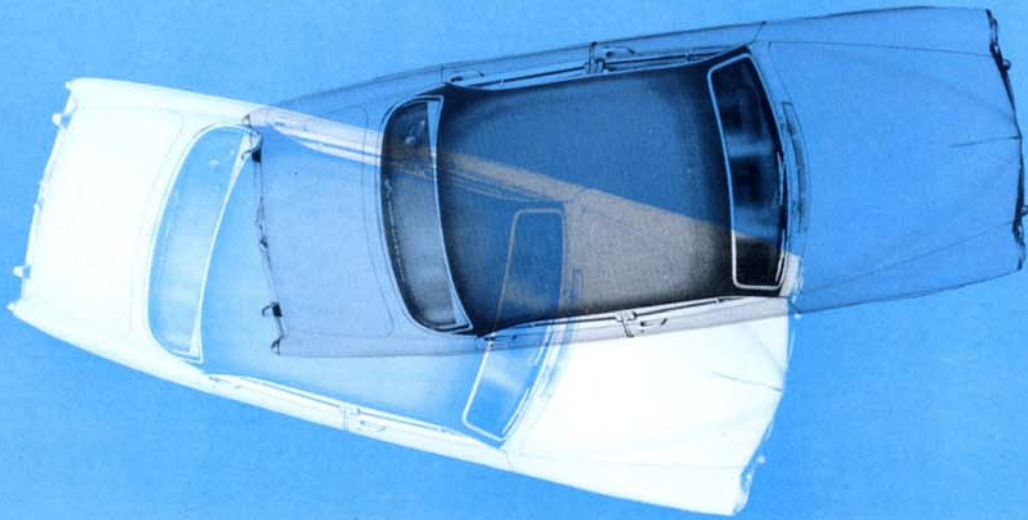
85 BHP

The VOLVO 122S is powered by the B16B four-cylinder, overhead-valve engine. Here again Scandinavian precision engineering has produced this robust, powerful and compact unit combining the essential qualities of durability and dependability with an outstandingly flexible performance and economical operation. The twin SU carburetors are vital factors in the sustained highspeed performance of the car as well as its quiet and efficient lowspeed characteristics. The absolute accessibility of the power unit and all other equipment under the hood is a well-appreciated quality as far as routine servicing is concerned.

A turning circle of 32 ft., positive yet light steering and the transmission which is synchronized right down to 1st gear mean easy parking and smooth handling in traffic.

The over-dimensioned Duo-Servo brakes, which require only low pedal pressure, ensure safe stopping under any conditions.

Thorough rust-proofing of the body during the construction of the car makes it able to stand up to outdoor parking all the year round—in all kinds of weather. For the same reason, high-quality Swedish stainless steel has been used on many of the external trim components.



Heavy gauge steel integral construction, padded sun visors and instrument panel, concave design steering wheel and the standard fittings for the Volvo type seat belts safeguard you and your passengers in the event of anything unexpected happening.

The positive-action locking buttons which must be pulled up before the doors can be opened make the rear doors virtually "child-proof".

Highly advanced planning research lies behind the easy accessibility of the engine and other components under the hood.

SPECIFICATIONS: VOLVO 122 S

Type designation	P 12208
Engine	Four-cylinder, overhead valve, type B16B
Bore	3.125"
Stroke	3.15"
Capacity	97 cu.in. (1.58 liters)
Compression ratio	8.2:1
Output	85 b.h.p. at 5,500 r.p.m.
Torque	87 lb.ft. at 3,500 r.p.m.
Oil filter	Fullflow
Oil capacity inc. filter	7½ US pints
Carburettors	Twin SU horizontal
Clutch	Single dry plate
Friction surface	52.7 sq.in.
Operation	Hydraulic
Transmission	Type M4, fully synchronized
Number of gears	Four forward, one reverse
Gear ratios	1st gear 3.45:1 4th gear 1:1 2nd gear 2.18:1 Reverse 3.55:1 3rd gear 1.31:1
Propeller shaft	Divided
Center bearing	Located in sound and vibration-insulating rubber blocks. Bearing requires no servicing
Rear axle	Hypoid type. Axle shafts carried in taper roller bearings. Oil capacity 2¾ pints US
Steering gear	Cam and roller. Ratio 15.5:1
Turning circle	3½ turns of steering wheel lock to lock. Turning circle 32 ft.
Front suspension	Individual suspension with coil springs and control arms. Double-acting hydraulic, telescopic shock absorbers. Stabilizer

Rear suspension	Coil springs. Rear axle carried on two rubber-mounted support arms, two torque arms and a track bar. Double-acting hydraulic, telescopic shock absorbers
Foot brakes	Self-centering hydraulic Duo-Servo brakes, 10" drums front, 9" rear
Total brake lining area	165 sq.in.
Hand brake	Mechanical operation on rear wheels only. Lever on outside of driving seat
Wheels	Pressed steel disk type. All wheels balanced
Tires	Tubeless, low pressure 5.90-15". White sidewalls
Body	All-welded, integral construction steel body. Thoroughly rust-proofed Undersealed
Fuel tank	Located at rear. Capacity 12 US gallons
Battery	6-volt, 85 amp.hour
Generator	50-amp., fan-cooled, automatic voltage control
Starter motor	0.75 h.p.
Starter switch	Built into ignition switch which has extra "radio" position for use of accessories when engine is not running
Ignition coil	Connected to ignition switch by tamperproof armored cable
Headlamp dimmer	Foot-operated switch. Headlamp beam warning light in instrument panel
Headlamp flasher switch	Automatic headlamp flasher with switch incorporated in directional signal switch
Directional indicators	Flasher type front and rear, visible and audible warning signals in instrument panel. Self-cancelling control under steering wheel

Courtesy light	Switches built into both front doors
Instrumentation	Padded instrument panel containing combined instrument with fuel gauge, temperature gauge, speedometer, mileometer, trip meter. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beams. Rheostatcontrolled instrument lighting
Heater, defroster and fresh air system	Controls grouped in centre of instrument panel. Air intake in front of windshield
Windshield wipers	Double, two-speed electric wipers with automatic parking
Sun visors	Double padded sun visors
Ashtrays	One in instrument panel, one in each rear door
Seat belt fittings	Fittings for VOLVO type seat belts
Tools	Complete tool set and jack
Spare wheel	Stowed vertically in side of luggage compartment
Greasing	Greasing and oil change only necessary after every 3,000 miles
Wheelbase	102.4"
Overall length	175.2"
Overall width	63.8"
Tread, front	51.8"
Tread, rear	51.8"
Ground clearance, unloaded	7.9"
Ground clearance, four passengers	6.7"
Kerb weight	2,400 lb.

The factory reserves the right to modify prices, design and equipment.

Volvo European Delivery Plan
Why not save money by buying a 122 S when you visit Europe? Your local Volvo dealer will be pleased to supply you with full details.



AB VOLVO
EXPORT DEPARTMENT
GÖTEBORG
SWEDEN

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