

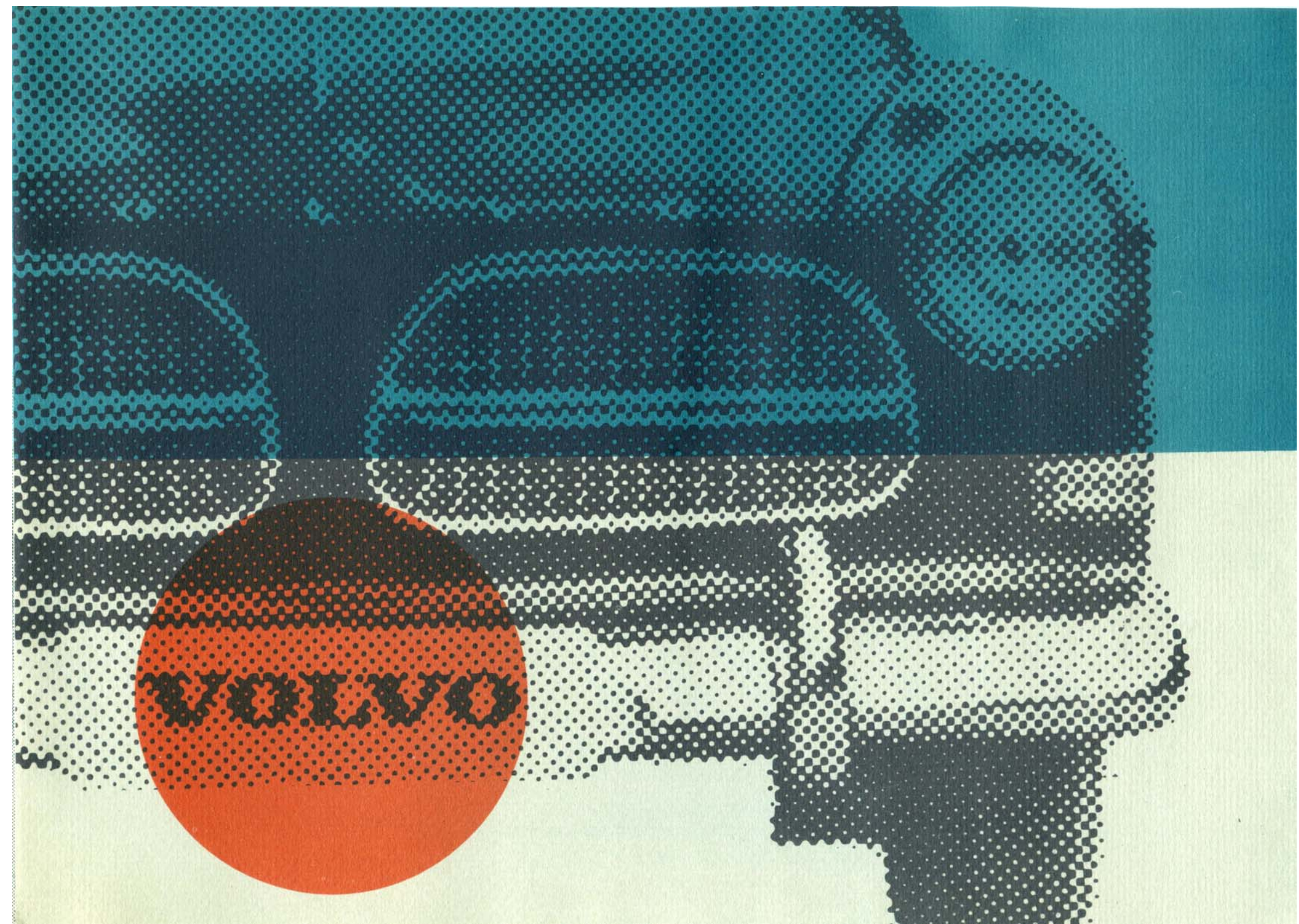


122S

BG-14-18



a symbol of Swedish quality and workmanship



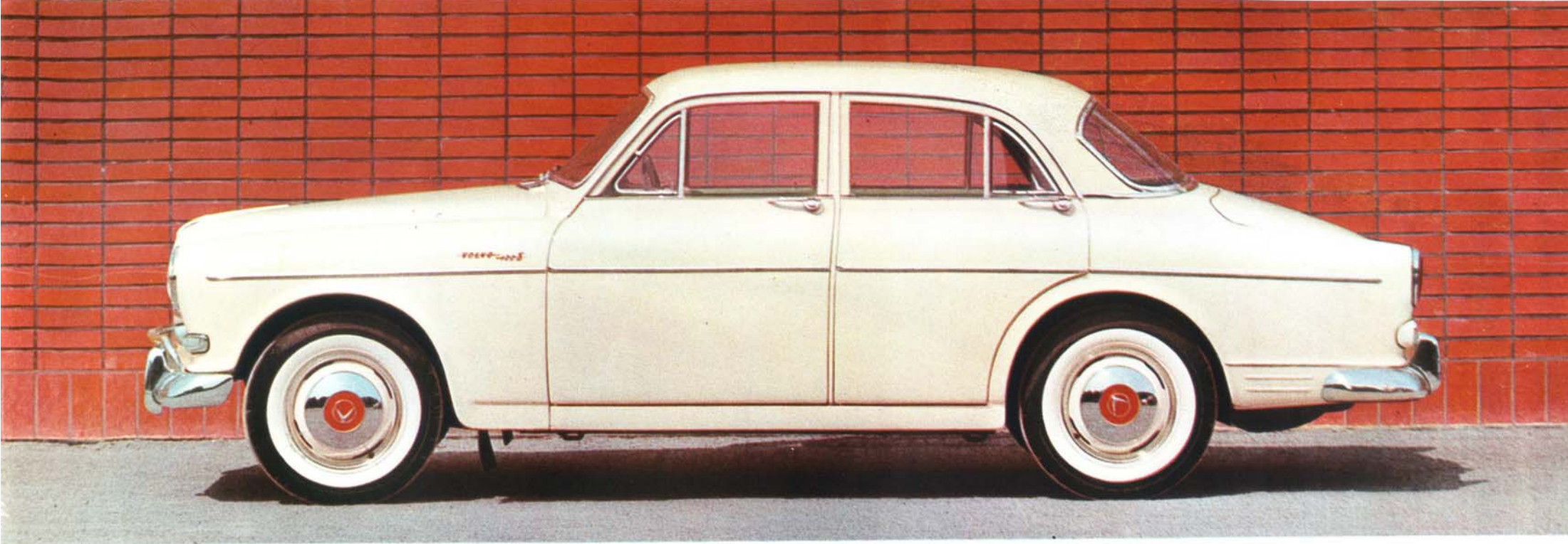
of lasting worth

Technical data does not tell you everything about the Volvo 122S — but drive it every day and you will soon be aware of the outstanding qualities of this car that cannot be expressed merely in figures. The car is designed and built with a double purpose in mind: a speedy, safe and durable means of transportation but, at the same time, extremely smart and eminently representative.

Test reports from all over the world underline the superb characteristics of this car, its performance, running economy and road-holding. It has been described as being modern with a unique, restrained elegance. The Volvo 122S retains its full worth year after year, completely independent of passing fads.

Long-sighted technicians, skilled workers and strict inspection procedures contribute towards the outstanding character of this car. The Volvo 122S is an ideal combination of Swedish technical skill, top quality and distinguished styling.





distinguished
colors and styling

The balanced harmony between styling, colors and fittings, the unusually extensive standard equipment and the high quality clearly apparent in every component part make the Volvo 122S the natural choice for discerning people. Women motorists appreciate the smoothness and ease with which this car can be driven and parked, the sheer beauty of its lines, the luxurious appointments. Men drivers are impressed by its flashing acceleration, high top speed and superb road-holding. All who come into contact with this car appreciate the sheer joy of driving and the pure satisfaction of owning an exclusive car of the highest quality.





Interior elegance

To get into a 122S is to feel the welcome of a car designed just for you, to appreciate the smartness of custom saddle-making skill. The distinguished upholstery is in perfect harmony with the color of the finish. Practical and hard-wearing rubber matting covers the whole floor.

Comfort

The Volvo 122S is a five-seater car with separate front seats. The seat cushions and backrests are edged with specially designed raised contours for perfect comfort and outstanding "seat-holding" even when taking tight curves at high speed. The rear seat has been modified relative to earlier models — in addition to which the rear of the front seat backrests are now swept inwards to provide more knee-room for rear seat passengers. Armrests on all four doors also contribute to comfortable traveling.

Heater that can cope with arctic conditions

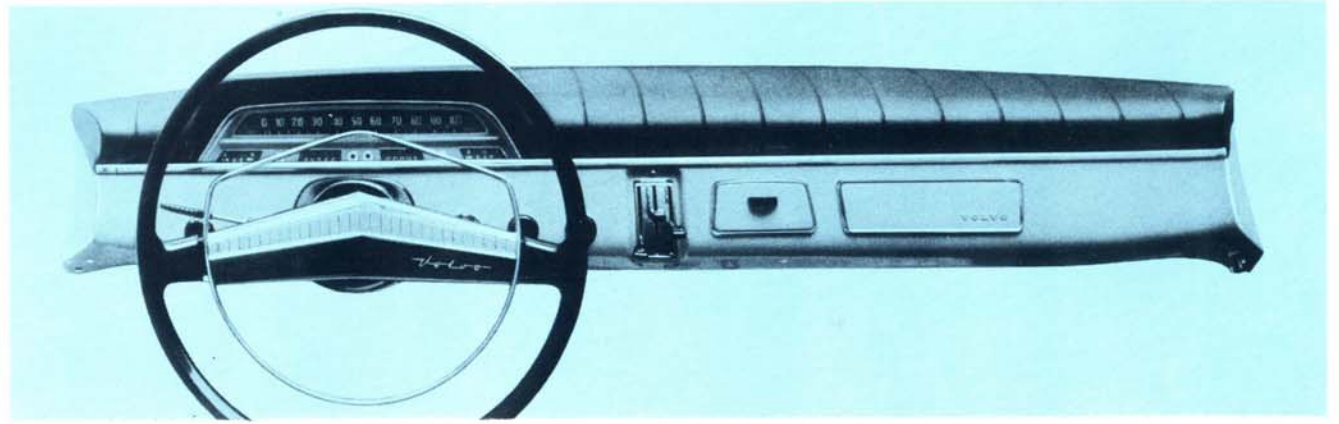
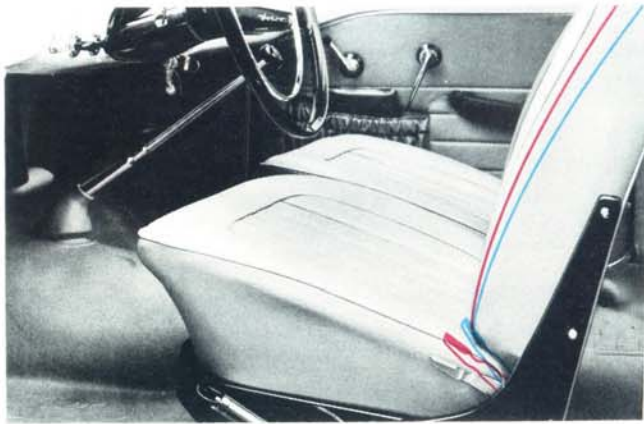
The heater is designed for operation under Scandinavian winter conditions and, in combination with the ventilation system, maintains a pleasant indoor temperature with plenty of fresh air.



fitted out for your convenience

Adjustable front seats

To travel in a Volvo 122S is to travel in comfort. The driver and front seat passenger can easily adjust the front seats to suit their own individual requirements. The inclination of the backrest is quickly adjusted merely by moving the lever which is directly accessible on the outside of the seat. The seat cushion can be raised and lowered and the inclination of the cushion can also be altered. In addition to this the front seats can naturally be adjusted backwards and forwards.



Clearly visible instrumentation

The smart instrument panel is located right in front of the driver. Only a quick glance is required to check speed, engine temperature and the fuel gauge. There are also warning lamps for charging, oil pressure, headlight beams and direction indicators as well as a mileometer and trip meter. The instrument lighting is rheostat-controlled.

Comprehensive equipment

Apart from the dashboard controls which are mostly concerned with the actual driving of the car, such as lighting, choke, windshield wiper and washer controls, there are also heater and fresh air controls, cigarette lighter, ashtray and specially designed radio recess. There is also a recess for a loudspeaker in the hat shelf under the rear window and a parcel shelf under the dashboard. The spacious pockets on the front doors are ideal for maps, cigarettes, etc., while there is plenty of room for small objects on the low-level hat shelf between the rear seat and the rear window.





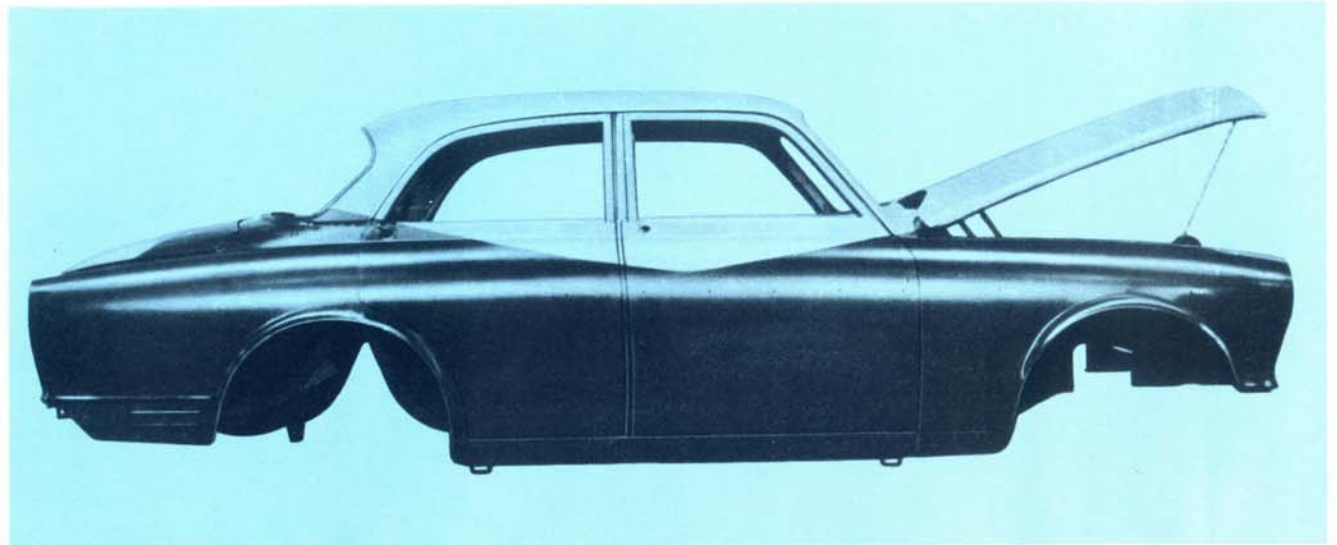
well-planned and built for your safety

Generous luggage accommodation

The luggage compartment is well-dimensioned and well fitted out. A rubber mat covers the whole floor, affording protection for fragile luggage and easy to keep clean. The spare wheel is readily accessible even when the luggage compartment is full.

Volvo European Delivery Plan

See *Europe by Volvo* and save money by taking the car back home. Volvo is available to overseas visitors at special tax-free prices. Free deliveries to most major cities in Europe. Lowest return freights to the USA, no excise tax and low custom duty. For further information contact your nearest Volvo dealer or AB Volvo, EDP Department, Göteborg, Sweden.
More than 450 dealers in North America.



Robust, fully rust-proofed steel body

The all-welded, integral-construction steel body is effectively rust-proofed and the entire "underbody" is treated with sealing compound. This means that Volvo cars are designed to stand up to outdoor parking in all weather — all the year round.

Safety equipment

The strong basic design of the car has been extended even further by having certain equipment fitted for passenger safety. The risk element of sharp corners has been eliminated and certain danger points such as the instrument panel, sun visors and the rear of the front seats are specially padded. The steering wheel has a recessed hub. The windshield is of shatter-proof laminated glass — an important safety factor.

Safety belt fittings and dazzle-free rear view mirror

Safety belt fittings on the front and the rear seats as well as a dazzle-free rear view mirror are standard components not included on many other cars. The belts are firmly attached directly in the steel body and are very easy to put on and release.

Good road vision under all conditions

The powerful defroster maintains the field of view free from frost and misting. The electric windshield wipers with two speeds have a large combined area and, in combination with the optional electric windshield washers, rapidly remove dirt from the windshield.









makes driving
and parking a pleasure

Easy to park in confined spaces

The Volvo 122S is just the right size for flexible driving in tight city traffic and for easy parking in very confined spaces. It has an outstandingly small turning circle enabling the car to turn a complete circle in a street 35 ft. wide and only three turns of the steering wheel are required to go from left lock to right lock.

Easy to drive in heavy traffic

The Volvo 122S is a dependable city car. The direction indicator lever and the horn ring are so accessible that you do not need to take your hands from the wheel. The car has flashing acceleration — but can be stopped even more quickly through the powerful brakes. The transmission is synchronized on all gears, including first. This makes changing up and changing down equally easy and gives you the opportunity to use the braking effect of the lower gears.



The Volvo 122S is easy to park. Turning circle only 32 ft.



Four-speed fully synchronized transmission



Effective brake lining area 165 sq.in.

Effective brakes

Powerful self-centering hydraulic brakes of the Duo-Servo type insure effective and positive braking with only low pedal pressure. The handbrake lever is located on the left side of the driving seat for convenient accessibility.

Four-speed transmission

The Volvo 122S is fitted with a four-speed, easy-shift transmission which is fully synchronized — right down to first gear. The gear ratios selected permit speedy and smooth acceleration.



Top-quality finish

After the bodies have been thoroughly rust-proofed in a special plant they are taken over to the Volvo painting plant, one of the most modern in the world. Here they are sprayed with primer and undercoating, before being ground by hand until the surface is perfectly smooth. It is this preliminary work that results in the outstanding durability and gloss of the surface finish.

Leakage testing

Each assembled Volvo car goes through an extremely thorough inspection procedure. A new gruelling test has been introduced to test for leakage. The cars are subjected to an intensive water spray all round. Not one drop may leak in.

speedy and reliable

Excellent road-holding

The Volvo 122S is built for really high-speed driving where the roads permit this. But the superb road-holding characteristics of the car become really apparent when driving on narrow twisting roads. The sports-car type suspension and the low center of gravity are responsible for this. The suspension is robust but, at the same time, comfortable due to the powerful coil springs of Swedish steel and hydraulic telescopic shock absorbers at all four wheels. The big 15" wheels, which are balanced at the factory, mean that the car will run smoothly even on bad roads and also increase safety in the case of emergency braking.

85 h.p. engine

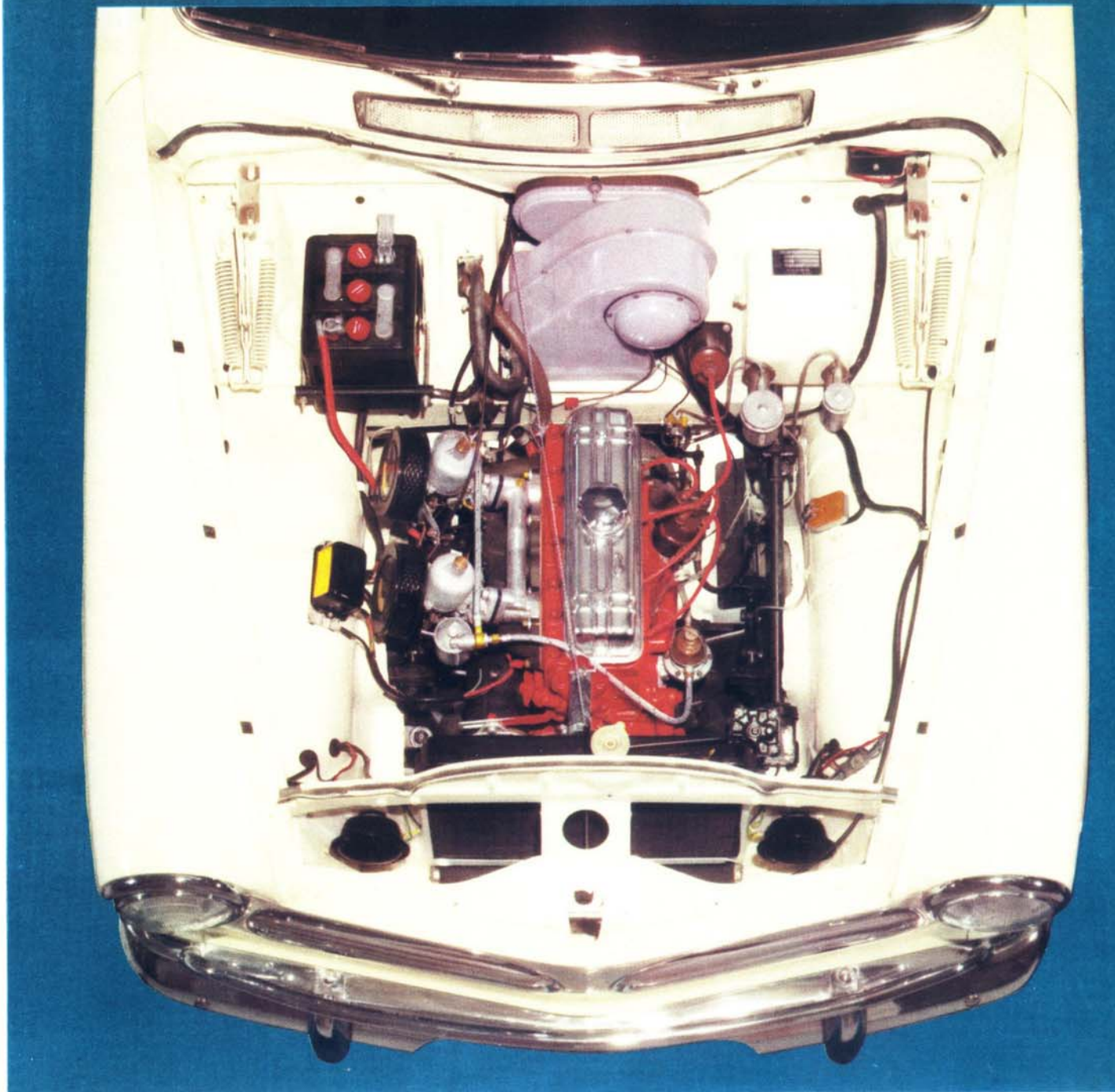
The Volvo 122S is powered by the fantastic 1.58 liter B 16 B sports engine which develops 85 b.h.p. (SAE) at 5,500 r.p.m. The torque is 87 lb.ft. at 3,500 r.p.m. and the compression ratio is 8.2:1. This is the engine that has given Volvo its many race and rally victories all over the world. But in spite of its outstanding performance, this engine also gives you real fuel economy.

High quality and precision workmanship give good running economy

Great attention has been paid to the design and the selection of material. The crankshaft, which is of drop-forged steel, is statically and dynamically balanced and the bearing journals are induction-hardened.

The soft cam pads on the camshaft contribute to a quiet-running valve mechanism and help to eliminate valve bounce. A full-flow oil cleaner filters all the oil before it goes out to the lubricating points. This means a longer interval — 3000 miles — between oil changes. This contributes towards longer engine life apart from saving oil — and money. Standard equipment on the car includes a radiator blind which insures that the engine quickly attains its correct working temperature.

The engine compartment on the Volvo 122S is extremely well designed. The photograph shows how well everything is arranged and how accessible all the components are.





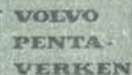
The Volvo Group of Companies

Since 1927 AB Volvo has grown to be one of the largest engineering industries in Sweden. Volvo is also the parent company in the second largest industrial concern in Sweden. Most of the important mechanical components for Volvo vehicles are manufactured by the companies in the Volvo Group but many of the member companies have also considerable production programs apart from this. Here are some of the largest companies in the Volvo Group.



AB Volvo, Gothenburg

Established 1927. Head Office of the Volvo Group. Design and assembly of Volvo cars, station wagons, panel trucks, gasoline and diesel trucks and bus chassis. With the companies listed below, Volvo forms the second largest industrial concern in Sweden.



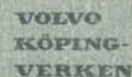
AB Volvo Pentaverken, Skövde and Floby

Established 1868. Engine manufacture since 1907. A Volvo company since 1935. Gasoline and diesel engines for cars, busses, tractors, boats and industrial purposes manufactured in one of the most modern foundries and machine shops in Europe. Brake drums manufactured in the Floby factory.



AB Volvo Penta, Gothenburg

Formed in 1935. Production includes conversion to marine and industrial purposes of engines manufactured by Volvo Pentaverken; also generating plants. The well-known Volvo-Penta "Aquatic" inboard engine with outboard drive is also assembled here.



Volvo-Köpingverken AB, Köping

A separate gear-wheel manufacturing branch of Köpings Mekaniska Verkstad mentioned below. Transmissions, rear axle gears and tractor differentials are manufactured here.



Köpings Mekaniska Verkstads AB, Köping

Established 1856. A Volvo company since 1942. Leading supplier of machine tools, principally lathes and milling machines and specially-built machine tools.



AB Bolinder-Munktell, Eskilstuna and Flen

Established 1832. A Volvo company since 1950. Leading manufacturer of tractors, road graders and combine harvesters. Production program also includes marine and industrial engines and front axles for Volvo.



Arvika-Thermænius AB, Arvika and Katrineholm

Arvika-Thermænius AB is the latest member of the Volvo Group, incorporated in 1960. Large manufacturers of all types of agricultural machinery and implements from plows to self-propelled combines.



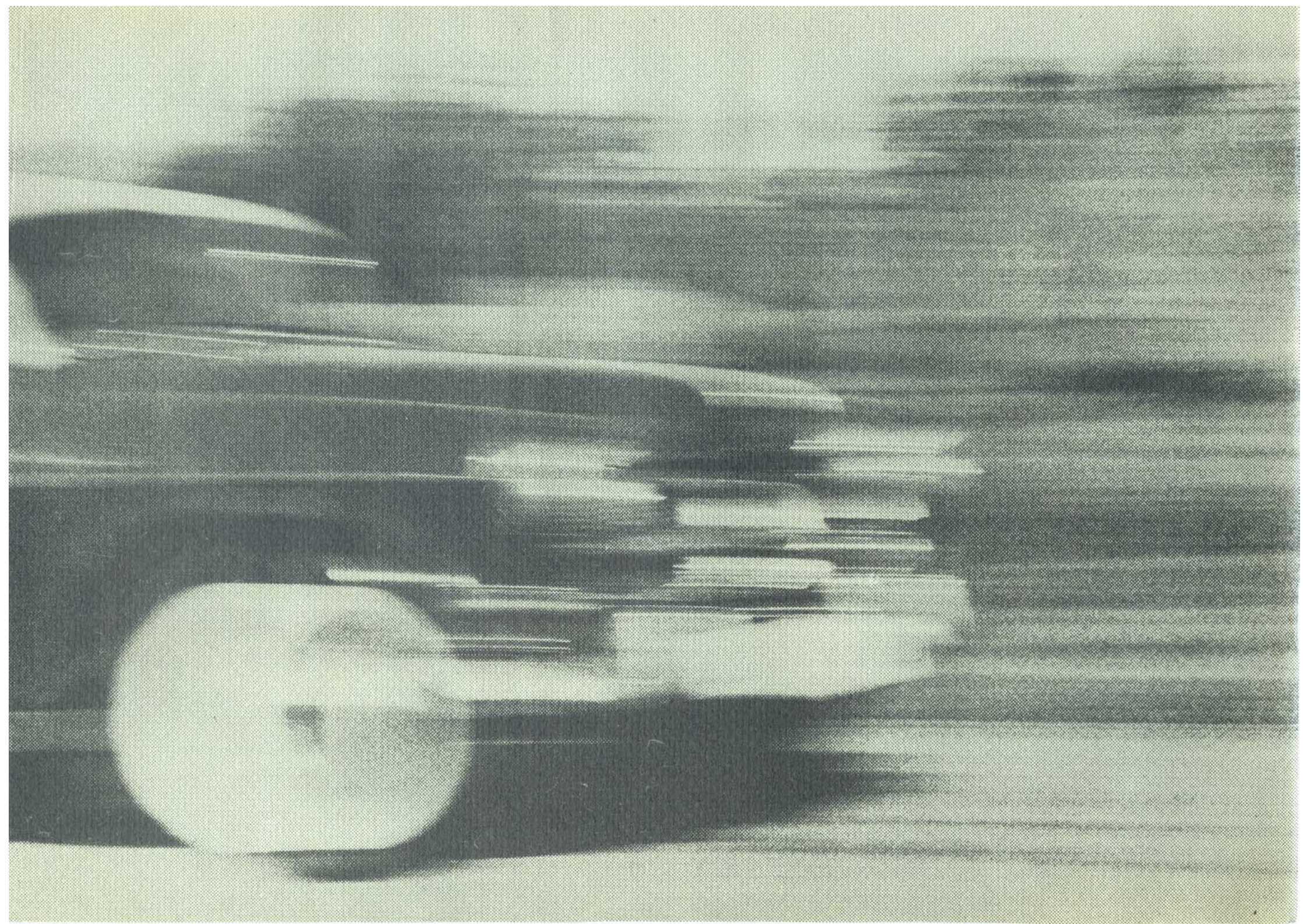
Svenska Flygmotor AB, Trollhättan

Established 1930. Share majority taken over by AB Volvo in 1941. Production consists of highly-specialized precision manufacture of airplane engines and jets.



Grafiska Maskin AB, Trollhättan

Subsidiary of Svenska Flygmotor AB. Established 1944. Manufacturers of printing presses including the well-known GMA Tifing and Viking letter-press machines.



Specifications

Engine	Four-cylinder, overhead valve, type B 16 B.	Rear suspension	Coil springs. Rear axle carried on two rubber-mounted support arms, two torque rods and a track bar. Double-acting hydraulic, telescopic shock absorbers.	Instrumentation	Padded instrument panel containing combined instrument with fuel gauge, temperature gauge, speedometer, mileometer, tripmeter. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beams. Rheostat-controlled instrument lighting.
Bore	3.125".			Heater, defroster and fresh air system	Controls grouped in center of instrument panel. Air intake in front of windshield.
Stroke	3.15".	Foot brakes	Self-centering hydraulic Duo-Servo brakes, 10" drums front, 9" rear.	Windshield wipers	Double, two-speed electric wipers with automatic parking.
Capacity	97 cu. in. (1.58 liters).	<i>Total brake lining area</i>	165 sq. in.	Sun visors	Double padded sun visors.
Compression ratio	8.2:1.	Hand brake	Mechanical operation on rear wheels. Lever on outside of driving seat.	Ashtrays	One in instrument panel, one in each rear door.
Output	85 b.h.p. at 5,500 r.p.m.	Wheels	Pressed steel disk type. All wheels balanced.	Tools	Complete tool set and jack.
Torque	87 lb.ft. at 3,500 r.p.m.	Tires	Tubeless, low pressure 5.90—15". White sidewalls.	Spare wheel	Stowed vertically in side of luggage compartment.
Oil Filter	Fullflow.	Body	All-welded, integral-construction steel body. Thoroughly rustproofed and completely undersealed.	Greasing	Greasing and oil change only necessary after every 3,000 miles.
Oil capacity inc. filter	7½ US pints (6¼ Imp. pints).	Fuel tank	Located at rear: Capacity 12 US gallons (9¾ Imp. gallons).	Wheelbase	102.4".
Carburetors	Twin SU horizontal.	Battery	6-volt, 85 amp.hour.	Overall length	175.2".
Clutch	Single dry plate.	Generator	50-amp. fan-cooled, automatic voltage control.	Overall width	63.8".
Friction surface	52.7 sq. in.	Starter motor	0.75 h.p.	Height, unloaded	59.3".
Operation	Hydraulic.	Starter switch	Built into ignition switch.	Tread, front	51.8".
Transmission	Type M40, fully synchronized.	Ignition coil	Connected to ignition switch by tamperproof armored cable.	Tread, rear	51.8".
Number of gears	Four forward, one reverse.	Headlamp dimmer	Foot-operated switch. Headlamp beam warning light in instrument panel.	Ground clearance, unloaded	7.9".
Gear ratios	1st gear 3.13:1 4th gear 1:1 2nd gear 1.99:1 Reverse 3.25:1 3rd gear 1.36:1	Directional signals	Flasher type front and rear, visible and audible warning signals in instrument panel.	Ground clearance, four passengers	6.7".
Propeller shaft	Divided.	Courtesy light	Switches in both front doors.	Kerb weight	2,400 lb.
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. Ratio 4.56:1. Oil capacity 2¾ US pints. (2¼ Imp. pints).				
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.				

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





AB Volvo Sales Department Göteborg Sweden

DEALER:

Importers:

VOLVO IMPORT, INC.,
452 Hudson Terrace,
Englewood Cliffs,
New Jersey

Distributors:

VOLVO DISTRIBUTING, INC.,
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Englewood Cliffs,
New Jersey

**SWEDISH MOTOR
IMPORT, INC.,**
3301 West 12th Street,
Houston 24, Texas

AUTO IMPORTS, INC.,
12925 Riverside Drive,
Sherman Oaks, Calif.

In Canada:

**AUTO IMPORTS
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Vancouver 5, B. C.
Branch Office:
440 Comstock Road,
Scarborough
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