

**VOLVO**  
**140 Series:**  
**Features**  
**To Remember**

## **1. Dual brake system**

Volvo's dual circuit brake system is regarded by experts as one of the finest, if not *the* finest available on a production automobile today. It insures that both front brakes and one rear brake will operate in the event of brake line failure. Most domestic systems provide for front wheel or rear wheel brakes only under the same circumstances. The Volvo dual braking system provides 80% effectiveness on either circuit, compared with 70% on front only or 30% on rear only. In the event of failure in one circuit, a red warning light located on the instrument panel goes on.

## **2. 4-Wheel disc brakes with power assist**

The Volvo 144 S and 142 S have 4-wheel disc brakes with power assist as standard equipment. Disc brakes provide uniform braking action at any speed with no brake fade under repeated hard use. Pressure relief valves are incorporated, providing equal hydraulic pressure to each rear wheel, so that there is no danger of the rear wheels locking before the front wheels during a "panic" stop. No-surge stability under all conditions is the result. The power assist reduces the pedal pressure required, while retaining good brake "feel".

## **3. Collapsible steering column**

Volvo's unique safety steering column is designed to give way under severe impact, preventing the introduction of the steering

column into the passenger compartment. Unlike most "telescoping" types, there is no practical limit to the amount of displacement which can be absorbed.

#### **4. 115 H.P. - five main bearing engine**

The proven, incredibly rugged B 18 engine now develops 115 h.p., providing a greater reserve for acceleration and passing. Engine vibration and wear are at a minimum because of the husky five main bearing crankshaft. The Volvo B 18 four cylinder engine has more main bearing surface than many V8's, including the 289 cu. in. Ford and the 327 cu. in. Chevrolet. It has tremendous strength at the "bottom end" — the heart of the engine. Sports Car Graphic magazine calls it, "... one of the most, if not THE most reliable, rugged and unbreakable car engines being built today." An unusual combination of opposites, the Volvo engine provides performance *and* remarkable economy — about 25 mpg, depending on driving habits.

#### **5. Anti-smog device**

The Volvo anti-smog device has been acclaimed as the simplest and most advanced in the world. The theory is simple. The gas-air mixture is pre-heated before induction, permitting more complete combustion and resulting in the virtual elimination of unburned hydrocarbons. The system is entirely incorporated within the engine, requiring neither

external hardware nor separate tuning. Best of all, by improving the efficiency of the Volvo B 18 engine with this device, Volvo has reduced gasoline consumption.

#### **6. Sealed cooling system**

Volvo's sealed cooling system eliminates worry over summer over-heating, and prevents coolant losses. A rugged plastic bottle alongside the radiator allows for expansion as well as condensation of steam. Since the bottle is made of translucent material, it permits visual checking of the coolant level without removing the cap.

#### **7. Full-flow oil filter**

The Volvo full flow oil filter is an integral part of the engine lubrication system, cleaning virtually *all* of the oil each time it is circulated. Other oil filters clean only the portion of the oil that is routed through a bypass, permitting the possibility of contamination and greater engine wear.

#### **8. Electric windshield washer**

An electric windshield washer is standard equipment on a Volvo. The washer motor operates off the windshield wiper switch, permitting immediate and effective windshield cleaning. The wiper arcs cover a large portion of the glass area.

## **9. Twin carburetors**

Well proven, easy-to-tune SU horizontal carburetors provide high efficiency and more exact metering of the gas-air mixture, resulting in greater economy and more responsive performance.

## **10. Stainless trim**

All exterior bright material is either anodized aluminum or stainless steel. No peeling, no rusting.

## **11. Wrap around front turn signals**

The large front turn signals wrap around the front fenders, affording safe-warning visibility from the sides as well as the front.

## **12. Suspension lubricated for life**

All moving parts in Volvo's suspension system are permanently lubricated and sealed for life. Frequent lubrication is unnecessary and abrasive dirt is kept out, prolonging the life of the system.

## **13. 15" White sidewall tires rated 109 M.P.H.**

The larger the tire, the fewer the revolutions. The fewer the revolutions, the less tire contact with the road, and the longer the tire life. Volvo's 165 S 15 low-profile tires are designed to combine the superior road holding of a "belted" tire with the comfortable ride of a standard tire. They have a wide tread for greater traction, and are rated for sustained speeds up to 109 M.P.H.

## **14. Factory balanced wheels - safety rims**

Volvo wheels and tires are precision balanced at the factory, assuring high speed stability and evenness of wear. The safety rim will hold the tire to the wheel even under blowout conditions, to assist the driver in making a smooth, safe, emergency stop.

## **15. Thermostatically controlled fresh air heater**

Volvo's thermostatic heater control automatically maintains comfortable temperature settings no matter how cold it gets, regardless of driving speed. Naturally, a greater amount of cold air is forced through the heater core during high speed driving. Differences in air volume, resulting from variations in speed, are equated by the thermostatic control. Built to suit the vigors of Swedish winters, the Volvo

heater also directs fresh, warm air to the rear seats through a duct on the transmission tunnel. Guests and children in the rear are just as comfortable as the front seat passengers.

## **16. Rigid passenger compartment**

The unitized, all-welded steel Volvo body is built of rugged box sections to form a rigid safety frame surrounding the entire passenger area. This type of construction affords much greater protection than the mating of a body and frame.

## **17. Washable vinyl upholstery**

A little soap and water or vinyl cleaner, and Volvo's ruggedly handsome upholstery can be brought back to its original look in minutes. Even the headliner can be washed.

## **18. Seven-layer finish, weighing 33 lbs.**

The Volvo body is first dipped in a zinc phosphate bath. This etches the steel, permitting the finish coats to get the greatest possible grip on the steel. It is then dipped in primer. A second coat of primer is then warm sprayed on, then comes the undercoat. Finally, three coats of enamel are sprayed, "wet on wet". The body is oven dried and carefully hand rubbed between steps in the process. The result is a durable, beautiful finish of the highest caliber, which retains its good looks for years and years with normal care.

## **19. Factory undercoating**

To prevent rusting from the inside out, thick undercoating is applied at the factory. In addition to protecting the body from the corrosive effect of salt spray, the undercoating acts as a sound-absorbing blanket. Road noises are reduced to a minimum.

## **20. Backup lights**

Volvo has them, and they are standard equipment at no extra cost.

## **21. Counterbalanced trunk lid**

The Volvo trunk lid opens with ease, assisted by two gas operated cylinders connected to the hinges. When loading or unloading luggage in bad weather, the lid may be placed in a partially open position to keep rain out.

## **22. 23.5 Cubic feet of trunk space**

The Volvo trunk will hold plenty of luggage for five people, together with two spare tires. This is considerably more space than in other cars in Volvo's class, and more than in many larger cars.

## **23. Rear window defroster**

This is a safety and convenience "plus", available as standard equipment on few cars today. The ducts that carry the warm air to the rear

window pass along both door sills, assisting in keeping the floor and rocker panels dry and rust-free.

## **24. Rugged aluminum bumpers, rubber inserts**

Full length, wrap around bumpers that protect the front and rear of the car are made of rust-proof, anodized aluminum alloy. Because of the type of alloy and construction used, Volvo's bumpers are *stronger* than steel. They are fitted with hard rubber inserts to prevent parking bumps and scrapes.

## **25. Impact-absorbing body sections**

The engine and trunk sections of the Volvo 140 series bodies are constructed to permit "controlled collapsibility." In the event of a front or rear end collision, these body sections absorb forces progressively, leaving the passenger compartment intact.

## **26. Anti-whiplash feature**

Should a Volvo be hit in the rear by another car with enough force to cause whiplash injury, the front seats will protect passengers by reclining at a controlled speed. As an added safety and comfort feature, Volvo now provides headrests as standard equipment.

## **27. Three point safety belts**

Volvo was the first passenger car manufacturer in the world to make safety belts standard equipment, offering the vastly superior protection of combination shoulder/lap three-point belts for front seat passengers. Now Volvo has added lap belts for the safety of the rear passengers, at no additional charge.

## **28. Built-in roll bar**

Enclosing the passenger compartment are six steel pillars boxed for maximum strength, and a bar across the roof to keep the sides apart in the unlikely event of rollover in an accident. Each pillar can support the weight of the entire car, and together they can support the weight of 12 cars. Volvo is one of the strongest and safest cars ever built.

## **29. 80° Door openings**

Volvo doors open a full 80°, making the seats in the Volvo as accessible as a favorite armchair. They will also stay open in an intermediate position for use in tight parking spaces.

## **30. Full synchro 4-speed transmission**

Standard in the 140 series is the rugged Volvo 4-speed transmission, fully synchronized in all gears. No more gear clash, even when

downshifting to first. The transmission is smooth as well as hefty, and the clutch pedal requires only two-thirds the pressure necessary to operate other standard transmissions.

### **31. Fully reclining seats**

The front seat backrests adjust to any desired position. The right seat passenger can sleep comfortably on a long trip, and when the seats are moved forward, the backrests can be fully reclined to form beds.

### **32. Adjustable lumbar support**

Inside the Volvo seat are rubber straps under tension. The degree of tension can be increased by turning the round knob on the side of the seat, adjusting the support at the small of the back. This is an exclusive Volvo feature, a definite comfort "plus".

### **33. Adjustable seat height and location**

The Volvo seat can be adjusted to fit virtually anyone. Beyond the normal fore-and-aft adjustment, it is a simple matter to provide more or less leg room, more or less height under the thighs or at the rear of the seat, more total height, etc. The possibilities are endless.

### **34. Handbrake warning light**

Coupled with Volvo's dual disc brake system is a manual hand brake which operates supplementary drum brakes in the rear wheels. The warning light will remind the driver if he forgets to release the hand brake.

### **35. Safety padded instrument panel and visors**

The instrument panel and breakaway flat-surface knobs are surrounded with safety padding. The area below the dash is built of impact-absorbing material to protect the knees, and the sun visors are also padded.

**In this presentation we have confined ourselves to just a sampling of features. Discover more for yourself — become a Volvo owner!**

**A Volvo is fast. Runs away from every other car in its class.**

**A Volvo is economical. Gets nearly 25 miles to the gallon, even with automatic.**

**A Volvo is durable. Lasts an average of 11 years in Sweden, where there are over 70,000 miles of unpaved roads, and driving is virtually a national pastime. Ninety-five percent of all the Volvos sold in the U.S. in the last 11 years are still on the road.**



