

VOLVO 140 SERIES



The Volvo 142 is a 2-door car, the 144 is a four-door car. Everything else is the same.

THEY DO EVERYTHING VOLVOS ARE KNOWN FOR DOING.

What Volvos are known for doing, basically, is performing well, handling well and lasting a long time.

The 142 and 144 do all three admirably.

THEY GET OUT AND GO.

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

Which means it's powerful enough to out-accelerate almost all 6-cylinder compacts.

This engine, by the way, is the same one that led Sports Car Graphic Magazine to write: "...the Volvo B-18 engine is one of the most, if not THE most reliable, rugged and unbreakable car engines being built today."



The inside is built to look as good and last as long as the outside. Which is why it's completely covered in tough, washable vinyl.



One of the big things about the 144 is the inside of the trunk. If you'd like something still bigger, see below.



To go with it is one of the best four-speed, fully-synchronized transmissions being built today.

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

THEY HANDLE WELL.

We gave the Volvo 142 and 144 more room on the inside without making them bigger on the outside.

So these Volvos handle like small cars. The small turning circle makes both models easy to maneuver on the road and in the tightest city parking spots.

The steering gives good, taut road feel without threatening to break your wrists every time you hit a pot hole.

The suspension is a simple, rugged, system that plants all four tires firmly on the road and keeps them there. The ride is on the firm side so there's none of the mushy floating feeling you encounter in most cars.

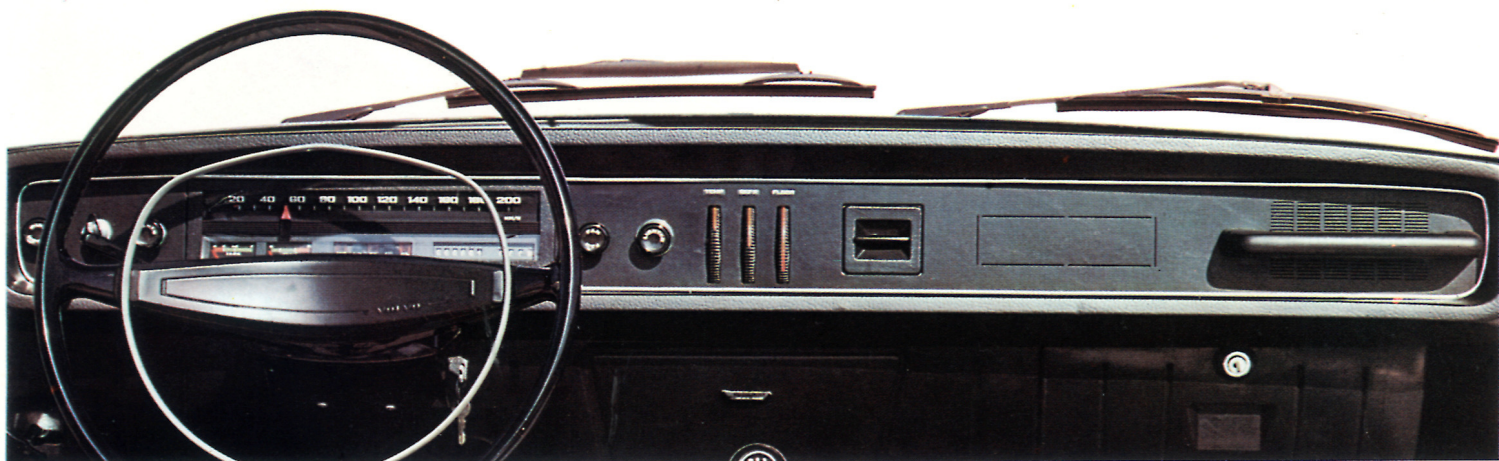
THEY'RE BUILT TO LAST A LONG TIME.

Volvos last an average of 11 years in Sweden, where it's tough being a car. Everything we did to make that possible on previous Volvos, we have continued to do on these.

We don't guarantee how long the 140 series Volvos will last over here. They're just starting to arrive here in quantity. But we can tell you that they're equipped

with speedometers that don't just go up to 99,999 like the ones on other cars.

They go up to 999,999. Which, at the very least, shows that we have confidence.



The glare-free dashboard is simply laid out to avoid confusion.

THE VOLVO 145 IS A LOGICAL EXTENSION OF THE VOLVO 144.

On the outside, it's no longer, wider, or higher than the Volvo 144. Which makes it just as easy to park and handle.

But on the inside, it's roomier. Which makes it a lot easier to carry things around in.

With the back seat folded out of the way, the 145's cargo compartment gives you 70 cubic feet of carrying space. Underneath that compartment is another compartment that gives you 4 cubic feet of hiding space.

Like all Volvos, the 145 is built to carry two spare tires. If you're only carrying one, you can get another 465 cubic inches of space by using the wheel well intended for the other.

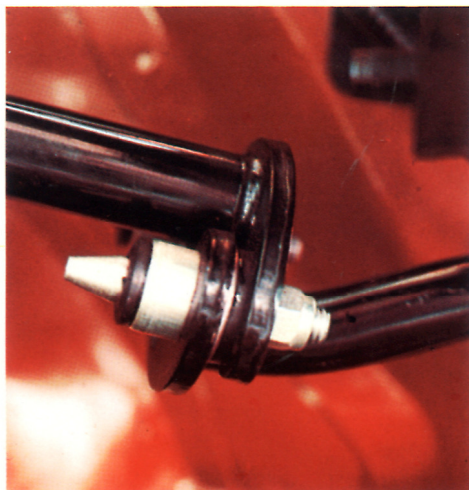
So when you've got a lot of things to haul around, you can turn the back seat down and use the 145 as a station wagon. And when all you're hauling around is people, you can turn the back seat up again and use the 145 as a Volvo.



Three point belts are standard equipment up front.



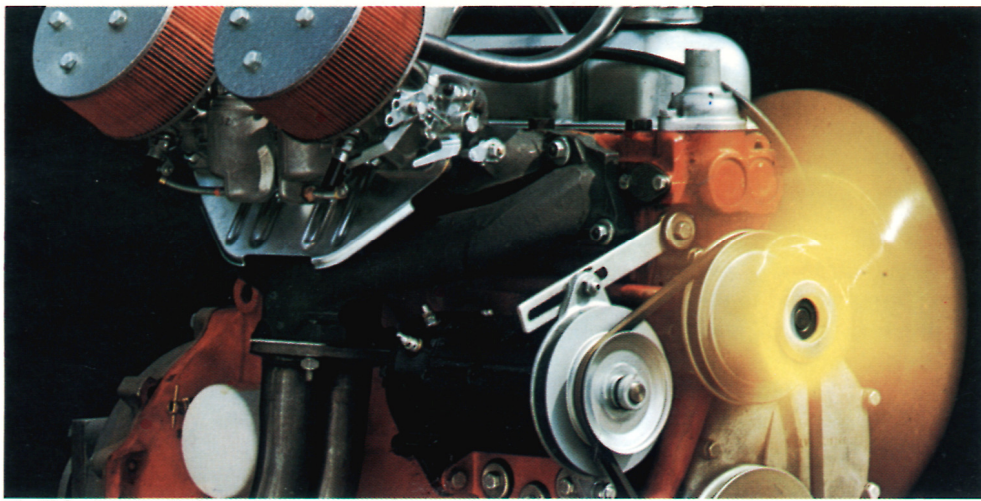
You adjust the heater and defrosters by simply turning a "wheel."



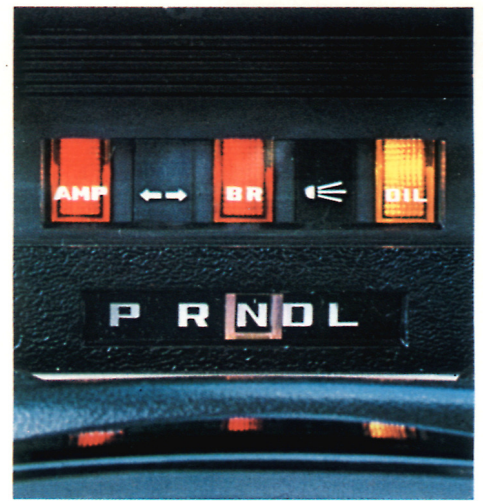
The steering column is designed to break away in case of collision.



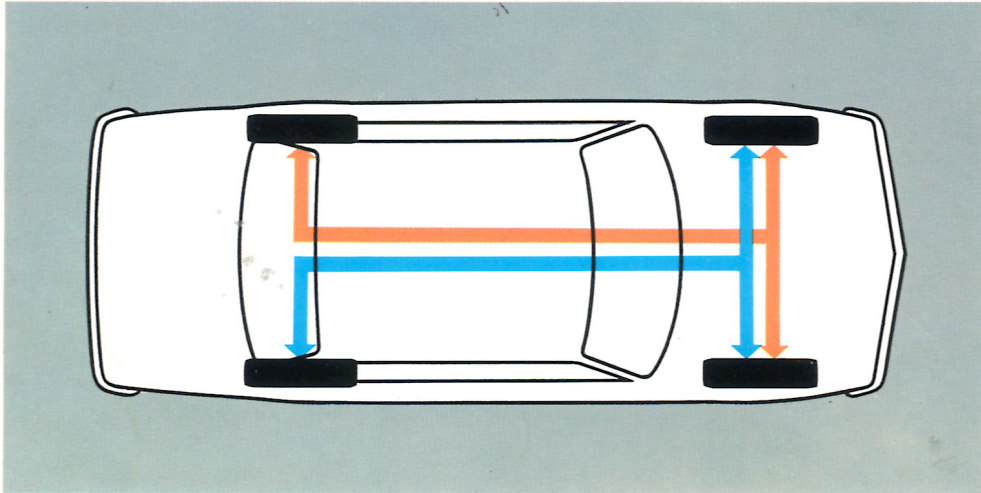
New safety door latch keeps doors closed under severe impact.



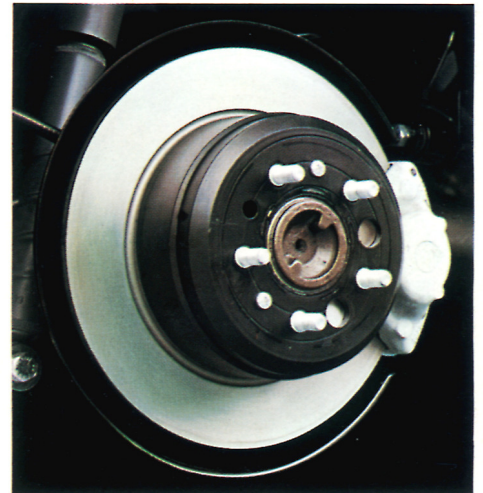
The Volvo B-18 4-cylinder engine has been beefed up to 115-hp.



There is a warning light for the handbrake and the main brake system.



The 142/144 has two completely separate brake systems. If one goes you've still got the other which operates on three wheels instead of two.



There are power disc brakes on all 4 wheels.

THINGS TOO NUMEROUS TO WRITE ABOUT. BUT IMPORTANT ENOUGH TO MENTION.

Chair-high bucket seats adjust seven different ways: up and down to three different heights, forward and back up to nine inches, soft or firm for proper support on your back, tilt, for support under your thighs.

Two separately adjustable heating systems. One with nozzles going to the windshield and rear window. The other with nozzles going to the front and rear floors.

Power disc brakes on all four wheels are standard equipment.

Large 15" wheels with wide rims for better traction, road holding and longer tire life.

A mechanism that locks the steering wheel in place when you remove the ignition key. You might say the 140 series Volvos are theft proof.

Rigid all-welded safety body with impact-absorbing front and rear ends that take up the shock of collision.

Other safety features include: glare-free dash and rear-view mirror. Rear window defroster for good visibility in all weather conditions.
