

EMBARGO
OCT. 30, 1985, 22.30 H. (21.30 GMT)

Volvo Car B.V. . . . and the E12 project

A new concept for a new market

During recent years, new model introductions from Volvo have been occurring at regular intervals. Now it is time again, a new car is launched by Volvo Car B.V.

For more than six years, work has been progressively moving towards the introduction of another new car. This time, it is a completely new concept, which has been designed to extend the existing range.

At the same time, in addition to increasing the company's total sales, it will enhance the overall Volvo image.

The new model has also been conceived with an eye on the commercially attractive North American market. There, Volvo has already established a strong sales network, together with an outstanding reputation.

In both the European and American markets, extensive research activities have pointed to the emergency of a new breed of people, whose profile indicates that they have very specific leanings towards individualism and personality.

These findings clearly demonstrated that on the one hand, there was room in the market for a new addition to the Volvo range. On the other, it would have to be a car which departed from existing car concepts. The new Volvo would have to be a car for a new type of driver. One who looks for up-to-date styling. The car should also radiate dynamic appeal, and give exceptional levels of driving pleasure combined with sportiness. Without making any concessions to comfort, quality, and safety.

Continuing research progressively allowed us to refine our profile of the potential new car customer. It indicated a likelihood of a higher than average education and income, an age group of between 25 and 40, and a very individual lifestyle.

Our prospect would be found amongst women as well as men, and where there was a consciousness of career development opportunities. At the same time this career minded attitude did not diminish the desire for the good things in life, the enjoyment of sports and a dynamic lifestyle.

It is for these people that the new Volvo concept has been developed.

The requirements for the ideal car

Having established a definite profile, the instructions to the designers were simple... to design for this new customer, the ideal car.

The criteria which had to be applied were provided by the Marketing Department and the Product Planners. These included:

- A unique, modern, and compact design
- A complete, and functional equipment package
- High levels of comfort and driving pleasure combined with excellent active safety characteristics
- Good performance
- A tasteful, luxurious interior which at the same time projected a sporty atmosphere
- Comfortable accommodation for four people
- The traditionally high Volvo standards of safety, quality, and reliability.

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On the basis of extensive market research, the definitive styling was finally agreed. And the new car... which from now on will be known as the 480 ES... got her distinctive shape. Needless to say that before this could be done, the technical concept had to be finalised too. And this involved a great deal of development work.

Thanks to its combination of personality and the traditionally strong Volvo characteristics of safety and quality, the new Volvo 480 ES will appeal to a new group of buyers. People who attach great value to quality products which permit them to express their individuality and personality.

The new Volvo 480 ES

Individual, modern styling

Bodywork

The Volvo 480 ES features two doors and a large area glass hatchback. Its design is modern and individual. The compact dimensions (426 cms long, 171-wide, and 132-high) belie the fact that through its styling and smoothly contoured roof line, it offers genuine and spacious accommodation for four adults.

The 480's aerodynamic design ensures a favourable ($Cd \times A = 0,625$) drag, without adverse effect on the practical aspect of comfort, or the car's stability under cross wind conditions.

Volvo's new front wheel drive

Technique

Based on the design objectives for a compact car with a spacious interior and low vehicle weight, it was evident that a front wheel drive was the logical solution. No effort has been spared in perfecting this new Volvo front wheel drive car. It incorporates other benefits such as a lightweight, constant track rear axle which ensures excellent road contact, and a diagonal-split braking system fitted with 4 disc brakes. This feature sliding calipers.

As a result of these developments, the Volvo 480 ES combines very good, neutral, predictable roadholding characteristics, up to a lateral acceleration of 0.92 G, with a comfortable ride.

The front wheels on the 480 ES are driven, via a manual five-speed gearbox, by a newly developed 4-cylinder, in-line, watercooled engine. This is transverse mounted in a unitary construction with the gearbox and final drive. The 1720 cc engine features a Heron bowl-in-piston combustion chamber design, together with microprocessor controlled fuel injection and ignition. It delivers 80kW/109 DIN horsepower, plus a high torque over a wide engine speed band. These combine to give a maximum speed of over 190 km/h, and an acceleration from 0 to 100 km/h of well below 10 seconds. A turbo variant will be introduced during 1987, which will be fitted with a 3-way lambda sond controlled catalytic converter. This will be designed to meet future, stringent emission requirements.

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Advanced, functional electronics

Comfort

The equipment package for the Volvo 480 ES is comprehensive. It includes the application of specially developed, advanced electronics. The luxurious interior finish which offers high levels of comfort, has been ergonomically designed to ensure the ideal driving environment. The 480 ES also features a central electronic module which takes care of 27 time-based functions like: burglar alarm, a delay switch on interior illumination, central door locking etc.

Moreover, the car has an electronic engine management system, and an information centre which gives vital information in a very driver-friendly way.

High levels of safety

Safety

Volvo has a strong position to maintain in the field of safety. The new 480 ES more than matches all the international safety standards... including the very stringent criteria of the U.S.A.

To ensure these high safety standards, we have built in features such as a steel safety cage construction to protect occupants and specially designed crumple zones that gradually absorb impacts. There is also a roll bar in the roof, and two steel reinforcement beams in each side door.

It is evident that the same high Volvo standards have been applied to crash safety in the 480 ES as to other models in the Volvo range.

Volvo quality and reliability

Quality

What applies in terms of high standards of safety for every Volvo, also applies to quality. For the 480 ES bodywork, 50% of the actual bodyweight is in zinc-coated steel and 10% in composite materials. The sturdy bumpers will withstand an 8 km/h impact without damage.

Finishing on the 480 ES is carried out in one of the world's best and most modern paint shops, at the Volvo plant in Born, The Netherlands.

Quality in a car also means low levels of maintenance. With the 480 ES, only 10 service hours are required for the first 100.000 km. The car has been designed and built according to Volvo's dedication to durability. This is demonstrated by the fact that the valves, ignition, injection, various belt drives etc. do not need attention for the first 80.000 km.

With the introduction of the new 480 ES, Volvo will extend an already wide range of cars.

The Volvo 480 ES will make its first public appearance at the Geneva Motor Show. During 1986 the car will become available on the European markets.