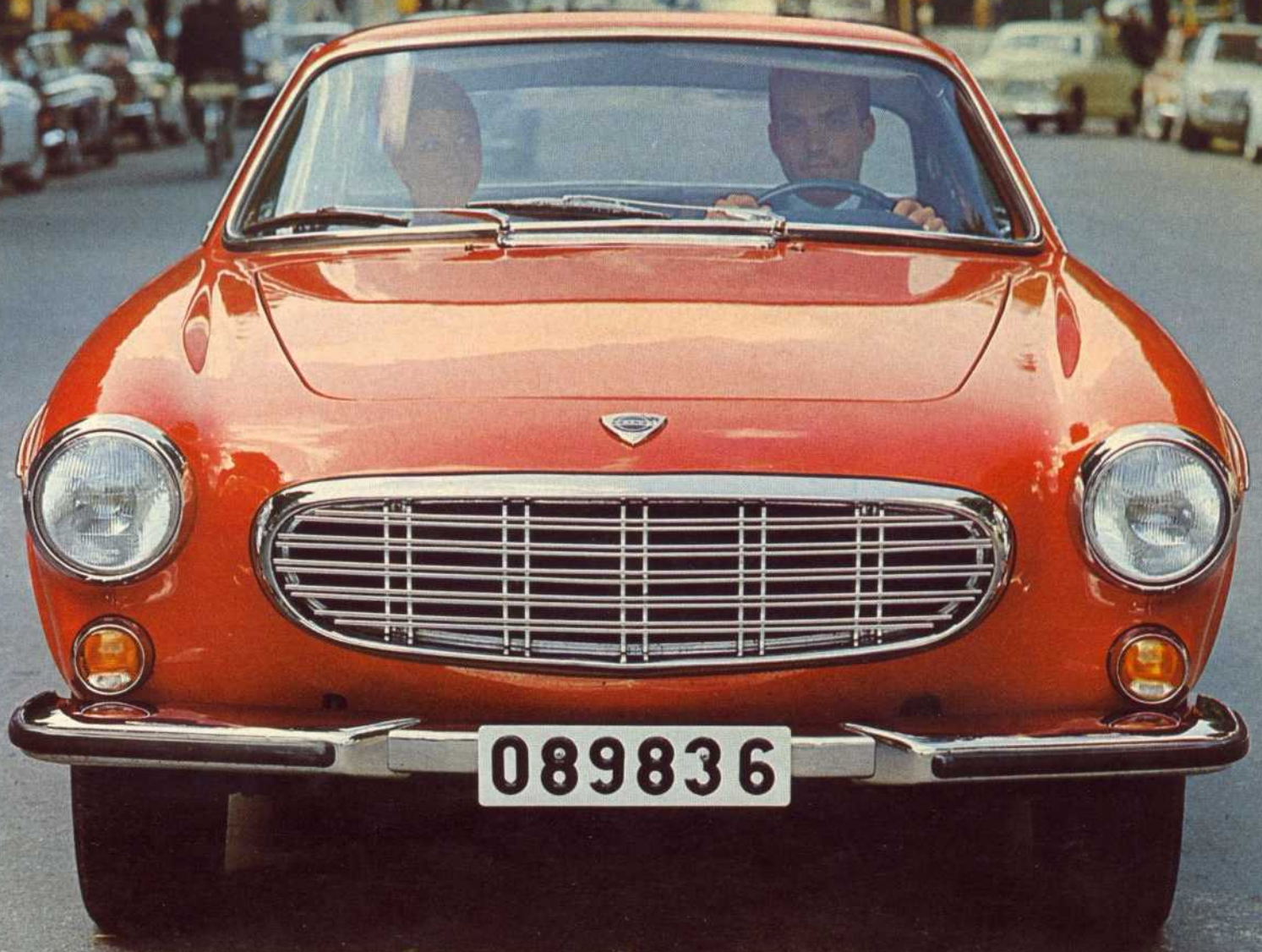


VOLVO 1800 S



You own it. It doesn't own you.

Every year, thousands of people walk into showrooms to buy sports cars and walk out having sold themselves.

Not *on* a car. *To* a car.

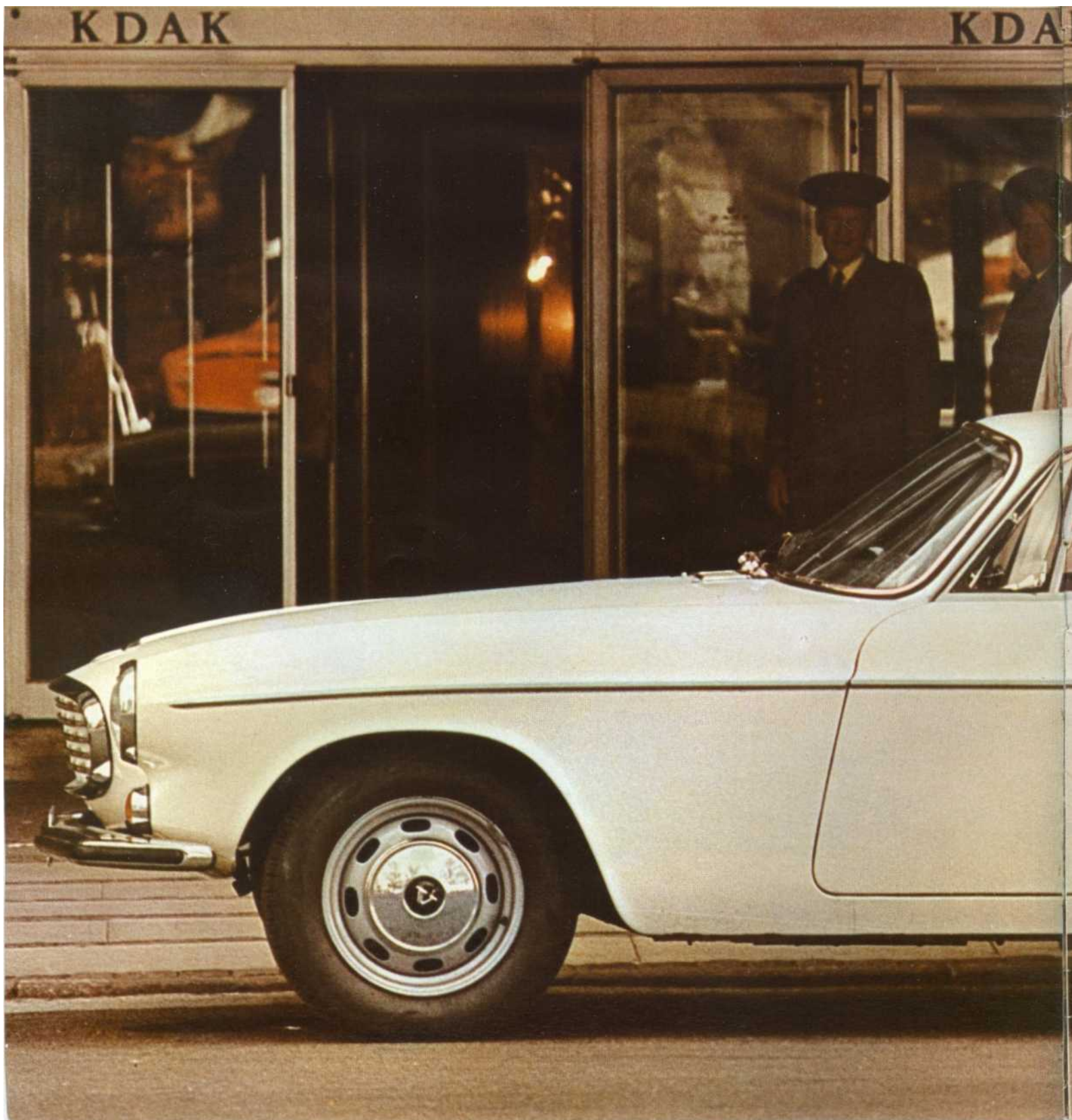
This question as to what is the owner and who is the owned usually arises shortly after you get home.

That's when things start going wrong.

The delicate, sensitive mechanisms that make a sports car go, are the very things that turn around and make it stop.

The Volvo 1800S, on the other hand, doesn't have any delicate, sensitive mechanisms to break all the time.

On the outside it looks like a sports car, but on the inside it's built like a truck.



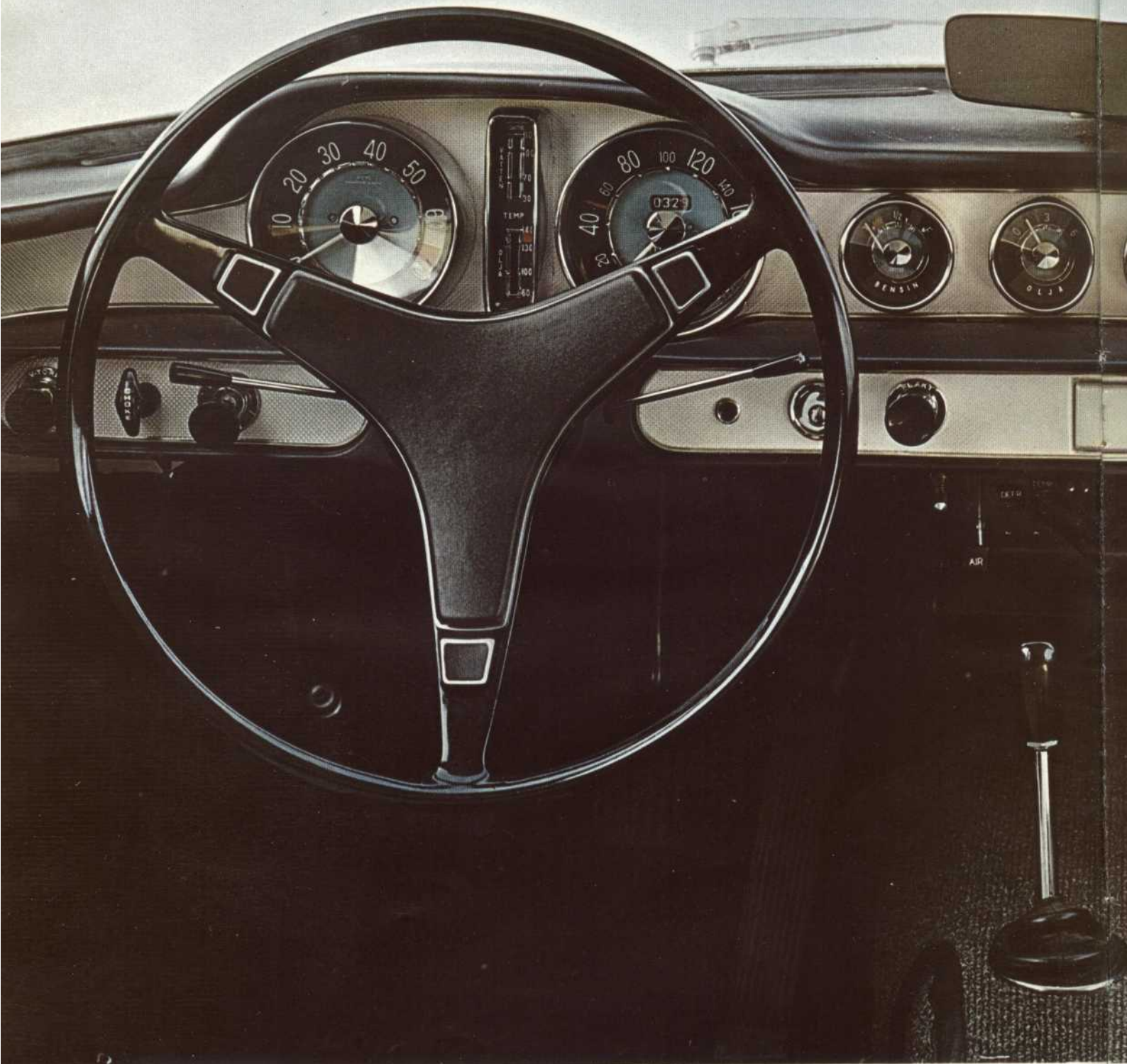
As Road & Track Magazine put it: "In the car's various mechanical elements, there is considerable evidence of the 'strength above all' design philosophy."

Of course, just because the 1800S is built like a truck, don't get the impression it performs or handles like one. The last two years, the 1800S has been the National Champion in the Sports Car Club of America F-Production racing category.

Which leads us to conclude that the Volvo 1800S is either the world's prettiest, fastest truck, or the world's toughest, most reliable sports car.

We'll be happy to sell you either one.





It handles like a sports car.

The 1800S was made to be driven fast over Swedish potholes. So the suspension isn't the hard, hone-shattering kind you find in most sports cars.

The suspension system, with coil springs and telescopic shock absorbers all around, makes cruising a comfortable business, even on rough roads.

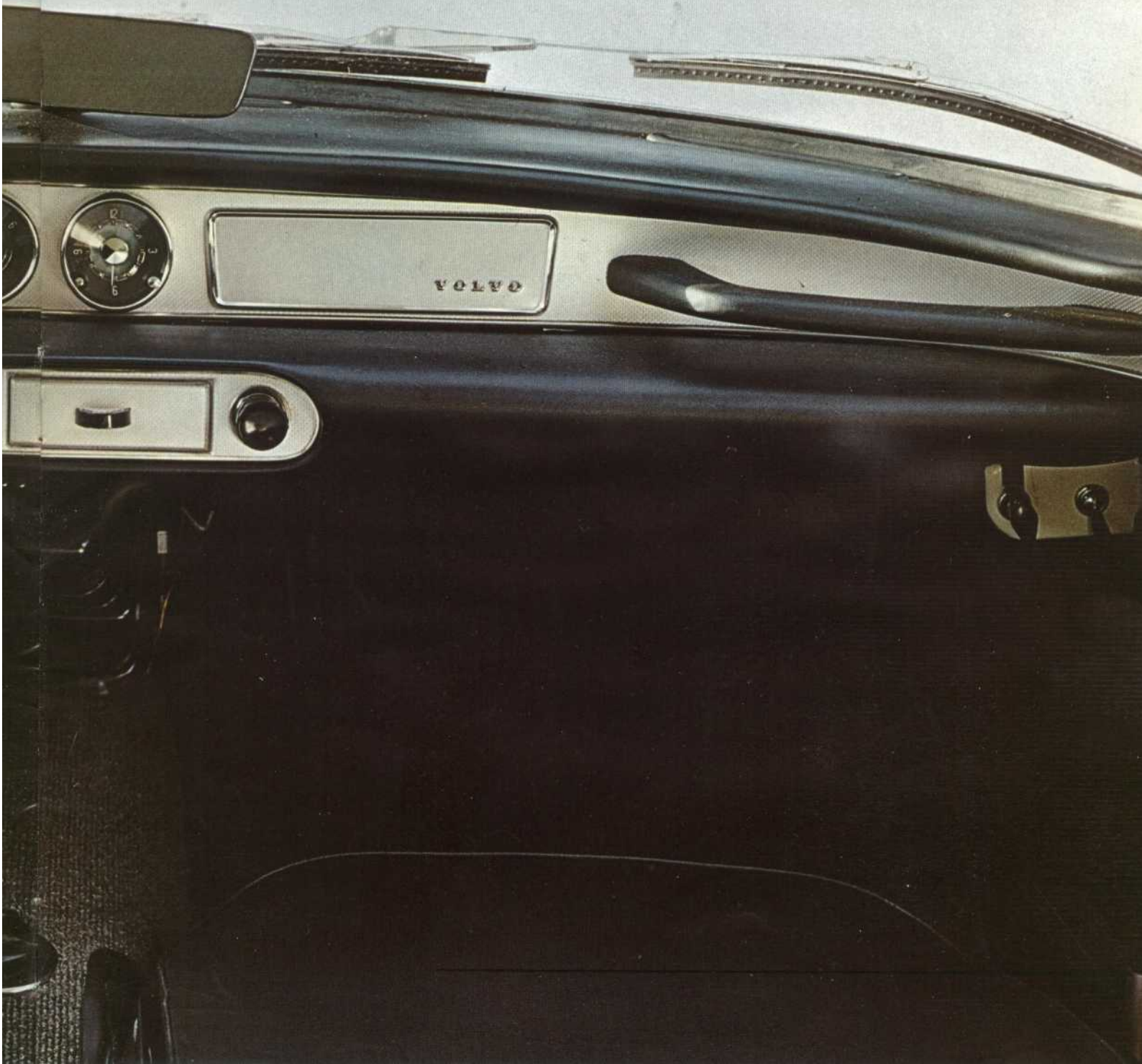
Two torque rods absorb the torsional stresses that influence the rear axle during braking and acceleration. The axle is located laterally by means of a track bar. This means the MOOS will hold the road and corner far better than you'd expect, even at high speeds.

Car and Driver Magazine summed it up like this: "We careened around nar-

row, hack-country roads at double the speed limit, ran screaming acceleration tests and shrieking brake tests, crashed over frost heaves on seldom-tended farm roads, and generally alarmed the surrounding population (and occasionally, our passenger). We can't recall ever giving a car such a thrashing for an ordinary road test. We can't remember having so much sheer, uninterrupted fun with an automobile."

And while you're having your fun, you won't have any trouble finding anything you need.

Everything is right there in front of you: speedometer, tachometer, trip mileage counter, oil pressure and oil tem-



perature gauges, water temperature gauge, gas gauge, clock, directional signals and warning lights for brights or low beams. The electric overdrive lever is mounted on the right side of the steering wheel.

The 1800S has more heater than you should ever need. It's thermostatically controlled, so the temperature you set is the temperature you get whether you're crawling in traffic or speeding cross country. There are floor and defroster ducts with separate controls, so you don't have to suffer from cold feet and a hot head.



Overdrive lever is conveniently situated.



Sun visors are padded and long enough to block the sun instead of blocking everything except the sun.

It's as comfortable as your house.

The bucket seats in the 1800S are leather, adjustable and fit your body.

When you sit in them, your legs have enough room to be as comfortable as the rest of you.

And we could go on and on about the seats but maybe you'd prefer to hear what others have to say:

Industrial Design Magazine calls them an "orthopedic delight." "For the first time in any mass-produced chair ... not only is there good lumbar support, but adjustments in the support can be made easily ...".

With a simple screwdriver adjustment you can make the seat backs harder or softer. Technically, it's called an infinitely variable lumbar support. Practically, here's how it works: There is a network of india rubber straps stretched on an adjustable frame that twists slightly to

increase or decrease the tension in the straps. And that changes the firmness in the back of the seat to suit your spine.

The more ordinary seat adjustments are made in the ordinary way. Back or forward up to nine inches. Up or down to three different heights. Angle of the seat back. Angle of the seat cushion (for thigh support, of course).

Some Swedes have taken Volvo seats to their hearts-and to their homes.

They've been mounted on chrome bases and used in the living room.

The floors are fully carpeted. The pedals are easy to reach. And there is also a support plate for the left foot, a boon on long trips.

The reason for all this comfort is quite simple. When we built this car to last a long time, we figured the least we could do was make you feel at home.



Two people could sit in back. But after awhile they might want to switch with the people up front.



When the back seat isn't holding people, it folds down and holds luggage.







Drive it all day
without feeling
whipped.

For this, in large part, you have the 1800S body to thank.

It's built as one rigid unit, not pieced together. Closed-Box-Type Construction is used around the doors and windows. (That means the openings are supported by solid boxes of steel, not merely by braces in the corners.)

So the body isn't rattle prone, and it's amazingly free of leaks and drafts. All of which can contribute to fatigue on long trips.

As Sports Car Graphic Magazine said: "Fatigue is not one of those things that enter into the picture since this is a vehicle one can put 600 miles into in a day and end up with none of that shoulder

ache, voicelessness, or feeling of strain associated with cross country hauls in lesser machinery."

But building a strong body isn't much good if it isn't built to stay strong. And because we know that rust is one of a strong body's greatest enemies, Volvo rust-proofing is, we think, the most effective in the world.

Before the body is painted, it's etched in acid so the first coat of primer will have a better surface to hang on to. The body is then submerged in rustproofing primer. More primer is sprayed over that first coat. Then a coat of sealer, followed by three color coats.

And to top this off, every car gets



undercoated twice. One coat of sealing wax, one of thick, black glop.

The result of all this is a body that's especially rigid, resistant to torsional stresses and exceptionally durable. Not to mention exceptionally shiny.



Many sports cars have room for a spare tire and driving gloves. The 1800S also has room for luggage.



The 1800S comes equipped with 3-point seat belts.

Underneath it all, it's an economy car.

With overdrive, the 1800S gets 27 miles to a gallon at 70 mph.

The 1800S engine doesn't need constant tinkering to stay in tune, either. Which means you don't have to put a mechanic on retainer. Or be one yourself.

The engine itself is remarkably strong. Sports Car Graphic Magazine called it: "One of the most, if not THE most reliable, rugged and unbreakable car engines being built today." (The less an engine breaks, the less it costs you to have it put back together.)

One of the reasons for the engine's toughness is the fact that it has a five-bearing crankshaft. An engine's life expectancy depends largely on the number and size of its main bearings. Five is the most you can get in a four-cylinder engine, and it means the crank is supported between each cylinder as well as at both ends.

A full-flow oil filter along with the improved engine oils now available means you should go 3,000 miles between oil changes.

In addition, the 1800S has a sealed cooling system that won't boil over. If

the radiator starts getting too hot, the steam flows into a special container, cools and flows back into the radiator. No standing around waiting for an overheated radiator to cool.

To go with the engine, as standard equipment, is one of the most unbreakable four-speed, fully synchronized transmissions being built today. All forward speeds are carried in needle bearings which provide a wide margin of safety against stress at high speeds. In addition to the four normal gears, an electric overdrive unit is standard on the 1800S. This decreases engine r.p.m. while maintaining the same road speed, resulting in less engine noise, more comfort and even cheaper running.



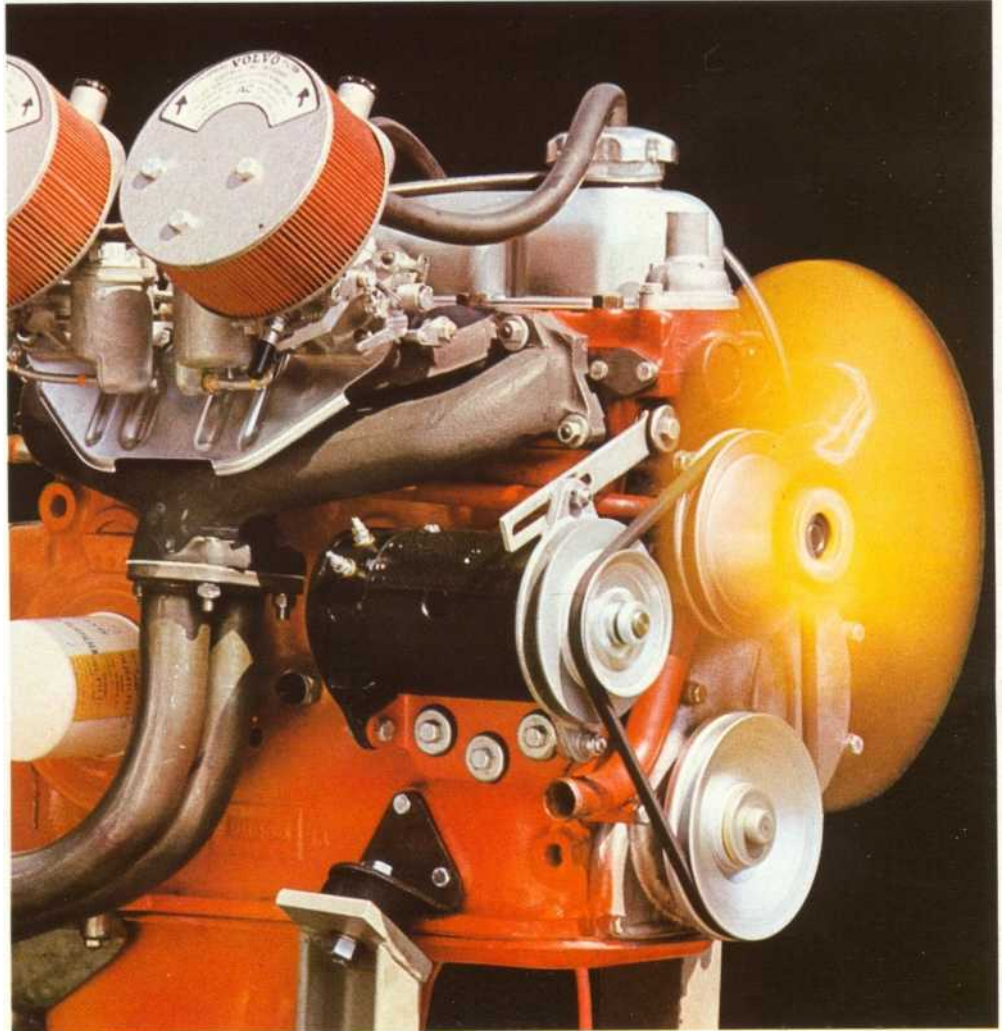
The patented safety door latch keeps doors closed even under severe impact.



Power disc brakes on the front wheels are standard.



Radial-ply Pirelli Cinturato tires are standard equipment.



Twin SU carburetors that don't waste gas are one reason for excellent fuel economy. Another thing that makes the 1800S go far on a gallon of gas is the unique Volvo anti-smog device.



The Volvo 1800S. You own it. It doesn't own you.





