

VOLVO 1800 S



personality
performance
pride of ownership

The perfect description of a car that is different — the Volvo 1800 S. Experience the reality behind these words. Make a trial run.

But first walk around the car a couple of times. Slowly. Appreciate the perfect combination of lines, paintwork and finish. A well-built full-blood.

Open the wide doors. Notice the restrained taste of the interior appointments. Feel the seat upholstery... real hide.



Relax in the driving seat. Feel how comfortable it is. How easy it is to adjust it to your particular favourite position. As if tailor-made just for you. That support plate for your left foot — a good idea.

And then... turn the ignition key to start the engine. Touch the accelerator with your foot a couple of times. Feel the immediate engine response. What a wonderful sound.

Now, engage gear... and glide quietly out into the traffic. Notice that smooth acceleration. Notice how easy it is to manoeuvre in heavy city traffic and how effortlessly the car creeps slowly forward in bumper-to-bumper traffic.

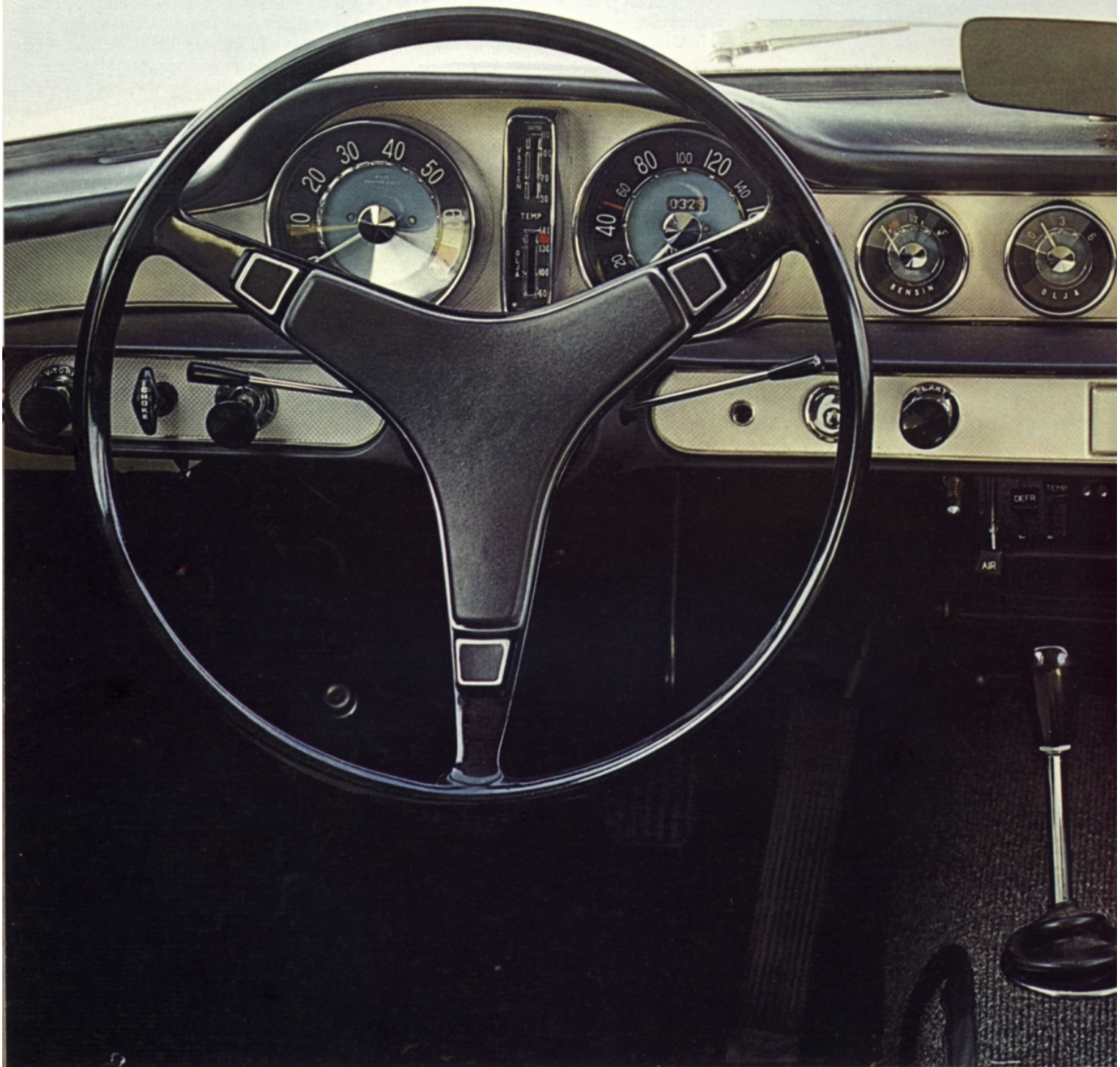
Take the car out on the open road. Accelerate right through the gearbox. This is a wonderful experience. Feel how much power you have in reserve in top gear as well.

Test its outstanding cornering and feel how it runs on rails. Feel the comfort in which you are sitting. How easy to see the instruments. The steering wheel fits perfectly into your hands. How wonderful to be able to stretch your legs properly.

There are indeed not many cars that, at the same time, give you sports car speed, long-distance comfort and the safety of a family car. As well as smartness.

The Volvo 1800 S does. And more besides.

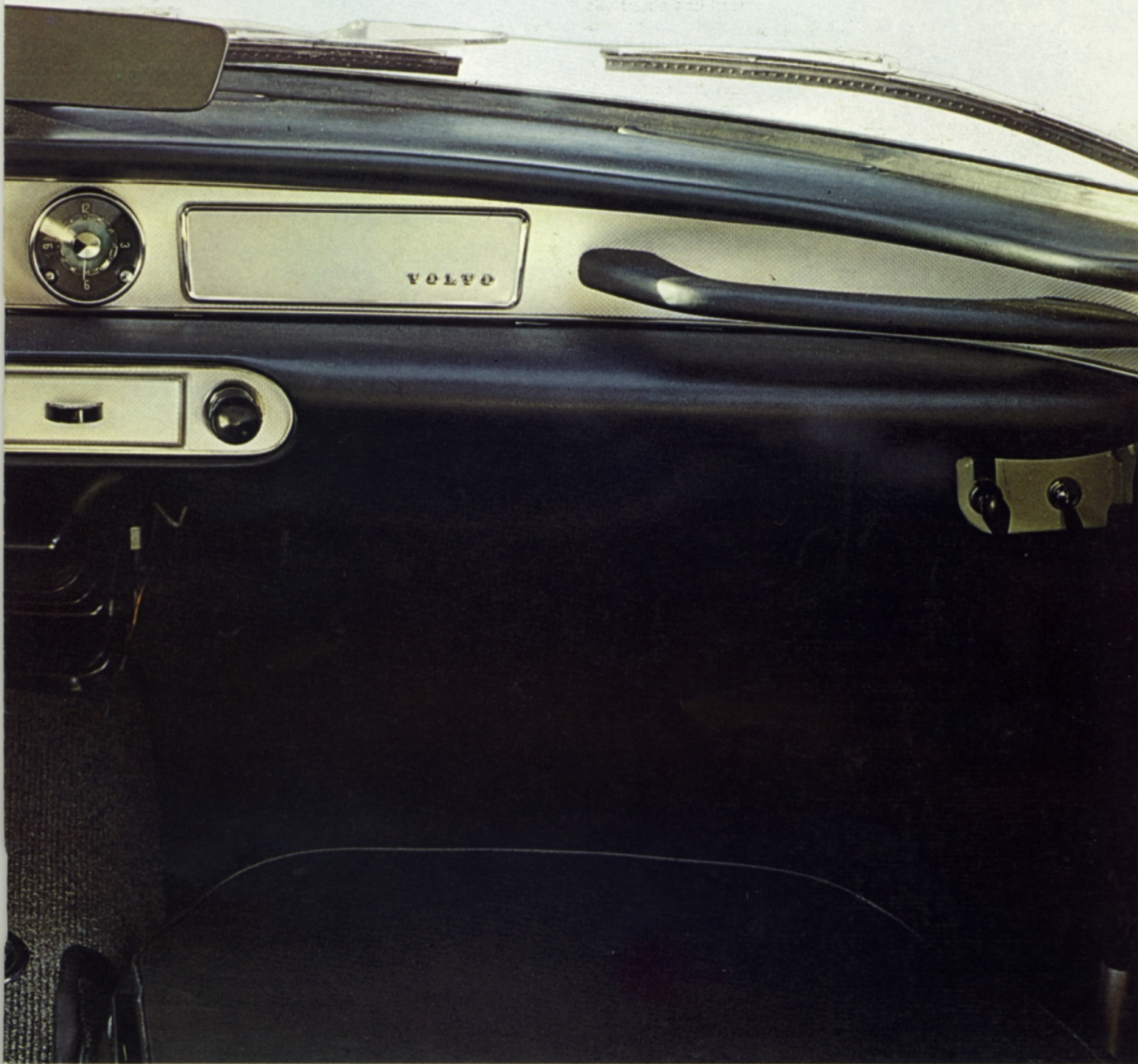




easy to handle
well planned
safe

The 1800 S[®] is very easy to handle. The control units are correctly designed and ideally located. The pedals are easy to reach. An extra advantage is the plate to rest your left foot on. The short sturdy gear lever is close to the steering wheel. The cleanly designed dashboard includes all instruments a sports car driver needs for a quick and thorough check of all the functions of the car.

The heater and defroster system is thermostat-controlled and has an outstandingly large capacity. The floor and defroster ducts are adjusted by means of separate controls. A powerful fan further increases the amount of air feed when



necessary. For summer ventilation there are two separate fresh air intakes.

Safety has been a primary factor in the design of this car. Projecting units and sharp edges have been eliminated as much as possible. The sun visors are soft, the dashboard is crash-padded and has completely smooth upper and lower edges. The steering wheel has a recessed hub and wide spokes. The windscreen of laminated glass retains vision even after being hit by flying stones.



Overdrive for even more economical driving



Large crash-padded sun visors.

long-distance comfort . . .

The Volvo 1800 S has the most comfortable seats possible for a perfect driving position. A wide range of adjustment possibilities. These include an infinitely variable lumbar support. The seats are upholstered with top-quality hide.

The rest of the upholstery in the car consists of textile-reinforced plastic. Smart textile mats on the floor and the propeller shaft tunnel complete the luxurious interior.

The seat floor attachments are extremely strong. The seat backrests are also designed so that they "give" rearwards should the car be run into from behind. This collapse occurs plastically and happens before the loading on the neck has reached a dangerously high level. The Volvo 1800 S has factory-installed safety belts of the three-point type.

The Volvo 1800 S is exceptionally spacious for a car of its type. There is plenty of room for two people. Behind the two bucket seats there is an extra seat for children or even grown ups for short distances. The two passengers can also take large quantities of luggage with them because of the large luggage compartment. Should even this not be sufficient, then the occasional seat behind can be used as a luggage shelf.



There is an occasional seat behind the bucket seats.



When the occasional seat is folded down it forms a spacious platform for luggage.







... and precision-built
down to the smallest detail

The body of a Volvo 1800 S is extremely well-built. There is an extremely robust floor plate, closed profiles in the underbody and round the door and window openings. These, together with other reinforcements and the external styling panels make up a torsion-resistant, integral construction unit. A unit that provides an extremely high level of safety.

It is extremely important for this unit to be protected in the best possible way from rusting which weakens it and decreases safety. Volvo rustproofing is among the most outstanding that it is possible to attain. After phosphating and drying, the body is dipped in synthe-



tic primer. More primer is sprayed on top of this followed by intermediate coating and the surface finish making up a total of five coats. Between the application of the various coats, the body is stoved, ground and washed very carefully. Each working operation is followed by precision inspection. The result is a glossy and attractive surface which maintains its beauty for a long time in all climates. Before the cars leave the factory, they are also completely treated with underbody compound — providing effective protection against flying gravel and road salt.



Plenty of room for long-distance luggage.



Factory-installed safety belts of the three-point type.

... with an engine which has attained a world reputation — the Volvo B 18

The Volvo 1800 S has an output of 115 b.h.p. with a very high torque and a wide range of engine speed. Running economy is particularly good. The high output and the good coefficient of efficiency have been attained by the use of twin carburettors, separate induction ports, a high compression ratio, fully machined combustion chambers and an exhaust system which is double all the way from the flywheel housing attachment to the tailpipes. A five-bearing crankshaft, full-flow oil filter and an oil cooler further increase resistance to stress during sustained hard driving.

A sealed and frost-proof cooling system ensures hyper-effective cooling — and heating — under all conditions.

The gearbox is fully synchronized and quiet-operating. All the forward speeds are carried in needle bearings. This provides an even wider margin of safety against high-speed stresses. The short and sturdy gear lever has clear and distinct positions. Apart from the four normal gears, an overdrive is standard on the 1800 S. This decreases engine r.p.m. and maintains the same road speed. The result is a lower level of engine noise, a higher degree of comfort and even cheaper running.

Independent front wheel suspension with rubber-journalled control arms. The steering knuckles are carried in ball bearings. A stabilizer counteracts any tendencies towards roll. The rear axle is carried in two longitudinal support arms.

Two torque rods absorb torsional stresses which tend to influence the rear axle during acceleration and braking. It is also laterally located by means of a track rod. This means that the 1800 S has road-holding and cornering far above normal. Even at high speeds.

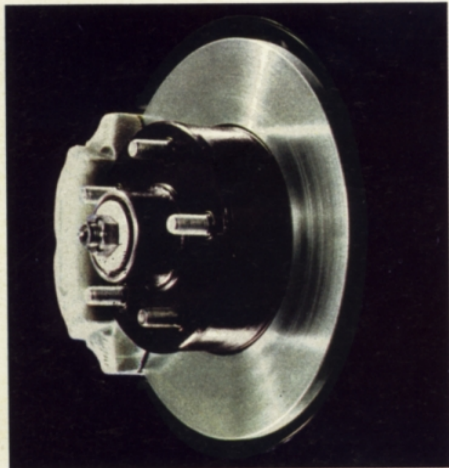
The suspension system consists of coil springs and telescopic shock absorbers all round. The shock absorbers include a nylon cell filled with cooling freon gas. This prevents a deterioration caused by frothing in the absorber fluid during hard driving. The Volvo 1800 S is greased for life.

The brake equipment consists of disc brakes front and drum brakes rear. Pedal pressure is low under all conditions because of servo-assistance.

A relief valve in the brake line prevents the rear wheels from locking before the front wheels in the case of emergency braking. This ensures full control of the car in practically all situations.



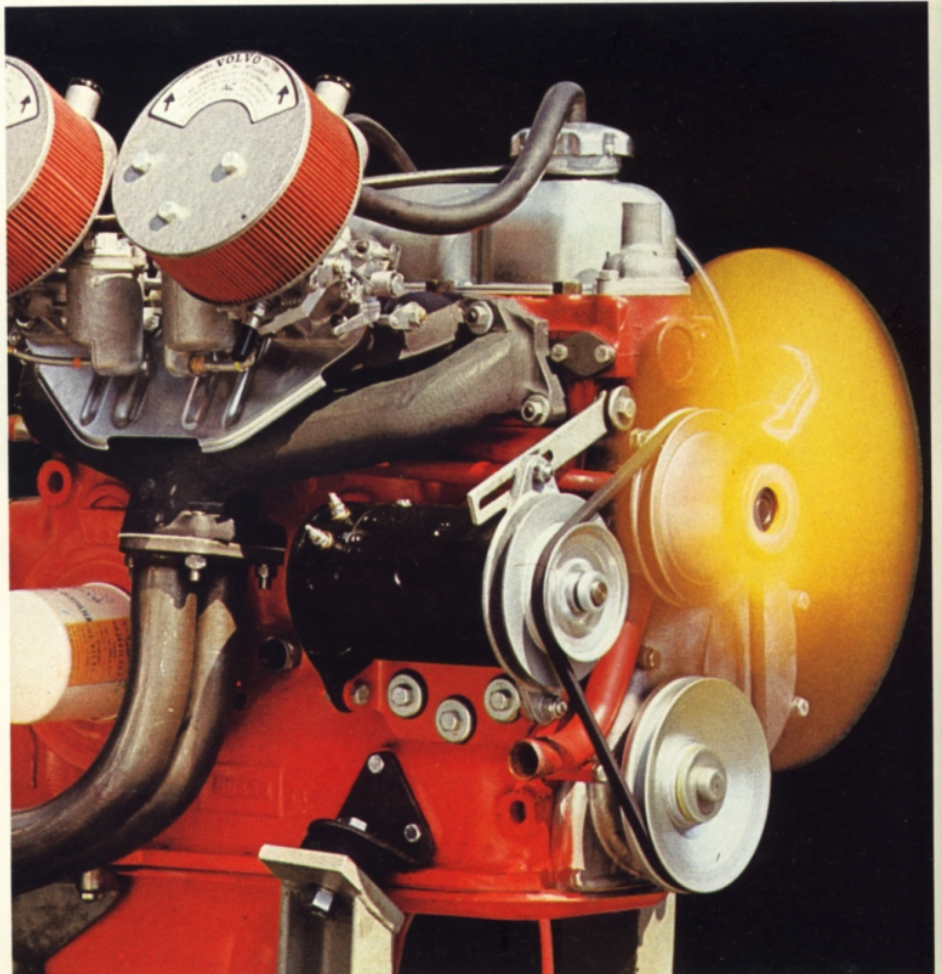
Doors with safety latches.



Disc brakes on front suspension

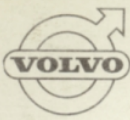


Braced tread tyres for high speeds.



115 b.h.p. SAE. Fast and immediate response. Robust and economical.





AB VOLVO GÖTEBORG SWEDEN

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