

VOLVO 1800 S

300

1968



THE VOLVO 1800 S. EITHER THE MOST EXPENSIVE ECONOMY CAR IN THE WORLD, OR THE LEAST EXPENSIVE GRAN TURISMO CAR.

It's hard to look at the 1800 S and realize that it gets 29 miles to the gallon cruising at 70 miles an hour* . . . because in styling, in performance, in every sense of the word, it's a Gran Turismo car.

The bucket seats in the 1800 S are leather. They can be adjusted back and forth, raised up or down. With a screwdriver you can even adjust the softness of the seat backs.

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

The three-point safety belts (standard equipment) provide the kind of safety that makes you feel even more comfortable.

Driving is easy because the instrument panel puts everything you need right in front of you. Speedometer, odometer, tachometer, trip mileage counter, oil pressure gauge, water temperature gauge, gas gauge, clock, turn indicator, and indicator lights for high and low beam. The electric overdrive is mounted on the steering wheel like a turn indicator lever.

The heater and defroster system is thermostat controlled and has an extremely large capacity. (It has to have. Remember, this car was built with Swedish winters in mind.)

In the back are the occasional seats. They aren't, we readily admit, ideal for long trips, unless the two people who sit there have very short legs. But they're a nice thing to have when you're taking friends across town. And they fold down to make very good storage space for any luggage that spills over from the trunk.

About the trunk. It's big enough to hold a three-suiter, a two-suiter, a one-suiter and an overnight bag. That's rather spacious, if we do say so ourselves.

* with electric overdrive, a worthwhile option.





The trunk provides ample room for the amount of luggage two people carry.



The instrument panel and padded dash are as good-looking as they are functional.



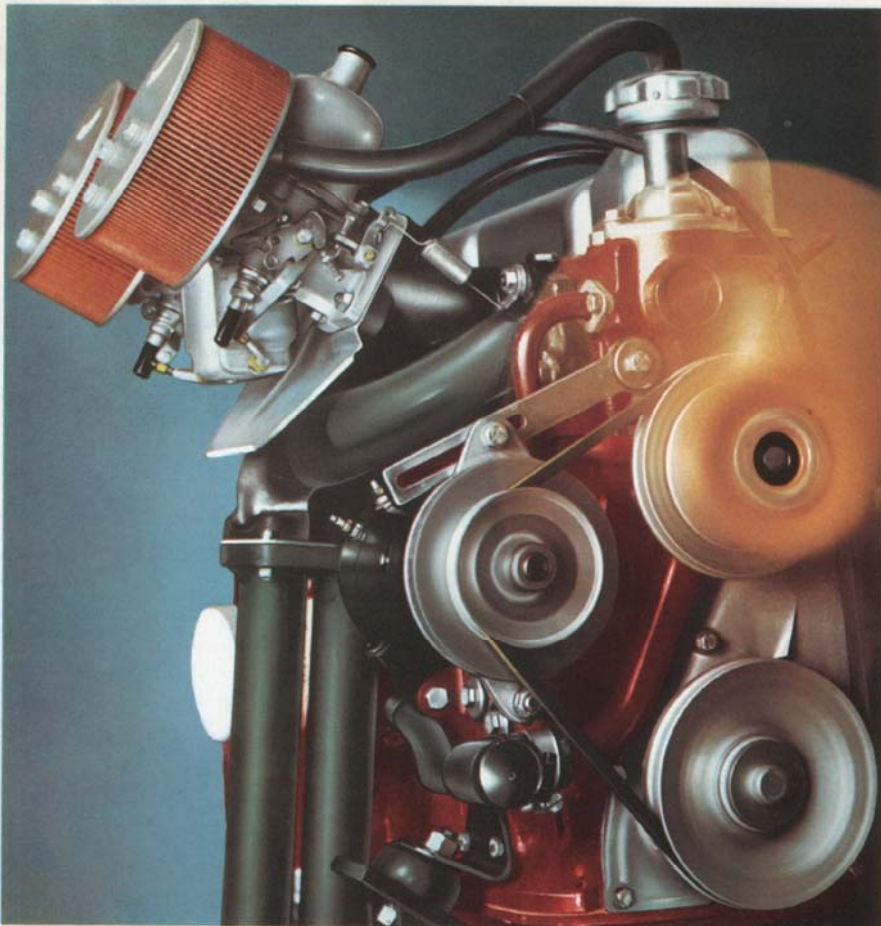
Three-point safety belts are standard equipment.



The occasional seat will carry two passengers . . .



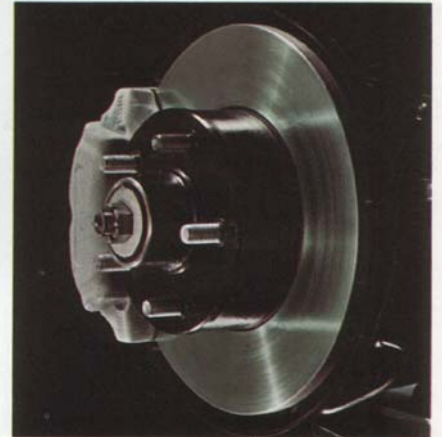
or fold down into a luggage rack.



The twin SU carburetors don't waste gas.



The sealed cooling system keeps the radiator from blowing its stack.



Disc brakes in front and drum brakes in the rear.

PROBABLY THE NICEST SINGLE THING ABOUT THE 1800 S IS THE WAY IT HANDLES.

The 1800 S engine is an uncomplicated, tough, four-cylinder engine with 115 S.A.E. horsepower output. We mentioned that it uses about a gallon of gas every 29 miles when it's speeding you along at 70 m.p.h. Part of the reason for that is the twin SU carburetors that open and close like camera shutters to provide exactly as much gas as the driver demands, without waste.

It also has a five bearing crankshaft, fully machined combustion chambers, separate induction ports for each cylinder, a double exhaust system from the fly-wheel back, a full flow oil filter and an oil cooler.

The transmission is fully synchronized in all four forward speeds.

Disc brakes on the front and drum brakes on the rear give you even braking on all 4 wheels. No sway or fading.

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 1800 S will hold the road and take corners far better than you'd normally expect, even at high speeds.

Coil springs and telescopic shock absorbers make cruising comfortable even over fairly rough roads. The shock absorbers contain nylon cells filled with freon gas. This is better than the usual hydraulic fluid, which froths up after a good shaking and doesn't cushion the blows as effectively.

The 1800 S also has a sealed cooling system. If the radiator starts getting too hot the steam flows into a special container, cools down to water again and drains back into the radiator. If you've ever stood around waiting for an over-heated radiator to cool (and who hasn't?), you'll appreciate that.

All this adds up to make cruising and handling a Volvo 1800 S one of the most pleasing driving experiences around. Road and Track magazine summed it up best: "The Volvo 1800 S is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or an Aston Martin will be able to pay."

AB VOLVO Göteborg, Sweden

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