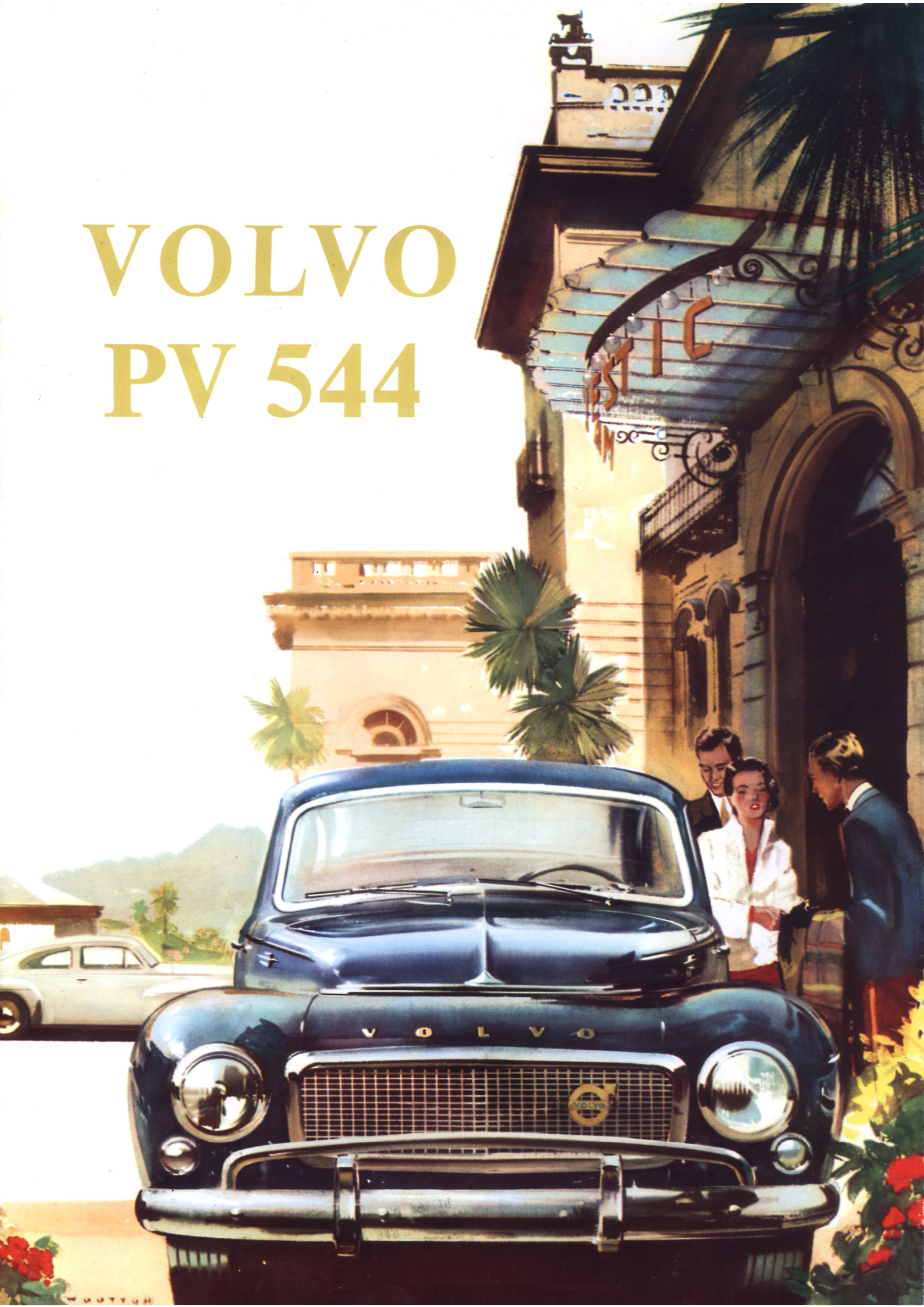


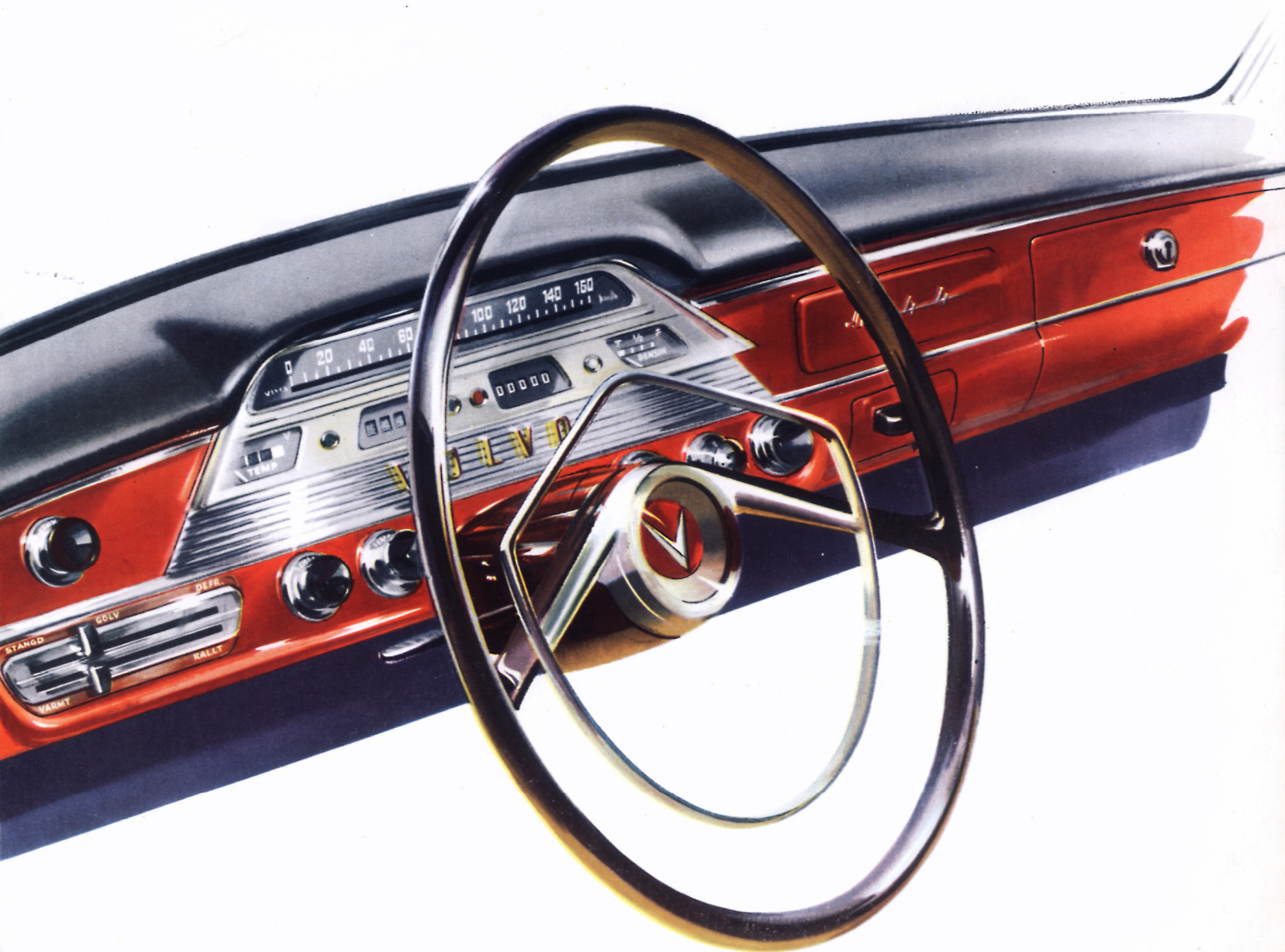
VOLVO PV 544



VOLVO PV 544 — the new family sports car

We are proud to present the Volvo PV 544 — a new version of the PV 444 — the car renowned for its repeated racing successes.

In spite of its outstanding sports characteristics, the PV 544 is first and foremost a family car. The new PV 544 has been designed specially for passenger comfort and safety.



Specifications

'Type designations:

P 54408 = model with four-speed transmission.
P 54409 = " " three-speed "

Engine: Type B 16 B four-cylinder, overhead-valve engine. Bore 3.125 in., stroke 3.15 in., displacement 97 cu.in., compression ratio 8.2:1. Output 85 b.h.p. at 5,500 r.p.m., torque 87 lb.ft. at 3,500 r.p.m. Twin SU horizontal carburetors. Full-flow oil filter.

Clutch: Spring-loaded single dry disk clutch.

Transmission: Four-speed, fully synchronized.
Optional: Three-speed transmission.

Propeller shaft: Divided propeller shaft for vibration-free operation. The center bearing is mounted in vibration-free, sound-insulating rubber blocks.

Front suspension: Independent front wheel suspension with coil springs and control arms. Double-action hydraulic shock absorbers.

Rear suspension: Coil springs. Rear axle with rubber-mounted support arms, torque arms and track rod. Double-action hydraulic shock absorbers.

Rear axle: Sturdy axle shafts in taper roller bearings. Hypoid final drive.

Steering: Hourglass worm and sector.

Brakes: Self-centering, hydraulic brakes of Duo-Servo type. Lining area 157 sq.in. Handbrake operates independently on rear wheels.

Tires: Tubeless, low pressure, whitewall tires 5.90-15".

Gasoline tank: Capacity 9½ U.S. gallons.

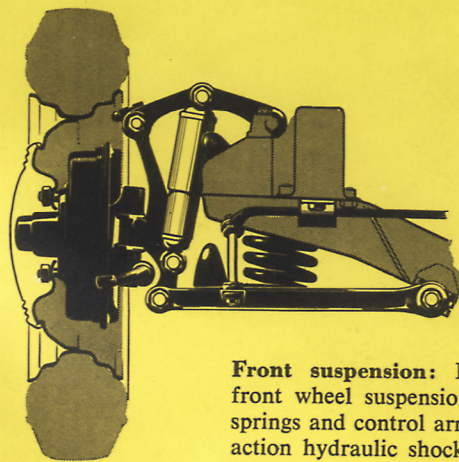
Electrical equipment: Thief-proof armored cable between the ignition switch and the ignition coil. Fan-cooled generator (50 amp.). Sealed-beam headlamps. Battery, 6-volt, 85 amp.hr. capacity.

Instruments and controls: Temperature gauge, fuel gauge, speedometer with mileometer. Warning lamps for charging and oil pressure. Self-cancelling directional indicators (flasher type). Central handbrake lever. Central gearshift lever.

Standard equipment: Double electric windshield wipers. Nozzles for windshield washer. Two sun visors. Fresh air type heater with defroster. Ashtrays. Attachments for safety belts in both front and rear seats. Rear quarter ventilator windows. Comprehensive tool kit and jack. Spare wheel.

Dimensions and weight: Wheelbase 102½", overall length 177", front tread 51", rear tread 51¾", overall width 62½", height 60¼". Weight, including fuel, oil and water 2,140 lb.

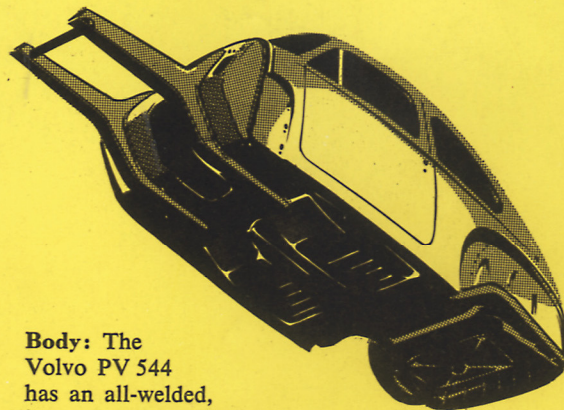
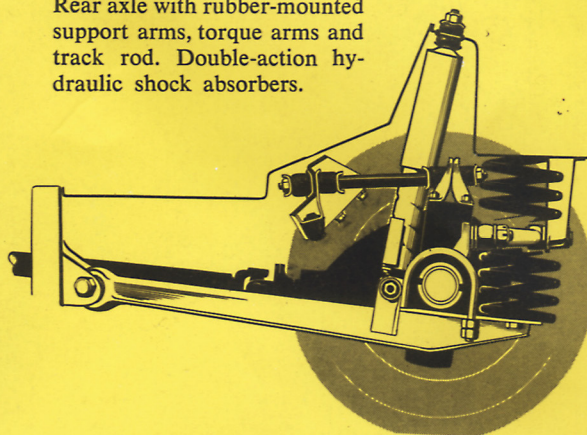
The Volvo Company reserves the right to change specifications, designs and prices.



Front suspension: Independent front wheel suspension with coil springs and control arms. Double-action hydraulic shock absorbers.

Rear suspension: Coil springs.

Rear axle with rubber-mounted support arms, torque arms and track rod. Double-action hydraulic shock absorbers.



Body: The Volvo PV 544 has an all-welded, integral construction steel body which surrounds you with a steel shell of security. The body is rust-proofed and stands up to all weather conditions.

DEALER

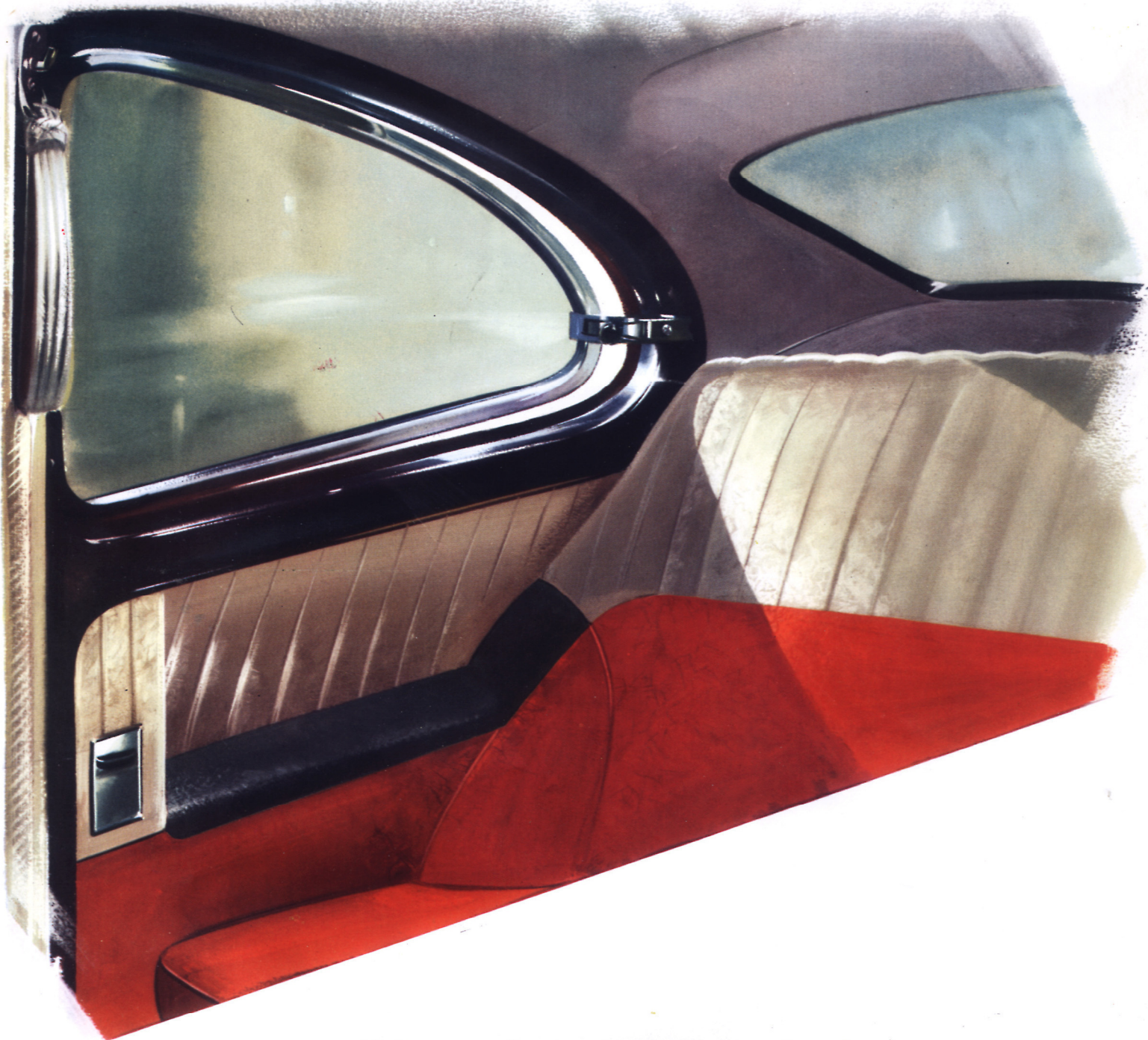
AB VOLVO

Export Department

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New features in brief

- 1 Larger, one-piece windshield with slimmer pillars.
- 2 Wider and deeper rear window.
- 3 Roomier rear seat.
- 4 New, distinguished, padded instrument panel.
- 5 Thermometer type speedometer.
- 6 Even more powerful brakes — lower pedal pressure.
- 7 Handbrake between front seats.
- 8 New steering system.
- 9 New directional indicators.
- 10 Nozzles for windshield washer.
- 11 Suspended, vibration-free accelerator pedal.
- 12 New color and upholstery combinations.
- 13 Safety belt attachments for rear seat also.

Comfortable — roomy

Individual driving position

You can easily adjust the driving seat to suit your own particular requirements and you sit in deep-cushioned comfort thanks to the sports-type separate front seats. The steering wheel is at exactly the correct angle and the new steering — which is extremely light — gives you direct and smooth contact with the road surface.

All the instruments and controls are located right in front of the driver just below the line of road-vision for visibility and accessibility. The distinguished instrument panel is well in keeping with the other features of the car. This panel also includes a spacious glove compartment which is fitted with a lock as well as recesses for a clock and a radio.

More room in the rear seat

The new 544 is considerably roomier — but in spite of this the overall dimensions, which make for easy parking and easy handling in traffic, remain unchanged. The increased space has been obtained by fitting recessed rear seat armrests and specially designed backrests on the front seats.

Ventilator windows

The rear quarter-lights consist of pivoted ventilator windows with robust catches. They are completely draft-free and have rapid-action locks. The windows are of safety glass.





W O L V O

VOLVO PV 544

Smart — sturdy —

serviceable

Easy to handle — easy to park

Due to its compact design and small turning circle, the 544 weaves easily through small openings in heavy traffic and is exceptionally easy to park. The new sturdier steering system makes it even more easy and safe to drive.

Rust-proofed

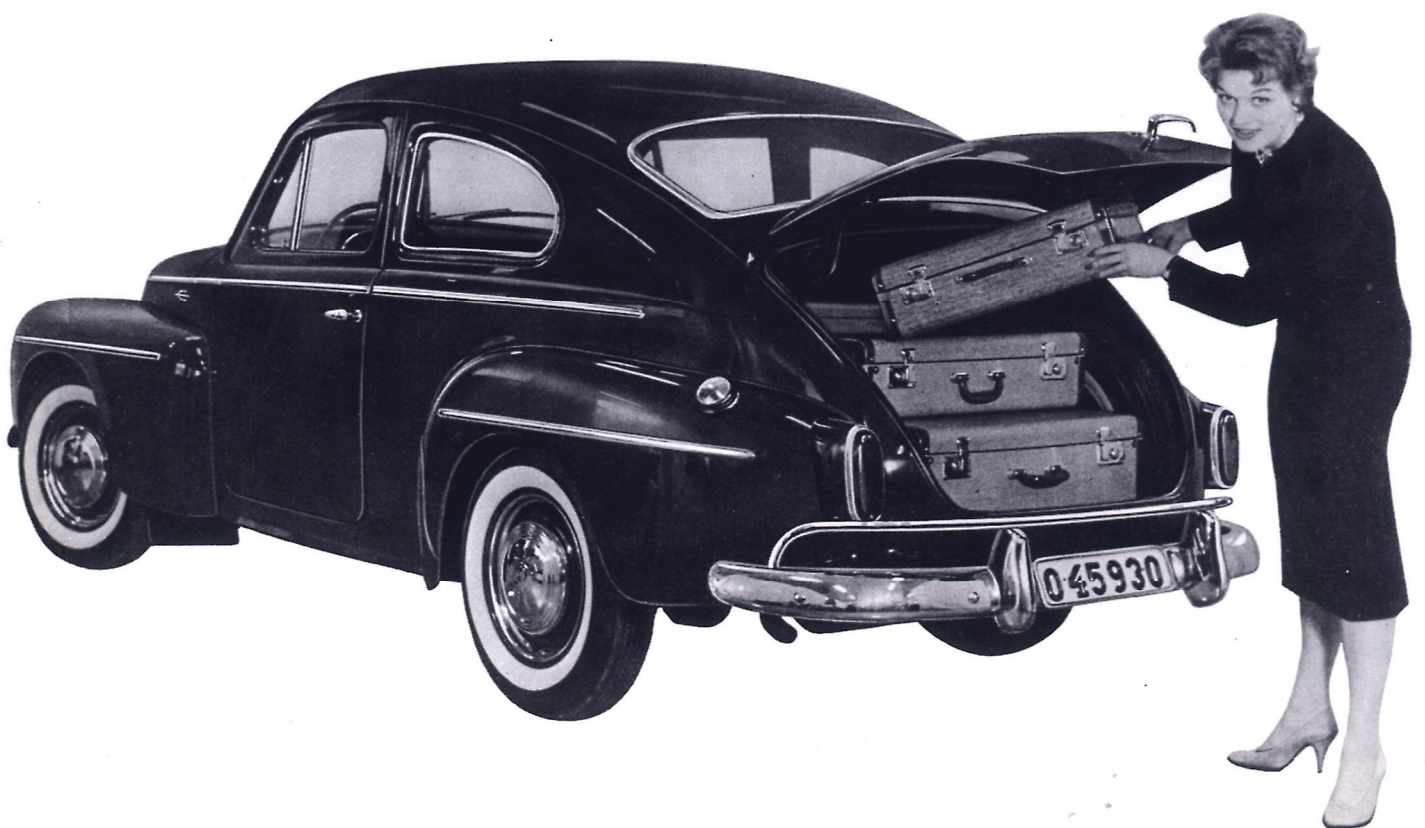
The 544 is designed and built to stand up to the most extreme climates and the very worst roads. The body is effectively rust-proofed for outdoor parking in all weather — all the year round.

Why worry about hotels?

A 544 can be quickly converted into a spacious and comfortable sleeper for two.

Generous luggage compartment

There is room for masses of luggage in the spacious compartment where the spare wheel is readily accessible on the right side.



85

horsepower

sports engine with flashing acceleration

The economical twin-carburetor engine gives flashing acceleration and sparkling performance at really high speeds. This means quick starting and rapid, safe overtaking.

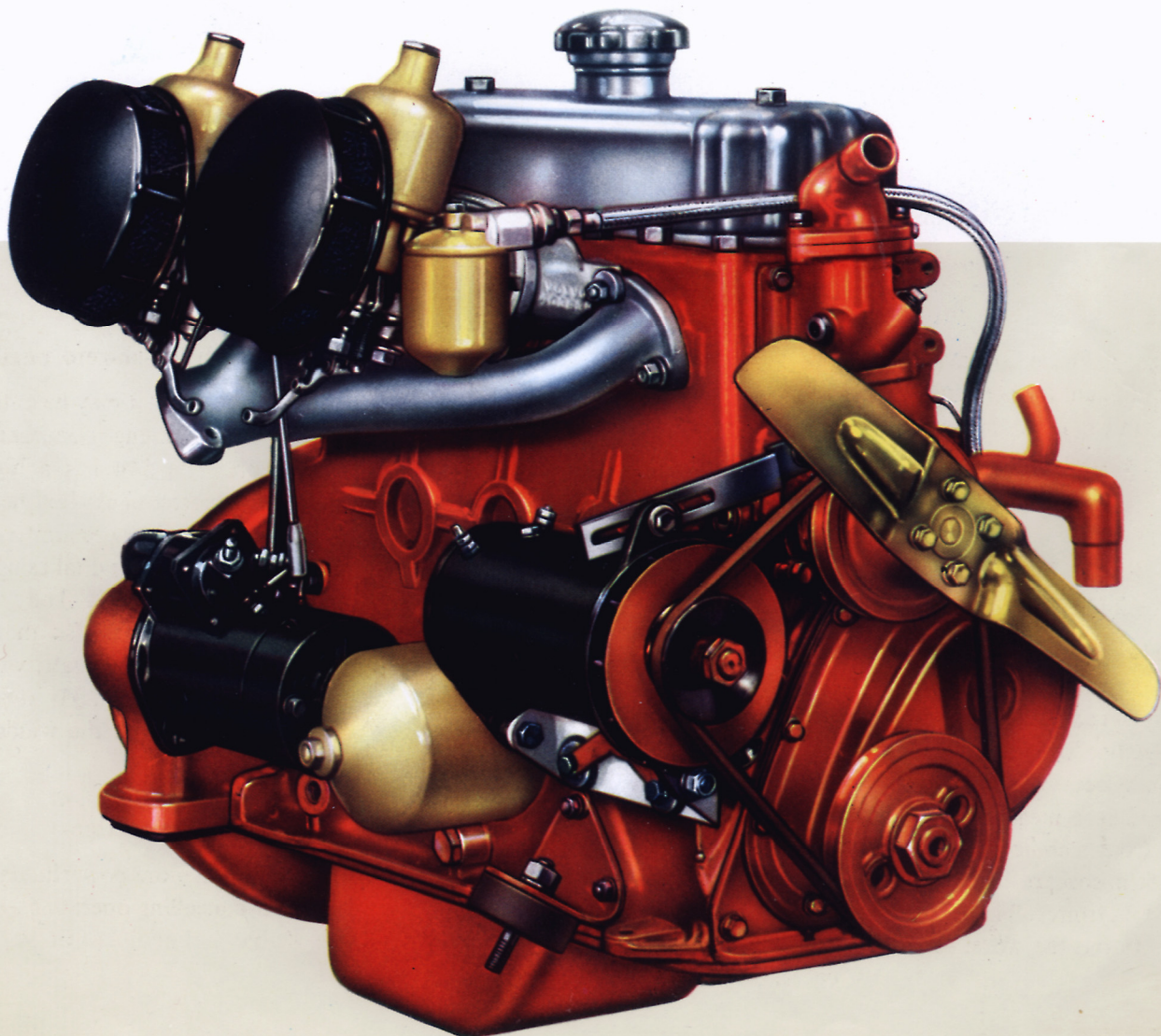
Max. output: 85 b.h.p. at 5,500 r.p.m.

Max. torque: 87 lb.ft. at 3,500 r.p.m.

Displacement: 97 cu.in.

Compression ratio: 8.2:1

The engine is fitted with a full-flow oil filter ensuring that the oil is always clean. Another advantage is that the oil only needs to be changed after every 3,000 miles.





VOLVO PV 544

Safe — speedy

Large, one-piece windshield — larger rear window

The windshield is now wider and deeper — without sacrificing safety. Now that the center pillar has disappeared, the electric windshield wipers cover a large, continuous area. The rear window is also wider and deeper.

Even more powerful brakes — handbrake lever in new position

The 544 has new, superb, self-centering brakes of the Duo-Servo type so that lower pedal pressure is required. Brake lining area 157 sq.in.

The handbrake lever is now located

between the two front seats for added convenience.

New safety factors

The 544 has a robustly-constructed, all-welded and integral steel body that surrounds the passengers with a strong shell of absolute security. The instrument panel and the sun visors are padded to afford extra protection to those riding in the front seats. The steering wheel is of the deep-center type and the laminated glass in the windshield is splinterfree.

Safety belts

Standard fittings include attachments for safety belts. These belts, which



have passed rigorous tests, are available as extra equipment for both front and rear seats and can be the most valuable extra equipment you can possess.

Outstanding roadability

The 544 has always four wheels on the ground even when taking sharp curves at high speed. Ideal weight distribution together with an ingenious suspension system based on coil springs front and rear mean soft but firm riding. A front stabilizer as well as sturdy shock absorbers front and rear mean freedom from roll in curves and really smooth out the worst road surfaces.

Quiet running — perfect sound insulation

The 544 is a quiet-running car, practically free from engine and wind noise. The engine and transmission are effectively sound-insulated, the gear-shift lever passing to the transmission through a rubber sound and vibration eliminator.

Reliable theft protection

Standard equipment includes an anti-theft ignition switch. The ignition switch cylinder cannot be broken into and this switch is connected with the ignition coil by means of an armored cable.

Indoor warmth in sub-zero weather

No matter how cold it may be outside you always ride in living-room comfort and warmth. The 544 has a highly effective thermostat-controlled heater and defroster. The heater unit is located under the hood and takes up no room inside the car itself. The warm air feed units are placed so that all the passenger seats are equally warm. The defroster system quickly gets rid of frost and mist from the windows.

New directional indicators

New larger and more powerful flasher units. Self-cancelling operating switch with visible and audible warning signals.