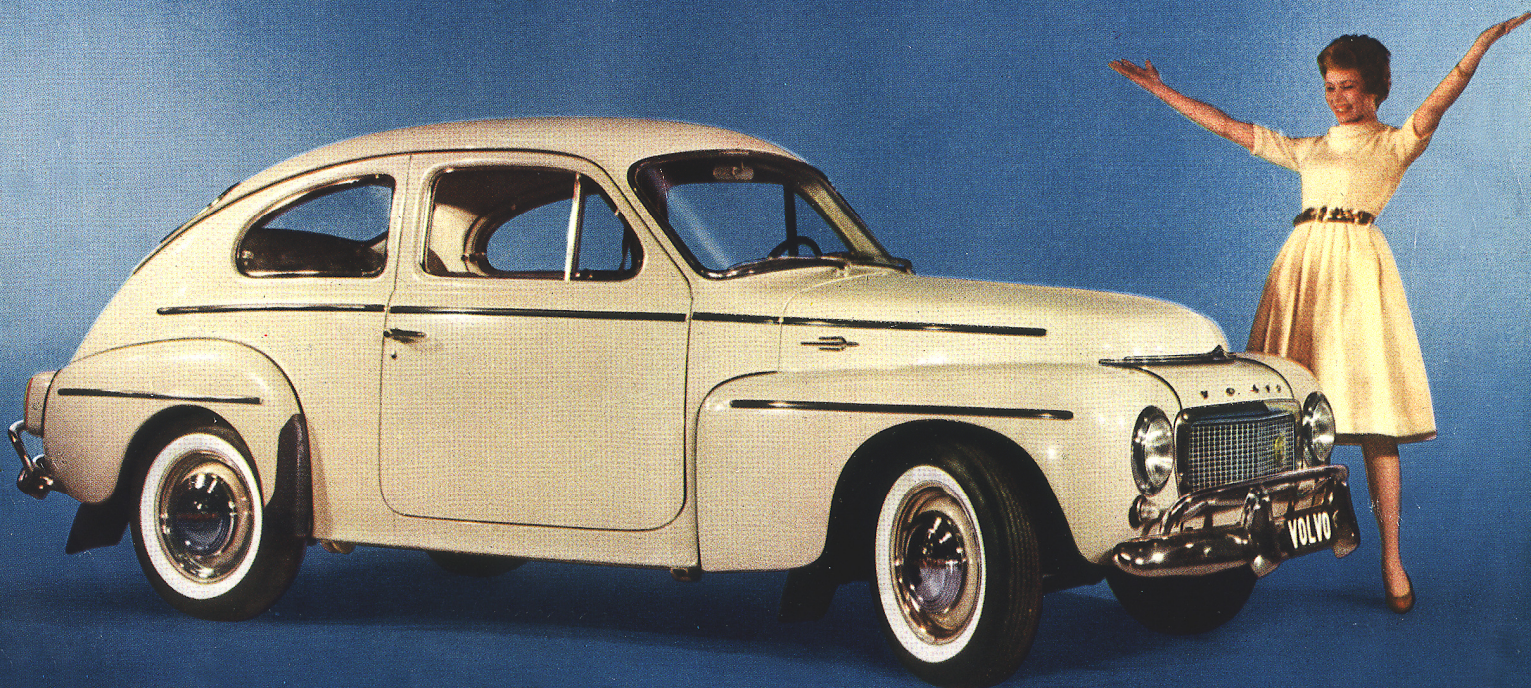


VOLVO PV 544



VOLVO PV 544 — the family sports car

This sensational Swedish-built 5-passenger sedan combines the high speed performance of a sports car with the safety, roominess and comfort of the ideal family car. It gives amazing economy — up to 35 miles per gallon — yet boasts a dynamic 85 HP twin-carburettor sports engine that's brilliantly alive and exceptionally responsive. Balanced body weight and smooth suspension plus arm-chair comfort insure relaxed, carefree motoring. The Volvo PV 544 is a product of superb Swedish engineering.

SPECIFICATIONS: VOLVO PV 544

Type designations:

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

Engine: Four-cylinder, overhead valve, type B16B.

Bore: 3.125".

Stroke: 3.15".

Displacement: 97 cu. in. (1.58 liters).

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.

Oil filter: Fullflow.

Carburettors: Twin SU horizontal.

Clutch: Single dry disk.

Transmission: Type M4, fully synchronized.

Number of gears: Four forward, one reverse.

Optional transmission: Type H6, 2nd and 3rd speed synchronized.

Number of gears: Three forward, one reverse.

Propeller shaft: Divided.

Center bearing: Located in sound- and vibration-insulating rubber blocks. Bearing requires no servicing.

Rear axle: Hypoid type. Axle shafts carried in taper roller bearings.

Steering gear: Cam and roller.

Front suspension: Individual suspension with coil springs and control arms. Double acting hydraulic, telescopic shock absorbers. Stabilizer.

Rear suspension: Coil springs. Rear axle carried on two rubber-mounted support arms, two torque arms and a track bar. Double-acting hydraulic, telescopic shock absorbers.

Foot brakes: Self-centering hydraulic Duo-Servo brakes.

Total brake lining area: 157 sq. in.

Hand brake: Mechanical operation on rear wheels only. Lever between front seats.

Wheels: Pressed steel disk type. All wheels balanced.

Tires: Tubeless, low pressure 5.90—15". White sidewalls.

Body: All-welded, integral construction steel body. Thoroughly rust-proofed.

Fenders: Undersealed.

Fuel tank: Located at rear. Capacity 9½ US gallons.

Battery: 6-volt, 85 amp.hour.

Generator: 50-amp., fan-cooled, automatic voltage control.

Starter motor: 0.75 h.p.

Starter switch: Built into ignition switch which has extra "radio" position for use of accessories when engine is not running.

Ignition coil: Connected to ignition switch by tamperproof armored cable.

Headlamp dimmer: Foot-operated switch. Headlamp beam warning light in instrument panel.

Directional signals: Flasher type front and rear, visible and audible warning signals in instrument panel. Self-cancelling control under steering wheel.

Instrumentation: Padded instrument panel containing combined instrument with fuel gauge, temperature gauge, speedometer, mileometer. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beams. Rheostat-controlled instrument lighting.

Heater, defroster and fresh air system: Controls grouped to the left of instrument panel.

Windshield wipers: Double, two-speed electric wipers with automatic parking.

Sun visors: Double padded sun visors.

Ashtrays: One in instrument panel, one in front of each rear arm rest.

Safety belt fittings: Fittings for VOLVO safety belts.

Tools: Complete tool set and jack.

Spare wheel: Stowed vertically in side of luggage compartment.

Wheelbase: 102½".

Overall length: 177".

Overall width: 62¼".

Height: 60¼".

Tread, front: 51".

Tread, rear: 51¾".

Weight, incl. fuel, oil and water: 2,140 lb.

The factory reserves the right to modify prices, designs and equipment.



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