

VOLVO 140 SERIES

Now there are three Volvos in the 140 series.
They all do the same things.



WHICH ONE YOU BUY DEPENDS LARGELY ON HOW MANY DOORS YOU NEED.

All three Volvos in the 140 series do everything Volvos are known for doing.

What Volvos are known for doing, basically, is performing well, handling well and lasting a long time.

And the cars in the 140 series do them in three different fashions—two-door and four-door sedan, and five-door station wagon.

THEY GET OUT AND GO.

When Volvos were first offered for sale in America, they were bought mostly by "car-nuts" who were frustrated racing drivers. They wanted a sensible, compact car that wasn't sluggish. And that's what they got in a Volvo.

Today, Volvo doesn't just appeal to car nuts. This year, a lot of sensible people will buy Volvos, for a lot of sen-



sible reasons. And in the process, they'll get a car that goes better than any Volvo we've ever made before.

This is due in large part to the new two-litre, 118 hp B-20 engine.

It's powerful enough to run away from most any 6-cylinder compact you're likely to encounter. But it can also give you good gas mileage—provided you don't go around racing everything in sight.

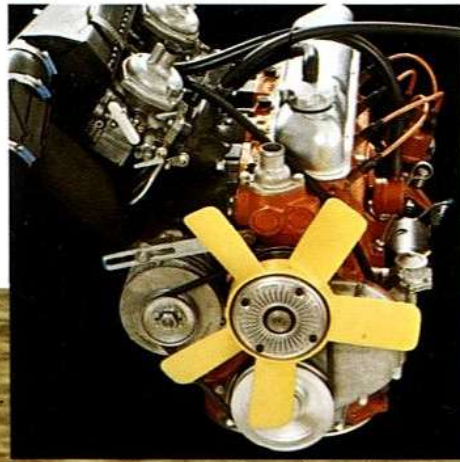
THEY HANDLE WELL.

The Volvo 142, 144 and 145 are big on the inside without being big on the outside.

So these Volvos handle like small cars. The small turning circle makes all three models easy to maneuver on the road and in the tightest city parking spots.

The steering gives good, taut road feel without threatening to break your wrists every time you hit a pothole.

The suspension is a simple, rugged system that plants all four tires firmly on the road and keeps them there. The ride is on the firm side, so there's none of the mushy floating feeling you encounter in most cars.



THEY'RE BUILT TO LAST A LONG TIME.

Volvos last an average of 11 years in Sweden, where it's tough being a car. Everything we did to make that possible on previous Volvos, we have continued to do on these.

We don't guarantee how long the 140 series Volvos will last over here, where being a car is relatively easy. But we can tell you that they're equipped with speedometers (odometers in automotive jargon) that don't just go up to 99,999 like the ones on other cars.

They go up to 999,999. Which, at the very least, shows that we have confidence.

All 140 series Volvos come equipped with the new B-20 engine described on page 16.





THE VOLVO INTERIOR IS DESIGNED TO MATCH THE HUMAN EXTERIOR.

The basic interior design of the 140 series Volvos hasn't changed much this year. Which isn't at all unusual considering that the basic design of the human body hasn't changed much either.

And the human body is what Volvo seats were designed for.

Traveling salesmen who have switched to Volvos write and tell us that because the seats can be adjusted to fit the body, they can drive all day without getting a backache.

Industrial Design magazine called the Volvo seats an "orthopedic delight" and then went on to say: "For the first time in any mass-produced chair—automotive or otherwise—not only is there good lumbar support, but adjustments in the support can be made easily..."

In all, the chair-high bucket seats adjust seven different ways: up and

down to three different heights, forward and back up to nine inches, soft or firm support on your back and spine, and tilt. The seats are covered with textile-reinforced vinyl. They're soft, tough, easy to clean, and textured for ventilation.

And while we're on the subject of ventilation, a word about Volvo's heating system.

There are two separately adjustable systems. One has vents going to the windshield and rear window. (Having a rear window defroster means cars sneaking up behind you will be seen and not blurred.) The other has vents going to the front and rear floors. Which means the people in front don't have to bake to keep the people in back warm.

Factory tested and approved air-conditioning is readily available, but optional.



The backrests adjust all the way back to a fully reclining position.



Turning a small knob at the side of the backrest provides exactly the right support for your back.



Heater and defrosters are controlled by just turning a "wheel".

"COMPACT" ISN'T EXACTLY THE WORD FOR IT.

The 140 series Volvos are compacts that don't suffer from compactness.

Inside, Volvos are roomy. The back seats sit three comfortably, two luxuriously.

But don't let this roominess deceive you. It's been accomplished by efficient use of space rather than extra-

vagant use of metal. Outside, Volvos are still genuine compacts and as such are amazingly easy to handle.

The turning circle, for example, is only 30 feet, 4 inches.

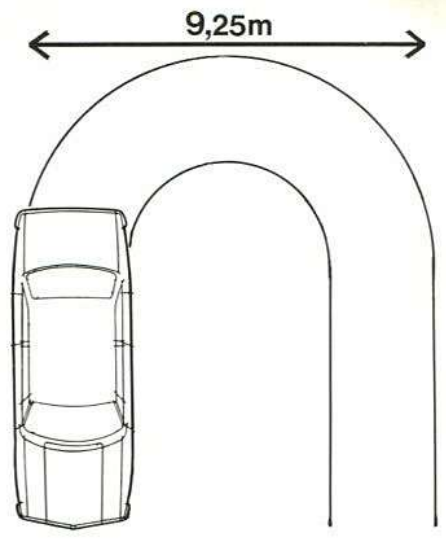
So if you're the type that likes to dump U-turns in the middle of the street, the 140 series Volvos will let you do it.

You'll also like Volvo's enormous glove compartment. It's large enough to hold hundreds of traffic tickets. Which you'll surely have if you make a habit of making U-turns in the middle of the street.





The trunk is big ...



... the turning circle is small.



EACH ONE IS DELIVERED IN ITS OWN GARAGE.

The 140 series Volvos don't need garages. They already have them.

Each Volvo has 33 pounds of paint to protect it. Six coats in all: one rust-proofing, two prime, and three enamel.

Before a drop of that paint goes on, we bathe the body in zinc phosphate. This etches the metal so it gets an almost unbreakable grip on the paint.

But we don't stop there. A lot of cars look fine from the outside, while they're quietly being eaten away from the inside.

What's eating them is condensation. (Even a real garage can't keep it out.) That's why we dip the body in rust-

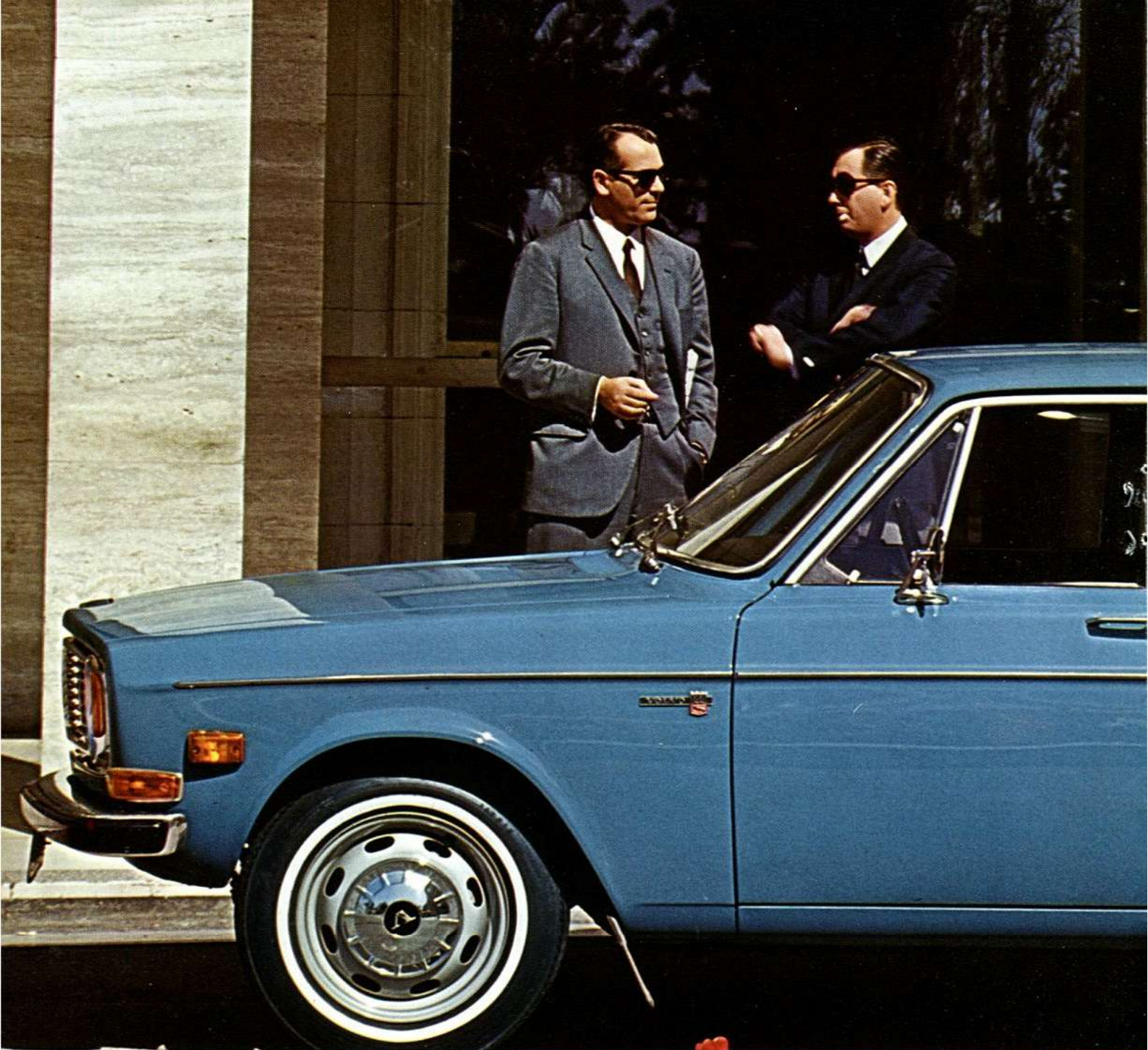
proofing. And why we make many exposed metal sections out of hot galvanized steel. Finally, we apply two coats of undercoating. One sealing wax, one thick, black glop.

The result of all this is a car that needs a garage like it needs four headlights.

You've got a garage? Store your cabin cruiser in it during the winter . . . the one you can buy with all the money you save by owning a car that lasts an average of 11 years in Sweden (true, the 140 series Volvos haven't been around 11 years, but they *are* Volvos.)







**INSTEAD OF SHOWING EVERYBODY HOW RICH YOU ARE,
SHOW EVERYBODY HOW SMART YOU ARE.**



Buying cars in order to stay ahead of the whoozits is a losing proposition.

Every time car makers come out with "new, years-ahead styling," last year's cars come out looking years behind. As a result, millions of people annually discover that their one-year-old status symbols no longer have any status.

With a Volvo, you'll never be faced with this situation. Volvos don't change from year to year, so last year's Volvo looks as new as this year's. And this year's will look as new as next year's. And so on.

So with the problem of status out of the way, you can revel in the feeling of satisfaction that comes with being smart enough to buy a car that lasts long enough to get you out from under car payments.

Don't brag about it yet, though. Or people will start asking "If you're so smart, how come you're not rich?"

In a couple of years you'll be ready for questions like that.

Let's say you pay off your Volvo in two years, then keep it three years more.

That's three years without car payments. Three years to make swimming pool payments. Or summer house payments. Or trip-to-Europe payments.

Now let them ask.



THE 145 STATION WAGO

The problem with most station wagons is that you feel like a truck driver when you're driving them.

This isn't a problem with the Volvo 145.



N IS NO LONGER, HIGHER OR WIDER THAN VOLVO SEDANS...

It does all the jobs you expect a station wagon to do, but it doesn't go to great lengths to do them.

To be specific, the 145 is exactly the same length, height, width and wheelbase as the 142 and 144 sedans. And it's only 115 pounds heavier.

As a result, you'll find that driving a 145 is just like driving a 142 or 144. That is to say, it's a pleasure.

If you've got a lot of kids and dogs and cats and your kids' inflatable fish to carry, you'll find that driving the 145 is also something else. A necessity.



... BUT IT HOLDS A LOT MORE.





With the rear seat up, there is a lot of leg room for people. Fold it down and there is a lot of room for things.



You won't slip a disc getting the rear seat-back down. It can be lowered from either side of the car.



Compartment in floor conceals valuables.



One of two spare wheel wells.

The 145 will hold you, your wife, your mother, your mother-in-law, three or four kids, a dog, a cat, and one inflated inflatable whale.

Of course, just because we'd like to see you driving a 145, we wouldn't care to see you driving yourself nuts in one. So we'll describe a somewhat more reasonable cargo.

How about 70 cubic feet of groceries? That's enough to fill six large refrigerators. And the 145 will hold it because with the back seat folded down, there's 70 cubic feet of nothing just waiting to be filled.

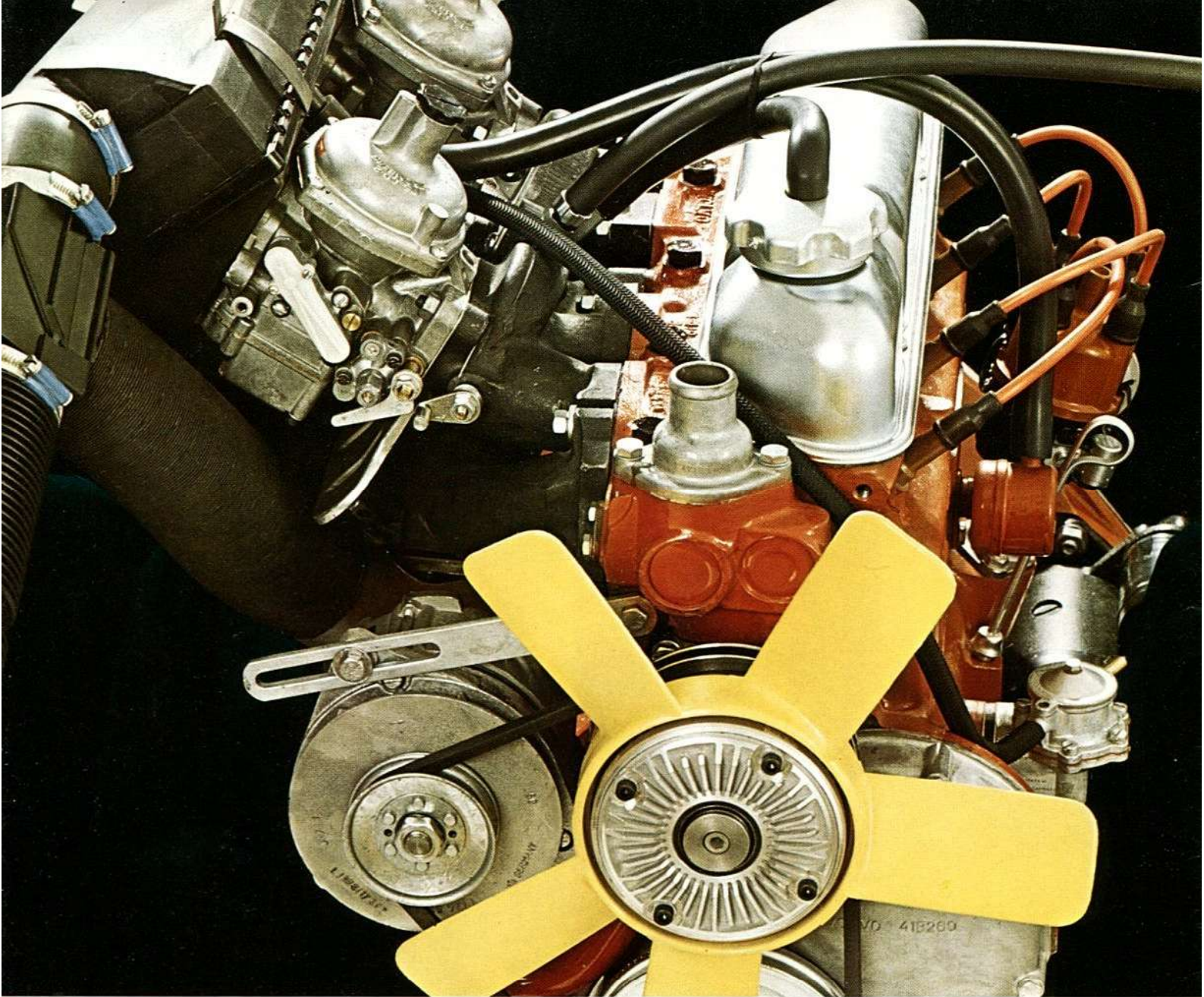
If cubic feet are hard for you to visualize, look at it this way. The cargo area measures over six feet long, 52" wide, and 33" high. Which is big enough to hold a rectangular dining table that seats eight. Getting things inside is easy, too. The tailgate is oper-

ated by two pressurized cylinders that let you raise it without raising a sweat. And closing it is just as easy.

Inside, the entire compartment, from the seats back, is upholstered in a durable, easy-to-clean textile material. It looks and feels like fine carpeting.

On the floor, there's a covered compartment that conceals three and a half cubic feet of valuables or the equivalent amount of worthless junk station wagon owners usually manage to accumulate.

On each side of that is a spare wheel well. One for a spare wheel. The other is useful for carrying a gas can or tools. (Tools are something you won't need too often, because Volvos don't need fixing too often. For this reason, somebody won't always be fixing your wagon.)



THE NEW B-20 ENGINE. IT'S NEW, BUT NOT BRAND NEW.

We've been testing this engine for years.

It took years of fiddling to make sure it would do justice to Volvo's reputation for building unbreakable engines.

If we weren't such fanatics on the subject of durability, there wouldn't have been a need for so much testing. The B-20 engine, after all, is little more than a slightly enlarged version of our old B-18 engine. And you know what's been said about that.

You don't?

Well, here's a sample from Sports Car magazine: "... the Volvo B-18 engine is one of the most, if not THE most reliable, rugged and unbreakable car engines being built today."

We expect our new B-20 engine to be every bit as unbreakable as our old one. But we also expect it to do a few things our old one didn't do.

The B-20 engine puts out 118 hp. And the torque-curve is strongest at the low end, so the power is where you can use it.

It has a thermostatically controlled pre-heating system for air passing in to the engine. The air breathed in is at least +90° in summer or winter. So the engine runs smoother right after a cold start.

The engine fan is driven through a special fluid coupling. When the revs get up to where a fan doesn't contribute anything in the way of cooling, it cuts out. This results in quieter high-speed running and less power-drain on the engine.

Our new engine has an alternator that charges the battery even when the engine is idling.

And our new engine includes what's been called the most efficient anti-smog system in the world.

To go with our new engine as standard equipment is one of the most unbreakable four-speed, fully-synchronized transmissions being built today.

Or if you prefer, you can order the Volvo automatic transmission as an option. It's strong enough to handle twice the horse-power our new engine puts out. So if you spend extra money for a Volvo with automatic, you shouldn't have to spend another penny on automatic transmissions until you buy a new car.

A WORD ABOUT SAFETY.

As Product Engineering* magazine stated in its February 1967 issue, "The deceptively simple-looking Volvo 144S, imported from Sweden, is rolling proof on the highway of what can be accomplished in auto safety within present standards of size and cost. In its wealth of engineering features for safety, economy, and performance it includes virtually all the safety standards that are giving U.S. manufacturers sleepless nights. The surprising thing is that Volvo finalized the design of the 144S two years prior to the Congressional hearings on auto safety."

And something you may also find surprising: Volvo not only meets all the government-required safety standards—but has a few the government doesn't require yet!

Which brings us to the Volvo's weak points. And to the fact that they were put there on purpose.

The dashboard and everything on it are designed to hold up just like the rest of the car. Unless someone is thrown against it. Then things start folding up.

The horn and padded steering wheel bend back slowly to take up shock. The glove compartment and the entire area below the dash are designed to give when hit hard. In addition, controls are recessed for safety in a heavily padded dash that absorbs shock.

The windshield is large enough for you to see more than just the front fenders. It's made of high-impact glass which is double laminated to give a little before it breaks away.



The Volvo body is designed so that the passenger compartment will stay intact even under severe impact conditions.

But all Volvo safety features aren't weak. Volvo has its strong points, too. And the Volvo body is among the strongest.

8,000 individual spot welds hold the body together. Each weld is strong enough to support the weight of the entire body.

Every pillar, every brace is a box to add further strength.

Each of the six main pillars supporting the roof is strong enough to hold up twice the weight of the car.

To put it another way, you could pile 10 cars on top of a Volvo and the roof wouldn't cave in.

The Volvo is so strong, we've run it into a brick wall at 30mph and the passenger compartment has remained completely intact.

Another Volvo strong point is the braking system. When you build a car that goes as well as a Volvo, you also have to make sure it'll stop.

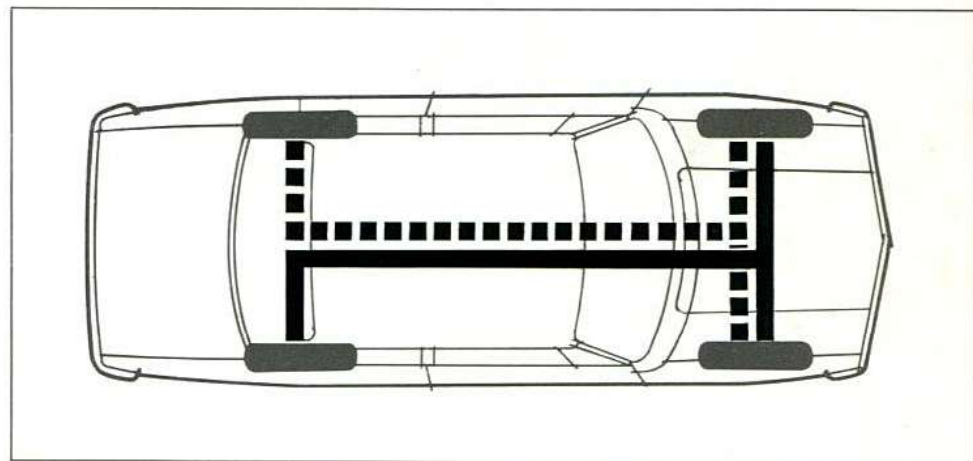
The Volvo stops. It has 4-wheel power disc brakes. They're standard equipment on all 140 series Volvos.

For good measure we designed special relief valves into the rear brake lines. This prevents the rear wheels from locking before the fronts, which is the primary reason for cars going out of control during emergency stops.

One more thing about safety. Last year, there was a lot of hoopla when someone investigated and found that three-point safety belts were safer than conventional lap belts.

Volvo was the world's first mass producer of automobiles to make three-point safety belts standard equipment. That was back in 1959.

We started out to have "a word about safety." But we think what we've ended up with is the last word.



140 series Volvos have two completely separate braking systems. If one fails, you've still got the other, which operates on three wheels instead of two.

The significant advantage of disc brakes is that they stop you straight and true. They resist fade (losing their stopping power, in other words) even after repeated emergency stops. And they're self-adjusting and much less expensive to maintain than regular drum brakes.

For added safety, the 140 series Volvos have two completely separate brake systems. Instead of one brake system working on the front wheels and another on the rear wheels, each Volvo braking system operates on three wheels—two front and one rear. This is important because the front wheels generally supply 60 percent of a car's braking and rear wheels only 40 percent. With two fronts always teamed with at least one rear, the efficiency is never less than 80 percent.

SPECIFICATIONS

The Volvo 140 series consists of the two-door Volvo 142S, the four-door Volvo 144S and the station wagon, Volvo 145S. All are equipped with the Series B-20, 118 horsepower engine and four wheel, power assisted disc brakes. It is available with a fully synchronized four-speed transmission with floor-mounted gearshift lever or a three-speed automatic transmission with the shift lever mounted on the steering column.

Engine

Type B-20. Four cylinders, overhead valves, five-bearing crankshaft, twin horizontal carburetors with "dual induction" exhaust emission control system. Thermostat-controlled pre-heating of induction air. Full flow oil filter.

Bore 3.50 in.
Stroke 3.15 in.
Displacement 121 cu. in.

Maximum Output:
118 bhp SAE at 5800 r.p.m.

Maximum Torque:
123 lb.ft. SAE at 3,500 r.p.m.

Compression Ratio: 9.5:1

Transmission

Four-speed, fully synchronized with floor-mounted gearshift lever. Standard "H" pattern.

Ratios: 1st	3.13:1
2nd	1.99:1
3rd	1.36:1
4th	1.00:1
Reverse	3.25:1

Optional:

Automatic three-speed with column-mounted shift lever, standard P-R-N-D-L gear quadrant.

Rear Axle

Hypoid Type	Sedan	Station Wagon
Ratio: (Auto)	4.1:1	4.33:1
(Manual)	4.3:1	4.33:1

Body

Integral all-welded steel. Completely rustproofed and undercoated. Passenger compartment surrounded with boxed steel members. Impact absorbing front and rear body sections. Front and rear wrap-around bumpers with full rubber inserts.

Instrumentation. Speedometer, odometer, trip-meter. Fuel gauge. Water temperature gauge. Generator, oil pressure, headlight beam, directional signal and parking brake warning lights. Emergency flashers.

Other standard equipment. Three-point front seat belts. Rear-seat fitted with three lap belts.

Reclining front bucket seats with headrests. Padded dashboard, sun visors, roof and interior. Deluxe vinyl upholstery and trim. Passenger assist handles front and rear. Pull-down armrest in rear seat. Child-proof rear door-locks. Thermostatically-controlled heater and defroster system. Front and rear window defrosters. Direct air duct to rear seat. Two fresh-air intakes. Two-speed electric blower. Two-speed electric windshield wipers with windshield washers. Automatic back-up lights. Variable instrument lighting. Interior courtesy lights. Illuminated glove compartment. Side reflectors. Steering wheel lock incorporated with ignition lock.

Exterior and interior rear view mirrors. Cigarette lighter. Front and rear ashtrays. Tool kit and jack.

Optional Equipment. Includes: AM and AM/FM radios. Roof racks. Ski racks. Limited slip differential. Fitted spare gas can. Air-conditioning. Bumper over-riders. Trim package . . . and a wide variety of other equipment designed to tailor-make a Volvo to your individual requirements.

Cooling System

Sealed, with anti-freeze. Coolant circulation by engine-driven pump. Capacity 2 $\frac{1}{2}$ gallons. Transparent expansion tank.



Fuel System

Twin horizontal carburetors supplied by mechanical pump. Tank capacity 15½ gallons.

Dimensions and Weights

Length	182.7 in.
Width	68.1 in.
Height	57.0 in.
Wheel Base	102.4 in.
Track, Front and Rear	53.1 in.
Curb Weight, approx.	144S 2600 lb.
	142S 2520 lb.
	145S 2715 lb.

Cargo Space, Station Wagon:

Length with rear seat in use	44.5 in.
Length with rear seat folded down ..	74.0 in.
Maximum width	52.0 in.
Height	33.0 in.
Volume, rear seat in use, approx.	53 cu. ft.
Volume, rear seat folded down, approx.	67 cu. ft.
Supplementary space, approx.	3.5 cu. ft.
Maximum width of rear door opening	46.0 in.
Maximum height of rear door opening	31.5 in.

Electrical System

Voltage	12
Battery Capacity	60 amp. hr.
Alternator Rating	35 A
Starter Motor Output	1 hp

Brake System

Footbrake. Power assisted four-wheel disc brakes. Twin circuits each operate on both front wheels and one rear wheel. Warning light turns on if one circuit fails. Single circuit provides 80% of full four-wheel braking efficiency. Special rear wheel pressure relief valves assure maximum stability during emergency stops.

Front: Self-adjusting 11.6 in. discs — pad area 23 sq. in.
Rear: Self-adjusting 11.6 in. discs — pad area 14½ sq. in.

Parking Brake. Separate mechanically operated rear wheel drum brake system. Lining area 27 sq. in. Warning light on dashboard. Quick release handbrake lever located between driver's seat and door.

Wheels and Tires

Balanced pressed steel wheels with safety rims. Stainless steel hubcaps. White sidewall, wide-base, low-profile, tubeless tires.
Rim size: 4½ × 15
Tire size: 165 S 15 (6.85 × 15)

Chassis

Front suspension. Independent with rubber-mounted control arms. Steering knuckles supported by ball joints. Anti-sway bar. Coil

springs with telescopic shock absorbers. No lubrication of front suspension and drive shaft components is necessary.

Rear suspension. Solid rear axle carried by longitudinal rubber-mounted control arms. Transverse location by rubber-mounted track rod. Coil springs with telescopic shock absorbers. The station wagon is also fitted with supplementary springs of the hollow rubber type.

Steering. Cam and roller type with 4 turns lock to lock. Recessed steering wheel. Collapsible steering column.

Turning circle. Between curbs 30 ft. 4 in.

The factory reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and also to discontinue models.





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