



**This is either the most expensive economy car in the world,  
or the least expensive Gran Turismo car in the world.  
We'll sell you either one.**

Loafing at 70 mph, the Volvo P1800 gets 29 miles to the gallon\*— better gas mileage than a Volkswagen gets at the same speed. Yet Road & Track magazine calls the P1800 "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 (\$12,900) or an Aston Martin (\$12,500) will be able to pay." So which is it? You decide. If a tinge of guilt over self-indulgence has been keeping you from owning a P1800, repeat to yourself, "It's an economy car, it's an economy car, it's an economy car..." If Gran Turismo prices have been keeping you from owning a P1800, repeat to yourself, "\$3995, \$3995, \$3995†..." \*With overdrive

†Manufacturer's suggested retail price East and Gulf Coast POE. West Coast POE slightly higher. Overseas delivery available. See the Yellow Pages for the dealer nearest you.



# If you want economy you've got to pay for it.



**\$2330**



**\$2530**



**\$2630**



**\$2895**

There's only one way to build an economical automobile. You build it by putting things into it—not by leaving things out of it.

You don't strip the engine of power and strength and stamina. You don't make the car so small the family has to draw straws for a seat. And you don't skimp on those finishing touches that make an automobile a pleasure to own and to drive (that's austerity, not economy).

To build an automobile that gives over 25 miles to the gallon, travels fast, stays out of repair shops, lives a long life and returns a good share of its original cost at trade-in time, you do this:

Put dual carburetors on the engine. Not the gas-gulping kind, but special carburetors that open and close like a camera shutter to adjust to the driver's demands.

You machine finish the combustion chambers to give them a mirror surface. This prevents carbon deposits from building up and damaging the engine.

You put five main bearings in the engine instead of the usual three. This gives the crankshaft greater support, keeps vibration way down, stretches engine life way out.

You cast the engine block from charcoal iron. Charcoal iron is costly to produce but it's purer and stronger than regular alloy irons.

You stamp the body panels from heavy-gauge Swedish steel. Then you weld them into a rock-like unit so the car will feel solid and be strong when you drive it.

You rust-proof the entire body, then apply six—that's right, six—coats of paint.

You install 15-inch wheels because

big wheels make fewer revolutions to get you where you're going. Consequently, the engine makes fewer revolutions and lasts longer. Tires last longer, too.

Then you add such pleasantries and practicalities as bucket seats, vinyl upholstery, padded dash and sun visors, white sidewall tires, undercoating, heater-defroster, etc., etc., and call them standard equipment.

Now what have you got? You've got a Volvo. A compact that out-accelerates other popular-priced compacts in every speed range, gets over 25 miles to the gallon like the little import cars, carries five in comfort, is virtually indestructible and proves it at trade-in time. Economy? Isn't it worth paying for?



\*All prices quoted are manufacturer's suggested retail price East Coast Poe. Local tax & delivery charge extra. See the Yellow Pages for the dealer nearest you.



P1800, \$3995.\* Gives you the Gran Turismo features other road cars give you for \$10,000. How's that for economy?