

VOLVO *Canadian* **SERIES**



Volvo out-accelerates every compact in its class, gets over 30 miles to the gallon, and lasts an average of 11 years in Sweden. ■ Some of the reasons are inside.

Volvos are Swedish cars, built to survive Swedish driving conditions, which are rough. The winters in Sweden are rarely mild and often severely cold. 70,000 miles of Swedish roads are unpaved, and there are no speed limits on Swedish highways. Volvos last an average of 11 years under these conditions.

While they're lasting, they do a few other things too. They out-accelerate every compact in their class, and get over 30 miles to the gallon — even with automatic transmission.

You'll enjoy keeping it longer than the payment book.

Volvo is one of the most comfortable cars you'll ever drive, with seats you can adjust back and forward, raise up or down, and even adjust the backs to the softness you want. A complete instrument panel is arranged so you'll be able to tell how the car is functioning without a second glance.

The heater was built to keep out the cold of a Swedish winter. It has warm air channels that carry the heat directly to the back seat.

This year we've even put a roof handle over the rear seats, to make getting in and out of a Volvo easy.

Some of the best things about a Volvo are the things you don't see.

Under the hood is a simple, tough, 4-cylinder engine. It has a five bearing crankshaft (keeps vibration way down, makes the engine last longer), twin SU horizontal carburetors (that open and close like a camera shutter to provide exactly as much gas as the driver demands, without waste), fully machined combustion chambers (a lot of the really expensive cars don't give you that), and a full flow oil filter.

The engine in the '67 Volvo has 100 h.p. instead of 95, which gives you even more power to play around with.

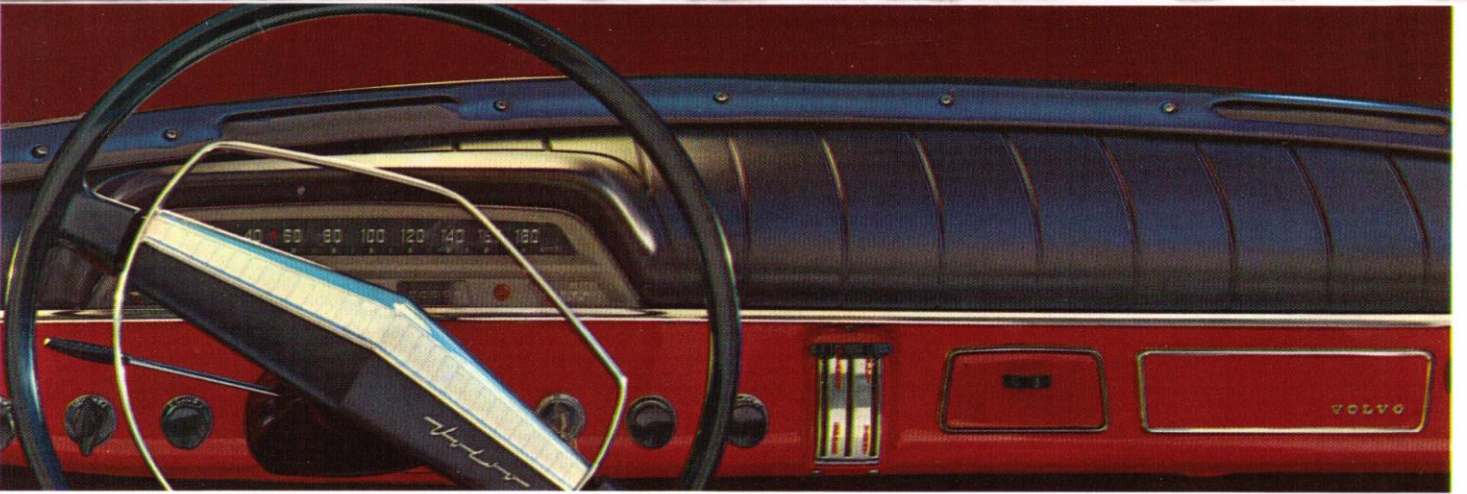
If you like to shift gears, Volvo's standard gearshift is synchronized in all 4 speeds to make it even more enjoyable for you.

If you don't like to shift gears, Volvo has an optional automatic transmission that's so efficient you'll still be able to get over 30 miles to the gallon.

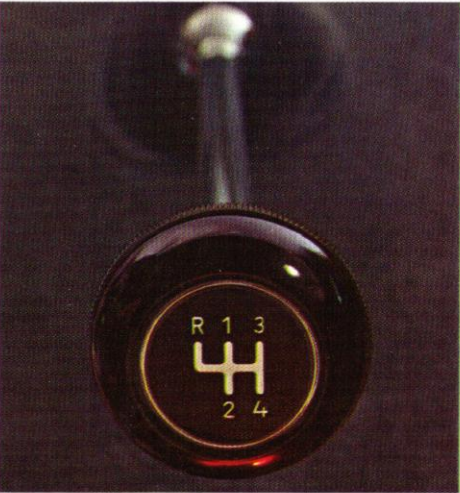
Disc brakes in the front and drum brakes in the rear make stopping a job that's evenly shared by all 4 wheels, so you don't sway or fade in an emergency stop. Servo-assist power brakes are standard equipment too, to make braking even easier.

The sealed engine cooling system in all Volvo passenger cars helps keep the radiator from blowing its stack. When it starts getting too hot, the steam flows into a container, cools down to water, and drains back into the radiator.

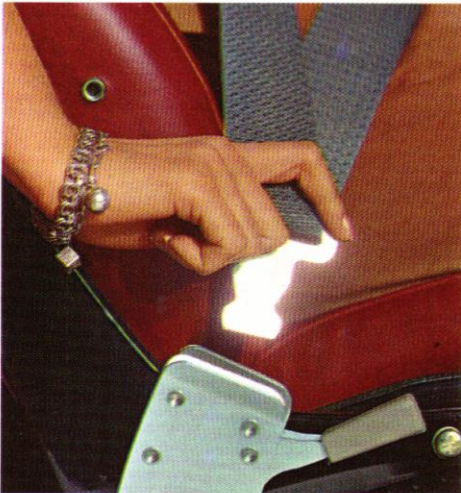




The Volvo instrument panel. It even has an odometer like the real expensive cars



Four-speed fully synchronized gear box



Safety lock clicks into place easily

