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.

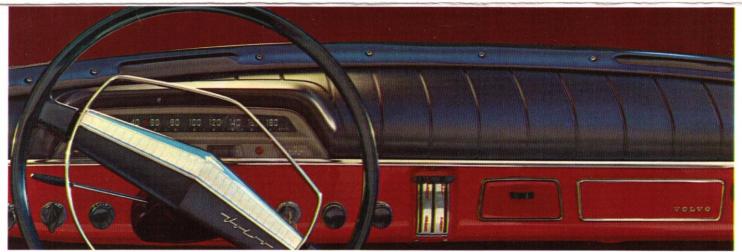
Disc brakes in the front and drum brakes in the rear make stopping a job that's evenly shared by all 4 wheels, so you don't sway or fade in an emergency stop. Servo-assist power brakes are standard equipment too, to make braking even easier.

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

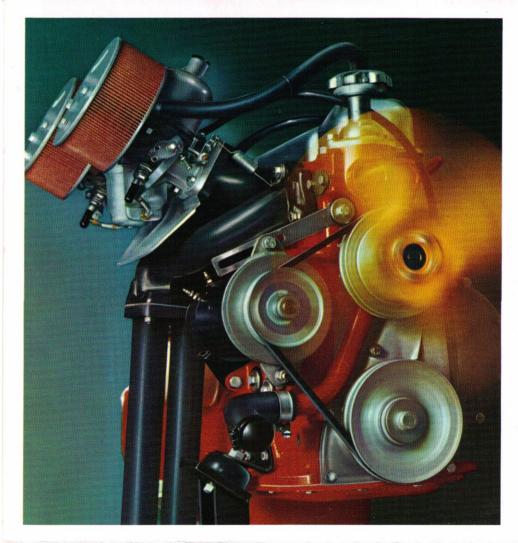


Four-speed fully synchronized gear box

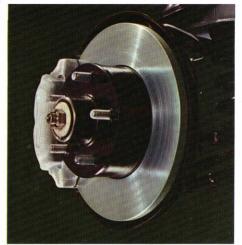


Safety lock clicks into place easily









Some things in a Volvo you may never need.

Volvo was the first car to make the three point safety belt standard equipment. To put it on you pull it down from the windup device next to the door. You don't have to fiddle around on the floor to find it

Pull it across you, snap it into the safety lock on the other side of your seat, and there you are, securely strapped in.

When you take it off, the windup device automatically takes up the slack and gets the loose belt out of your way.

Padded dash and sun visors are standard, of course, as well as a collapsible steering wheel that's designed to fold to one side under severe impact.

The Volvo station wagon — like the sedan, but it carries more.

Because of its large horizontally divided rear door, the station wagon is easy to load and unload.

With the rear seat down, the cargo space is just over 6 feet long and just under 4 feet wide, with a height of 31 inches. It'll hold more kids than your nervous system can stand.

The engine output is high in relation to the station wagon's weight, so you can cruise at high speed with a full load and still have power left to pass. To compensate for heavy loads, its suspension system is a little stiffer, and there are rubber bumpers to keep it from "bottoming" on rough roads.

To give it protection on the inside, the cargo space is completely upholstered with a durable textile material, and the seats are covered by vinyl. Even a Cub Scout Troop couldn't hurt it.

The best way to give you an idea why Volvos last so long is to tell you something about how the Volvo body is made.

A process called Closed-Box-Type Construction is used around the doors and windows. (This means all the openings are strongly supported by solid steel all around, not merely by braces at the corners.)

All the closed sections of the body are rustproofed **before** they're welded, to protect your car from rust in places you can't get to.

After welding, the body is etched in acid so the first coat of paint will have a better surface to hang onto. That first coat of paint is rustproofing primer, and the entire body is dipped into it. Then more primer is sprayed over the original primer coat.

An intermediate coat of paint follows that, then the five color coats.

In between each of those coats, the body gets baked, hand-rubbed, and thoroughly washed. Pretty Swedish girls go over the whole body with soft flannel mittens feeling for faults the eye can't see.

For good measure, moisture absorbing pads are bonded to the inside of every large piece of metal to further protect it from the condensation that rusts away a car in places you can't see.

In addition to all this, Volvo undercoats its cars with two different compounds. One is a special sealer. The other is a black waterproofing compound that would cost you about \$35 if you had to have it put on yourself.

The result of all this is a car that the elements have a hard time getting to, even when your garage is the parking space in front of your house. When you think about it, it's no wonder the Volvo lasts an average of 11 years in Sweden.

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