

**VERY FEW CARS
ARE BUILT LIKE A VOLVO.
VERY FEW VOLVOS
ARE BUILT LIKE THIS.**





Volvo is 50 years old.

To celebrate we've made a limited edition of 750 anniversary cars.

Each one in metallic silver. With a unique specification that includes a sun roof, tinted windows, anniversary emblems and blue plush upholstery.

As the ultimate endorsement, the President of Volvo's signature is engraved in a solid silver plaque on the dash.

The manual version will cost £5,325. The automatic, £5,595.

Take a look at one in your Volvo showroom this week.

A car that's taken half a century to build is going to be worth half an hour of anyone's time.

From a single factory in Gothenburg that employed just ten workers on a busy day, Volvo has grown into an international corporation with 40 factories and 60,000 employees.

We like to think the reason for this kind of success lies in one word.

Quality.

As a nation of engineers, only the highest standards are acceptable. So it's worth knowing, that with virtually the whole world to shop around from, Volvo firmly believe in buying British.

Volvo is in fact the largest customer of the UK car parts industry, spending last year a more than impressive £65 million.

With so many British parts, it's no great surprise that we've so many British drivers.



For details and address of your nearest Volvo dealer write to: Volvo Concessionaires Ltd, Lancaster Rd, Cressex Estate, High Wycombe, Bucks. HP12 3QE. Tel: (0494) 33444.



The First Volvo. The OV4. "Jacob."