

**VOLVO 164**







## **Stopping to stretch your legs is no longer a valid excuse for stopping.**

The Volvo 164 was built with all the room you'll require to keep going as long as the gas holds out. (Which in a Volvo 164 is a good long stretch.)

The best way to gauge the roominess inside a 164 is to measure the back seat. It's as big as the front seat.

The width at shoulder and hip-height is the same as in front. (Which means three can sit comfortably. Or two luxuriously.) As for leg room, let's just say that many embassies have ordered the 164 for their diplomats. Who are used to riding around in back seats. In style.

Which we're not about to cramp.

## **For what the 164 costs, you shouldn't have to pay extra to get a complete car.**

The basic price of the 164 includes everything you need to drive the car out of the showroom.

Items like power steering, 4-wheel power disc brakes, our top-of-the-line 3-litre engine and a 4-speed synchronized gear box.

Plus some equipment you might expect to pay extra for on other cars: trip meter, mud flaps all around, simulated wood-grained dashboard, 2 outside rearview mirrors, white wall tires and an electric defroster for the rear window.

Plus one item you can't buy from anybody else: the all-leather Volvo bucket seat. Industrial Design magazine called it "... An orthopedic delight ... 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 ..."

Many other adjustments are possible. You can raise or lower the seat to three different heights. Recline the backrest to a horizontal position. And move the seat forward and backward about eight inches. You can even move the seat out of the car and into your living room. Some people have actually done it.





**compare it with a Cadillac. The '68 Cadillac was built for 230,003 people. We intend to be a lot more exclusive.**

In 1969, we'll produce the new Volvo 164 for six thousand Americans.

Which, as production goes, is not mass.

But the market for the 164 isn't mass either.

We designed it for that small minority of car fanciers who believe that somehow it's possible to build high performance and exceptional comfort into a car that will stand up for years and still cost less than a year's salary.

Idealists they may be.

But for them we've tried to build the ideal car.

**0 to 60 in 11 seconds is not uncommon.**

**60 to 0 in 3.5 seconds is.**

Even with its new 3-litre, 6-cylinder engine, the Volvo 164 can't accelerate as fast as a Ferrari. On the other hand, pick-up is faster than in a Mercedes 250, giving you all the speed you require to move into expressway traffic courageously. Not timidly.

But when discretion is the better part of valor and you want to stop fast, the 164 is unique.

The 4-wheel power disc brakes can bring the 164 to a straight stop from 60 mph in only 3.5 seconds. We don't know of any other car that can say as little.

The 164's four-speed gear box gives you the feeling you're driving the car. Not vice-versa. Shifting is unusually smooth and quiet because we've found a new way to grind the gear teeth before we install the gears. That way, you won't grind them after you buy the car.

But if you'd rather not think about shifting for yourself, our automatic transmission is available as an option.

**we're telling you top speed is 112 mph for only one reason: so you won't try to find out for yourself.**

Under the hood of the Volvo 164 is the most powerful passenger-car engine we've built: the 3-litre, 6-cylinder engine we call B30. We began to design, develop and test it in 1962. We didn't introduce it earlier because we wanted to be sure it would live up to our reputation for building reliable, rugged and unbreakable car engines. Now we're sure.

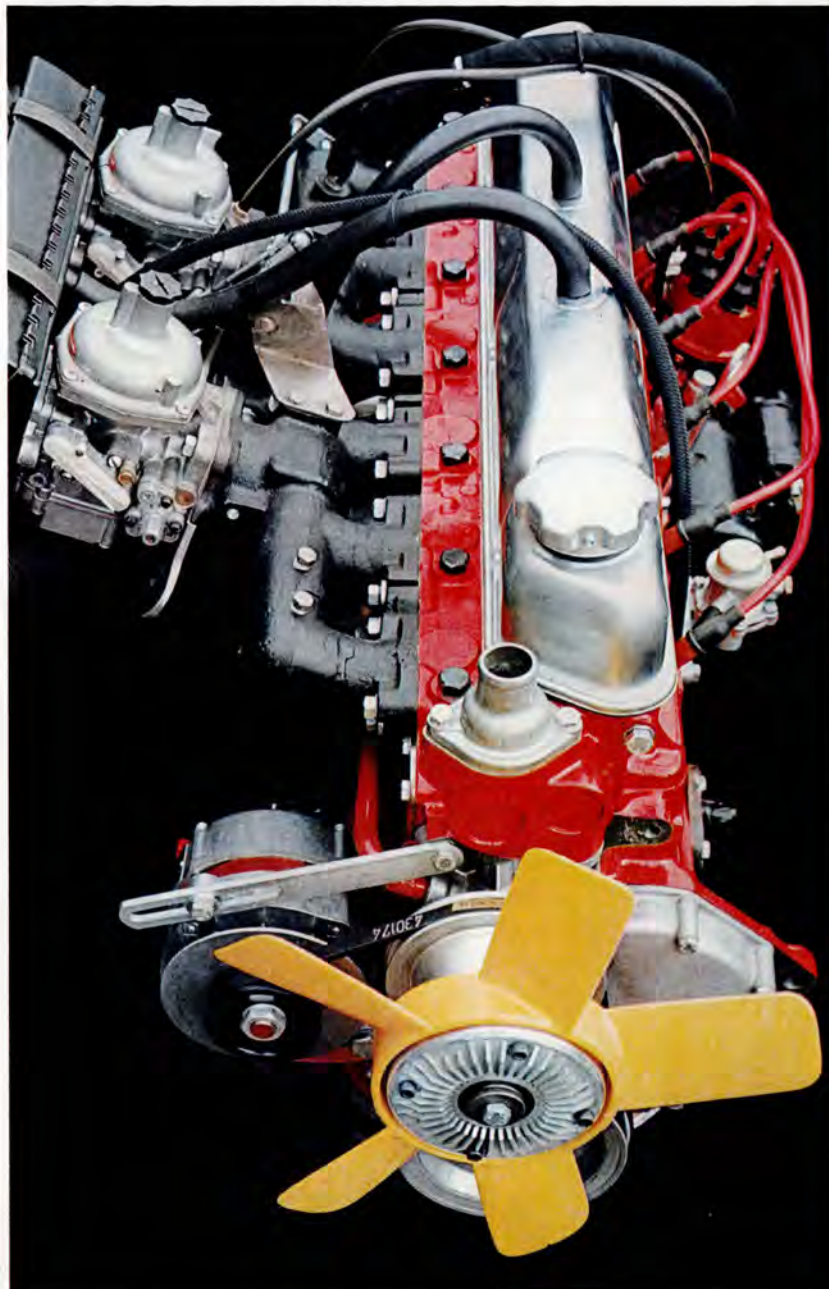
The B30 is a 145 horsepower engine which is not large by American standards. But by any standard, its torque curve is a thing of beauty. The greatest torque (or pulling power at the drive wheels) is concentrated at the low end (between 25 and 50 mph), right where you want it for fast acceleration.

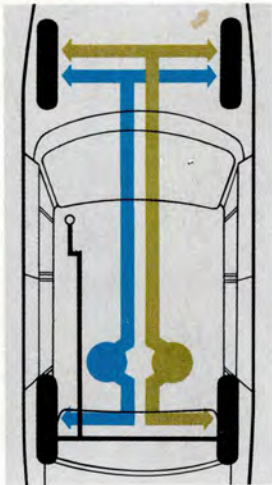
Not only did we spend years developing the B30 but we spent years keeping it quiet.

The radiator fan is of an asymmetrical design to reduce noise and vibration. When it reaches 3000 rpm and can no longer help cool the engine, the fan stops accelerating. This reduces high-speed engine noise while increasing engine output by two hp.

The B30 runs so quietly there'll be times when you wonder if it's working. But you won't have to worry about it starting. A thermostatically controlled pre-heating system keeps the air breathed into the engine at a temperature of a least 85° winter or summer. So the engine runs smoother after a cold start.

Another feature of the B30: an anti-smog device that lowers—not raises—fuel consumption. So breathe easier. Twice.





#### Braking system

The 164's 4-wheel power disc braking system is really two separate systems. But instead of having one working on the front wheels and another working on the rear wheels, as on most cars, each Volvo braking system operates on three wheels. So if one system should ever fail, braking efficiency is still never less than 80%.



#### Safety body

We form the body of the 164 by joining thick sheet steel together with 10,000 spot welds. To add further strength, we form each of the six main pillars supporting the roof in a box shape so that the 164's roof is strong enough to hold up almost seven times the weight of the car. For added insurance, we build the 164 with energy-absorbing front and rear ends.



#### Maneuverability

The 164 can zip into city parking spots only three inches longer than the compact Volvo 144. Its turning circle is about ten feet smaller than a Cadillac's and four-and-a-half feet smaller than a VW beetle's. And with power steering as standard equipment, jockeying through traffic is no strain on your arms.



#### Protecting your investment

The 164 doesn't need a roof over its head because it's got a Volvo paint job all over its body. Our paint specialists insist on six coats: one rust-proofing, one primer, one sealer and three enamel color coats. (Many other car makers stop at one color coat.) Then we give the chassis two undercoats. One to protect against road salt. The other to protect against everything else. Then we put on a temporary overcoat of wax to protect the 164 on its trip to the United States. Some people might say that we over-protect the Volvo 164. We won't argue with them. Five years from now, neither will you.