

VOLVO
140
series



The 1974 Volvo: two new models, three improved models, the same old philosophy.

The Volvos most people buy are 140 Series Volvos. The 142 two-door sedan. 144 four-door sedan. The 145 station wagon. Since 1968, we've been building and improving on the cars in this series every year.

For 1974, we've added to it.

Introducing the Volvo 142GL and the 144GL. They're cars for people who definitely want a Volvo. But definitely don't want a Volvo like everyone else is buying.

So for a little more money, they can have a Volvo that stands out in a crowd of Volvos. Extra standard equipment includes a choice of three metallic paints not available on the 142/144, steel-belted radial tires on wheels with special trim, a steel sunroof, leather-faced upholstery, a heated driver's seat and a tachometer.

For a little less money, you can have a car that stands out in a crowd of cars: the '74 Volvo 142/144/145. Changes for the better include improvements in strength (reinforced door frames and rear side members); comfort (the ride is quieter, power-assisted steering is now standard on all models with automatic transmission); and safety (the gas tank is in a safer position, bumpers are bigger).

But, you say, strength, comfort and safety are nothing new with Volvo.

Exactly.

The new 144GL (*foreground*), the 145 station wagon and the 142 sedan (*background*).





In a recent poll of Volvo owners, handling was their favorite characteristic. We've done a couple of things not to change their minds.*

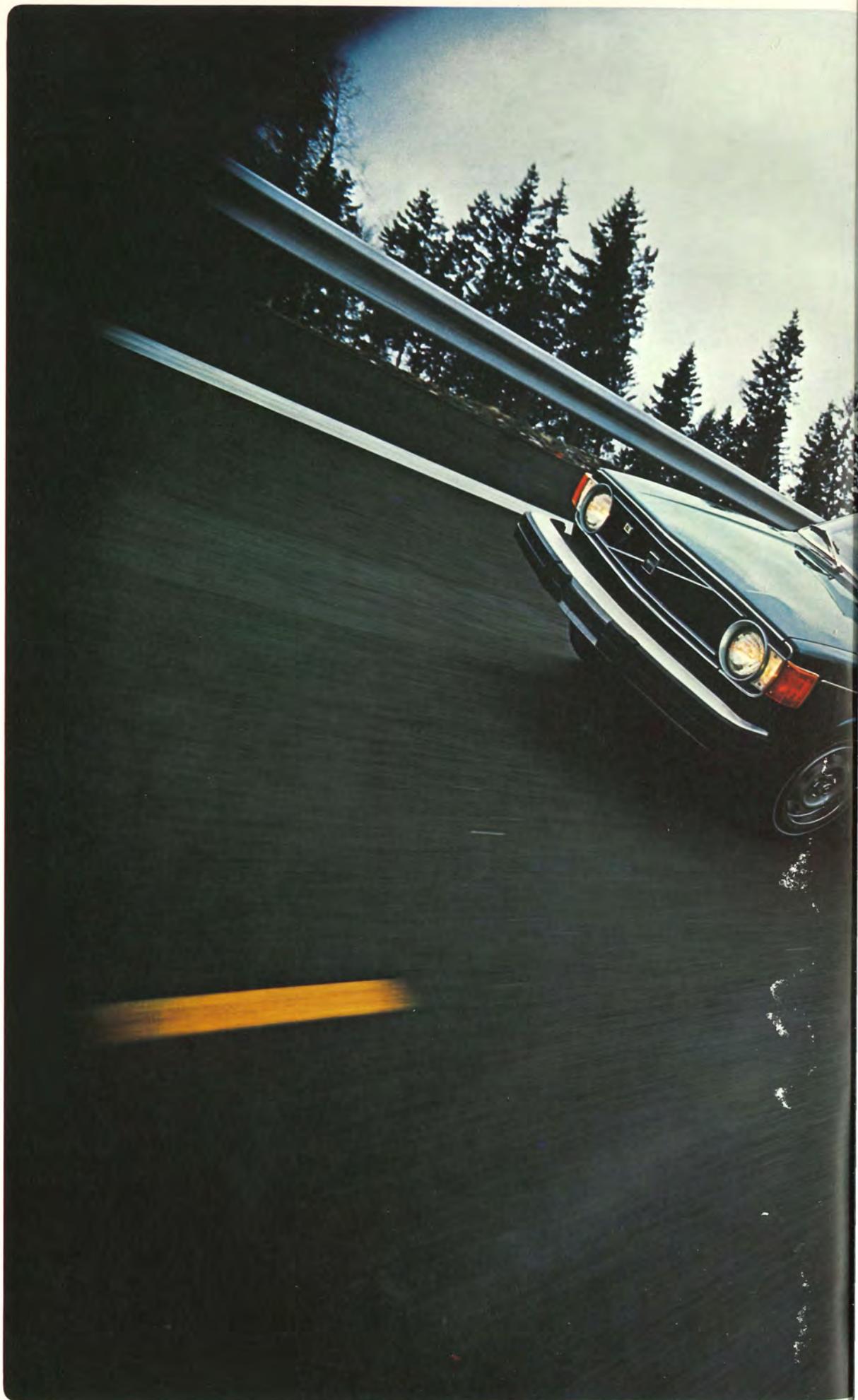
As we see it, handling includes the steering, shifting, braking, lane-changing, turning and parking that are all involved in getting a Volvo from here to there. Another word for handling might be "driving".

And if driving was what those owners of 1972 Volvos liked best about their cars, then the owners of '73s and '74s should like it even better. (Last year we improved the steering to make turning the wheels easier. This year, we've added power-assisted steering to every model with automatic transmission. What could make steering easier than that?)

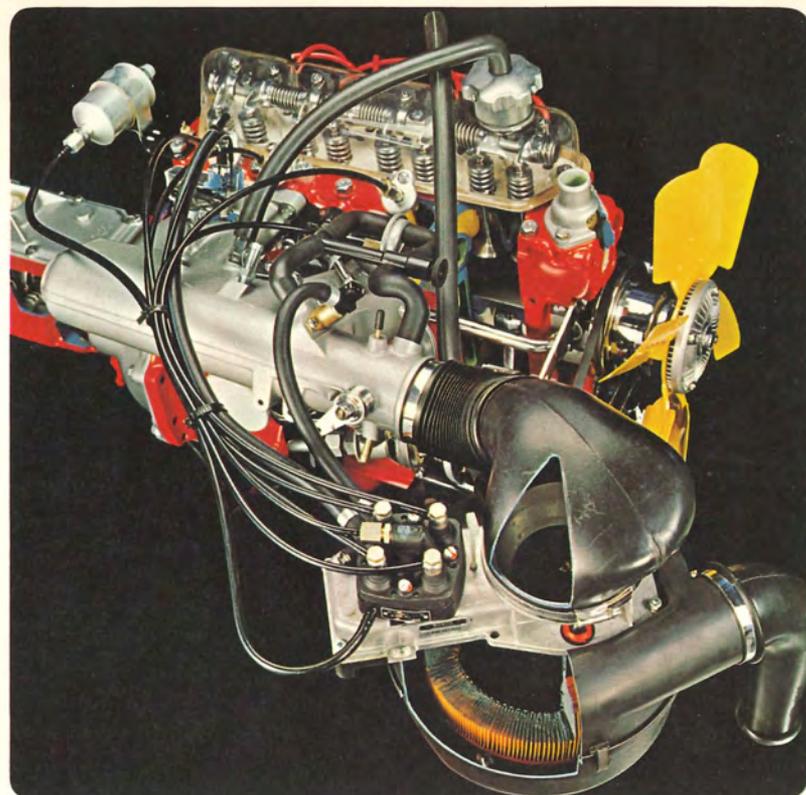
Unfortunately, it's impossible for us to describe the feeling you get when you drive a Volvo. Many owners have favorably reported on a "solidness", a "tightness" about their cars. What does that mean?

Handling is a concept we can't sell you. But if you ask your Volvo dealer for a test drive, it's something you can sell yourself.

* This survey of 1972 Volvo owners who had driven a total of 2,504,888 miles appeared in the February 1973 issue of Popular Mechanics.



○ A new 142GL sedan on a banked section of Volvo's high-speed test track.



Last year Volvo eliminated carburetors in favor of more efficient fuel injection. Now we've introduced another fuel injection system. It works on a principle of

constant injection determined by the amount of air being drawn into the engine. You'll find it on a European sports car and every Volvo 140 Series model.

(Below left) Four power-assisted disc brakes are standard. Two pressure-proportioning valves reduce the chance of rear-wheel lockup during emergency stops. *(Bottom left)* A fifth gear — overdrive — is standard on the GLs with manual transmission. You engage it with one lever on the steering column.

The other lever operates the two-speed windshield wipers and washer. *(Below right)* For '74, shifting is easier and the clutch pedal requires less foot pressure. *(Bottom right)* Whitewall radial ply tires are standard on all 140 Series cars. However, the GLs get a special wheel trim.



The Volvo station wagon: it's easy for a woman to handle. But it may take a man to load.

The 145 is every inch a Volvo. But not an inch more.

It combines the roominess of our sedan with a spacious cargo area in a wagon no longer than our sedan. So a woman has about three feet less wagon to park than the owners of the giant, clumsier wagons. Power-assisted steering that makes steering easy comes with an optional automatic transmission that makes driving easier.

But to completely load the 145, she may need a man. There's room behind the back seat for 12 two-suiters. (How many women own one two-suiter?) And with the back seat down, there's room for a six-foot sofa. And two chairs. (Men expect to be asked to move furniture.)

You can also get an optional roof rack. It's good for carrying an occasional load of 4' x 8' plywood. And for making the wagon look better all the time.

Maximum cargo compartment dimensions: length, 74"; width, 53.2"; height, 32.9". The tailgate is equipped with an electric de-

froster/defogger, windshield wiper and washer to improve your hindsight.





In a 145, you can keep your mind on the road ahead instead of the kids behind. Rear seat belts strap three of them in while special door locks that can't be opened from

inside keep them inside. Don't worry about ice cream and candy stains either. The upholstery is easy-to-clean vinyl.

The spare tire is easy to get because it's stored on the side, not under the floor. What's under the

floor is a 2.3-cubic-foot compartment for valuables that you want to be hard to get.



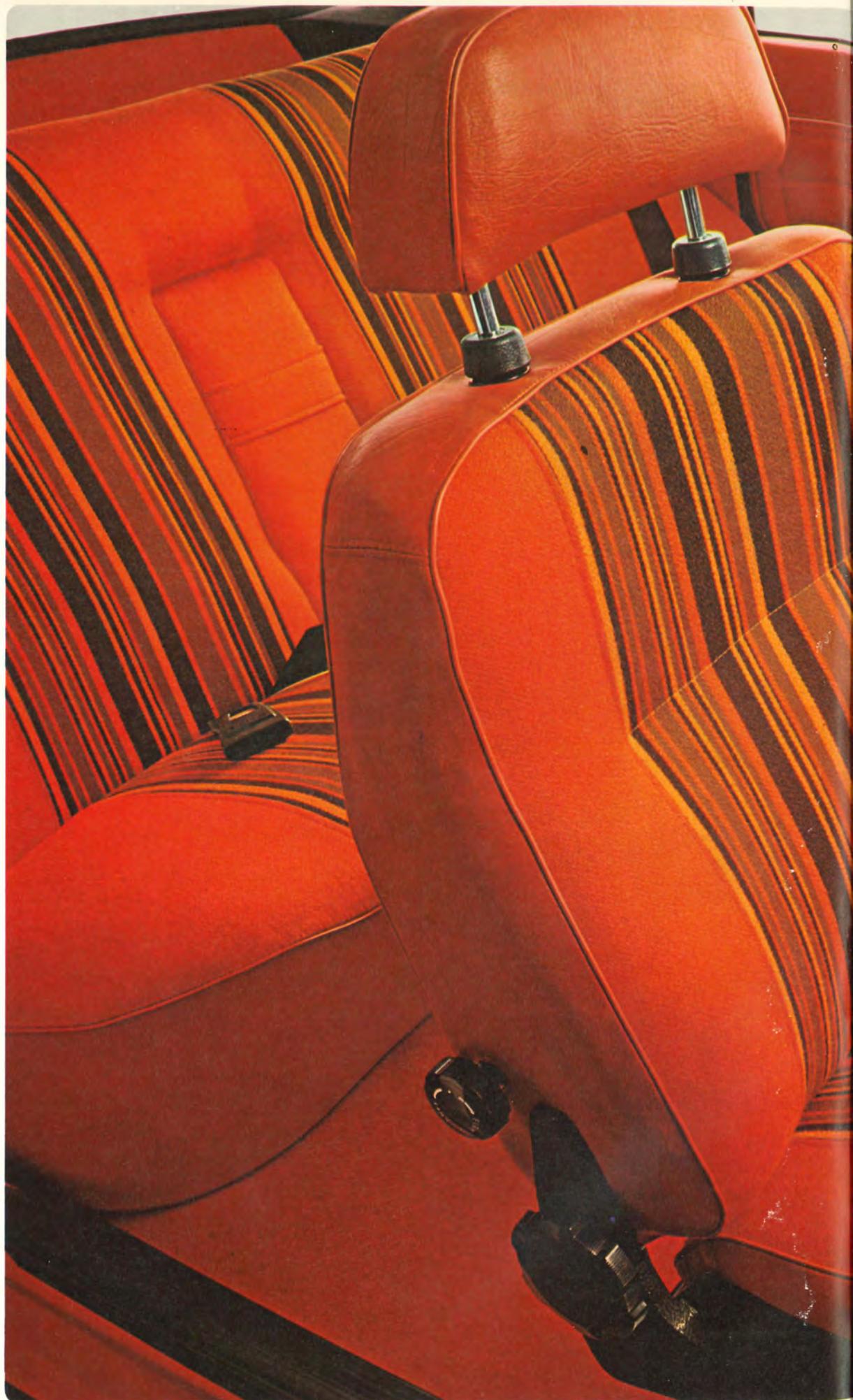
Volvo doesn't put the hood ahead of the passengers.

Outside, a Volvo is a good three feet shorter and easier to park than several so-called "full-size" sedans. Yet the interior is spacious with room enough in front for most people up to 6'6". How did we do it? We put passenger comfort before a long, status-seeking hood. The result: a stubbier front but a long middle.

The Volvo can seat five adults in comfort. And four in luxury. Take the back seat passengers. They get all the legroom of many popular full-size domestic sedans. They have their own ventilation/heating outlets which become air conditioning outlets when you order the optional cold-air machine.

Up front in a Volvo, you can always change to a more comfortable seat. The bucket seats travel forwards or backwards 7.9". They can be raised or lowered 1.2". The tilt of the seat cushions can be raised 10°. Seatbacks recline. A lumbar support can be adjusted from "Firm" to "Soft".

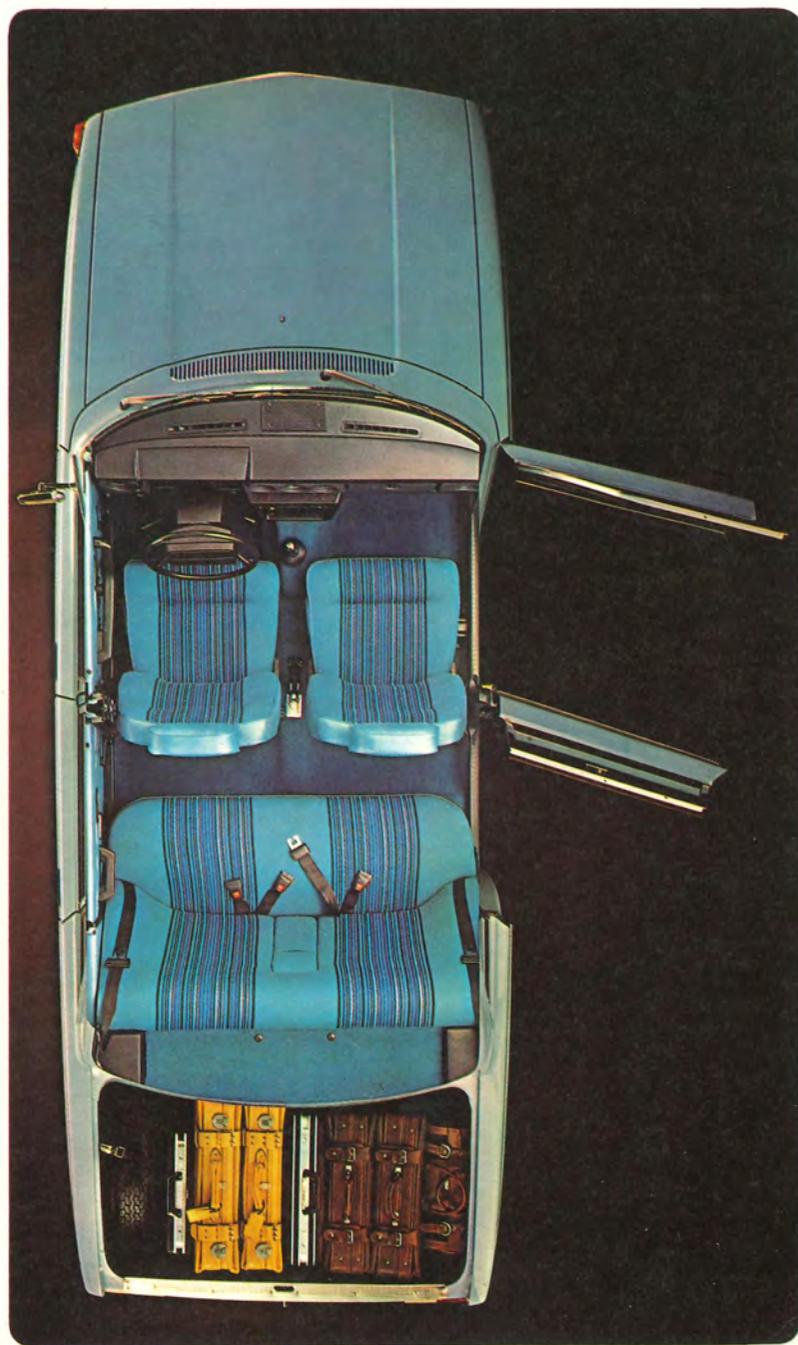
For GL sedans, we installed a heating unit in the driver's seat and backrest. It comes on automatically when the temperature drops below 57°. And goes off when the temperature reaches 79°. (19.6° below your body temperature if you're normal.)





(Left) Carpeting is standard in all 140 Series models. However, the upholstery you sit on is determined by the model you're sitting in: leather for the 142GL/144GL; vinyl for the 145 wagon; and cloth (in solids and stripes) for the 142/144. (Below) Doors open about 80° to make entrances and exits less dramatic. However, the back doors can't be opened from the

inside if you set the special child-proof locks. You shouldn't have to share a seat with your luggage because the trunk is huge. (21.5 cu. ft. of usable space.) It's tall enough so you can pack your luggage standing up. And it's so designed that you won't have to unpack your luggage to get at the spare.



Volvo protects the parts that withstand collisions with parts that absorb collisions.

Strip away the body metal and you can see why many concerned car buyers are looking into Volvo.

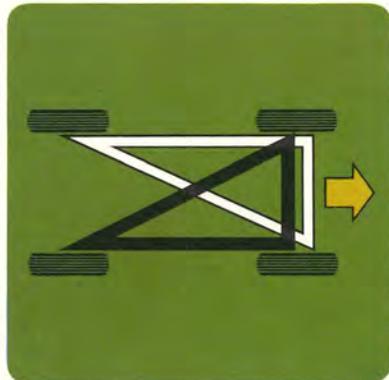
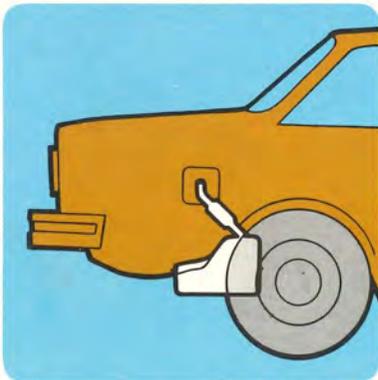
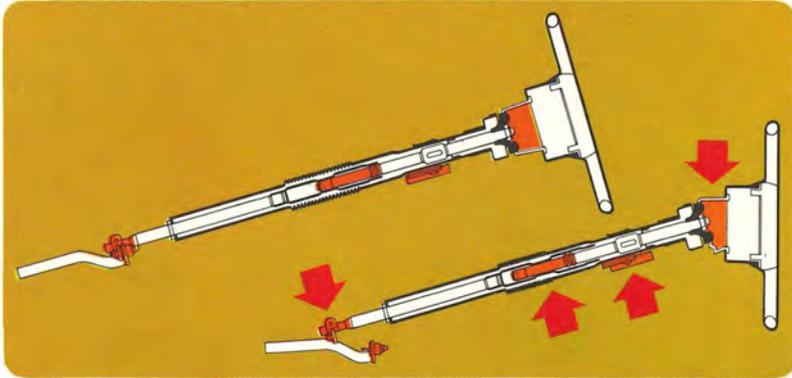
The passenger compartment is surrounded by six steel pillars shaped like boxes for maximum strength. (The Volvo wagon has eight such pillars: "Hardtop" sedans, on the other hand, have only four posts.) Steel members front and rear, along the floor and overhead tie this frame into a solid steel cage that has withstood test collisions at speeds up to 30 mph without being deformed.

One reason for this is that the cage is protected by impact-absorbing front and rear ends that crumple on impact at a pre-measured rate. Even these crumple-zones are protected. New, deeper (5.5') impact-absorbing bumpers are mounted on hydraulic shocks front and rear.

So you can drive your Volvo and watch out for the other guy, knowing that you've already looked out for yourself.

(Below) Steering column (this one is for Volvos with manual transmission) has four safety features. Two are designed to prevent rearward displacement (left arrows) the other two absorb impact. (Bottom left) The gas tank is in a new forward position to give it more

protection if the car is hit from behind. (Bottom right) Two independent braking circuits each operate on both front wheels and one rear wheel. If one circuit should ever fail, you'd still retain three brakes. And about 80% of normal braking power.



Your third line of defense is this steel beam. It sits between you and what's coming at you. On your side, it's completely padded.

Two separate undercoating compounds protect the underside from corrosion.

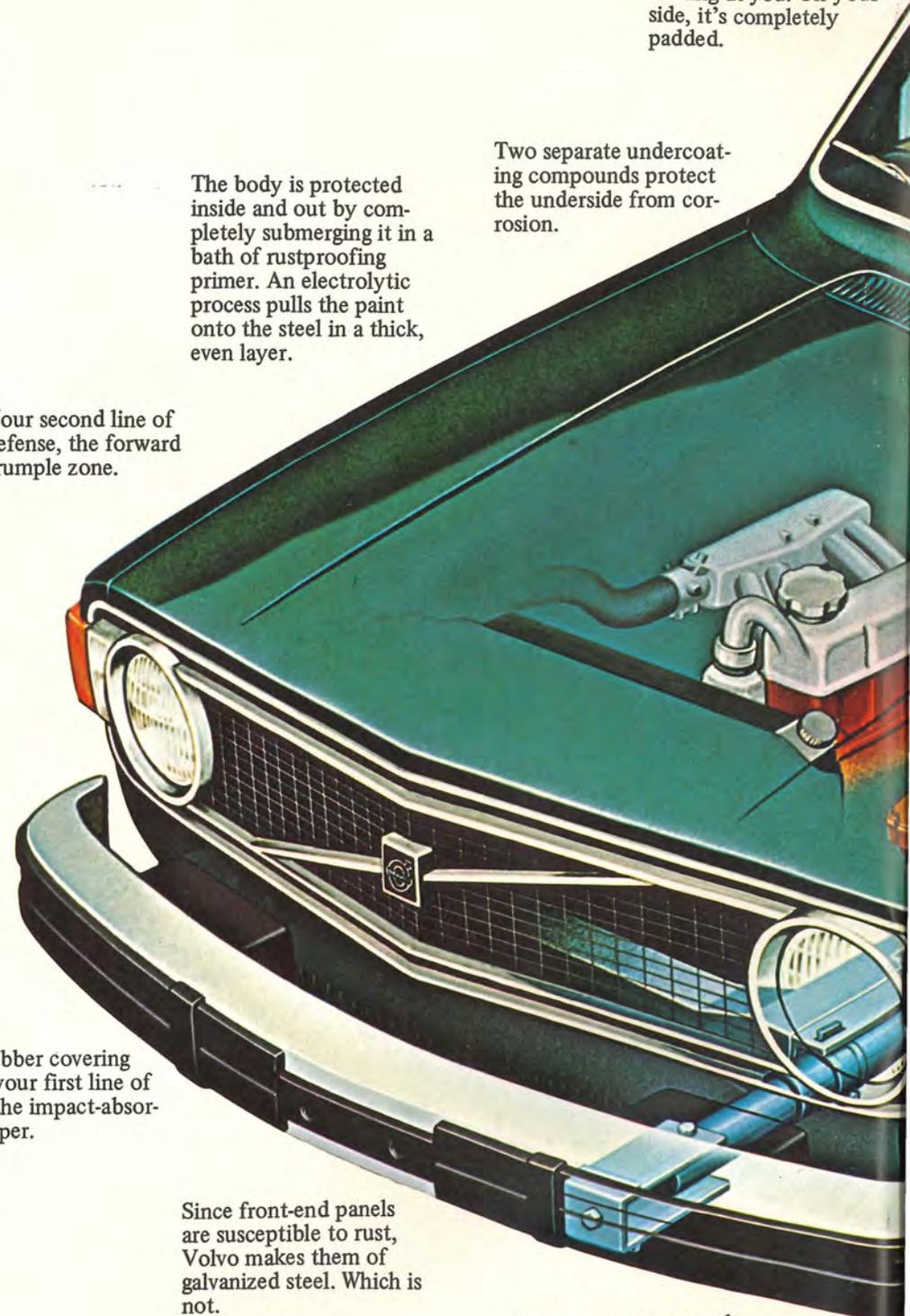
The body is protected inside and out by completely submerging it in a bath of rustproofing primer. An electrolytic process pulls the paint onto the steel in a thick, even layer.

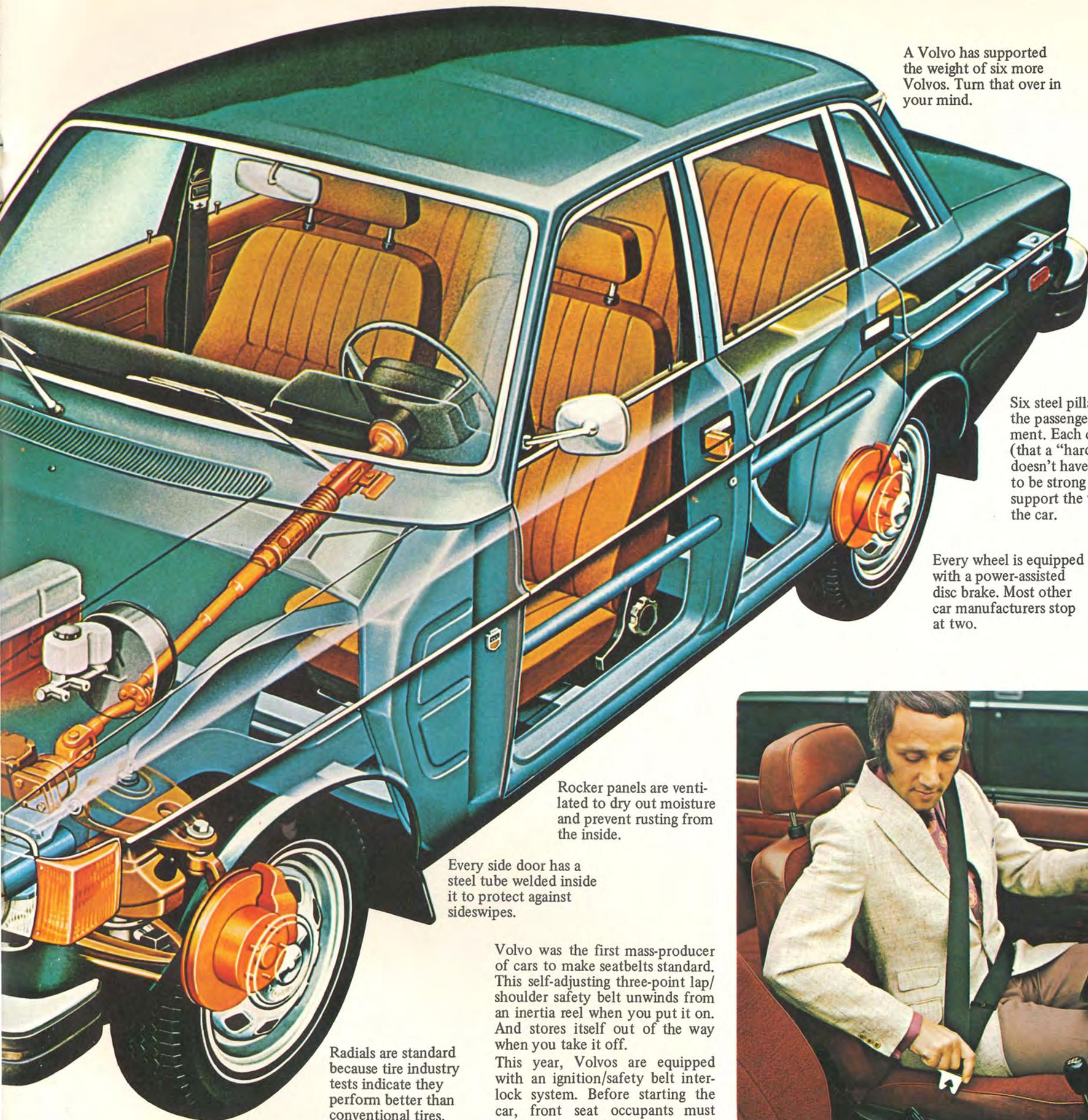
Your second line of defense, the forward crumple zone.

A hard rubber covering protects your first line of defense, the impact-absorbing bumper.

Since front-end panels are susceptible to rust, Volvo makes them of galvanized steel. Which is not.

Bumpers are connected to wells of oil which soak up impact hydraulically.





A Volvo has supported the weight of six more Volvos. Turn that over in your mind.

Six steel pillars surround the passenger compartment. Each center pillar (that a "hardtop" doesn't have) is designed to be strong enough to support the weight of the car.

Every wheel is equipped with a power-assisted disc brake. Most other car manufacturers stop at two.

Rocker panels are ventilated to dry out moisture and prevent rusting from the inside.

Every side door has a steel tube welded inside it to protect against sideswipes.

Radials are standard because tire industry tests indicate they perform better than conventional tires.

Volvo was the first mass-producer of cars to make seatbelts standard. This self-adjusting three-point lap/shoulder safety belt unwinds from an inertia reel when you put it on. And stores itself out of the way when you take it off.

This year, Volvos are equipped with an ignition/safety belt interlock system. Before starting the car, front seat occupants must fasten their safety belts.



Volvo: it's a good place to work.

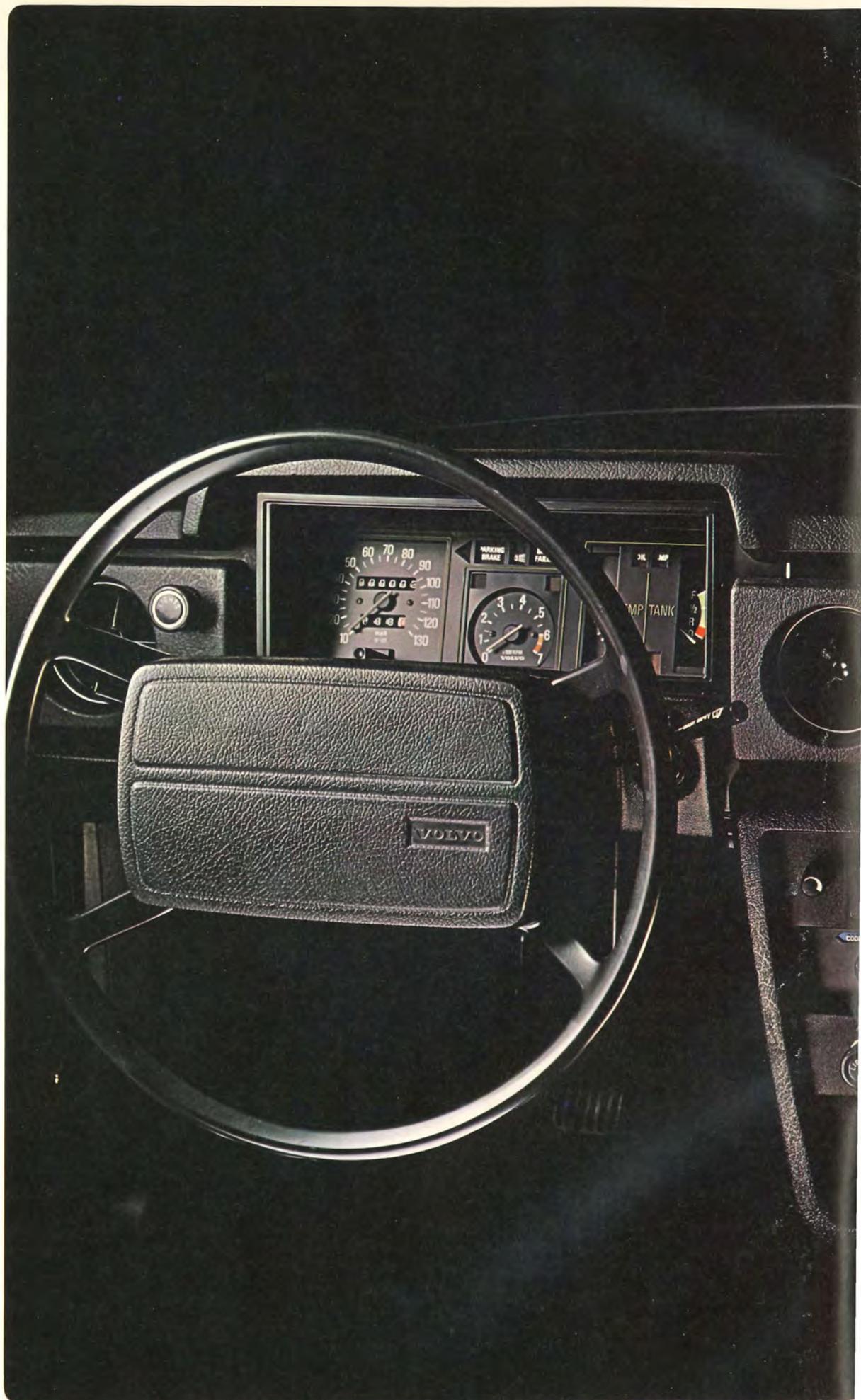
Driving is a serious business. So Volvo does just about everything to provide the driver with the best possible working conditions.

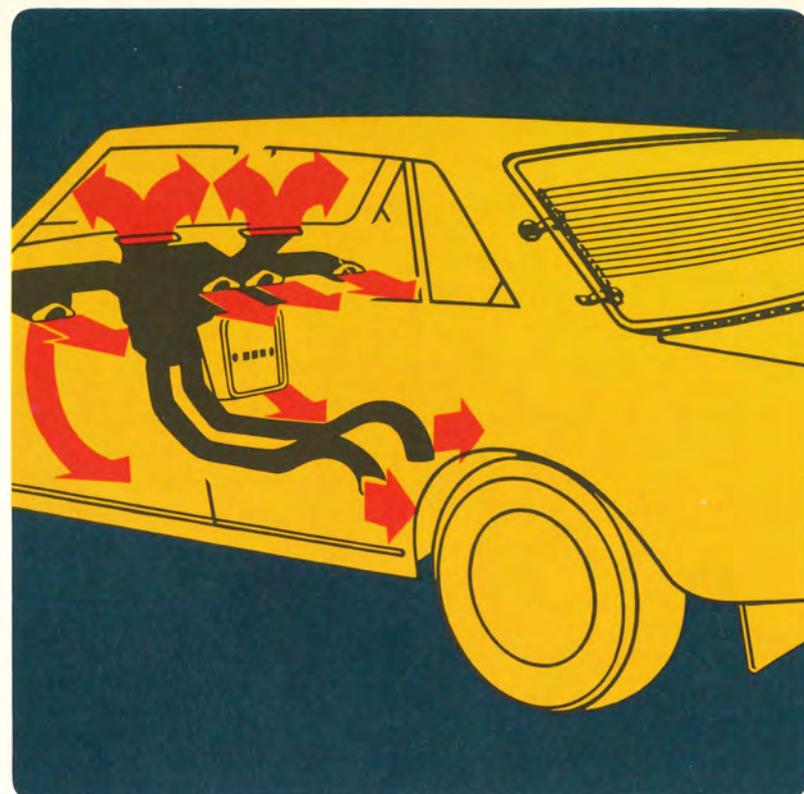
You're isolated in a bucket seat, your right leg and arm completely free of another passenger's left knee and elbow. If you're short or tall, the seat can be raised or lowered to improve your view of the road. Tinted glass reduces glare. The instrumentation you consult most often is on the dash directly below eye level. The center console houses controls used seasonally (heater, rear window defroster, optional air conditioning), infrequently (emergency flasher) or not at all (cigarette lighter). The short-throw four-speed stick sits close under your right hand. A lever on the steering column controls the wipers/washer.

Your work area is neatly ordered and carefully planned. So are your coffee breaks. The glove compartment door has spaces for two cups.

(Below left) The selector lever on the optional automatic transmission is equipped with a trigger designed to prevent thoughtless shifting into the wrong gear. *(Below right)* When you're lost, the

map pocket is easily found. *(Bottom)* A sliding steel sunroof is standard on the 142GL/144GL. Cranked open, it admits over three square feet of sunlight. Closed tight, it sits flush with the roof.



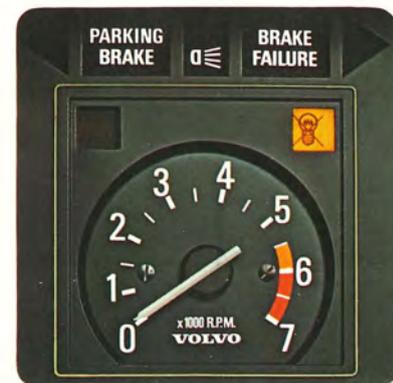
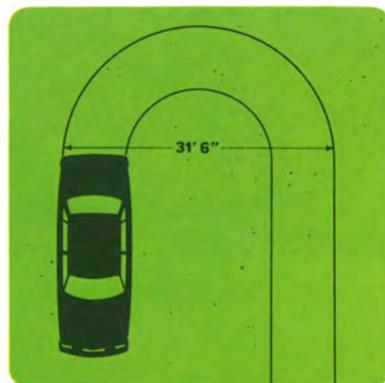


A three-speed ten-outlet heating system distributes warm air throughout the car. (An optional cooling unit turns it into a ten-duct air conditioning system.) The

electric rear window defroster is powerful enough to melt a sheet of ice. You can also use it to clear off mist.

(Below left) A new side-view mirror is recessed to mask out peripheral reflections. (Bottom left) The turning circle for all 140 Series Volvos is smaller than that of a VW Beetle. (Below right) The two-speed 16" wipers sweep across 1,286 sq. in. of windshield. (Bot-

tom right) A tachometer is standard on the GLs. It's for everyone who wants to know the speed of his engine in addition to the speed of his car. Standard for all models: a warning light which comes on if a low beam, brake light or tail light burns out.



To the potential customer, the only fair test of a Volvo is an unfair test.

While Volvos are sold world-wide, we don't produce specially-engineered models to meet specific regional conditions like Malaysian dampness, Andean llama tracks, African desert or American potholes.

Every Volvo is expected to perform well under every condition. To make sure that performance matches expectation, Volvo has opened a new larger proving ground outside our factory in Sweden.

Naturally, it includes a high-speed track to measure Volvo's high-speed performance. But it also includes miles of low-speed roads where a Volvo's performance must be just as high. There's the Belgian block course, a cobblestoned test of the Volvo suspension. There are steeply banked roads and a special testing area to measure braking performance. There's general handling and comfort course over which drivers, specially trained to be as hypersensitive and hypercritical as a new Volvo owner, test production models. 1974 Volvos like the Volvo you're now considering have come through all these tests to the satisfaction of our engineers.

Otherwise your Volvo dealer wouldn't be selling them.



Brake testing can be performed on wet or dry surfaces.



A bumpy section of the life expectancy course.

Specifications

Color Combinations

Volvo 142 and 144 models are available in eight exterior colors with cloth upholstery: White with Blue Stripe; Light Yellow with Brown; Dark Yellow with Brown; Orange with Red Stripe; Dark Red with Burgundy; Light Blue with Blue Stripe; Dark Blue with Burgundy; and Dark Green with Brown.

Volvo 145 models are available in eight exterior colors with vinyl upholstery: White with Blue; Light Yellow with Brown; Dark Yellow with Brown; Orange with Brown; Dark Red with Burgundy; Light Blue with Blue; Dark Blue with Burgundy; and Dark Green with Brown.

Volvo 142GL and 144 GL models are available in three metallic colors: Gold, Green and Blue with black leather upholstery.

Engine B 20F

Four-cylinder, fuel injection. Water cooled. Oil filter of full-flow type. Max. output 109 h.p. SAE net at 6000 r.p.m. Max. torque 115 lb. ft. SAE net at 3500 r.p.m. Displacement 121 cu. in. Compression ratio 8.7:1

Cooling system

The sealed system holds 8.3 quarts of anti-freeze coolant and is fitted with a transparent expansion tank.

Electrical system

A 12-volt system including a 55A rated alternator and 60 amp. hr. battery. Starter motor output 1 h.p.

Transmission

The standard four-speed all synchromesh manual transmission has remote linkage and a floor-

mounted gear shift. Electrically operated overdrive is standard on the 142/144 GL. The clutch is of diaphragm spring type. An optional three-speed automatic has a floor-mounted shift lever and an illuminated quadrant with a PRND21 pattern. Manual ratios 1st 3.41:1, 2nd 1.99:1, 3rd 1.36:1, 4th 1.00:1, Reverse 3.25:1. Overdrive 0.797:1.

Steering system

The steering, with a safety column, is of the cam and roller type.

Suspension

Front suspension is independent with unequal A-arms. The rigid rear axle is carried by longitudinal rubber-mounted control arms and torque rods. Lateral location of the rear axle is by means of a rubber-mounted track rod. Coil springs and double-acting telescopic shock absorbers are fitted all round.



Tight turns on the comfort and handling course.



The B-b-b-elgian block course.



One of our water troughs like one of your flooded underpasses.

Wheels and tires

140-series models are equipped with radial ply white sidewall tires mounted on 5" JX15" pressed steel wheels. Tire size on the sedans is 165 SR 15; on the station wagon 175 SR 15. GL model tires are steel belted.

Brake system

Self-adjusting disc brakes are fitted on all four wheels. Tandem type power assist is standard. Each of the "triangle" type dual brake circuits operates on both front wheels and one rear wheel. A relief valve in each of the brake circuits prevents the rear wheels from locking before the front wheels in the case of emergency braking. The parking brake acts mechanically on special drums fitted to the rear wheels.

Fuel tank

The 15.8 US gallon fuel tank is located at the rear and equipped with gas evaporation control.

Instrumentation

Fully-padded and safety designed. Rheostat-controlled instrument lighting. The six-digit odometer has a separate trip meter. Fuel gauge and coolant temperature gauge. Warning lights are for alternator charging, oil pressure, high beam headlights, parking brake and if a low beam, brake light or tail light has burnt out. Audible and visible signals for turn indicators. Glove compartment lighting. Combined steering wheel and ignition lock with warning buzzer which indicates if the key has been left in the ignition lock. Ignition interlock system that requires front seat occupants to fasten safety belts before starting the car. The center console houses the controls for the electrically-heated rear window, the four-way hazard warning lamps and also a "fasten seat belts" reminder with buzzer. Also fitted here are the

controls for the heating and optional air conditioning system. The cigarette lighter, ashtray and location for the radio are also on this center console.

Other standard equipment

Combined levers for turn indicators, and high and low beams. Combined lever for two-speed windshield wipers and washer. Automatic backup lights. Side marking lights. Three-point self-adjusting front safety belts. Two three-point self-adjusting belts are fitted at the two outer rear seat positions while the center passenger has a lap belt. Electrically heated driver's seat on 142/144 GL. Tinted glass with radio antenna built into windshield of high-impact laminated type. Padded sun visors. Day/night position rearview mirror of safety type. Ashtrays in rear door panels. Towing points fitted front and rear. Adjustable head restraints.

Dimensions

Overall length 188.0 in.
Overall width 67.1 in.
Overall height 56.5 in.
Wheelbase 103.0 in.
Track, front and rear 53.1 in.
Turning circle diameter (manual steering):
Between curbs 31 ft. 6 in.

Interior dimensions

Roof height, front 37.4 in.
Roof height, rear 35.0 in.
Seat width:
Shoulder height 54.7 in.
Hip level 56.3 in.
Front seat, max. depth 19.3 in.
Front seat, max. width 22.4 in.
Trunk capacity 21.5 cu. ft.

Cargo area, Station Wagon

Length with rear seat in use 44.5 in.
Length with rear seat folded down 74.0 in.
Tailgate opening: max. width 45.7 in. max. height 30.7 in.

Volume, rear seat in use approx. 53 cu. ft.
Volume, rear seat folded approx. 67 cu. ft.
Volume, under-floor space approx. 2.3 cu. ft.

Weights

Curb weight 142 approx. 2830 lb.
Curb weight 144 approx. 2885 lb.
Curb weight 145 approx. 2975 lb.

Accessories

Volvo has a wide variety of accessories designed to tailor-make a Volvo to your individual requirements. Ask your dealer for a brochure.

The factory reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.

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VOLVO
AB VOLVO GÖTEBORG SWEDEN

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