

FOR COMPANY
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OVERSEAS

News Bulletin

1974



VOLVO

Volvo 1974

The 1974 Volvo models are characterized by taking the car buyer into consideration. We know that the purchaser of a Volvo goes on buying Volvo because he knows it is a make he can rely on. He demands development and improvements but only accepts modifications which are well thought out and well tested.

The 1974 programme means that Volvo has more to offer the quality-conscious car purchaser than ever before. As is always the case with Volvo, the improvements concern safety to a great extent.

The most obvious new features are the bumpers and new front doors. The bumpers mean that a Volvo can stand up to minor collisions without any body damage. The new doors have resulted from the fact that Volvo cars are fitted with an efficient through-flow ventilation system. The ventilation windows have thus been eliminated, this being an advantage from the viewpoint of vision and thereby safety. Increased safety also involves the new fuel tank which has been moved forward to a more protected place under the floor just behind the rear axle.

The 1974 programme does not only offer more safety, but also improvements concerning comfort and technical function. A new fuel injection system in the 140-series is an example of this.

As usual we are producing a completely new and modern colour programme. The popular light-blue colour is being reintroduced and two other colours are being added. Three new upholstery colours will be available: Burgundy red in vinyl, blue-stripe and red-stripe in textile.

In the face of all these new features, we must not forget items which remain unchanged but still constitute strong arguments in favour of Volvo. Two important items of this type consist of the brakes and the seats. The Volvo brake system with discs all round and triangular division dual-circuit system is still among the best on the market. This applies particularly if one of the circuits should fail in a troublesome situation – very few standard cars provide the same safety margins as Volvo. As far as the seats are concerned, the 1974 model has a few detail changes which increase safety even more. But the major arguments concerning the wide range of adjustment and total comfort still apply.

Finally, there has been a certain amount of rationalization in the programme: the basic design of the 1800 models has now become a little outdated and the 1800 ES is therefore no longer included in the programme. All Volvo 164's will have the B 30 E fuel injection engine, the B 30 A engine having been withdrawn.

A range of improvements from bumper to bumper makes the 1974 Volvo an even safer and even more comfortable car – a car with an even greater level of dependability, a car which has even better sales value.

1974 programme



Volvo 144 de Luxe
Four-door
90 or 118 hp SAE



Volvo 145 de Luxe
Five-door station wagon
90 or 118 hp SAE

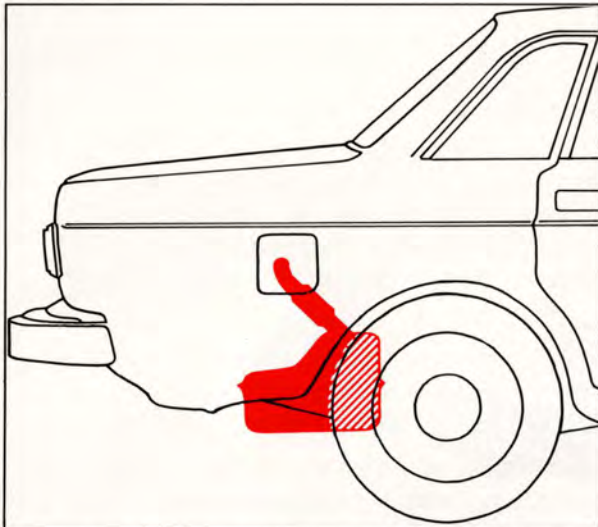


Volvo 144 Grand Luxe
Four-door
125 hp SAE



Volvo 164 E
Four-door
Six-cylinder, fuel
injection
160 hp SAE

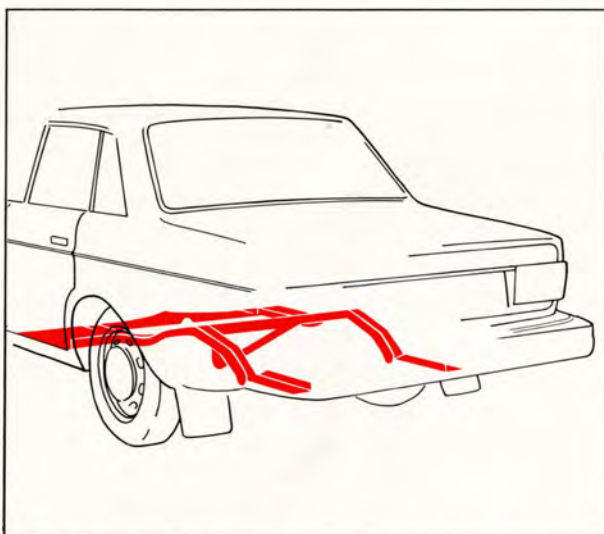
The most important 1974 new features in close-up



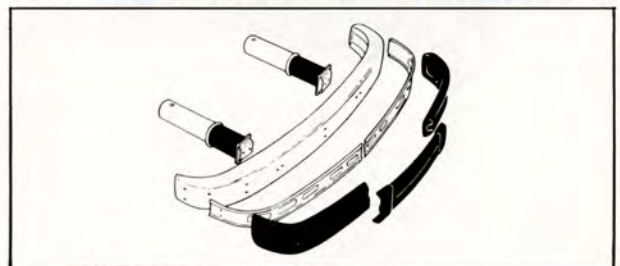
1. The fuel tank is now in an even safer position immediately behind the rear axle. It is now better protected should the car be run into from behind. It is of a completely new form, with a capacity of 60 dm^3 / 13.2 Imp. galls. (+ 6 dm^3 / 1.3 Imp. galls.) in a built-in expansion tank. The tank is now completely separate from the luggage compartment and the passenger area.



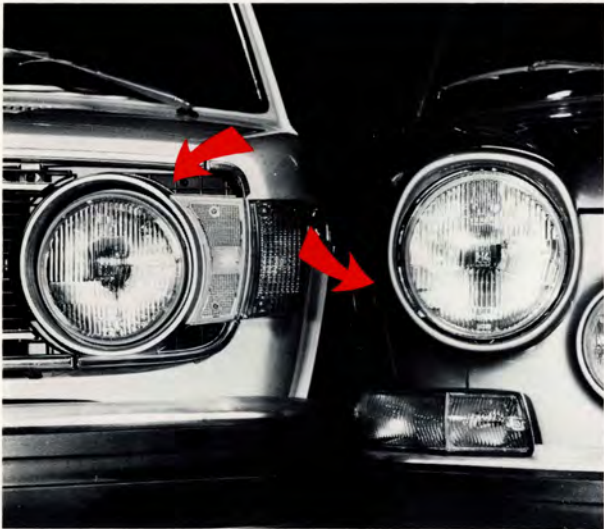
2. The fuel filler has been moved forward and is now protected by a cover. In the cover there is a practical holder for the tank cap while the tank is being filled. In connection with the modification of the tank and filler pipe, the spare wheel on the sedan models has been moved to the left-hand side. The volume of the luggage compartment has been decreased to 395 dm^3 / 21.5 cu.ft. Measured with SAE-cases, however, the figure remains unchanged at 315 dm^3 / 13.9 cu.ft.



3. The rear side members on the 1974 models have been strengthened. Together with the new fuel tank location, they make their contribution to an increased level of safety if the car is run into from behind.



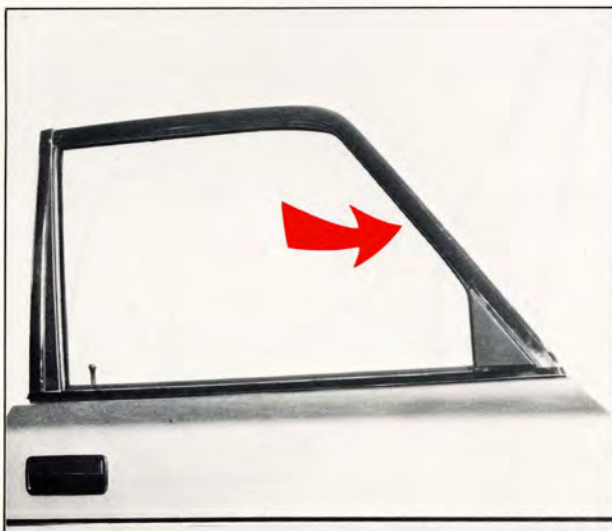
4. The light-alloy bumpers are now considerably wider and are attached to the body by means of rubber dampers. If the car is run into a barrier at a speed of 5 kmph/3 mph the dampers absorb all the collision energy and no part of the body is damaged.



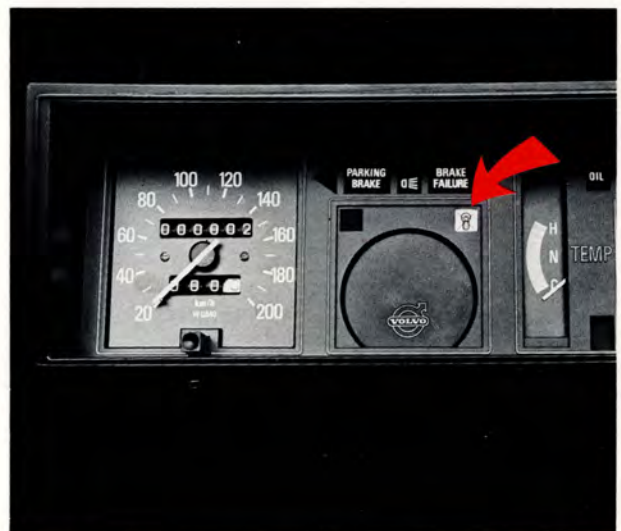
5. All Volvos now have halogen bulb headlights which are much more efficient on both main and dipped beams. Furthermore, the bulbs retain their efficiency throughout their entire life – not ageing as normal bulbs do. The Volvo 164 E has larger headlights (from 160 mm to 180 mm/7 to 8 in). This larger aperture gives better lighting characteristics.



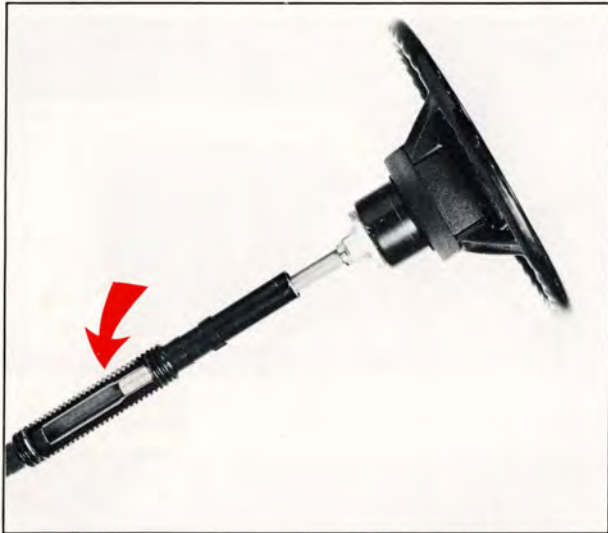
6. The Volvo ventilation system ensures efficient and draught-free flow through of the passenger compartment without the windows being open. This has made it possible to eliminate the door ventilation windows. The result is a better field of view and less risk of the car being stolen.



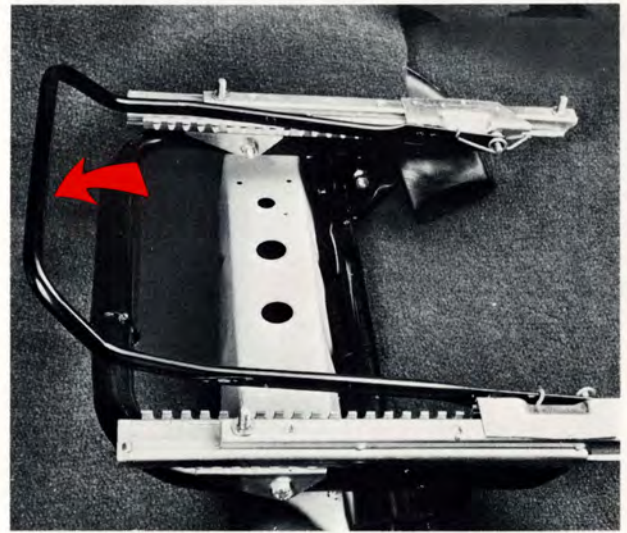
7. The window frames in the doors have earlier been made of aluminium and screwed to the doors. Now steel window frames are being fitted and these are welded to the doors. The new frame is stronger and therefore seals more effectively against the body.



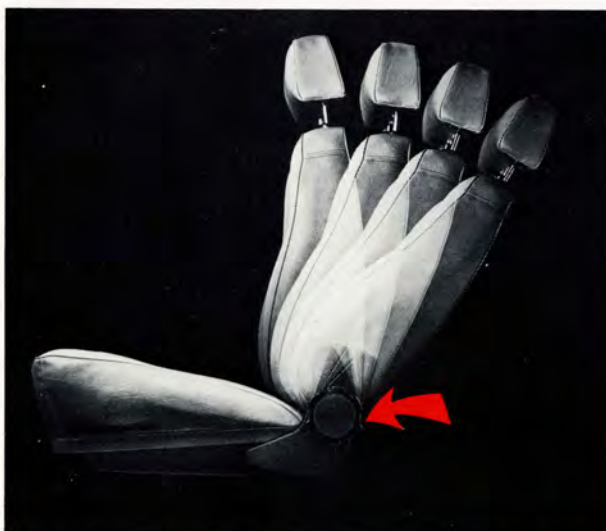
8. A new and important warning lamp in the dashboard. This lights up if a bulb goes out in the dipped headlights, the brake stoplights or the tail lights. We call it a Bulb Integrity Sensor.



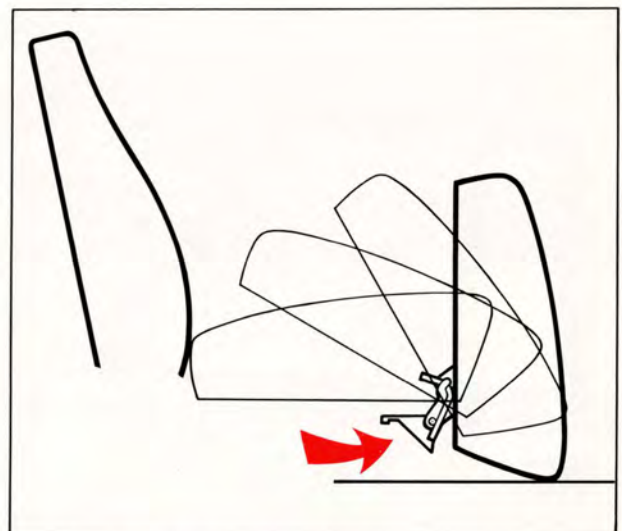
9. The steering shaft in the Volvo 164 E has a telescopic section which telescopes under heavy loading. In order to prevent the section of the steering shaft round the telescopic section from stopping this action, it is in the form of a "bellows". The Volvo 140-series retains its earlier type of split steering rod (this only concerns cars without power steering) but has also been fitted with a telescopic section and a bellows unit.



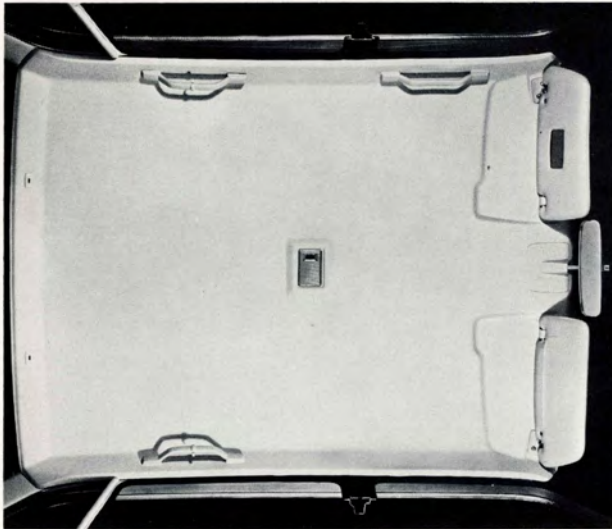
10. Adjustment of the seat fore-and-aft is now both more dependable and even more comfortable. The seat is now locked on both glide rails (earlier only one in the Volvo 140-series). The earlier control to release the catch has been replaced by a wide bracket which is pulled upwards. This bracket is easy to reach by stretching down your hand anywhere under the front edge of the seat.



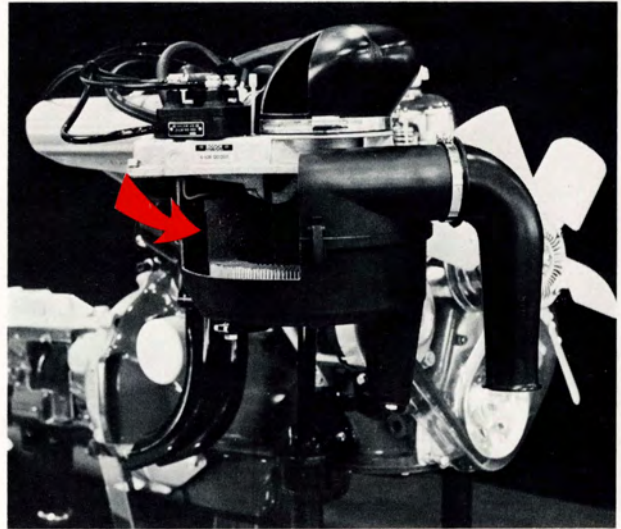
11. The backrest inclination is adjusted by means of a wheel with internal teeth. The backrest is securely locked in all positions.



12. The rear seat in the Volvo 145 station wagon has now modified attachment and a new and more convenient lock for the cushion. The cushion is now folded back directly to its final position and does not need to be pushed forward-rearward.



13. Volvo 164 E cars have now new headlinings made of pressed mineral wool with a textured surface. This roof insulates sound and is also of the impact absorbing type.



14. The most powerful engine in the 140-series, the B 20 F, is now fitted with a completely new fuel injection system of the CI (continuous injection) type. The amount of fuel injected is regulated by the amount of air passing into the engine so that the engine always has the correct fuel/air mixture under all conditions of operation.



Volvo 144 de Luxe

Still the Volvo bestsellers. The upholstery and trim are of textile or vinyl and the floor mats are all textile. The seats are extremely comfortable – the backrest being continuously variable all the way down to the resting position. The rear seat has a recessed central armrest. A clock is standard equipment. 90 hp or 118 hp SAE engine options.

New feature

- More powerful bumpers with rubber dampers
- Reinforced door frames. Elimination of ventilation windows – better field of view, less slipstream noise, less risk of car theft
- Reinforced rear side members
- New and safer location of fuel tank immediately behind rear axle
- Even safer steering system through a telescopic rod and a steering column of “bellows” type
- Halogen bulb headlights
- A warning lamp for a burnt-out bulb in dipped headlights, brake stoplights and tail lights. This means even safer driving at night
- Clutch easier to operate.
- The front seats now locked to both glide rails. A convenient bracket to disengage the catch
- Control wheel for more dependable adjustment of backrest inclination
- New and modern colours



The Volvo 145 de Luxe

The station wagon provides generous travelling comfort at the same time as it is dimensioned to behave well even when carrying a heavy load.

The 145 is the same length as the 142/144 but its load capacity and gross laden weight are about 100 kg (220 lbs.) higher. There are two alternative engines:

B 20 A with 90 hp SAE or B 20 B with 118 hp SAE.

New feature

- More powerful bumpers with rubber dampers
- Reinforced door frames. Elimination of ventilation windows – better field of view, less slipstream noise, less risk of car theft
- Reinforced rear side members
- New and safer location of fuel tank immediately behind rear axle
- Even safer steering system through a telescopic rod and a steering column of “bellows” type
- A warning lamp for a burnt-out bulb in dipped headlights, brake stoplights and tail lights. This means even safer driving at night
- Clutch easier to operate.
- The front seats now locked to both glide rails. A convenient bracket to disengage the catch
- Control wheel for more dependable adjustment of backrest inclination
- More convenient folding down of rear seat
- New and modern colours



Volvo 144 Grand Luxe

The most exclusive model in the 140-series. Special features for the Grand Luxe include the interior fittings with leather-covered seat surfaces, a revolution counter and the B 20 F engine giving 125 hp SAE. Furthermore, there are special wheel trim rings. The engine has a new and extremely dependable fuel injection system of the CI (continuous injection) type which is based on the metering of the air passing into the engine.

New feature

- More powerful bumpers with rubber dampers
- Reinforced door frames. Elimination of ventilation windows – better field of view, less slipstream noise, less risk of car theft
- Reinforced rear side members
- New and safer location of fuel tank immediately behind rear axle
- Even safer steering system through a telescopic rod and a steering column of “bellows” type
- A warning lamp for a burnt-out bulb in dipped headlights, brake stoplights and tail lights. This means even safer driving at night
- Clutch easier to operate.
- The front seats now locked to both glide rails. A convenient bracket to disengage the catch
- Control wheel for more dependable adjustment of backrest inclination
- New and modern colours



Volvo 164E

The powerful six-cylinder fuel injection B 30 F engine developing 138 hp SAE net is standard in the 164. So are leather-covered seat surfaces and a revolution counter. Prepared for air conditioning.

The body improvements are, on the whole, the same as in the 140-series.

New feature

- More powerful bumpers with rubber dampers
- Reinforced door frames. Elimination of ventilation windows – better visibility, less slipstream noise, less risk of car theft
- Reinforced rear side members
- New and safer location of fuel tank immediately behind rear axle
- Headlining of pressed mineral wool with a textured surface. Insulates, cuts down noise, absorbs impact
- Even safer steering system through a telescopic rod and a steering column of “bellows” type
- A warning lamp for a burnt-out bulb in dipped headlights, brake stoplights and tail lights. This means even safer driving at night
- Clutch easier to operate
- A convenient bracket to disengage the catch
- Control wheel for more dependable adjustment of backrest inclination
- New and modern colours

New features/new arguments 1974

Some of the new features for the year are obvious and visible but most of them are under the skin. The following checklist will help you to remember all the new arguments. More detailed information is coming in a training package. (The new features concern both the Volvo 164 and the Volvo 140-series unless otherwise specified)

Programme

The Volvo 1800 ES has gone out of production.
B 30 A engine withdrawn.

New feature

Engines

The B 20 F is fitted with a new fuel injection system of the CI (continuous injection) type. It is also fitted with a new camshaft including a new cam lobe profile

B 30 A withdrawn

Power transmission

Modified bearing on gear lever and locking system which prevents lever and knob from turning. Introduced around Week 36 and only applies to manual gearbox

Electrical system

All models have halogen headlights (H4) Headlights on Volvo 164 E increased from 160 to 180 mm/7 to 8 in.

Warning lamp for burnt-out bulb in dipped headlights, brake stoplights and tail lights

Body

New and even more powerful bumpers fitted with energy-absorbing dampers

No ventilation windows

Window frames in doors now made of steel instead of aluminium. They are welded to the door instead of being fitted with screws

New window cranks. Black in Volvo 164 E with chrome trim moulding

Benefit

Simple and reliable. Provides good control for exhaust emission and can be adapted to even more severe exhaust emission demands in the future. Lower noise level

All 164's will have the more powerful B 30 E, 160 hp SAE engine

Gear-changing even more convenient

Better main and dipped beams. Full lighting effect throughout bulb lifetime. Better lighting characteristics.

No risk of driving with burnt-out bulbs. Increased safety

No damage on body in the case of collisions at speeds of up to 5 km.p.h/3 mph

Better visibility, better safeguard against car theft

More powerful design. More powerful attachment to doors. Less risk of draughts and slipstream noise

New feature

Fuel tank located immediately behind rear axle. The tank is now completely separated from both the passenger compartment and the luggage compartment. At the same time, the rear side members have been made stronger

New exhaust system

Filler pipe and cap now concealed in rear right-hand mudguard. A holder on the inside of the cover to place the cap in while the tank is being filled

The new tank has a capacity of 60 dm³ /13.2 Imp. galls. (+ 6 dm³ /1.3 Imp. galls.) for built-in expansion tank

Electric fuel pump moved to left-hand side of fuel tank (this applies to injection engines)

The track rod in the rear suspension has been redesigned and shortened

The Volvo 164 E is now fitted with headlining of pressed mineral wool with a textured surface (to be introduced in production in Week 17 according to preliminary plans)

Modified steering system. The Volvo 164 E has a folded section round the steering shaft telescopic unit a "bellows". The Volvo 140-series has its split type steering rod supplemented with the same telescopic unit and bellows as the Volvo 164 E

Benefit

Increased safety should the car be run into from behind

Secondary modifications due to relocation of fuel tank

More convenient filling. A built-in cover considerably increases safety if the car should roll over

Less risk of fuel being forced out of the tank due to heat expansion

Secondary modification due to new fuel injection system

Any imbalance in the rear wheels is now less noticeable

Several advantages:
More effective insulation, noise damping, impact-absorbing

Even less risk of injuries in the event of a collision

New feature

Interior fittings

The front seats are locked to both glide rails (earlier only on one in the 140-series)

The catches for fore-and-aft adjustment are now released by means of a bracket which is easy to reach under the entire front edge of the seat

New adjustment of seat backrest. Friction type coupling replaced by toothed handwheel

Attachment of rear seat in Volvo 145 modified and a new type of catch for the seat cushion

New and narrower lock buttons on insides of doors. The Volvo 164 has bright buttons, the 140-series black

Surface finish and upholstery

New surface finish colours consisting of dark red, yellow, light blue

New upholstery colours are burgundy red vinyl, blue-striped, red-striped textile

Benefit

The front seats are secured even better – increased safety

It is now easier to change the position of the seat

Effective locking of backrest in desired position

Seat cushion easier to fold down. It comes directly into the right position and does not need to be pushed forward-rearward

More protection against theft

Modern colour range. New, fresh interior colours

VOLVO

AB VOLVO, CAR DIVISION
Advertising and Sales Promotion

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

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