

**Europe
can be different
for you this year.**

VOLVO





When you arrive in Europe the first thing you'd like to have are the keys to your new car.

But when you're planning your trip, the last thing you should have to bother with is all the paperwork and planning that goes with getting the car.

After all, there are enough other details to traveling that do require your personal attention. So we feel that we should take this particular burden right off your mind. Completely.

And we'll also save you money in the bargain. Introducing the Volvo Tourist Delivery Plan.



This year Volvo has made
overseas delivery more adaptable to your plans and schedules.
This year Volvo has made overseas delivery
more of a saving than ever.
Now we're going to make it even easier for you
to make the decisions necessary
to take full advantage of overseas delivery.

DECISION 1: Which Volvo is best for you?

Your first decision may appear to be the easiest.
You'll find, though, that it's actually the most difficult:
choosing the particular Volvo model that best answers your needs.
Because you'll find that you have a lot of choice.
You can begin to make up your mind
by looking over the advantages of each of our 1975 models
presented on the inside back cover.
For more facts, consult your local dealer,
and test drive a new Volvo.

DECISION 2: Where should you start your European tour?

We can help you with this decision too.
You can pick up your keys in Gothenburg,
Sweden — at our factory — without charge.

In addition to being Volvo's home city,
Gothenburg happens to be ideally located
for beginning a tour of Scandinavia.
The city's many fine hotels receive visitors from all over
the world. So does Volvo's Tourist Delivery Center,
just a few minutes from the airport.



DECISION 3: Arranging for delivery elsewhere.

If Gothenburg doesn't
happen to fit into your plans this year,
we'll go further.

Volvo will deliver your new car
to any of eleven airline gateway cities
in Western Europe.

There's a list of these delivery points on page 10.
So if the Alps or the Cote d'Azure is what you came to see,
we'll see to it that you see them sooner.

No matter where you want to pick up your Volvo,
we'll take care of all
the paperwork necessary to drive it. Everything.

In advance.

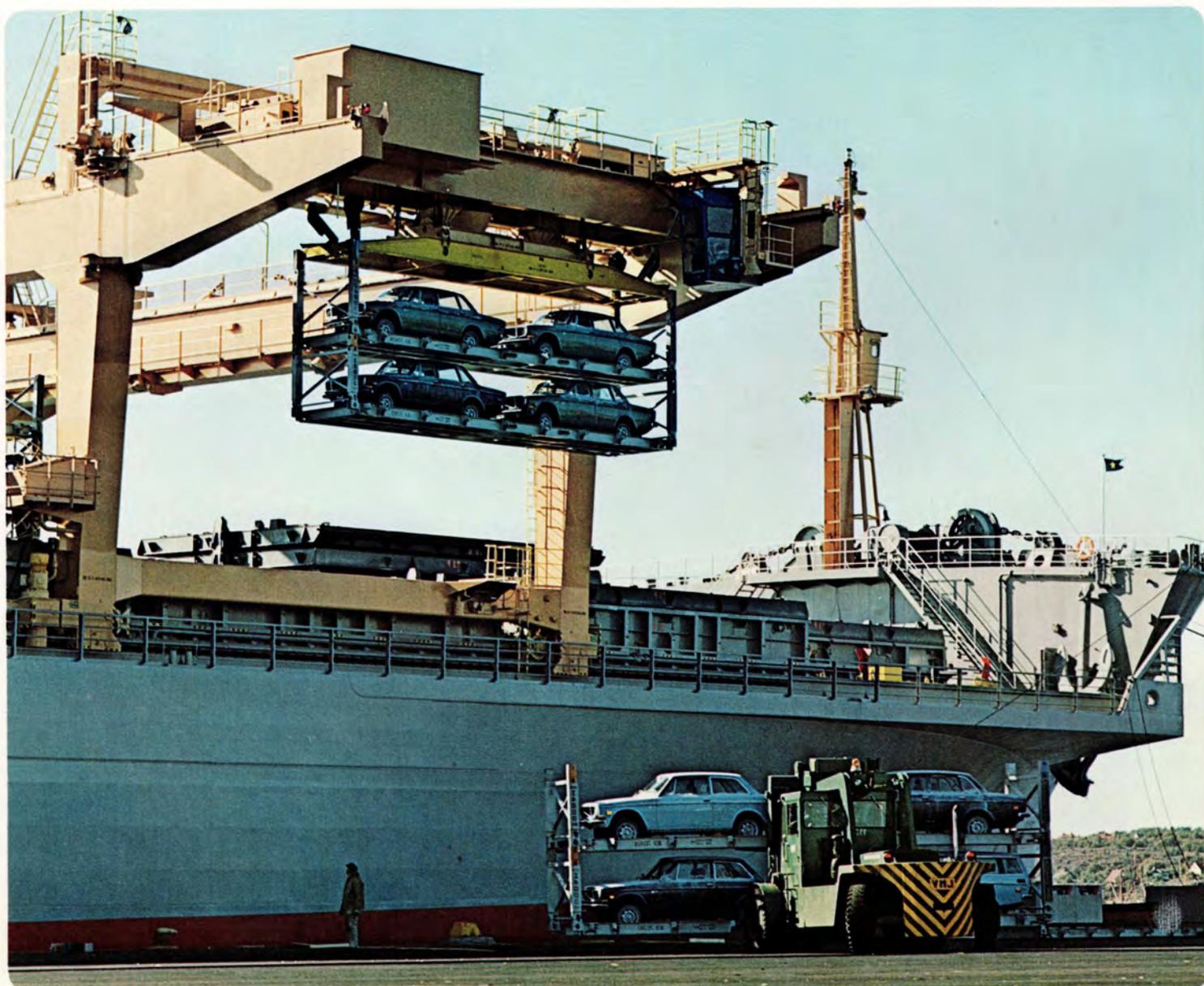
And we'll only charge for the delivery itself.



DECISION 4: Bringing home your Volvo.

Since you can't drive it back,
you'll have to decide where to ship it from.
If you put Gothenburg on your itinerary,
you won't have to concern yourself with any additional costs.

Volvo will pay for all of it – shipping,
marine insurance, port charges and duty.
All you'll have to do is pick up your Volvo
at any one of nine U.S. ports, listed on page 9.
If it's not convenient for you to drive to Gothenburg;
we'll arrange for you to leave
your Volvo with one of our 25 drop-off agents
in Europe just before you fly home.



DECISION 5: Taking advantage of direct shipment.

You can buy a Volvo while you're abroad
even if you don't plan to drive it there.

Use our direct shipment plan.

Before you leave, order your new Volvo through your local dealer.

Your new Volvo will then be shipped to whichever
American port you select. We'll still pay all the transportation costs,
marine insurance, port charge and duty.

All you have to do is drive it home.

No matter where you first see your Volvo,
we'll see to it that all the financial and legal matters
are just as easy for you as they are when you buy your car at home.

And at a savings that could mean a substantial
reduction in the cost of your vacation.



Here are the facts about each phase of the
Volvo Tourist Delivery Plan.

Some of the details are fixed by European or American law
and we can't change them.

Others can be arranged to suit your plans and your convenience,
so don't hesitate to discuss them with your Volvo dealer's overseas
delivery specialist. Our agents and shippers in Europe
are all familiar with the ground rules too,
and they're standing behind your local dealer.

After you've seen your dealer, and when you've made up your mind
about which Volvo model you want, the whole thing
becomes a matter of just five easy steps.



STEP 1: Select your Volvo

Sign your name to an order form, and to the necessary registration form and documents.

STEP 2: Pay a deposit.

Sign your name to a check for \$400. It must accompany your order. The balance must be paid at least 30 days prior to delivery in Europe, 45 days prior to direct shipment, and 60 days prior to shipment elsewhere in the world.

STEP 3: Insurance

Now order insurance for the number of months you need to be covered. It's a legal requirement in Europe, just as it is here, and it must be obtained through the Factory for all Western European deliveries. Rates are competitive, and coverage includes a \$500,000 liability, property damage and comprehensive coverage, with a \$110 deductible provision in case of collision.

Generally, your coverage is valid throughout Western Europe, the Near East and North Africa only. If you want delivery outside of Western Europe it will be your responsibility, not Volvo's, to arrange for insurance coverage. Ask your dealer for details.

European insurance premiums

Months	242/244/245	164	Months	242/244/245	164
1	\$ 90	\$110	7	\$275	\$330
2	\$110	\$145	8	\$310	\$350
3	\$130	\$170	9	\$330	\$385
4	\$170	\$205	10	\$360	\$430
5	\$205	\$255	11	\$375	\$460
6	\$240	\$280	12	\$385	\$495

STEP 4: Delivery

Just tell us where and when you want to pick up your Volvo. To help you with decision, here's a list of gateway delivery points to choose from:

Delivery points	Delivery charges	Order time in weeks*
EUROPE		
Gothenburg (Factory)	FREE	6
Amsterdam	\$135	8
Brussels	\$135	8
Copenhagen	\$ 90	7
Frankfurt (Dietzenbach)	\$170	9
Helsinki	\$115	8
Lisbon	\$315	10
London	\$140	8
Paris	\$170	9
Stockholm	\$ 90	7
Vienna	\$220	9
Zurich	\$180	9

*Some models and colors can be ordered in less time. Ask your dealer for details.

Other delivery points

You can make arrangements to have your car delivered elsewhere in Western Europe except in France, Spain, Portugal and Greece. The car will be driven from the factory. For more information and a list of charges, ask your Volvo dealer.

STEP 5: Volvo's home shipment plan

We'll take care of getting the car to you in Europe, and we'll take care of bringing it back home. Returning your Volvo to the U.S. is not only easy; it really couldn't be less expensive. Because we'll ship it home FREE from Gothenburg, Antwerp, Amsterdam, Rotterdam, Bremen, Bremerhaven or Hamburg to:

Baltimore	Newark
Chicago	Portsmouth, Va.
Houston	Portland, Ore
Jacksonville	San Fransisco
Los Angeles	

This means we'll take care of all U.S. and European port clearance charges, marine insurance and U.S. duty. Naturally, this includes all the paperwork that goes with them. And, of course, we'll take care of preparing your Volvo for shipment. All you have to do is fill out two forms and leave them and the car with our agents. When your Volvo is unloaded in the U.S., we'll be there to meet it. Our representatives will clear the car through U.S. customs at the port of entry you have selected.

And suppose you're planning to fly home from an inland European city and you don't want to drive your Volvo to a port? No problem. Just leave the car with one of our agents. He'll see that it's delivered to the port and we'll take care of the paperwork as usual. The only extra charge will be for delivery to the port. Ask your dealer for specific information.

Shipping time to a U.S. port is subject to fluctuations of ship movements. We suggest that before you leave your Volvo with our agent, you contact him for estimated shipping time.

GENERAL INFORMATION

Delivery dates

Deliveries are made Monday through Friday (except Holidays) during normal business hours. Ask your Volvo dealer for more information.

Third party delivery

Your car should be delivered to the person in whose name it is registered. "Third party" delivery, even to a member of your family is usually discouraged in most countries.

Eligibility

Any person holding a valid driver's license traveling from or returning to the U.S. is eligible to purchase a Volvo through the Volvo Tourist Delivery Plan.

Where to order

Order from any Volvo dealer. He is knowledgeable about the Plan. It makes sense to order from the dealer whom you wish to service your car upon return.

Trade-in

Your Volvo dealer will accept a car as trade-in. But a firm price cannot be established until the car is actually ready to be traded-in.

Military and diplomat delivery

When a delivery is made outside the country where the owner is stationed, or the car is to be shipped directly to the U.S., the order is treated as a tourist delivery. When delivery is to be made in a country where the owner is stationed, the owner must arrange for insurance and registration.

The car then will be shipped "in bond" to the city requested, where the delivery agent will assist the owner in having the car released by local customs.

Prices, etc.

Prices for non-U.S. specification models will be supplied on request. Prices for Volvo Tourist Delivery Program are established by the factory. All U.S. models delivered in Europe fully meet or exceed all federal and state safety regulations and exhaust emission control requirements in effect, at the time of the car's manufacture.

European registration

Volvo arranges for tax-free registration in Western Europe at no charge. Generally, registration is valid for the length of insurance coverage or 12 months. Belgium, Denmark and France are exceptions. The registration is valid in the U.S. only for the time necessary to take the car from the port of entry to the owner's home, at which time U.S. registration must be obtained.

U.S. inland delivery

Arrangements can be made by your local dealer to have a car delivered to any inland address. The car will be driven by a bonded driver of a reputable automobile transporting company.

VOLVO 245. The station wagon has all the features of the 242 and 244, including power steering, plus enough room behind the rear seat for 12 two-suiters.

VOLVO 244 GL. A specially equipped sedan with black leather-faced seats, a sliding steel sunroof and metallic paint. And all the other features of a Volvo 244.

VOLVO 242. The least expensive Volvo, but with standard features like 4-wheel power disc brakes, steel-belted radial tires and a rear window defroster.



VOLVO 242 GL. As with all 240 Series models you can choose an automatic transmission. But on a GL your choice is between the automatic or a 4-speed manual transmission with overdrive. Either is standard.

VOLVO 164. Volvo's luxury sedan has a shorter list of options because it comes more fully equipped. Including air conditioning, new leather-faced seats and electric front windows.

VOLVO 244. Our four-door sedan with new reclining bucket seats and a completely new steering system and front suspension for 1975.

We think you'll find that Europe is a nicer place to visit when you're driving your own car.

This year you'll be able to discover that what appeals to Europeans can appeal to Americans as well. For example:

Drive right across Sweden from the Baltic to Norway through Gästrikland and Värmland, beginning at the thriving port of Gävle. You can stop off at the celebrated Furuviik amusement park, and join the fun at the region's many folk festivals. Or take in the World Hambo Championship at Hälsinge, on the first Saturday in July. What's a Hambo? Ask any Swede!

Or try the Plitvicka Jezzera. Seventeen miniature mountain lakes on a series of forested terraces between Mount Pljesevica and Mount Mala Kapela, two of the highest peaks

in the Balkans. Spectacular views. Waterfalls over two hundred feet high. It's in Yugoslavia.

Right across the border is Carinthia, Austria's most southerly province, where thousand years of history have combined with some of the wildest scenery in Europe. For a really European holiday, try a "health cure" at one of the region's many modern thermal spas. Golf, tennis, good food and good conversation while you take the water. For a glimpse of medieval pageantry, see the celebrated "Kufenstechen" at Feistritz, on May 18th, when the local riding champions demonstrate jousting skills dating back to the Crusades.

Europe can be different for you this year.

VOLVO

AB VOLVO, GOTHENBURG, SWEDEN



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