

NEWS BULLETIN 1971



VOLVO

Advertising and Sales Promotion, Cars



Volvo 144 and 145 de Luxe

Here is an attractive possibility for earlier 140-owners to attain even higher standards concerning comfort and appearance. The two alternative engines – the B 20 A and the B 20 B – increase the range of choice available to the customer even more.

The de Luxe series has a completely new grille which differs considerably from the old grille. The cars have also new and smart wheels with wider rims (5") and radial ply tyres. Both these modifications ensure even better road adhesion.

The floor has wall-to-wall textile mats and on the propeller shaft tunnel there is a console with an electric clock. The seats are the same as those in earlier 140-models and the upholstery is vinyl.

Customers who choose the de Luxe versions obtain the following advantages:

- ★ Two engines to choose between
- ★ Smarter interior including wall-to-wall mats
- ★ Oddments console
- ★ Electric clock
- ★ Wider rims – 5"
- ★ Radial ply tyres
- ★ New wheels
- ★ Completely new grille



Oddments console with electric clock on propeller shaft tunnel.





Volvo 144 Grand Luxe

This is a completely new type with sensational speed resources and very exclusive fittings.

The Volvo 144 Grand Luxe means that you have something interesting to offer the customer who is looking for a car with sports performance but, at the same time, needs the space of a family car. It is also a thrilling alternative for those who now have a 140-model with a B 20 B engine and want to take another step upwards.

The engine in the Volvo 144 Grand Luxe is the B 20 E. It has electronically controlled fuel injection and develops 130 b.h.p. SAE/120 b.h.p. DIN. The acceleration is a great experience. With a view to its speed resources the Volvo 144 Grand Luxe has been fitted with extra large brake discs on the front wheels. The rims are wide – 5" – and are fitted with radial ply tyres. The interior fittings are extremely smart with leather upholstery, wall-to-wall mats and clock. Inertia roller safety belts on front seats.

Compared with the de Luxe versions, the Volvo 144 Grand Luxe cars provide the following extra advantages:

- ★ Engine with exceptionally good speed resources
- ★ Leather upholstery
- ★ Heavier gauge brake discs on front wheels
- ★ Two extra halogen drivinglights as standard equipment
- ★ Exclusive metallic finish
- ★ Wheels of sporty design



Electronic Control Unit.



The most important new technical features in the 140-programme

Engines

B 20 A 90 b.h.p. SAE/
82 b.h.p. DIN Single carburetor

B 20 B 118 b.h.p. SAE/
100 b.h.p. DIN Twin carburetors

B 20 E 130 b.h.p. SAE/
120 b.h.p. DIN
Electronically controlled fuel injection

Gearboxes

The manual gearbox M 40 is now fitted with more robust bearings on the secondary shaft to provide it with a good margin when standing up to the loading of the B 20 E engine.

The automatic transmissions have been modified to fit the engine programme. This means that the B 20 E engine has an automatic transmission which changes gear at higher engine speed and thus utilizes the torque of the engine even better.

Wheels

The de Luxe models and the Volvo 144 Grand Luxe have wheels of new design. Rim width has been increased to 5" for better road adhesion. The wheels are also fitted with radial ply tyres which give better cornering and high speed characteristics, lower rolling resistance and a longer life.

Miscellaneous

The handbrake has been further modified so that it functions more effectively and is easier to apply.

The safety belts have been fitted with new locking devices which are easier to use.

Rust-proofing has been improved even further by galvanizing of the body front sections.

The station wagons have now through-flow ventilation with an extractor vent in the rear right-hand wheel housing. Since ventilation has been planned effectively in this way, the side windows at the extreme rear of the station wagon will no longer be of the opening type.

The wheelbase has been increased by 20 mm (0.8") in order to provide more space for snow chains in the wheel housings.



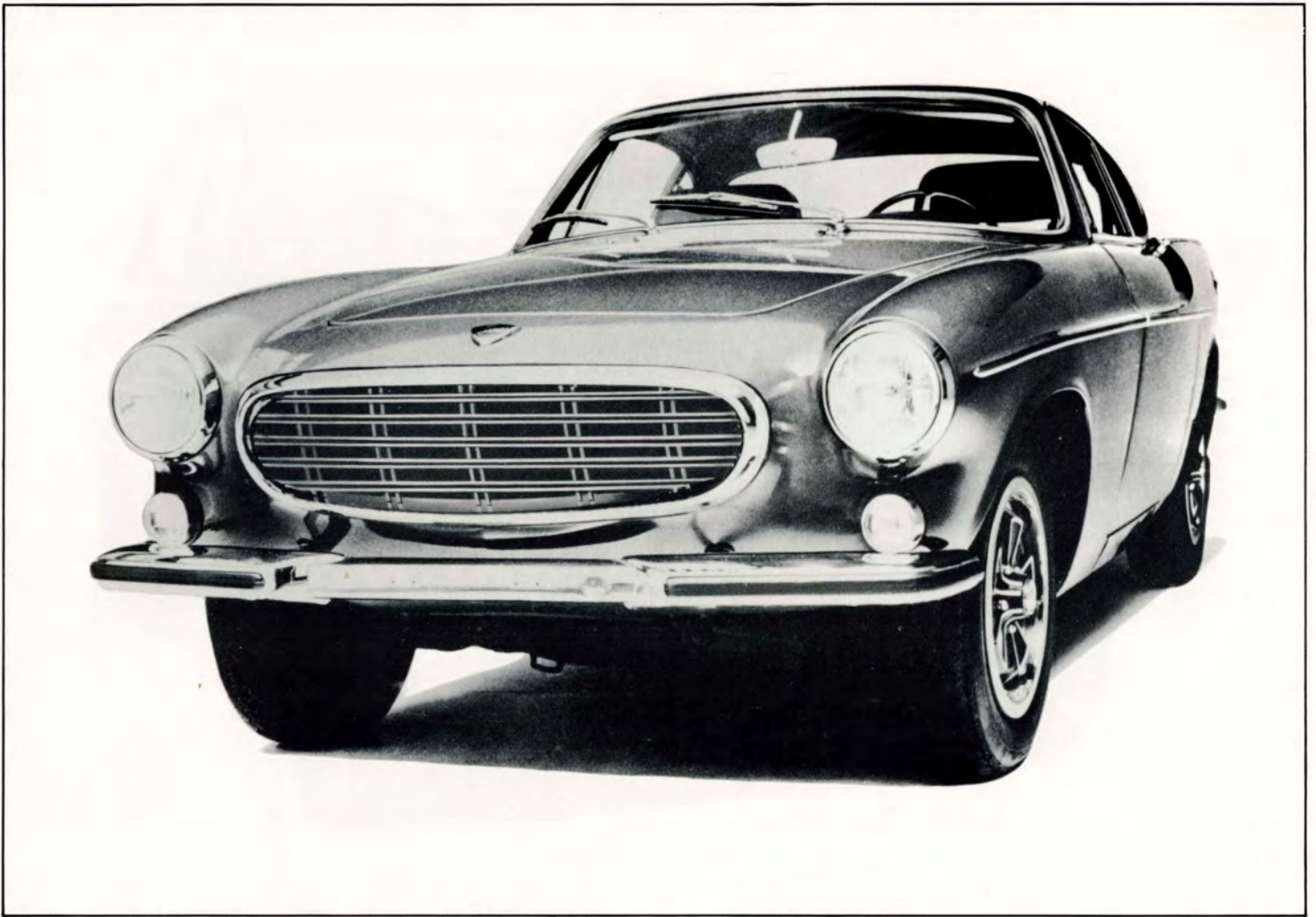
Improved Volvo 164

The 1971 model of the Volvo 164 is even further improved. The interior has been supplemented by an oddments console on the propeller shaft tunnel plus an electric clock.

The automatic transmission has also been improved. Gear-changing is smoother and vibration problems when starting have been eliminated. Furthermore, gear-changing occurs at higher engine speed so that the engine performance can be better utilized. The automatic version of the Volvo 164 has also been made even livelier. The wheels are of new design and are wider — 5 1/2". This allows the use of wider tyres which in their turn result in greater stability.

The front wheels have been fitted with even larger brake discs. The handbrake functions more effectively and is easier to apply. As in the case of the 140-series, the safety belts have been fitted with a more convenient locking device. The body front sections are now hot-dip galvanized for even better rust-proofing. The wheel-base has been increased by 20 mm (0.8") in order to provide more space for snow chains in the wheel housing. With all these improvements and several technical design modifications, we are convinced that the Volvo 164 is now a top quality product which can meet competition during 1971 with even greater success.





Volvo 1800 E

Last year the Volvo 1800 E was given significant modifications. It was then that we introduced the fuel injection engine and the completely new instrumentation. There has therefore been

no reason for us to make any changes on the 1971 model apart from technical detailed improvements such as, for example, more effective insulation.



New arguments

As in the case with all modifications, it is important for you as salesman to understand the new advantages we are offering the customer. To help you here is a list of the most important new features in the 1971 Volvo programme.

New feature

Wider 140-range

Wider range of engines in 140-series

Increased material thickness in all wheels

Wider wheels on all models

Radial ply tyres on all models

Thicker brake discs on front wheels, 164 and 144 Grand Luxe

Modified handbrake

More automatic transmissions, all matched to their engines

Modifications to automatic transmission in 164

Hot-dip galvanized front end sections

Insulation of bonnet on 1800 E

Modifications concerning safety belts

New front on de Luxe version and Volvo 144 Grand Luxe

New upholstery in 140-series

Wall-to-wall mats

Wheelbase extended by 20 mm (0.8")

Oddments console with electric clock on propeller shaft tunnel (144/145 de Luxe, 144 Grand Luxe and 164)

Extractor vent on right-hand rear wheel housing of estate cars

Advantage

Greater possibilities to provide each customer with a model which more closely corresponds to his requirements.

Possibility for all earlier 140-owners to obtain cars with even better performance in the 140-series (from B 20 A to B 20 B, from B 20 B to B 20 E).

No cracks.

Wider tyres mean better stability

Longer life. Roll easier.
Better cornering.
Quieter running at high speed.
Retain their good characteristics throughout their entire lifetime.

Can accept more heat – stand up to more repeated hard braking operations.
A safety argument.

Functions even better, easier to apply.

In the new automatic transmissions the engine speeds for changing up and changing down have been selected to utilize engine tractive effort to a maximum. This makes it an advantage to have an automatic transmission even on engines which have maximum torque at relatively high engine speed. Furthermore the automatic transmissions have been modified to eliminate starting vibration.

The engine speeds for changing up and changing down have been modified so that the car has now better acceleration. Furthermore the oil pressure has been modified so that gear-changing is even smoother than earlier.

Even better rust-proofing.

Lower noise level.

More convenient locking device. More models fitted with inertia roller belt.

New appearance. Makes it easier to differentiate these versions from older models.

Volvo 144/145 de Luxe: Vinyl. Durable and comfortable to sit on.
Volvo 144 Grand Luxe: Leather upholstery. Smart, remains attractive.

Comfortable interior, contributes to sound insulation. The material is durable synthetic fibre.

No advantage in itself but provides greater space round wheel housings with more room for snow chains.

Advantages obvious.

All Volvo models have now effective through-flow ventilation.

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