



Pick up a VOLVO in Europe
and look forward
to what you're going to see.
Instead of fretting about
what you're going to miss.

Volvo European Delivery





Oslo



Helsinki

Stockholm



Gothenburg



Copenhagen



London



Amsterdam

Brussels

Luxemburg

Frankfurt

Paris



Zurich

Munich

Vienna

Geneva

Lisbon



If you travel around Europe by jet, you can fly from city to city and never see the country. (When you pass over something interesting, try asking the pilot to slow down and give you a better look.)

In order to really appreciate the country, you must get down to earth. And find a way to get around that sets you free from ironclad, set routes and time tables.

The Swedes, who are amongst the most frequent travellers in Europe, buy more Volvos than any other car.

Americans, who do a great deal of European touring, also see good things in Volvo. Our figures indicate that on the average, the American who picks up his Volvo in Europe drives it 6 – 8 weeks before he brings it home.

He's found there's a great deal of Europe to see. And our plan offers him the great way to see it.

If you're ordering a car for delivery in Europe, the procedure

Just as European car manufacturers often speak different languages, so do their European delivery plans.

The basic price of the car may represent considerable savings. But it's possible that much of those savings will be offset by delivery charges, preparation charges, home shipment or "incidentals".

So before a dealer opens his sales order book, make sure you know what you're getting into.



shouldn't be foreign to you.

Get into a Volvo 164E (below) and you'll have luxury-class accommodation for your entire tour. Settle back in its leather-upholstered (standard) bucket seats. Switch on its ten-outlet (standard) air conditioning. Monitor your six-cylinder engine's performance on the all-new instrument panel. (Tachometer is standard.) Outsmart cars which have carburetors. The 164E comes with computer-controlled fuel injection, which uses gasoline more efficiently than carburetors. If you start in cold weather, change altitude or speed, the 164E's brain knows it and adjusts the fuel feed accordingly. Automatically.



If you want to pick up a VOLVO in Europe you don't have

Start at your neighborhood Volvo dealer. Any authorized Volvo dealer in the U.S. can arrange European delivery for you. He knows our product best and probably will be servicing your Volvo when you bring it back. That way it will receive the same kind of treatment it would get in Sweden.

Pick out the Volvo model, color and accessories you want. Then tell your Volvo dealer where and when you wish to take delivery. In most cases, he'll ask you to sign an order form, registration documents and a check for \$300. (Your deposit.) Depending on where you plan to take delivery, there may be other papers as well. If so, your Volvo dealer will know it and will make the procedure simple for you. Final payments and insurance are covered later in this booklet.

Order as early as you can. For factory delivery, at least five weeks ahead of the delivery date. Give us seven to

10 weeks for delivery in other European cities. If you're ordering the car for delivery in the States, figure 14 weeks. (Keep in mind that to take advantage of the plan, you must be physically present in Europe after you place your order. More on this later.)

Often, factory delivery of certain models can be made in less time from a "buffer" stock. Check with your dealer concerning model and color availability.

Your order is cabled to the factory the day it's written up. You and your dealer will get confirmation in writing of your order and payment conditions within 10 days after placement of your order.

Be sure to order carefully. If you decide to make changes once your order has been confirmed, it can be difficult (and costly). Often changes can't be made after a certain time without incurring an order cancellation and/or delay in delivery. So try to have your mind made



to go far. Just follow these simple directions.

up before your order is.

Volvo requires full payment at least 30 days before you take delivery in Europe. (If you're having the car shipped direct to the U.S. from the factory, instead of picking it up in Europe, payment is required 45 days before delivery date.)

Don't wait until you get to Europe to order. It's no cheaper. Besides, the Volvos that European dealers stock aren't equipped to American specifications. You'd have to wait just as long to get a Volvo you could drive legally in the States.

Our 144 sedan. It's an intermediate. But many standards can't meet it. Inside, Volvos are built for Swedes. And the average male Swede is 2" taller than the average male American. The 144's trunk is so deep it will take standard-size suitcases, handles up. And all our engines come with electronic, computer-controlled fuel injection.



Paper work for your car can be a pain. We'll give you fast

The Volvo factory can arrange your insurance for you.

Insurance is compulsory throughout Europe. And European delivery involves insurance complexities you wouldn't run into for coverage only in the States. So Volvo can save you confusion and false starts by arranging coverage for your entire trip. This includes a total coverage of \$500,000, plus \$100 deductible collision and comprehensive. The policy is valid in all of Western Europe, partially Eastern Europe, the Near East and Northern Africa. For the latter two areas, deductible is \$200.

Volvo will also arrange tax-free registration for all Western European deliveries. Except in very few cases, there'll be no additional charge. But Geneva, for example, requires a minor road tax payment.

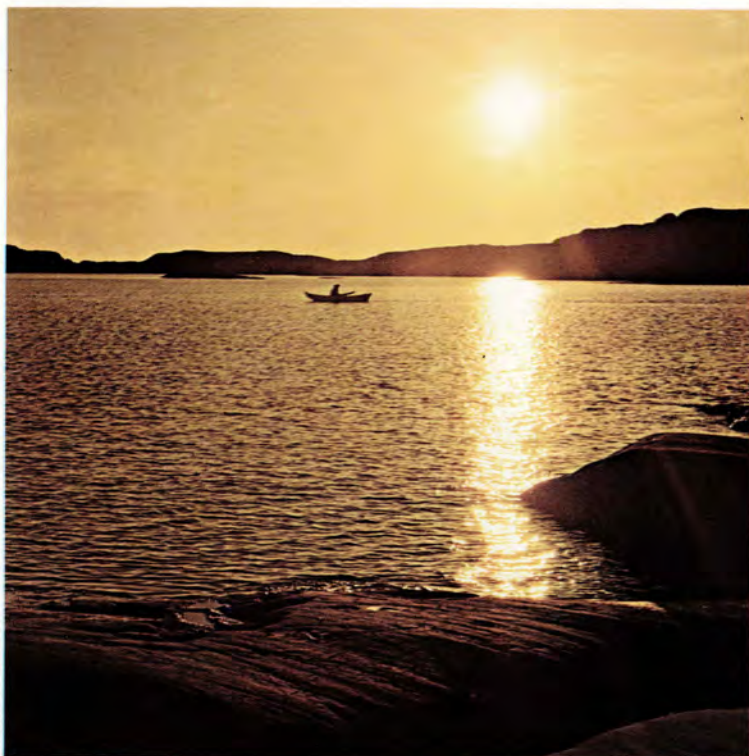
As a general rule, Western European registration is valid for the length of your insurance coverage, but no

longer than 12 months.

Your Volvo dealer can relieve you of other problems, as well.

If you'd like to arrange a trade-in, your Volvo dealer can work it out. But keep in mind that a used car's value decreases as its age increases. So unless you trade in your present car on the spot, it'll be difficult to forecast the correct value for it at the time you eventually do trade it in.

You may also finance your new Volvo if you wish. Your dealer will be happy to arrange it.



relief.

For sightseeing around Europe, the Volvo 145 station wagon (below) has 4,600 square inches of glass so you won't miss anything. And 67 cubic feet of cargo space so you can carry everything you don't miss. (Like the Orrefors crystal chandelier you might pick up in Stockholm.) If you have the foresight to choose this fuel-injected wagon, you'll get good rear vision, too. The back window has its own wiper, washer and electric defroster. Standard.



Take advantage of our special factory price. Pick up your VO

When we don't have to deliver your car anywhere, you don't have to pay delivery charges.

Gothenburg, Sweden, where the Volvo factory is located, is convenient to the most interesting and beautiful sections of Europe. (It's roughly 5 hours drive to Oslo, six hours to Stockholm and five hours to Copenhagen — four hours by Volvo, one hour by ferry.)

The air fare to Gothenburg is the same as that to several of Western Europe's most popular cities. So chances are, you won't have to add to your transportation costs in order to save money on the transportation you're buying.

We'll make your stay enjoyable until you're ready to go.

Our new tourist delivery center in Gothenburg is set up so that you can usually walk in and drive out in about an hour.

Your stay can be relaxing, informative or both. While we wash and polish your new Volvo, give it a checkup and fill it up with gas, you can take a guided tour of the factory.

Unless the factory's closed when you're there. (Volvo takes a four-week vacation every summer.) In which case, we'll give you a guided tour of our Center, where you can shower and shave while your kids nap on cots. Or you can have a bite to eat.

We'll furnish you with road maps, the name and address of every Volvo dealer in Western Europe and a copy of Volvo's Home Shipment Plan. (Which explains in detail how we can help you ship your car home.) We'll also give you a warranty booklet with a coupon entitling you to a free 1,500-mile inspection.

Our warranty is valid for one year's unlimited mileage when driving in North America. (Or a period



LVO at our factory.

totalling a maximum of 12 months, which includes up to six months unlimited mileage in Europe and the balance in the States.)

Then, when your car's ready, we'll show you around it. We'll show you how our new controls work. (Volvo's instrument panel is all new for 1973. Easier to use and easier to read.) We'll even take you out for a practice drive so you can try everything out for yourself. We want to make sure you're comfortable before you leave.

And then, so you don't think we're trying to get rid of you, we'll find out if there's anything else you need before we let you go.

At the Tourist Delivery Center in Gothenburg you can have a bite to eat, a shave or a shower while your kids nap on cots. You will have your new car in less than an hour.



If you can't come to us, your VOLVO can come to you.

Your itinerary may not permit your taking free delivery at our factory in Gothenburg. If that's the case, we can deliver your car to you at any one of these cities:

AMSTERDAM
BRUSSELS
COPENHAGEN
FRANKFURT
GENEVA
HELSINKI
LISBON
LONDON

LUXEMBOURG
MUNICH
OSLO
PARIS
STOCKHOLM
VIENNA
ZURICH

(Delivery charges will vary from city to city. We've enclosed a price schedule which covers this information in detail.)

No matter where you pick up your Volvo, you'll be served by authorized Volvo tourist delivery agents. Not

only do they speak English, but some speak American as well. They're accustomed to dealing with Americans, and should be able to answer any questions you might have. Including where you can get a good steak or an American newspaper, and the easiest way to get there.

As at the factory, they'll give you all the documents you require plus a free tankful of gas.

If you'd prefer your Volvo to be turned over to you at some other place of your choosing, we can set it up for you. Simply write us, telling where you'd like your Volvo delivered — and when — and we'll notify you of the delivery charges.

We can deliver your Volvo almost anywhere in Western Europe except Spain and Greece. And, except for the cities shown above, which work normal business hours, we can deliver your Volvo any day of the week. Even on a holiday. Unless you're in Zermatt, Switzerland



or Venice, Italy. They don't allow cars in Z ermatt and Venice.

If you prefer to take delivery of your Volvo outside the European continent, let us know. We'll set it up for you. If you'd like, we can deliver to the North American continent as well. The Volvo you buy will be fully equipped to meet all current U.S. federal and state safety and exhaust emission regulations.

The Volvo 1800ES is one sports car that really hauls. It comes with a 2-litre computer-controlled fuel-injected engine in front. And a carpeted cargo area 5' x 4' x 22" in back (with the rear seat folded). There's ample space for garment bags to lie flat. Or you can lug scuba gear to St. Tropez or a two-place toboggan to an Alp.



When we ship your VOLVO home we're careful not to break

If you drop your Volvo off in Gothenburg, we'll ship it to any main port in North America for only \$ 50.

And should it be inconvenient to get to Gothenburg, you can send your Volvo back from any one of our 29 other European drop-off points. (See the enclosed schedule for location of drop-off points and shipping charges.)

You pay a single rate which covers everything needed to get your Volvo to the States: Preparation of the car for ocean shipment, documentation, European port charges and marine insurance while it's in transit. One rate. That's it.

We can ship your Volvo home for you, even if you've never seen it. (Home shipment rates are the same as if you'd taken physical possession of the car.) However, in order to take advantage of these rates, the

purchase of the car must be incidental to a trip outside North America. You'll be required to produce proof that you were, in fact, abroad.

If you expect to arrive back in the States before your Volvo is shipped home, you'll have to obtain a "Certificate of Presence Abroad" which attests to the fact that you actually did visit Europe after you ordered your car. The certificate must be notarized in Europe. The factory won't ship your car until the certificate has been received. A Certificate of Presence form will be given to you when your order is confirmed.

In most major U.S. ports we can arrange services for the clearance of your car through customs, survey and release from the steamship company and delivery preparation. This will cost you roughly \$ 50 to \$ 90.

Additionally, all cars imported into the U.S. are subject to duty payment. The duty rate is 3 % of the



you.

car's value, determined by its age, usage and condition. And it can vary with the date of importation. (Because of this, your Volvo dealer can't compute exactly what your duty rate will be. But he'll be happy to estimate it for you.)

For any additional information about having a Volvo delivered outside the United States, here's how you can find out. Write to:

Tourist & Diplomat Sales Department
Volvo, Inc.
Rockleigh, New Jersey 07647, U.S.A.



VOLVO

AB VOLVO, GOTHENBURG, SWEDEN

We at Volvo hope your European trip will end up being everything you'd hoped it to be. One way to assure this is to begin it by picking up a Volvo. We look forward to serving you.

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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