

1973

NEWS BULLETIN



FOR INTERNAL
USE ONLY

Volvo's 1973 program highlights many new features

Features creating even greater demand for Volvos highlight the extensive product improvements for 1973.

The most prominent are those features providing additional passenger safety.

Volvo's established tradition of safety is continued in the new models.

Some of the many safety features include high-impact bumpers, a new padded steering wheel, anti-intrusion bars in all doors, improved lighting, child-proof rear door locks, and fire-resistant upholstery.

While primarily oriented toward safety, Volvo has also devoted much attention to passenger comfort and convenience.

Among the most noticeable changes is a new high efficiency heating and ventilation system for the 140 Series and 164 E that provides additional comfort in all seasons. Included as part of the system is air conditioning, standard on the 164 E and optional on the 140 Series models.

This system is built into an entirely new dashboard with improved instrumentation and better access to operating controls. Also, the steering wheel has a smaller diameter to give the driver more knee room.

Power steering is another new feature which will be added to 140 Series models equipped with automatic transmissions later in the fall.

On the technical side, directional stability and handling ability have been improved through modifications in the front end.

Electronic fuel injection is standard on all 1973 models.

Insulation has been improved and engine noise reduced for an even quieter ride.

Styling for 1973 reveals an attractive facelift for the 140 Series and 164 E. All have a new grille, rear panel, and emblems. These changes retain the basic Volvo design characteristics.

There are some new exterior colors available this year: a rich red-orange, a very deep dark blue and a strong metallic green.

In summary, these are a few of the many new features and product improvements for next year's Volvos. The following pages will familiarize you with the entire product line. Additional training and merchandising materials will expand upon it.

1973 program



Volvo 142
112 h.p.



Volvo 144
112 h.p.



Volvo 145
112 h.p.



Volvo 164 E
138 h.p.



Volvo 1800 ES
112 h.p.

Volvo 1800 ES
Replaces 1800 E

New front and rear design



Volvo 142



Volvo 142



Volvo 164 E



Volvo 164 E



Volvo 1800 ES



Volvo 1800 ES

Cars in the Volvo 140 Series have a new grille and front emblem, which distinguish them from their earlier counterparts.

Front and rear bumpers are considerably strengthened this year. They are mounted on special shock absorbers. The rubber moulding has a new profile and extends the full length of the bumper.

Both bumpers are now approximately the same height. New turn signal lights wrap around to the side for improved appearance and safety.

The Volvo 164 E now has the same new bumpers found on the 140 Series. Combined turn signal/parking lights remain mounted on the bumper, giving the 164 E a distinctive appearance from the 140 Series. There's a new grille and emblem, giving the 164 E a lower and wider appearance.

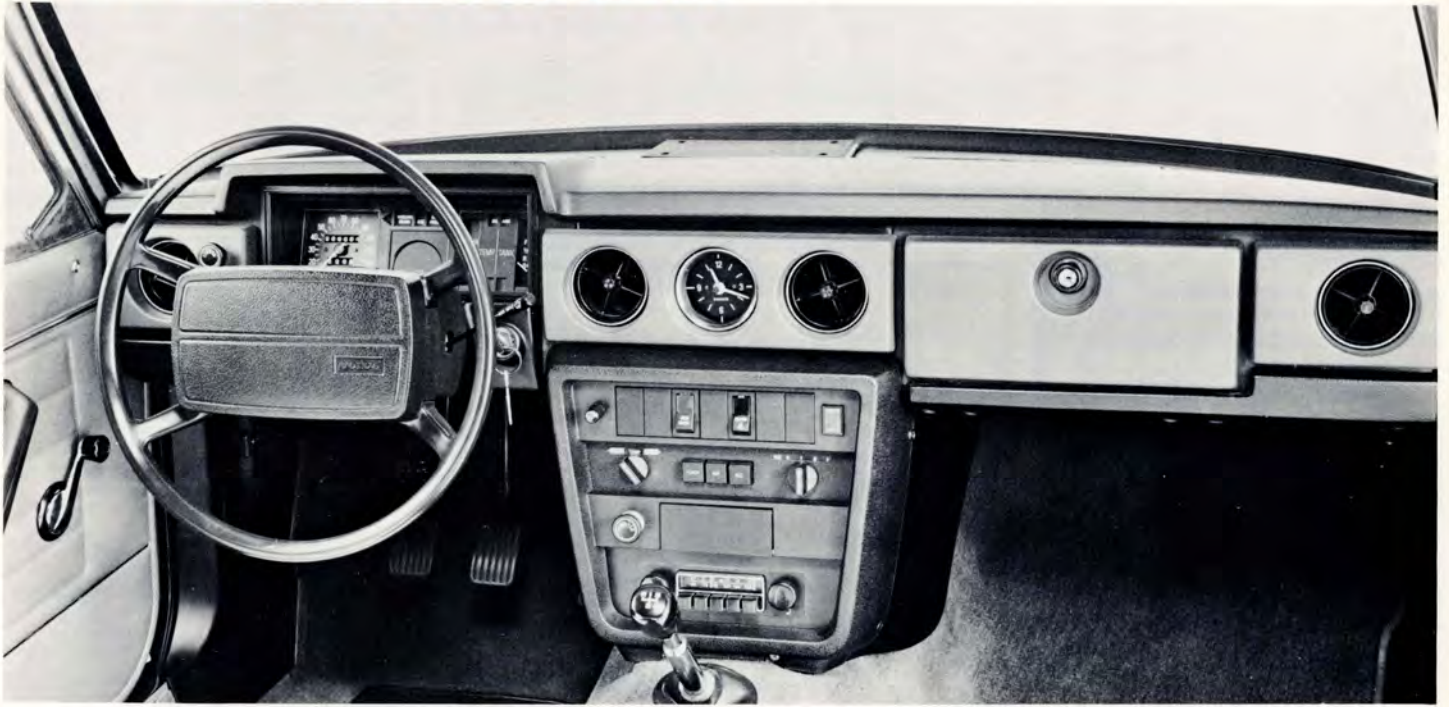
The front bumper of the Volvo 1800 ES is now mounted on special shock absorbers, which are attached to a steel bracing.

The new tail light cluster gives a brighter, more attractive appearance.

The rear panel on the 140 Series and 164 E has been smartly redesigned. It features a recessed license plate location and new emblems.

The rear bumpers are specially reinforced and are mounted on shock absorbers. The rubber moulding extends the full length of the bumper.

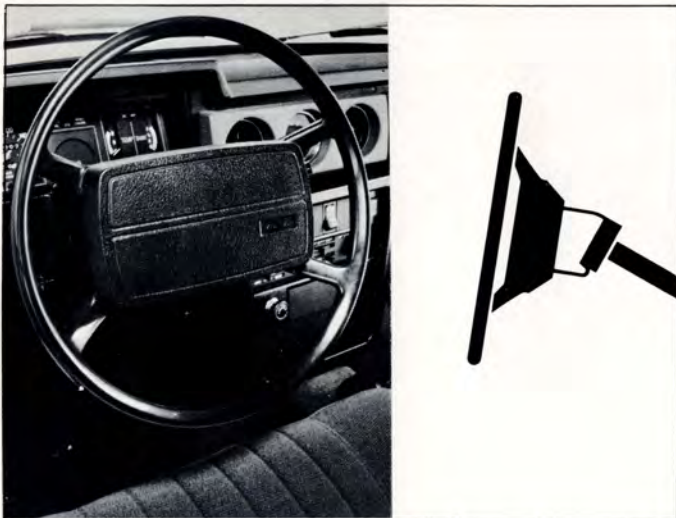
New instrumentation



Completely new instrumentation on the Volvo 140 Series (shown above) and the Volvo 164 E.

Things have changed in front of the driver this year. There's a restyled dashboard, instruments, and steering wheel. Illuminated circular instruments on the dash highlight all 73 models. The glove box is recessed in the right side of the dashboard and the loudspeaker

repositioned on top of the dashboard. The loudspeaker sound is reflected off the windshield resulting in improved performance. The clock has been moved to the dashboard. The ignition switch/steering wheel lock has also been moved to the dashboard.



New Volvo Steering wheel

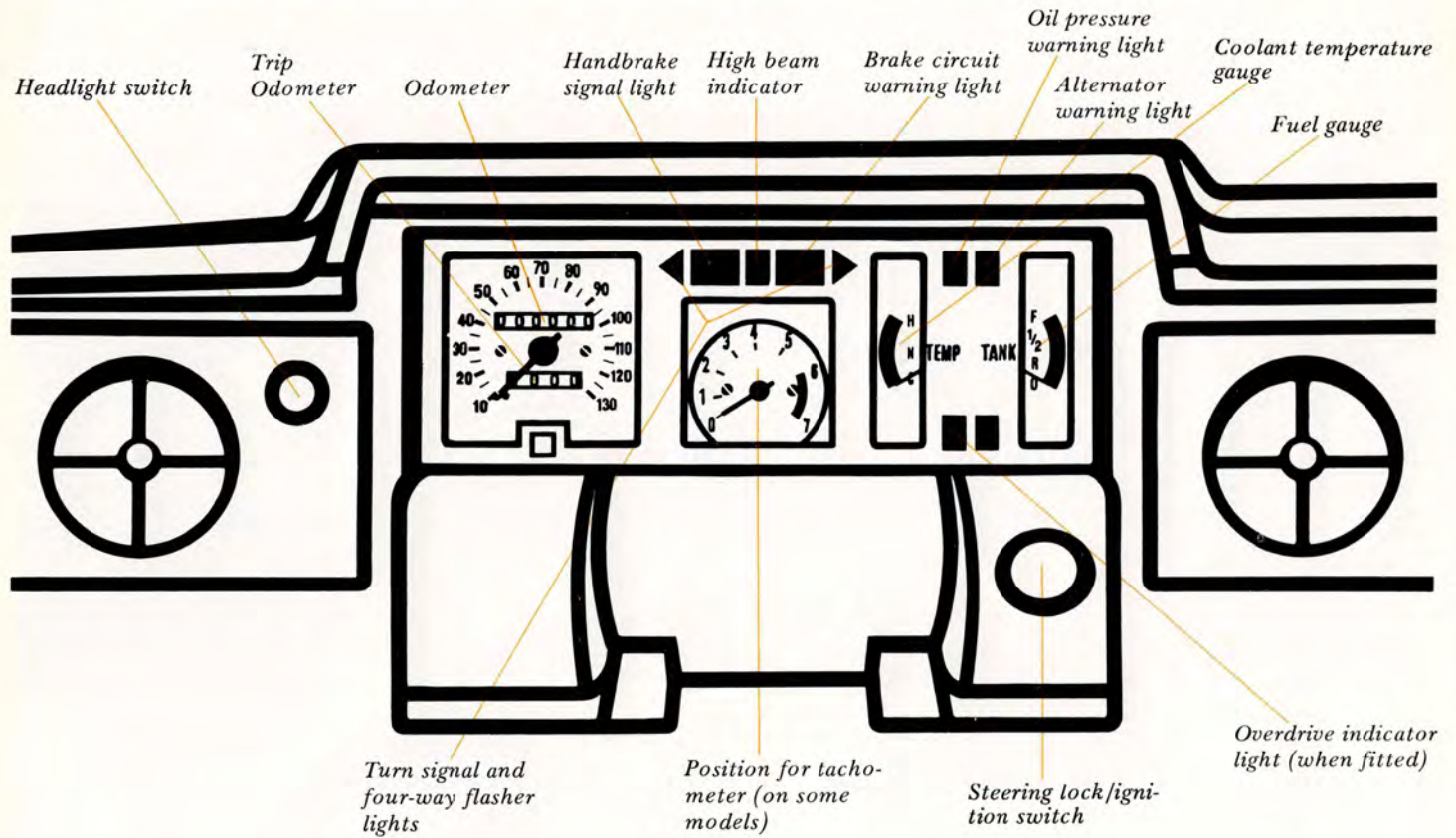
Customers will benefit from the new Volvo steering wheel. It has a slightly smaller diameter which allows for more room between the driver's knees and the wheel rim. The center hub of the steering wheel has been enlarged with extra padding added. The hub also has a built-in crumple zone which allows the steering wheel to align with the driver's body in case of an accident. The washer and wiper controls are no longer on the dash; they are now operated by a lever on the right side of the steering column.



Rocker control switches on 1800 ES

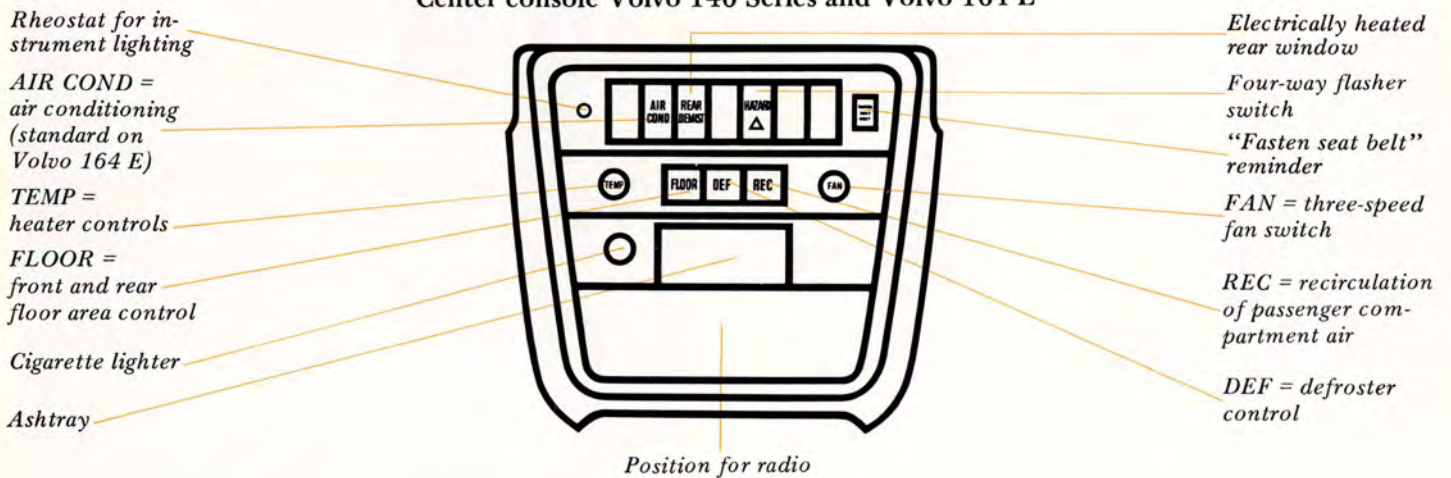
The controls for the wipers, windshield washer, electrically heated rear window, and fan are now located to the left of the steering wheel. Rocker-control switches are used and all have recessed lighting for easy identification at night.

New instrumentation



Shown above and below are the controls and instruments with their respective functions indicated.

Center console Volvo 140 Series and Volvo 164 E

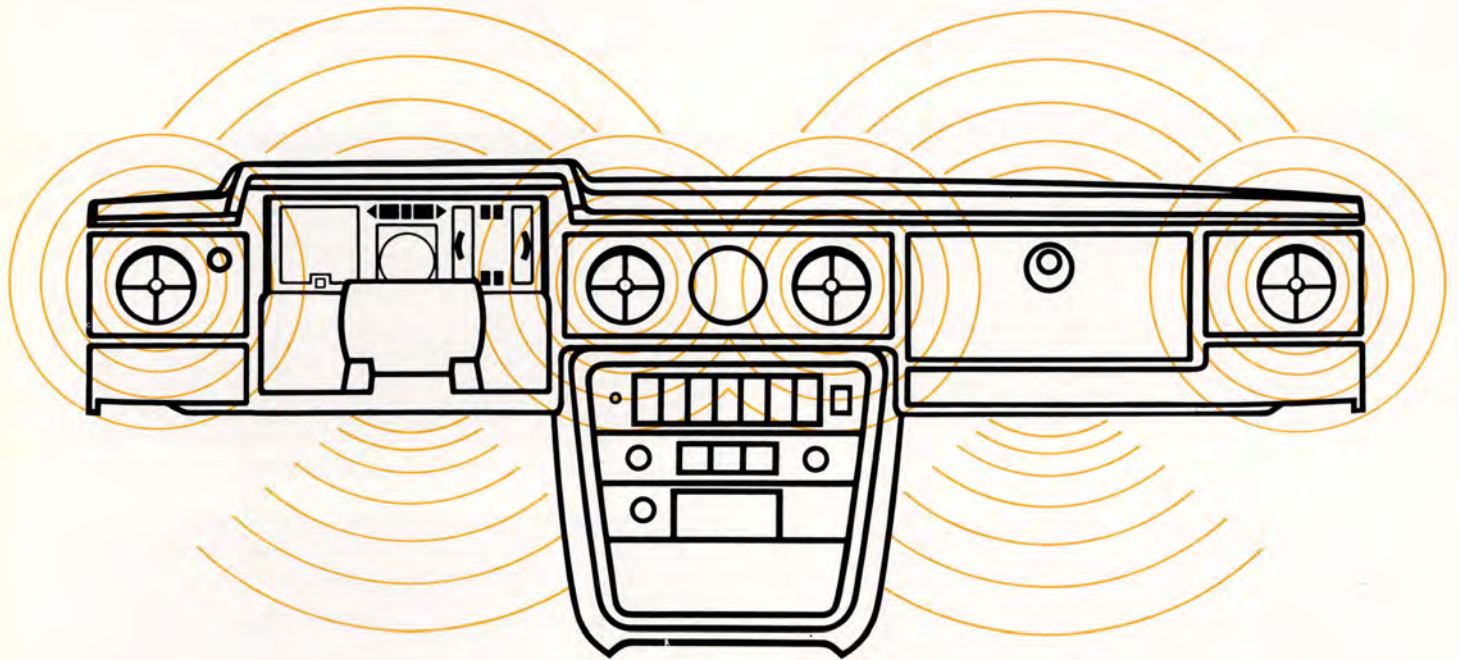


Some controls including those for the new heating and ventilation system, are conveniently positioned on the center panel. The entire panel is now illuminated.

New heating and ventilation system

A considerably more effective, large capacity heating and ventilation system is standard on all models. This new system provides a more efficient and wider air flow than its predecessor. Also, it is much more versatile as it is designed for easier installation of an air conditioning system on the 140 Series. The air conditioning portion of this system is standard equipment on the Volvo 164 E.

Volvo 140 Series and Volvo 164 E

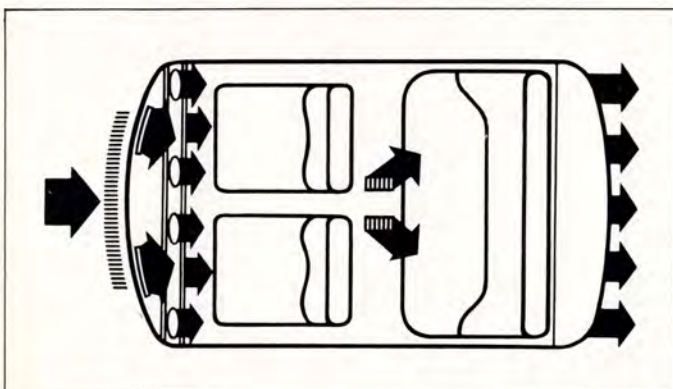


The controls for the new heating and ventilation system are on the center console.

The blower has twin fans and is powered by a three-speed motor (two-speed previously), providing a considerable increase in capacity. As before, temperature is thermostatically controlled. The four air outlets on the dashboard are fed directly from the blower; their function is illustrated above. The division of the air flow is controlled by a push button, vacuum-controlled system on the center console.

As mentioned, the Volvo 140 Series is now designed for easy installation of an air conditioning unit. For this reason, the heating and ventilation control panel has a control for air recirculation for faster cooling.

The Volvo 140 Series and 164 E retain only one floor-level fresh air intake located on the left cowl.



Volvo 140 Series and Volvo 164 E

Included in this new heating and ventilation system are ten different air outlets:

- 2 wide defroster outlets for the windshield.
- 4 adjustable air outlets on the dashboard; both direction and air flow can be adjusted individually.
- 2 air outlets for the front floor.
- 2 air outlets for the rear floor.

Also, included are rear exhaust air outlets.

Even more improvements

HERE ARE A FEW:



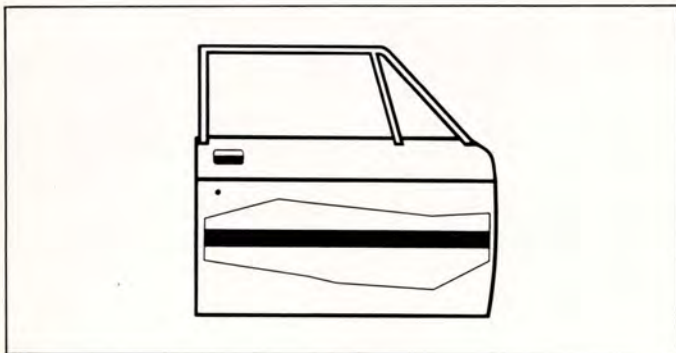
1. Both the wipers and washers are controlled by a lever on the right side of the steering column. The wipers are two-speed and both wipers and washers can be operated individually. The window washer can be operated by pressing the control lever whether it is in the off, low, or high-speed wiper position. (Volvo 140 Series and 164 E).



2. The windshield wiper arm geometry on the driver's side has been altered to provide an increased swept area for better vision. The wiper motor has been moved to the engine compartment to reduce noise inside the car. The wipers are now cable driven, which means more precise travel and less sensitivity to high winds and slipstream effects. (Volvo 140 Series and Volvo 164 E). The Volvo 1800 ES has longer wiper blades providing a swept area 10 % greater than last year's model. It also has a stronger wiper motor.



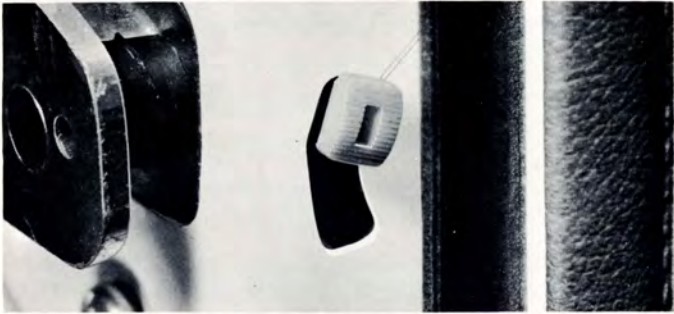
3. The windshield washer nozzles have been moved out onto the front hood. In this new position, the stream of water is not deflected by the windshield wiper arms. (Volvo 140 Series and Volvo 164 E.)



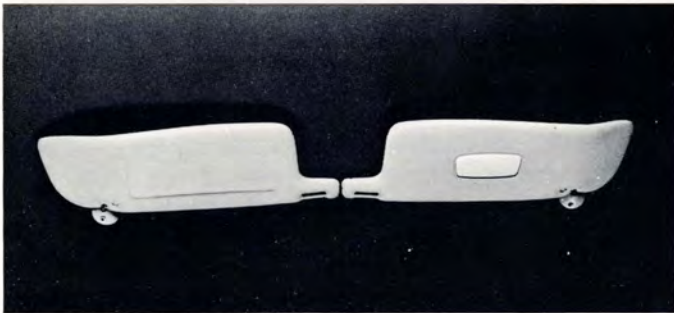
4. An extra safety precaution is the inclusion of anti-intrusion bars that further strengthen the doors on all models. This tabular safety bar is anchored between the upper hinge of the door and the lock.



5. There is a redesigned accelerator pedal this year. It is suspended and now features cable linkage instead of the conventional linkage. This means greater reliability and safety for the Volvo owner. (Volvo 140 Series and Volvo 164 E.)



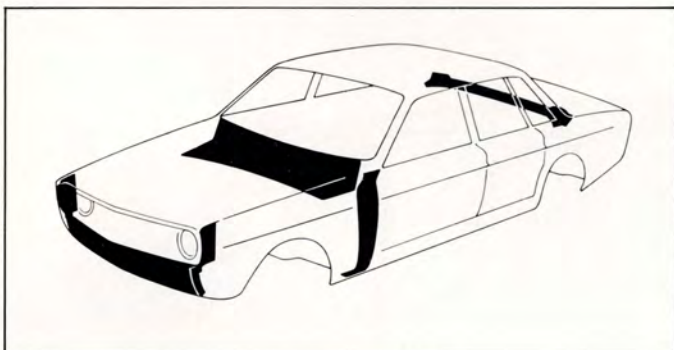
6. Another safety feature for 1973 is the addition of child-proof locks on rear doors. (Volvo 140 Series and Volvo 164 E.)



7. The sun visors on the Volvo 164 E now have a storage pocket on the driver's side and a vanity mirror on the passenger's side.



8. The fusebox on the 140 Series and 164 E is relocated on the left cowl in front of the driver's door. It is still well protected and easily accessible. The number of fuses has been increased to 12 to accommodate accessory equipment.



9. New rust-proofing through an electro-dip process has been introduced with the 1973 models. This improved rust-proofing means a more even coat of primer and extra protection on all edges. As earlier, highly exposed metal parts are galvanized. (Marked in black on the illustration.)

Volvo 142 and Volvo 144

The 142 and 144 are powered by the B 20 F engine with electronic fuel injection. There are no carburetor models. Power steering will be standard on models equipped with automatic transmission (this feature will be introduced on later 1973 models). A sunroof is now an option on the Volvo 142 model.

What's new for 1973?

- An attractive front grille with new emblem presents a neat appearance and easy identification
- Modified lighting arrangements front and rear with larger turn indicators for improved vision and safety. The front light indicators have built-in side marker lights
- Heavier, strengthened bumpers front and rear mounted on special shock absorbers for improved safety. Also, full length rubber moulding inserts on bumpers
- Redesigned rear panel with a recessed license plate location for better appearance
- New safety steering wheel with smaller diameter and energy-absorbing center
- Built-in crumple zone between steering wheel and column – a new safety feature
- Totally new dashboard with round, illuminated instruments. Controls on center console also illuminated for improved identification at night
- More convenient location of ignition switch and steering wheel lock (on dashboard). Also, symmetrical keys
- New, more efficient heating and ventilation system with ten air outlets for greater comfort. Also, system is easily adaptable for air conditioning
- Doors with built-in side-impact members for safety
- Improved windshield wiper geometry gives better vision. New convenient control lever on steering column
- Built-in radio antenna in windshield
- Courtesy handle above front passenger seat
- Lower steering load and better directional stability due to modified front end
- All interior fittings are made of fire-resistant materials
- Suspended accelerator pedal with cable linkage for improved reliability
- Modified clutch linkage reduces clutch pedal effort
- Improved sound insulation for quieter ride
- Manual gearbox ratio modified for even better starting power in 1st gear
- Safety, child-proof rear door locks
- New cylinders for door locks – lessen risk of freezing
- Convenient light in luggage compartment
- Modified rear light cluster contains a larger area for turn indicators for better visibility
- Inertia reel seat belts added for outer rear seats with push-button release control (introduced on late 1972 models)
- Power steering on automatic transmission models (introduced on later 1973 models)
- Upholstery made of a softer fabric
- Two new colors: dark blue and orange. Replacing light blue and medium green



Volvo 145

The 145 is also powered by the B 20 F engine with electronic fuel injection. There are no carburetor models. Power steering will be standard on models equipped with automatic transmission (this feature will be introduced on later 1973 models).

What's new for 1973?

- An attractive front grille with new emblem presents a neat appearance and easy identification
- Modified lighting arrangements front and rear with larger turn indicators for improved vision and safety. The front light indicators have built-in side marker lights
- Heavier, strengthened bumpers front and rear mounted on special shock absorbers for improved safety. Also, full length rubber moulding inserts on bumpers
- New safety steering wheel with smaller diameter and energy-absorbing center
- Built-in crumple zone between steering wheel and column – a new safety feature
- Totally new dashboard with round, illuminated instruments. Controls on center console also illuminated for improved identification at night
- More convenient location of ignition switch and steering wheel lock (on dashboard). Also, symmetrical keys
- New, more efficient heating and ventilation system with ten air outlets for greater comfort. Also, system is easily adaptable for air conditioning
- Doors with built-in side-impact members for safety
- Improved windshield wiper geometry gives better vision. New convenient control lever on steering column
- Built-in radio antenna in windshield
- Courtesy handle above front passenger seat
- Lower steering load and better directional stability due to modified front end
- All interior fittings are made of fire-resistant materials
- Suspended accelerator pedal with cable linkage for improved reliability
- Modified clutch linkage reduces clutch pedal effort
- Improved sound insulation for quieter ride
- Manual gearbox ratio modified for even better starting power in 1st gear
- Safety, child-proof rear door locks
- New cylinders for door locks – lessens risk of freezing
- 175 SR 15 radial tires are now used for better handling and road holding ability
- Inertia reel seat belts added for outer rear seats with push-button release control (introduced on late 1972 models)
- Power steering on automatic transmission models (introduced on late 1973 models)
- Two new colors: dark blue and orange. Replacing light blue and medium green



Volvo 164 E

The new Volvo 164 E has the B 30 F engine, which includes fuel injection. Additional standard features for 1973 include a tachometer and air conditioning. Also, the automatic transmission or the overdrive with manual transmission are no extra cost options. A sunroof is now an option.

What's new for 1973?

- A new grille presenting a lower and more attractive frontal appearance
- Reinforced front and rear bumpers mounted on special energy absorbers. The combined turn signal, parking lights are mounted on the front bumper. Also, there are separate side marker lights. Front and rear bumpers are at the same height and are fitted with full length rubber mouldings
- Redesigned rear panel with recessed license plate location for better appearance
- Modified rear light cluster contains a larger area for turn indicators for better visibility
- New safety steering wheel with smaller diameter and energy-absorbing center
- Crumple zone between steering wheel and column – a new safety feature
- New circular instrumentation with recessed lighting on center console for improved legibility at night
- More convenient location of ignition switch and steering wheel lock on dashboard. Also, there are symmetrical ignition keys plus new door lock cylinders that reduce the risk of freezing
- More efficient heating and ventilation system with ten air outlets for improved comfort
- Noise level reduced through engine modifications
- Doors have built-in side impact members for added safety
- Improved windshield wiper geometry for better vision. More convenient control lever mounted on steering column
- Inertia reel seat belts added for outer rear seats with push-button release control (introduced on late 1972 models)
- Better directional stability through modified front end for improved handling
- All interior fittings are made of fire-resistant materials
- Suspended accelerator pedal
- Improved sound insulation for a quieter ride
- 175 SR 15 radial tires for better handling and road holding ability
- Sun visors with pocket on driver's side and a make-up mirror on passenger's side
- Built-in radio antenna located in windshield
- Safety, child-proof locks on rear doors
- Three new colors: dark blue, orange and metallic green. Replaces metallic gold, and black



Volvo 1800 ES

The Volvo 1800 E is now replaced by the 1800 ES. The 1800 ES is powered by the B 20 F engine with electronic fuel injection. Only minor modifications are introduced this year.

What's new for 1973?

- Doors have built-in side-intrusion members for side impact protection
- Windshield wiper swept area is now 10 % larger for improved visibility. Also, there's a stronger wiper motor
- New illuminated rocker control switches for windshield wipers and washer, electrically heated rear window and heater fan – all located to the left of the steering wheel on the dash
- Manual gearbox reduction ratio modified for better starting power in 1st gear
- All interior fittings are made of fire-resistant materials
- Noise level reduced through engine modifications
- Front and rear bumpers are strengthened with a special steel girder and are mounted on special energy absorbers
- New colors: orange and metallic green, which replace metallic gold



Features and benefits for 1973

Most of the improvements on these 1973 models represent considerable benefits for Volvo buyers. It is very important that every salesman be thoroughly familiar with these improvements from the very start. This brief summary covers the main features introduced for 1973. Training material will follow, providing even more information.

Feature

Engines

B 20 F and B 30 F now with lower noise level and exhaust recirculation on automatic transmission models.

Manual gearbox

1st gear will have a lower ratio (Volvo 140 Series and Volvo 1800 ES)

Electrical system

Larger front turn indicators for Volvo 140 Series. Volvo 164 E with combined front turn signal and parking lights on the bumpers. There are separate twin side marker lights. Modified location of rear indicators, brake lights, back up lights and tail lights on Volvo 140 Series and Volvo 164 E

New luggage compartment light on Volvo 164 E
Now also on the 142 and 144

Body

Bumpers front and rear have about the same height. Volvo 164 E has same bumpers as Volvo 140 Series. All bumpers heavily reinforced and mounted on special energy absorbers

New modern grille and emblems (Volvo 140 Series and Volvo 164 E)

Front license plate moved to special location on bumper

Redesigned rear panel (Volvo 140 Series and Volvo 164 E)

Recessed license plate location on rear panel (Volvo 140 Series and Volvo 164 E)

Child-proof door locks on rear doors (Volvo 140 Series and Volvo 164 E)

New door lock cylinders (Volvo 140 Series and 164 E)

Built-in, anti-intrusion members for all doors, all models

Modified front end (Volvo 140 Series and Volvo 164 E)

Interior fittings

All interior fittings of fire-resistant material (all models)

Sun visors with pocket on driver's side and safety type vanity mirror on passenger's side (Volvo 164 E)

Inertia reel seat belts for outer rear seats. (Volvo 140 Series and Volvo 164 E; introduced on late 1972 models)

New rust-proofing – electro-dip – which means a more even coat of primer and even better protection on edges, members and in cavities (all models). Also, highly exposed metal parts are galvanized

Benefit

Improved comfort
Cleaner exhaust emissions

Better starting power

Better safety

Improved convenience

Less risk of damage

Improved styling

Less risk of damage

Distinctive appearance

Less risk of damage

Child safety

Less risk of freezing

Passenger safety

Improved handling

Passenger safety

Passenger convenience

Added safety

Increased durability and resistance to rust

Feature

More convenient location of ignition switch on dashboard, symmetrical ignition key (Volvo 140 Series and Volvo 164 E)

Instrumentation and controls

New instrument panel and larger center console with illuminated controls (Volvo 140 Series and Volvo 164 E)

New instrumentation on Volvo 140 Series and Volvo 164 E

Lever control for wipers and washers on steering column. (Volvo 140 Series and Volvo 164 E)

New illuminated rocker type switches for wipers and washers, electrically heated rear window, heating fan, all located to the left of the steering wheel on dash (Volvo 1800 ES)

Windshield wiper geometry on driver's side, altered to give larger swept area and greater vision (140 Series and 164 E). Volvo 1800 ES has approximately 10 % larger swept area through longer blades

Wiper motor now moved to engine compartment (Volvo 140 Series and Volvo 164 E)

Cable driven wipers instead of linkage system (Volvo 140 Series and Volvo 164 E)

Windshield washer nozzles moved to engine hood. (Volvo 140 Series and Volvo 164 E)

New safety steering wheel, smaller diameter with larger padded center. (Volvo 140 Series and Volvo 164 E)

Crumple-zone between steering wheel and steering column (Volvo 140 Series and Volvo 164 E)

Power steering as standard equipment for 140 Series models equipped with automatic transmission. (Introduced on later 1973 models)

Suspended accelerator pedal. Now cable control on all the Volvo 140 Series and Volvo 164 E

Modified clutch linkage (Volvo 140 Series and Volvo 164 E)

A new and more effective heating and ventilation system with larger capacity and improved distribution of heating and fresh air. Fully adjustable air outlets on the dashboard. Three speed blower. The Volvo 140 Series is prepared for the installation of an air conditioning system. The Volvo 164 E has air conditioning as standard. (Volvo 140 Series and Volvo 164 E)

Wheels and tires

Larger tires on Volvo 145 and 164 E. 175 mm instead of 165 mm

Finish

Three new colors, making a total of 10 shades of which two are metallic. Dark blue, metallic green and orange are the new colors for this year

Benefit

Added convenience

Improved legibility and safety

Improved legibility

Added convenience

Convenience and easier identification

Improved visibility and safety

Lower noise level, quieter ride

Less play in system, better action. Less sensitive to slipstream

Improved spread of washer spray

Improved safety and comfort. Now there is more room between the driver's legs and the rim of the steering wheel

In the case of a collision the steering wheel aligns with the driver's body to give a more even distribution of load, thus reducing the risk of injury

Added convenience

More reliable action

Less pressure required, easier to use

Increased comfort and improved heating/ventilation. Air conditioning provides additional comfort in hot weather

Better roadability and handling

New and attractive color range

VOLVO

AB VOLVO, CAR DIVISION
Advertising and Sales Promotion

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.

Printed in Sweden
Printer's Service AB, Göteborg 1972
RSP/PV 628-73. USA