

VOLVO

New Safety Belts for 1972 Models

All new Volvos built from January 1, 1972 will be equipped with a new safety belt *system*. This system will attract customer attention and interest, especially during a test drive. So familiarize yourself with it and turn these seat belts into a positive sales tool by encouraging owners to wear them.

Volvo 3-point safety belts are designed to be easily fastened and comfortable to wear. They adjust automatically and are provided for both front seat passengers



140 Series and 164 models have a new 3-point rear seat belt retracting mechanism on the rear shelf. This installation effectively eliminates the disorderly arrangement found in most cars and makes the belts even more convenient to use than a lap belt.

Fastening these belts is done the same way as for the front 3-point belts. Pull the belt down slowly towards your lap with your inboard hand. (Don't yank it; sudden force causes the belt to lock.) Then pull out an additional length of belt with your other hand and snap the buckle into the lock. The belt will then adjust automatically.



The rear seat retracting mechanism on the 145 is cleverly mounted to be out of the way and makes the belts easy to use. No longer will these belts be lost under the seat cushion. The vertical support bar positions the belt at the correct height.



The rear seat 3-point belts fasten into a lock with a quick-acting release. There is a short length of webbing attached to the lock, and when not in use, the locking part lies on the seat cushion. There's a conventional retracting lap belt provided for a center rear seat passenger.



Buckled belt on a rear seat passenger shows how the automatic adjustment feature assures proper fit.



The front 3-point belt mount also is new. The illustration is of an 1800E/ES, which has a slightly shorter mount than other Volvo models. The mount is U-shaped with the top of each side slightly opened so that the buckle is easy to fasten. The release button, marked "press", is inside the "U" and easy to reach. Note the spring near the bottom of the "U" which lets the mount "give" for easier use. The belt and the retracting mechanism are similar to those installed on earlier 1972 models although the buckle is a different shape.



The rear seat of the 1800E/ES models has new retracting lap belts. The belts pull out from the retracting mechanism between the seats, a much improved convenience.



The safety system includes a dashboard warning light and buzzer, activated whenever the ignition is on and a gear is engaged, and/or the front passenger seat is occupied. The light and buzzer can only be shut off by fastening the safety belts.



Sensor for the passenger seat is attached to a support strap under the cushion. It will activate the light and buzzer when weight is placed on the seat.

The warning light and buzzer are required by Federal Law, and we strongly recommend you explain, *not defend*, their function to customers.

The value of 3-point safety belts has been firmly established by Volvo and by other automakers and government agencies in many countries. Volvo, as a pioneer in safety belt design, supports their use and urges all passengers to buckle up for safety.