

1978 Volvo 242 DL California Edition

By Jan Nystrom

One of our members recently bought this 1978 Volvo 242 DL California Edition. As you can see from the pictures, it is in good condition and it has only 89,534 miles on the odometer.

He turned to the club to find out more about this model and what really constituted a "California Edition." Here is what we've been able to find out so far.

The 242 California Edition was an attempt by Volvo to appeal to women buyers, but apparently it was a flop. You be the judge. The model is quite rare, but we don't know how many were made. The interior is by far the most unique feature—the completely white exterior also stands out.

- Two-door sedan
- All white exterior, including the grille
- Seats and interior panels have an orange geometric pattern
- Automatic transmission
- Manual sunroof and windows
- Mechanically, standard 242 DL configuration

As you can see there are many questions remaining. Was it only offered in 1978 and on this model? How many were made? Was this special edition conceived in Gothenburg or here in the U.S.?

If you have more information, perhaps even own one, we'd love to hear from you. You can reach me at jan@vcoa.org.

