

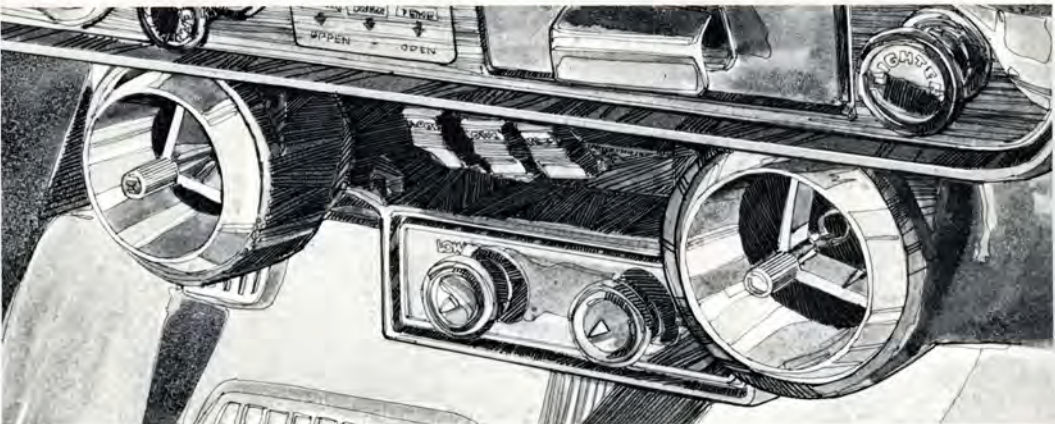
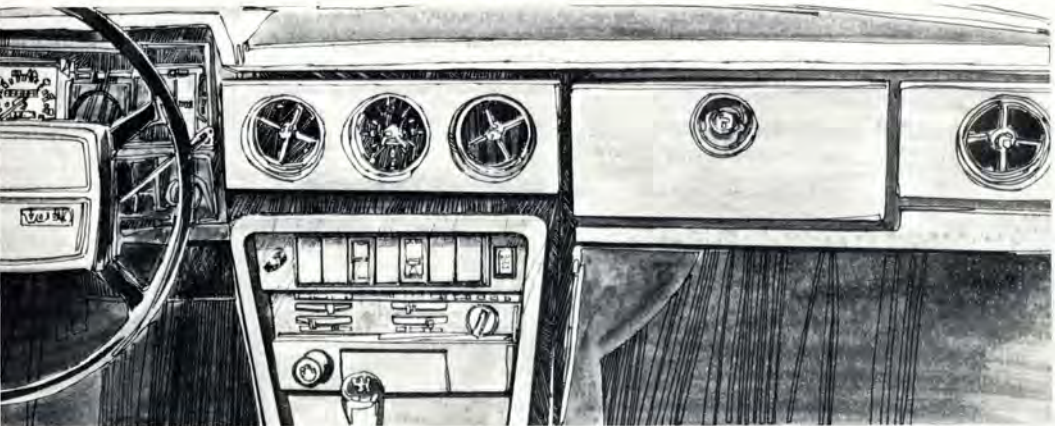
A graphic design featuring a solid blue background. On the right side, there are several stylized, overlapping green leaf shapes pointing towards the left. The leaves are outlined in black and have a vibrant green color. The word "VOLVO" is written vertically in white, bold, sans-serif capital letters along the right edge, partially overlapping the blue background and the green leaves.

VOLVO

air conditioning by

Why Buy "Air" When *air* is Free? (Some Facts About "Volvo Air Conditioning")

You bought a fine car. A Volvo. When you plunked down your money, maybe you didn't give much thought to *air*. "After all", you said, "*air* is free". But did you think about different *kinds* of air? Take the air in your Volvo dealer's showroom. (Probably very comfortable.) That's one kind of air. That first day, you drove your new Volvo out into the *air*. Maybe the *air* was 'friendly' that day but, sooner or later, you realized just how *free free air* is. It's *free* to boil up into the 100's, *free* to pass along smog and fumes or *free* to toss dust, soot and pollen into your eyes, nose, throat or on clothes. That's *air*.



It stands to reason: A person who owns a fine car appreciates fine "air". He knows that comfort is not a luxury nowadays. He knows how discomfort, sweat and soil can be an embarrassment as well as an inconvenience. He knows how important a clean, comfortable car can be in business as well as social life.

If you own a Volvo, why not get the "air" you deserve? "Volvo Air" . . . for pennies on the dollar of original price.

A word of caution. Other dealers can give you "air". But, as a Volvo owner, you should consider all the advantages "Volvo Air" offers you that cannot be duplicated anywhere:

- 1. Price**—"Volvo Air" brings you more features at *competitive* prices.
- 2. Design**—Your Volvo ventilation and heating system, with its high-capacity thermostat control and advanced distribution system, is readily adaptable to Volvo air conditioning. The unit is not a knee-banger, hanger-on type. The louvres are an integral part of the dashboard and the control switches are built into the instrument panel.
- 3. Capacity**—The Volvo system delivers cool, comfortable air rapidly. Two fans increase delivery capacity at your choice of three speed settings.
- 4. Distribution**—"Volvo Air" is evenly distributed for maximum comfort for all passengers through a system of 10 outlets in the passenger compartment. Four directional outlets along the dashboard let driver and front passenger direct or turn off the flow. Two wide defroster outlets above the dash and two front seat floor outlets provide additional cooling. Two rear seat floor outlets deliver extra cool air to rear passengers.
- 5. Recirculation**—Cool air in the passenger compartment is recirculated through the air conditioner and mixed with 20% fresh air so that a constant stream of fresh air is always available at even temperature.
- 6. Exhaust**—Stale air is exhausted at the base of the rear windshield (rear right panel on 145 and 1800). They have a one-way flap valve which keeps unpleasant odors from entering.

The Volvo air conditioner is engineered to give you the utmost in clean, cool, dehumidified air . . . "Volvo Air". No sweat. No more fumes, dust, grime or pollen. Once your air conditioner is installed, you have nothing else to do but enjoy it. We make sure you get the right model for your car. We sell it, we install it. We service it. We also furnish you with a twelve-month Volvo Warranty.

So play it cool this summer . . . and for summers to come. Join the cool crowd with "Volvo Air". The Volvo name and reputation will be riding with you.

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