



**WHAT'S NEW  
FROM THE CAR MAKERS  
FOR '73?**

# WHAT'S OLD FROM VOLVO.

**1969**—Computer-controlled fuel injection. Standard on every '73 Volvo. Feeds the engine the exact amount of gas and air required for most efficient operation. Scheduled for introduction in some other showrooms for the first time in 1973.



**1944**—Six boxed steel pillars surrounding the passenger compartment, each strong enough to hold up the whole car. Since Volvo never removed the center posts to make a hardtop, they didn't have to put them back to make the "pillared hardtop". But that's what some other car makers are doing for '73.

**1969**—Electric rear window defroster standard on all Volvos. Now, with benefit of four years' hindsight, other car makers are offering it too.



**1971**—Whitewall radial-ply tires standard on all Volvo sedans. Industry tests indicate they perform better than conventional tires. So other car makers are now changing to them.

**1964**—Standard equipment: fully-reclining bucket seats with adjustable lumbar supports. You can change the pressure against the small of your back to relieve the tension that goes with a long trip. At long last, discovered by a domestic car maker for '73.

**1966**—Four-wheel power disc brakes. Standard equipment because they resist fading after continual braking. Other car makers are now turning to disc brakes. But most stop short at two.

You'll hear a lot from the auto industry this fall about some of the Volvo features shown on the facing page. The car makers, it seems, have discovered that customers want stronger, safer, more comfortable cars. And they're trying to build them . . . because the customer is always right.

At Volvo, the customer has been known to be wrong.

Back when he wanted two-tone paint jobs, we offered one-tone, 33-pound paint jobs. When he clamored for hardtops, we countered with six-pillared sedans. Optional power windows? No. Standard power brakes instead.

The Volvos in our showroom today are the product of an engineering philosophy dating back to 1944: build the kind of car people need and

eventually they'll see they need it. "Eventually" is now.

*They're playing our song. But only parts of it.*

This year some manufacturers will introduce a new safety feature: two disc brakes. Volvo doesn't believe in half-way measures. You get power disc brakes on all four wheels as standard equipment.

You also get a dual circuit braking system with three wheels on each circuit. If one circuit fails, you still have about 80% of your braking power. So far, the competition has failed to adopt this system.

It's reported that some makers are shaving the thickness of their front seats to make room in back of their '73s. Volvo hasn't had to

cut corners because back seat passenger comfort wasn't an afterthought. The Volvo sedan was designed to have more legroom in back than many "big" cars.

As time goes on, we expect to find more Volvo features in other showrooms. But so far, no other manufacturer has succeeded in building a Volvo.

*See us before you see them.*

We'll tell you about the improvements in our '73 Volvo sedans: a more effective rustproofing process, an easy-to-read dashboard, a ten-outlet heating/ventilation system, air conditioning standard on the 164 E sedan.

And you can check out our older features.

That way, you'll not only see what's new from Volvo but what's new from some of the other car makers too.

**VOLVO**

The kind of car everyone's trying to build.

