



VOLVO

1927 - 1977



1927



1977

INTRODUCTION

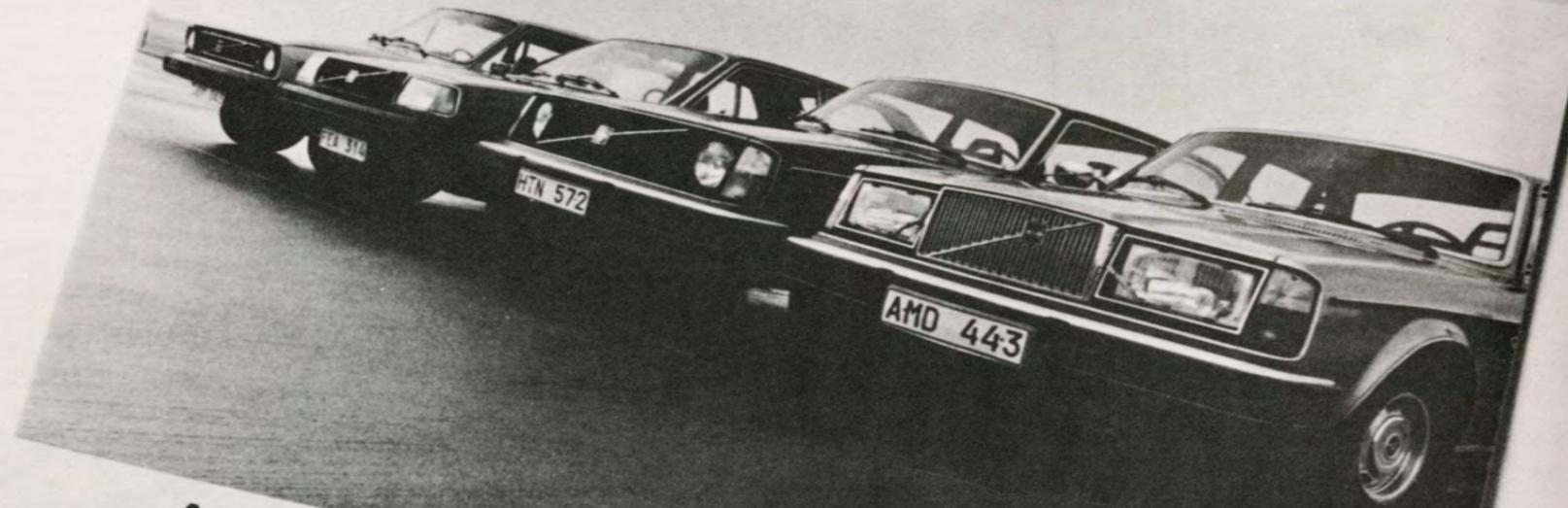
The 50 year anniversary of Volvo will be celebrated world wide by the various branches of the Volvo group. The objective is to increase sales of products.

This presentation will explain the "Open House Anniversary Days", which are to be carried out by all Volvo car dealers.

The anniversary will be celebrated more or less over the whole year of 1977. The "Open House Anniversary Days" mark the culmination. They will begin on April 14th (Thursday) and close on April 24th (Sunday).

For the Open House Anniversary Days we have made up a basic programme adapted to the resources of small dealerships. Further to this basic programme there are a number of additional activities intended for dealers with larger resources. On the following pages all basic activities are marked **B**.

Carefully check that no activity planned is in conflict with the law.



APRIL	WEEK	MON	TUE	WED	THUR	FRI	SAT	SUN
	13							
	14	4	5	6	7	1	2	3
	15	11	12	13	14	8	9	10
	16	18	19	20	21	15	16	17
	17	25	26	27	28	22	23	24
					29	30		

Volvo Open House Anniversary Days

Anniversary Identification

A special symbol and slogan have been produced for the anniversary. We will also produce and provide you with various material free of charge.

This presentation only deals with the Open House Anniversary Days. Most certainly you will also find several other opportunities to utilize the anniversary year to promote Volvo car sales – in this we very much rely on your own initiative.

The symbol illustrated here is produced solely for the Anniversary. It is inspired by the emblem of Volvo's first car 1927. The graphic form of the logotype and the blue colour therefore comply with the 1927 design and not with current identification rules.

The symbol is combined with an anniversary slogan:

Progress through quality
 Fortschritt durch Qualität
 Progreso gracias a la calidad
 Progrès par la qualité
 Framgång genom kvalitet

The symbol and the slogan can be used together but also independently of each other. They should be used extensively during the Open House Anniversary Days and are to be used also during the whole of 1977. They must not be used after Dec 31th, 1977.

The symbol must not be used on permanent identification material such as signs and flags. (Only exception: the anniversary cars).



Alt. 1

Oval background: Reflex blue*
 The Volvo logotype: White
 Contours round "Volvo" name banner showing years and oval: Gold 874*
 Figures in banner: Black

This symbol can be used for all sizes.



Alt. 2

Oval background: Black
 The Volvo logotype: White
 Contours round "Volvo" name banner showing years and oval: Black 60% screen
 Figures in banner: Black

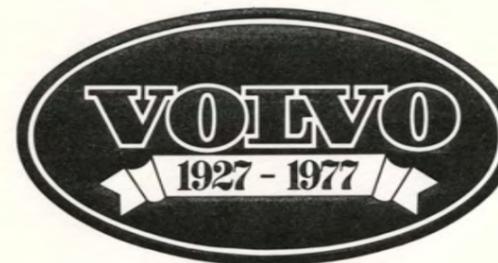
Do not use this symbol smaller than 65 mm length.



Alt. 3

Oval background: Reflex blue*
 The Volvo logotype: White
 Contours round "Volvo" name banner showing years and oval: Black 60% screen
 Figures in banner: Black

Do not use this symbol smaller than 65 mm length



Alt. 4

The whole symbol: Black

This symbol can be used smaller than 65 mm length.



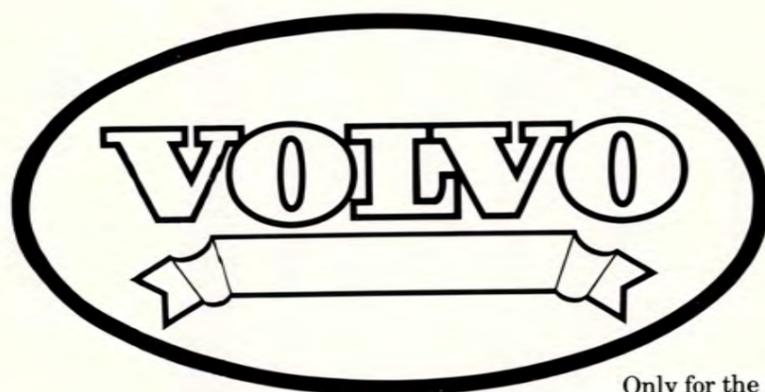
Alt. 5

The whole symbol: Reflex blue*

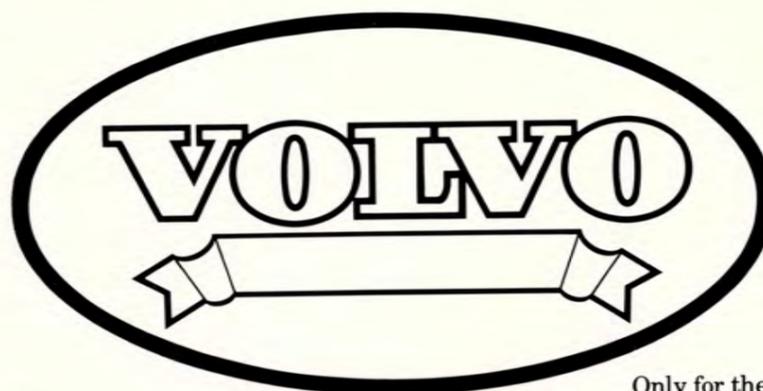
This symbol can be used smaller than 65 mm length.

* Pantone Matching System for printing inks.

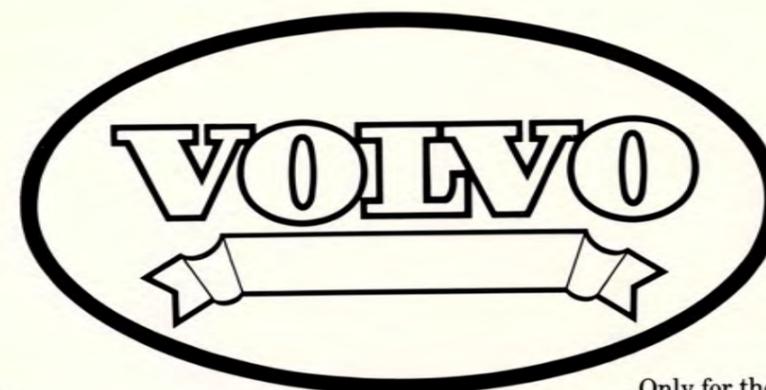
Original artwork of the anniversary symbol, suitable for reproduction.



Only for the contours



Only for the contours



Only for the contours



Only for the background



Only for the background



Only for the background



PROGRESS THROUGH QUALITY
FORTSCHRITT DURCH QUALITÄT
PROGRESO GRACIAS A LA CALIDAD
PROGRÈS PAR LA QUALITÉ
FRAMGÅNG GENOM KVALITET

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PROGRESO GRACIAS A LA CALIDAD
PROGRÈS PAR LA QUALITÉ
FRAMGÅNG GENOM KVALITET

Planning

Suggested time schedule for planning the Open House Anniversary Days project.

1. Your preliminary Open House information to dealers
2. Order to Göteborg for all material
3. Definite presentation of project to dealers
4. Information to the press
5. Distribution of anniversary cars to dealers
6. Distribution of material to dealers
7. National advertising
8. Direct mail campaign
9. Dealers distribute invitation card to VIPs
10. Dealer advertising starts
11. Start of OPEN HOUSE ANNIVERSARY DAYS
12. Grand Final
13. Follow up

Note:

You have three fields of activities to make plans for

- A. Your own national activities
- B. Open House activities to be carried out by the dealers
- C. Instructions and support which the dealers will need from you

You will have to use all means to make your dealers enthusiastic and one hundred percent involved in the project. If you do not normally support dealers under a coop advertising routine, make up such a system for this project, and ask your agency to give their professional help in administrating the system.

	Febr.				March				April				May			
	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. Your preliminary Open House information to dealers		●														
2. Order to Göteborg for all material			●													
3. Definite presentation of project to dealers							●									
4. Information to the press									●							
5. Distribution of anniversary cars to dealers										●						
6. Distribution of material to dealers										●						
7. National advertising										—	—					
8. Direct mail campaign									—	—	—					
9. Dealers distribute invitation card to VIPs										—	—					
10. Dealer advertising starts										●						
11. Start of OPEN HOUSE ANNIVERSARY DAYS											●					
12. Grand Final												●				
13. Follow up													—	—	—	—

Anniversary Car

B One of the highlights of our "Open House Anniversary Days" is the presentation of a special anniversary Volvo model. This car will be produced in a restricted number, but each dealer will get at least one car.

The anniversary car will not be shown to anyone outside the Volvo organization until April 14th.

There are two versions of the anniversary model:

Economic aspects

Contrary to the routine for other Volvo cars you import, we would like you to refrain from making a profit on the anniversary car for display purpose. There are two alternatives

1. You sell it to your dealers at net price.
2. You charge your dealers a higher price, but in this case the whole profit should be used for supporting dealer advertising during the Open House Anniversary Days, and/or extending the financing period of the anniversary car.

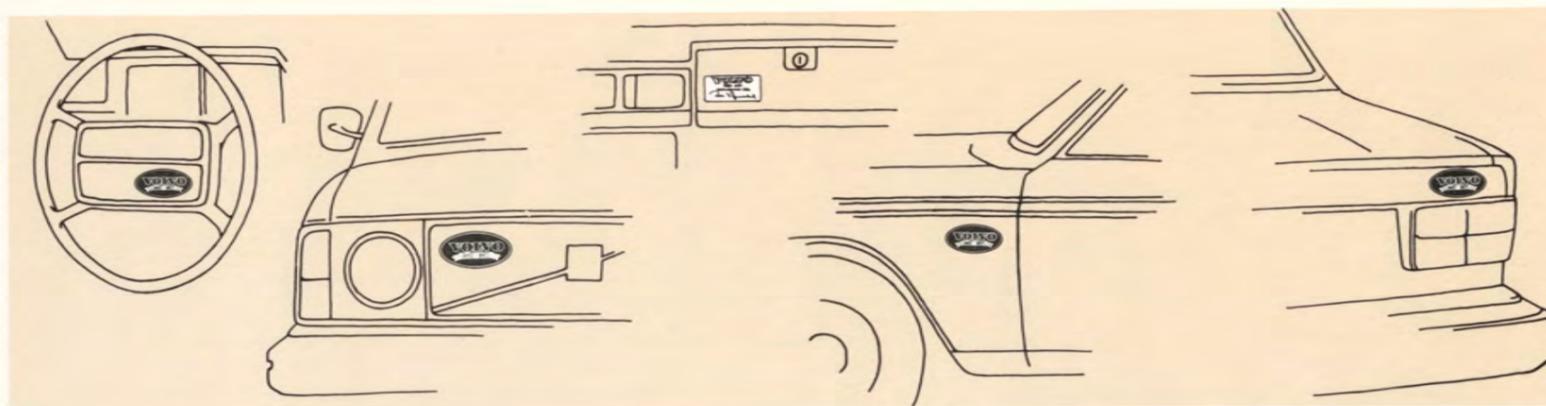


Basic model: 244 DL – B21A/B19A.
Paint: Silver metallic with stripes along the sides.
Interior: According to GL specifications with blue plush upholstery.
Wheels: 5¹/₂" rims. Chromed hub cups. Domed nuts. Chromed wheelrings. 185/70-14 tyres.
Other equipment: Anniversary exterior emblems. Tinted glass. GL steering wheel with anniversary emblem.

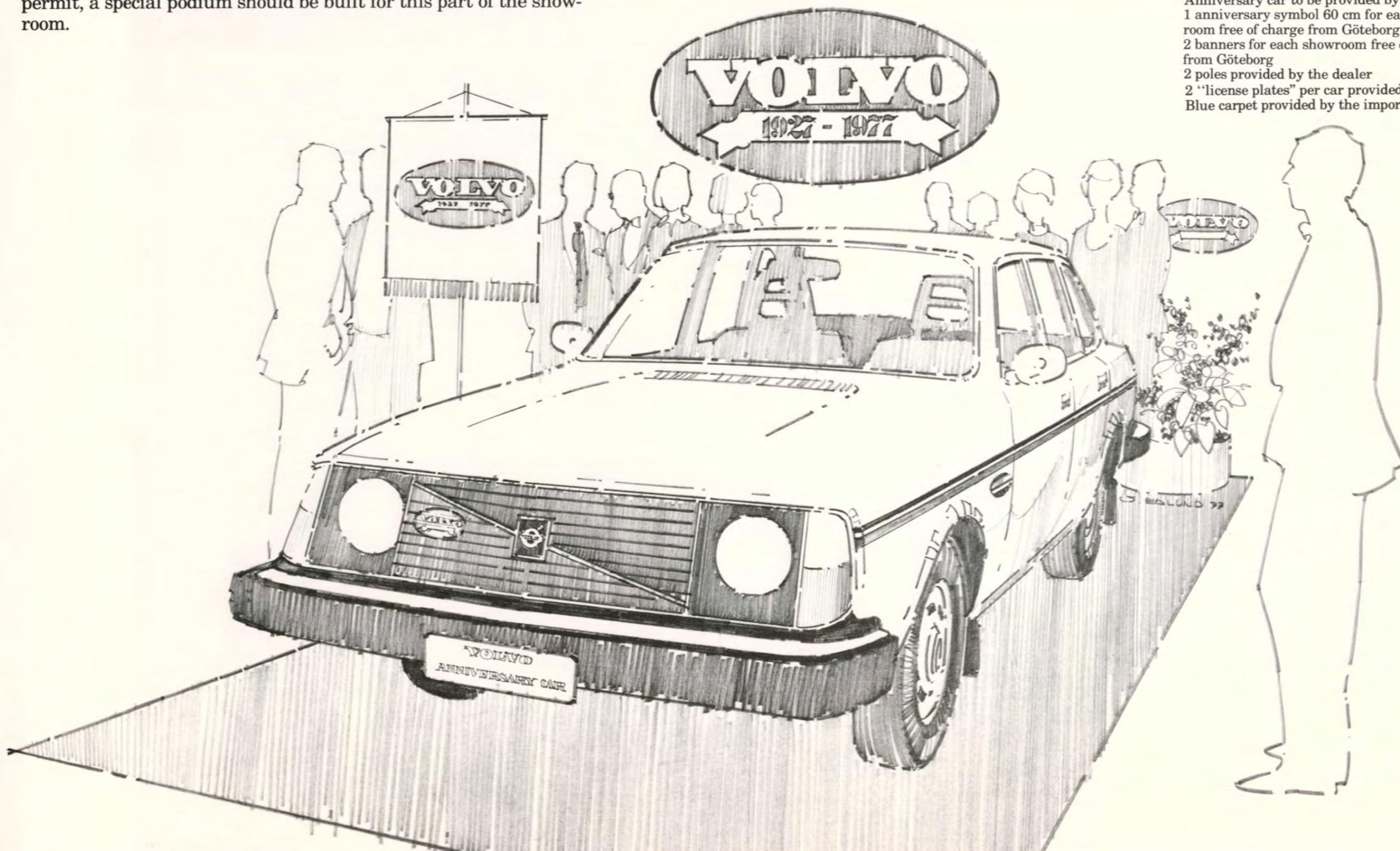
Basic model: 264 GL – B27A, alt E/F.
Paint, interior and equipment: as the 244.
Wheels: 5¹/₂" aluminium rims.
In addition: Electrically operated outer rear view mirrors.

The anniversary car should be displayed in the most attractive part of the dealer showroom and placed on a blue carpet. You will have to provide each dealer with a suitable blue carpet. Size 5×2 meters approximately, with bound edges. The large size (60 cm) anniversary symbol is to be suspended from the ceiling right above the car, and two banners (size 50×70 cm) are to be used as indicated in the illustration. The poles have to be produced locally. "License plates" for the anniversary car to be produced nationally – see illustration.

This covers the minimum requirements for the display of the anniversary car, i.e. it is a basic activity. Where circumstances permit, a special podium should be built for this part of the showroom.



Anniversary car to be provided by the importer
 1 anniversary symbol 60 cm for each showroom free of charge from Göteborg
 2 banners for each showroom free of charge from Göteborg
 2 poles provided by the dealer
 2 "license plates" per car provided by the importer
 Blue carpet provided by the importer



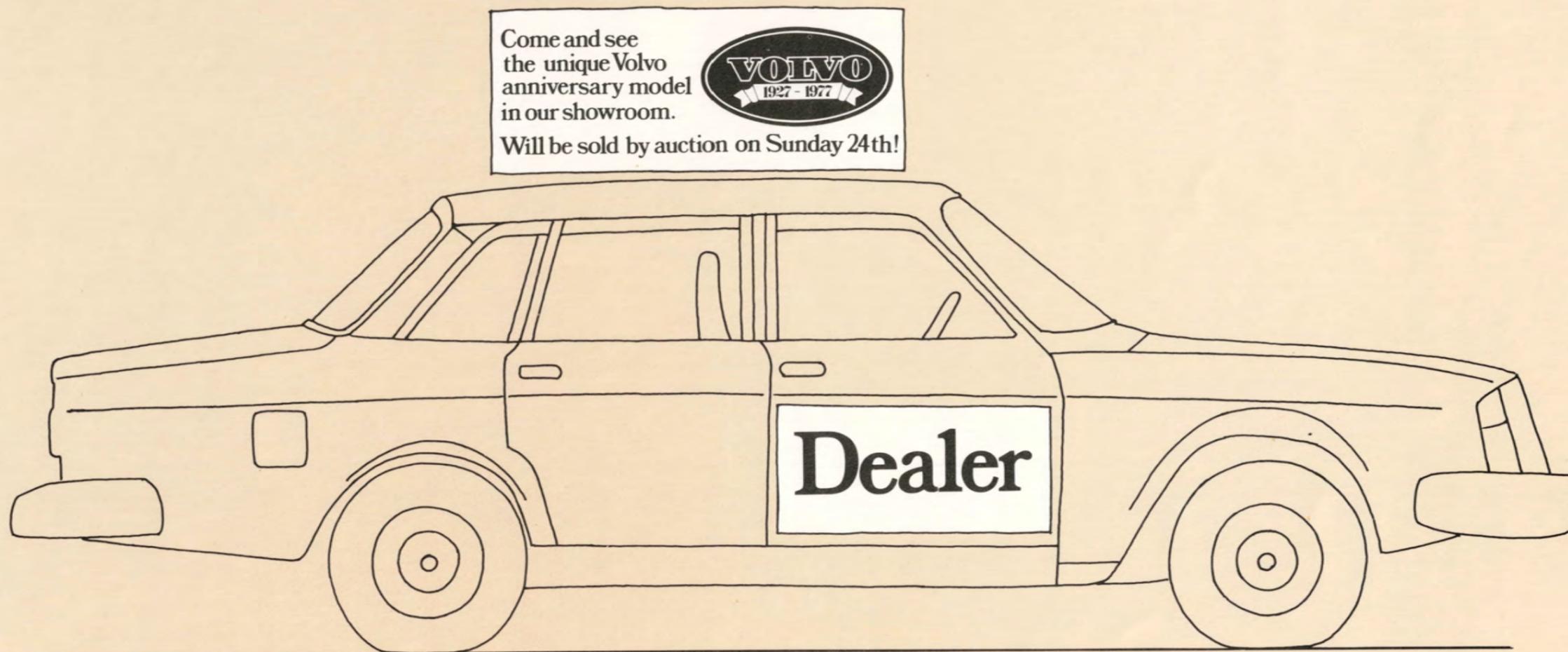
How to utilize the anniversary car

The dealer should sell his anniversary car by auction, lottery, or to a VIP.

If lottery, tickets should be sold during the whole period, and the draw should be one of the top events of the last Sunday (24th). Check legislation for lotteries. If only non-commercial lotteries are allowed, find out if it is possible for the dealer to cooperate with a non-commercial organization (the Red Cross, Lions, etc) and offer them the chance of making an income for charity, provided the tickets are sold in the dealer showroom.

If auction, instruct dealers to advertise the auction during the whole period and make the auction the great event of the final Sunday. At the auction, the dealer also should sell other items – demonstration cars, second hand cars, equipment, accessories. Auctions can go on for several days. The anniversary car is then sold on the final Sunday. Instruct dealers to hire a professional auctioneer to make the auction a dynamic event.

Don't forget to notify the press so that their representatives are present when the car is delivered to a VIP, sold by auction or when the winning lottery ticket is drawn.

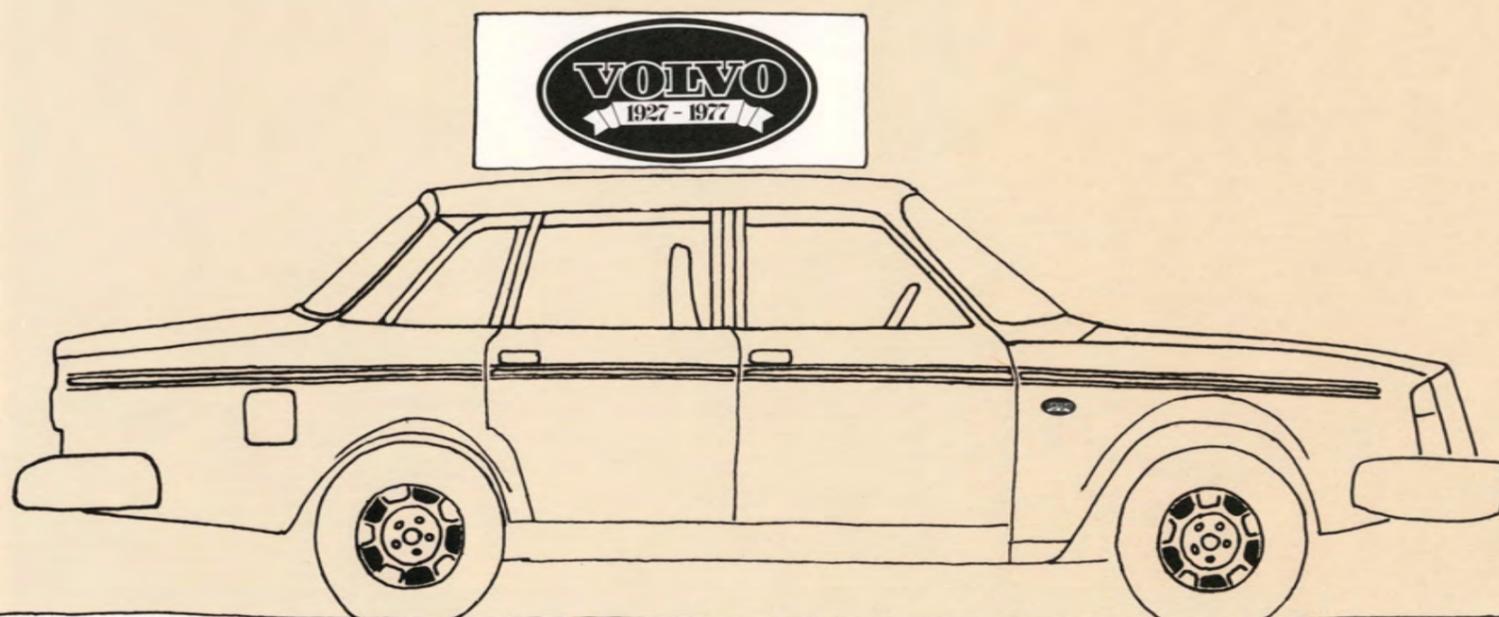


The anniversary car should be used to attract people to the dealer showroom. This calls for efficient information. Checklist:

- Inform national dailies and motor magazines about the anniversary Volvo model.
- Mention the anniversary car in your national advertising – but don't give all the information away.
- Instruct dealers to inform local press and include the anniversary car in local advertising.
- Instruct dealers to promote the anniversary car in invitation letters and in outdoor posters.

- Instruct dealers to drive a Volvo caravan–procession through the central parts of his city. The caravan should be made up of various Volvo models plus the anniversary car. The anniversary car should preferably not be driven under its own power, but placed on a truck suitably decorated with anniversary symbols – see illustration. Text should be included to invite people to the showroom.

The invitation should also be made over loudspeakers mounted on the truck. The car should of course not leave the showroom during the Open House Anniversary Days (except for the caravan).



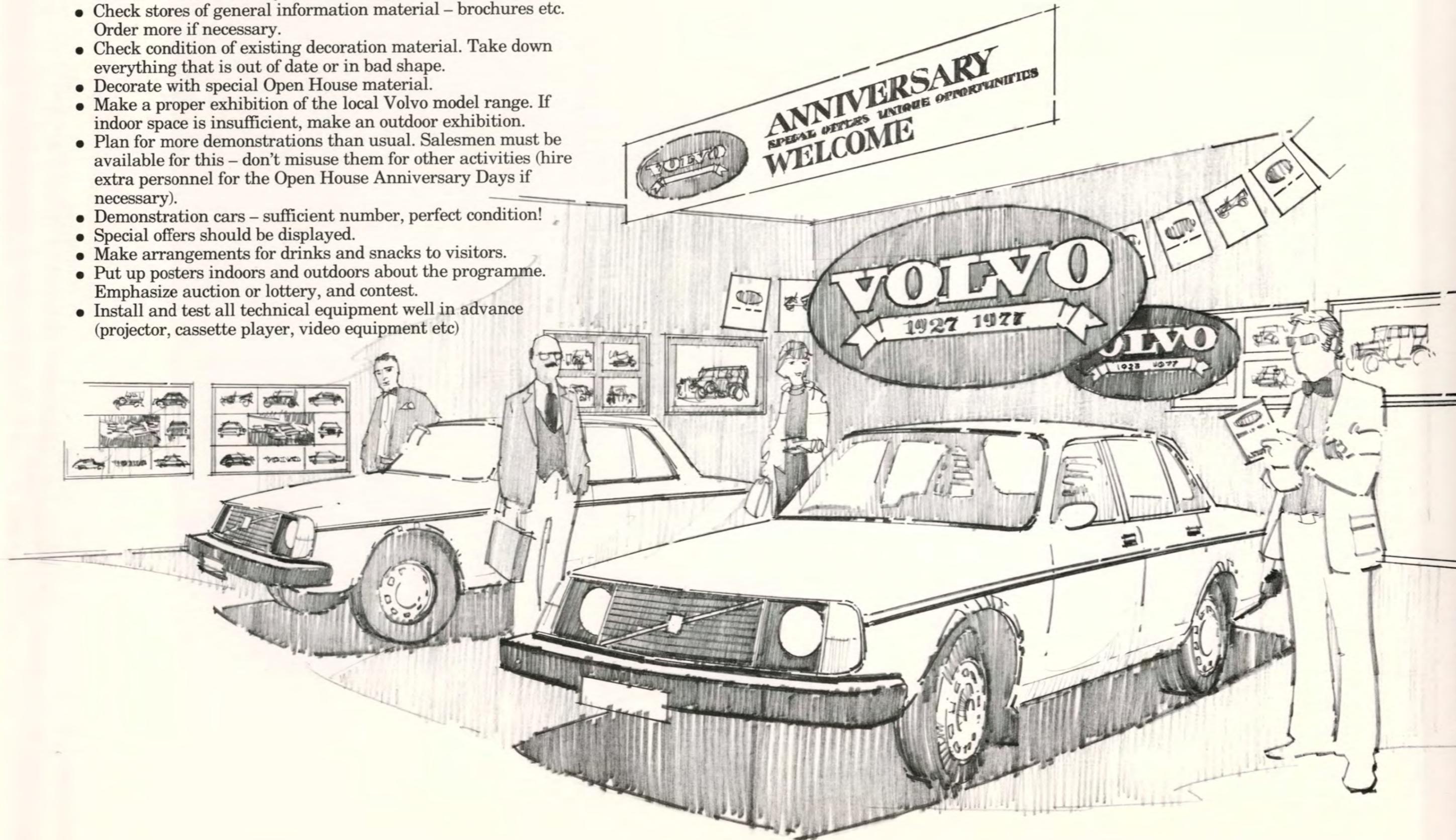
 Come and see this unique Volvo anniversary model in our showroom. Will be sold by auction on Sunday 24th!



Dealer Showroom

Give the dealer the following instructions

- Check general state of the premises.
Refresh where necessary (check through Zone Managers)
- Check stores of general information material – brochures etc.
Order more if necessary.
- Check condition of existing decoration material. Take down everything that is out of date or in bad shape.
- Decorate with special Open House material.
- Make a proper exhibition of the local Volvo model range. If indoor space is insufficient, make an outdoor exhibition.
- Plan for more demonstrations than usual. Salesmen must be available for this – don't misuse them for other activities (hire extra personnel for the Open House Anniversary Days if necessary).
- Demonstration cars – sufficient number, perfect condition!
- Special offers should be displayed.
- Make arrangements for drinks and snacks to visitors.
- Put up posters indoors and outdoors about the programme.
Emphasize auction or lottery, and contest.
- Install and test all technical equipment well in advance (projector, cassette player, video equipment etc)



Special material

- B** • **Set of different wall pictures of Volvo history 1927-1977.**
One set per showroom provided free of charge size 50x40 cm – suitable for our standard frames. White space for text which is to be printed by you.
- B** • **Stickers.** Showing symbol in colour. Two sizes. 60 cm, one per showroom free of charge.
3 cm for letters etc. 150 per dealer free of charge.
- B** • **Poster** of old Volvo models. Primarily a gift article, but can also be used as display material.
- B** • **Streamer** to be produced by you – see illustration.
Text suggestion:
“(symbol) Anniversary – special offers – unique opportunities – welcome.”



1 sticker, 60 cm, per showroom free of charge from Göteborg



150 stickers, 30 mm, per dealer free of charge from Göteborg



ANNIVERSARY

Special offers - unique opportunities

WELCOME

Streamer provided by the importer



1 set of wall pictures free of charge from Göteborg. Text to be printed by the importer



Pennants to be provided by the importer

Poster to be bought from Göteborg



- B • **Volvo 1927-1977.** Brochure of Volvo models up to now.
- B • **Reprint of original folder presenting Volvo's first car, "Jakob".**
- B • **Anniversary cover.** To be used as extra cover for other printed material. Contains text on Volvo achievements.

VOLVO 1927-1977



Brochure Volvo 1927-1977
to be bought from Göteborg

Öv 4
1927-29

The first Volvo, nicknamed Jakob. It had a wooden body over a wooden frame of oak and had a maximum speed of 60 km/h.

PV 4
1927-29

A sedan car built on the same chassis as the Öv 4. The wooden body was replaced with a steel one. The car was called the "Senior" and was introduced. It won a class victory in the Moscow-Leningrad-Moscow combined speed, economy and reliability competition.

PV 651-652
TR 671-674
1929-34

Volvo's first six-cylinder car. Top speed 110 km/h. weight 1500 kg. From series number 652 this car was given hydraulic brakes and a synchronized gearbox. The 671-674 models were seven-seater cars designed along ideas given by Swedish taxi owners.

PV 653-654
TR 676-679
1933-35

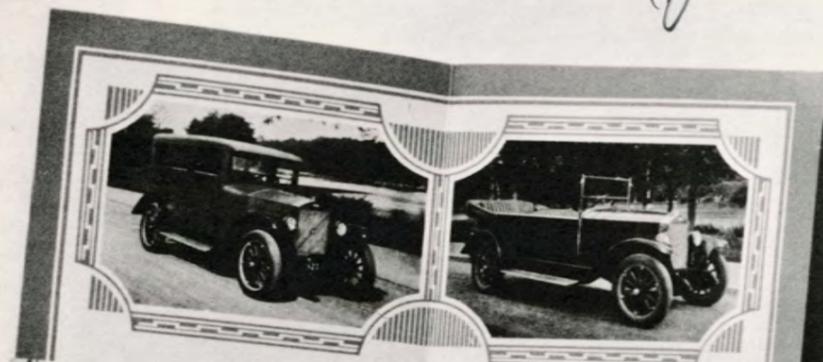
Five-seater available in standard and deluxe versions. The luxury model included two spare wheels and automatic re-winding lights. Also available in a taxi version which was known as TR 676-679. Two folding seats between the front and rear seats made this car a seven-seater. The engine was a six-cylinder side-valve unit of 3.27 litres.

PV 656-659
1935-38

A development of the 653 model. The front design was modified somewhat. The engine bonnet was now longer and the radiator was slightly recessed. The luggage rack was now, however, the engine displacement was increased to 3.67 litres and output to 80 h.p.

PV 36
1935-38

Volvo's first streamlined car. Called the "Caroco" and regarded by many as the car of the future. It was a six-seater with a steel body which was new for Volvo. Comfort was basic and the car featured independent front wheel suspension.



An example of Swedish precision engineering

the VOLVO car

is that the main suppliers of the material and most of the following well-known Swedish Firms

OFORS SVEDESKA SKÅPRESSNINGEN AKTIEBOLAGET OLOFSTROM

BARRIKEN AKTIEBOLAGET ÅTVIDAARENS INDUSTRIER Åtvidaborg

LAG AKTIEBOLAGET PENTAVEVERKEN 375

1927

The Swedish car
VOLVO

Manufacturer:
AKTIEBOLAGET VOLVO
GÖTEBORG POSTBOK 302

TELEPHONE 22 20 00

Reprint of Jakob brochure
to be bought from
Göteborg

VOLVO
1927-1977

PROGRESS THROUGH QUALITY

Anniversary cover to be bought from Göteborg

1927

Trästensållerna i ett tryckeri äro ingalunda och ekonomiskt uppriktande, och dock äro gjorda på grund af det oförstånd med hvilket och försäljas. Kaster som äro dåligt hopkomna smart nog oftast extra kostnader i repara

och tvett trä, kansas lätt, och botten bör icke med skruvar såväl runt kasterna som den med en skruv i kryssen mellan facken. Framsty

1939

i lådan bera sitta stadigt och nå så högt upp i ånda upp i dess längdriktning, så att stycket någon tids torkning. Kaster som icke uppfyll såsom fullgodt fabrikat, de blifva i längden

1944

äro ingalunda en oviktig faktor, för trenadens, ordningens och ek och dock är det icke sällan som sorgliga erfarenheter göras på gru med hvilket kaster, formbräden och regaler tillverkas och försäljas, äro dåligt hopkomna och af otillräckligt tvett trä, äsamka smart

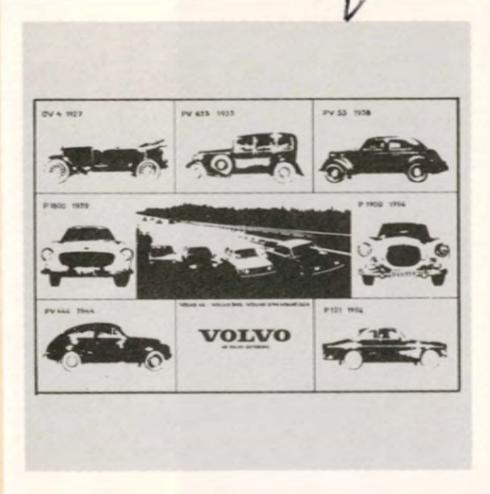
1957

kostnader i reparationer. Kasten bör vara af och botten bör icke vara limmad men därem kasterna som den profre

Gifts

2

2



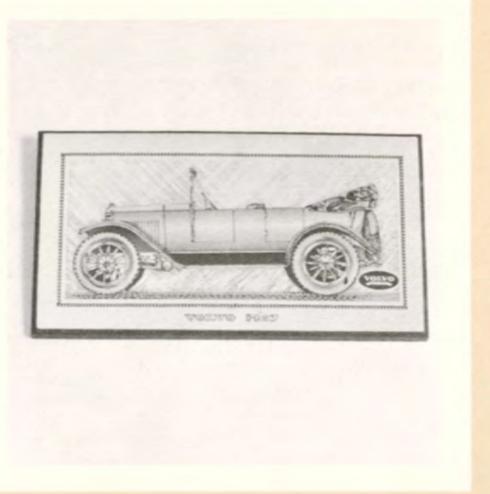
Desk blotter (70x50 cm)



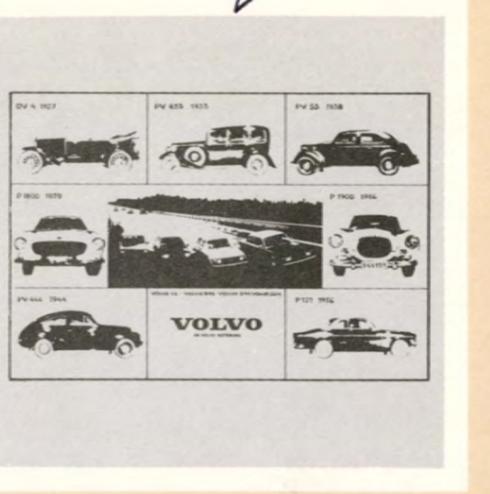
Jakob (plastic model)



Champagne bottle label



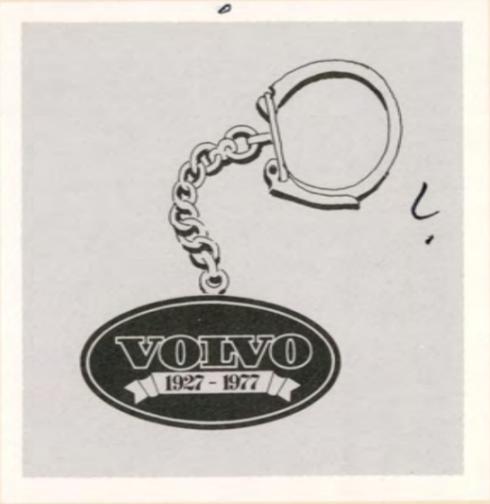
Jakob, copper engraving



Poster (70x50 cm)



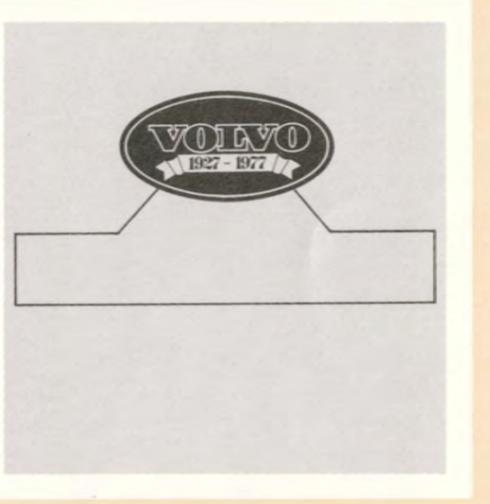
Pub mirrors (3 different featuring early Swedish Volvo advertisements, size 30x46 cm)



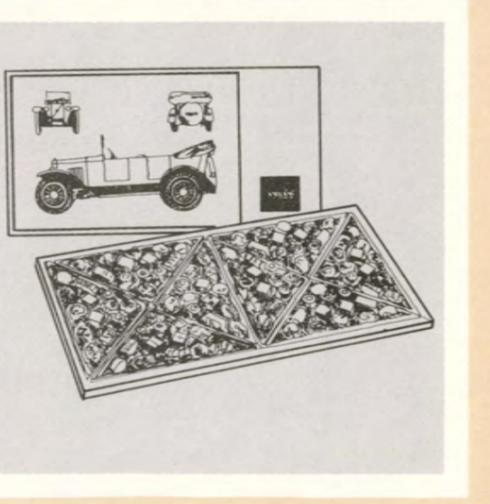
Key ring, anniversary symbol and Jakob (4 cm)



Anniversary High Fidelity Medal (4 cm)



B Coat lapel badge with room for salesman identification (6 cm) 10 per dealer free of charge from Göteborg



Chocolate 450 or 900 g, Jakob on front of box (Only for Nordic countries)



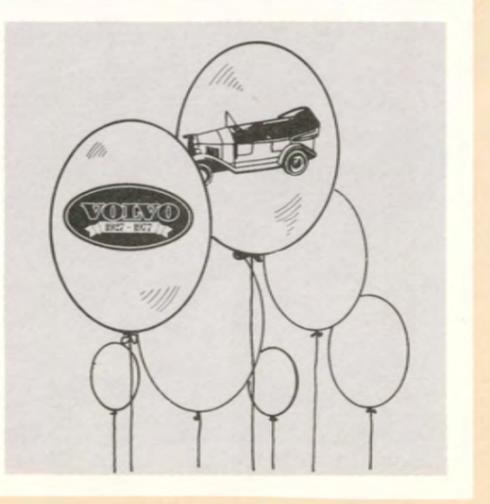
Cocktail mats



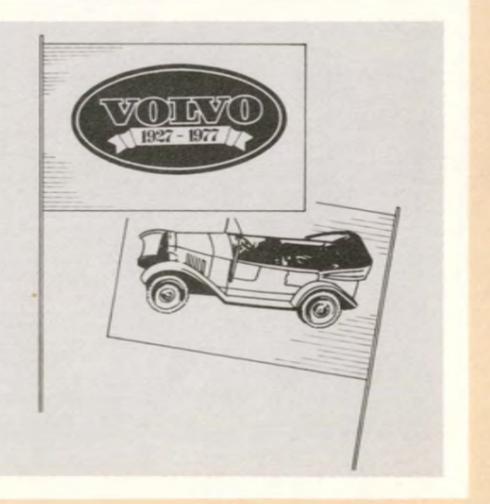
Key ring Jakob



Jakob, oxidized antique finish on wood base (13x5 cm)



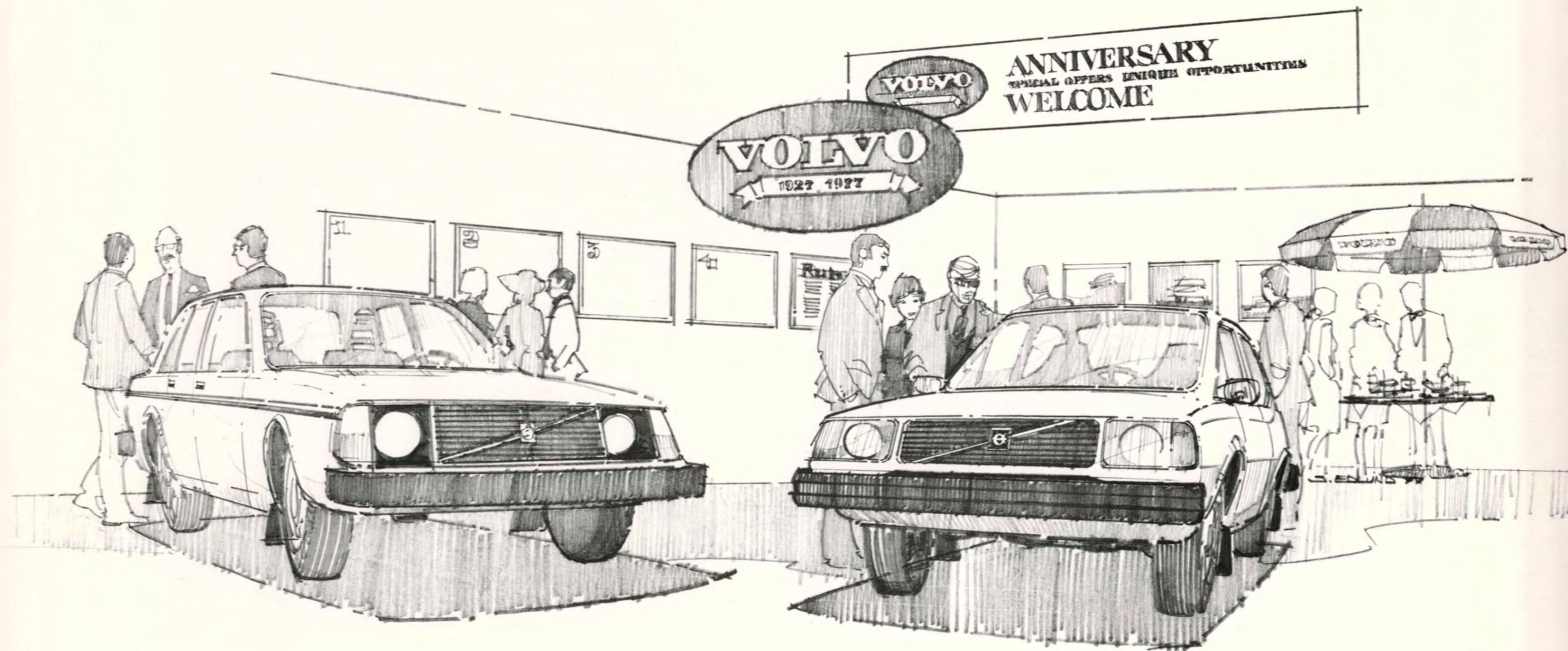
Balloons (anniversary symbol on one side, Jakob on the other side)



Pennants on sticks (20x14,5 cm)

A

Showroom Activities



All the time salesmen must be available to take care of visitors.

Lottery tickets

Tickets for the anniversary car lottery should be sold near the car.

Test driving

Test driving and demonstrations are going on continuously.

B Contest I:

Visitors are invited to name the year illustrated by four framed pictures.

A fifth framed "picture" contains the rules for the contest. This text picture has to be translated and printed by you.

As several contestants will probably give the correct answers, an extra task should be utilized to sort out the final winner. This task is to describe in 10 or fewer words what it felt like to test drive a Volvo. This contest is a basic activity.

Suggestions for rules:

Study the contents of the four framed pictures. All events and the Volvo car illustrated on each of them refer to one specific year. Find out which years we refer to and mark the corresponding box in the contest form. You have 3 alternatives to choose between for each picture.

In addition to stating four different years, please describe in 10 or fewer words your experience of test driving one of the Volvo car models.

A jury will decide which of the contestants has made the most striking test drive description among those who have answered the four questions correctly. The decision of the jury is without appeal. Completed contest forms will be received until April 23rd, 06.00 p.m.

Prizes:

- 1
- 2

RULES 1X2

Study the contents of the four framed pictures. All events and Volvo car illustrated on each of them refer to one specific year. Find out which years we refer to and mark the corresponding box in the contest form. You have 3 alternatives to choose between for each picture.

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Prizes:

- 1
- 2

1 set (four pictures) for each showroom free of charge from Göteborg
 1 picture (containing the rules) provided by the importer
 Contest forms provided by the importer

CONTEST FORM

1. Study the contents of the four framed pictures. All events and the Volvo car illustrated on each of them refer to one specific year. Find out which years we refer to and mark the corresponding box in the contest form. You have 3 alternatives to choose between for each picture.

2. In addition to stating four different years, please describe in 10 or fewer words your experience of test driving one of the Volvo car models.

	1 X 2		
	1	2	3
1	1929	1932	1935
2	1934	1937	1938
3	1942	1946	1949
4	1959	1960	1961

TEST DRIVE:

Name: _____
 Address: _____
 Phone: _____

All the time salesmen must be available to take care of visitors.

Lottery tickets

Tickets for the anniversary car lottery should be sold near the car.

Test driving

Test driving and demonstrations are going on continuously.

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Prizes:

1

2

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 1 picture (containing the rules) provided by the importer
 Contest forms provided by the importer

CONTEST FORM

1. Study the contents of the four framed pictures. All events and the Volvo car illustrated on each of them refer to one specific year. Find out which years we refer to and mark the corresponding box in the contest form. You have 3 alternatives to choose between for each picture.

2. In addition to stating four different years, please describe in 10 or fewer words your experience of test driving one of the Volvo car models.

3. A jury will decide which of the contestants has made the most striking test drive description among those who have answered the four questions correctly. The decision of the jury is without appeal.

4. Completed contest forms will be received until April 23rd, 06.00 p.m.

Prizes:

1

2

	1	X	2
1	1929	1932	1935
2	1934	1937	1938
3	1942	1946	1949
4	1959	1960	1961

TEST DRIVE:

Name: _____
 Address: _____
 Phone: _____

Contest II:

People are invited to send in private pictures, in which a Volvo car appears.

The dealer exhibits the pictures in the showroom. The pictures that are most striking are awarded a prize. A special prize is awarded for the photo that shows the oldest Volvo.

This contest can be continued on a national level: all local prizewinners compete for a final prize.

B "High fidelity Volvo drivers"

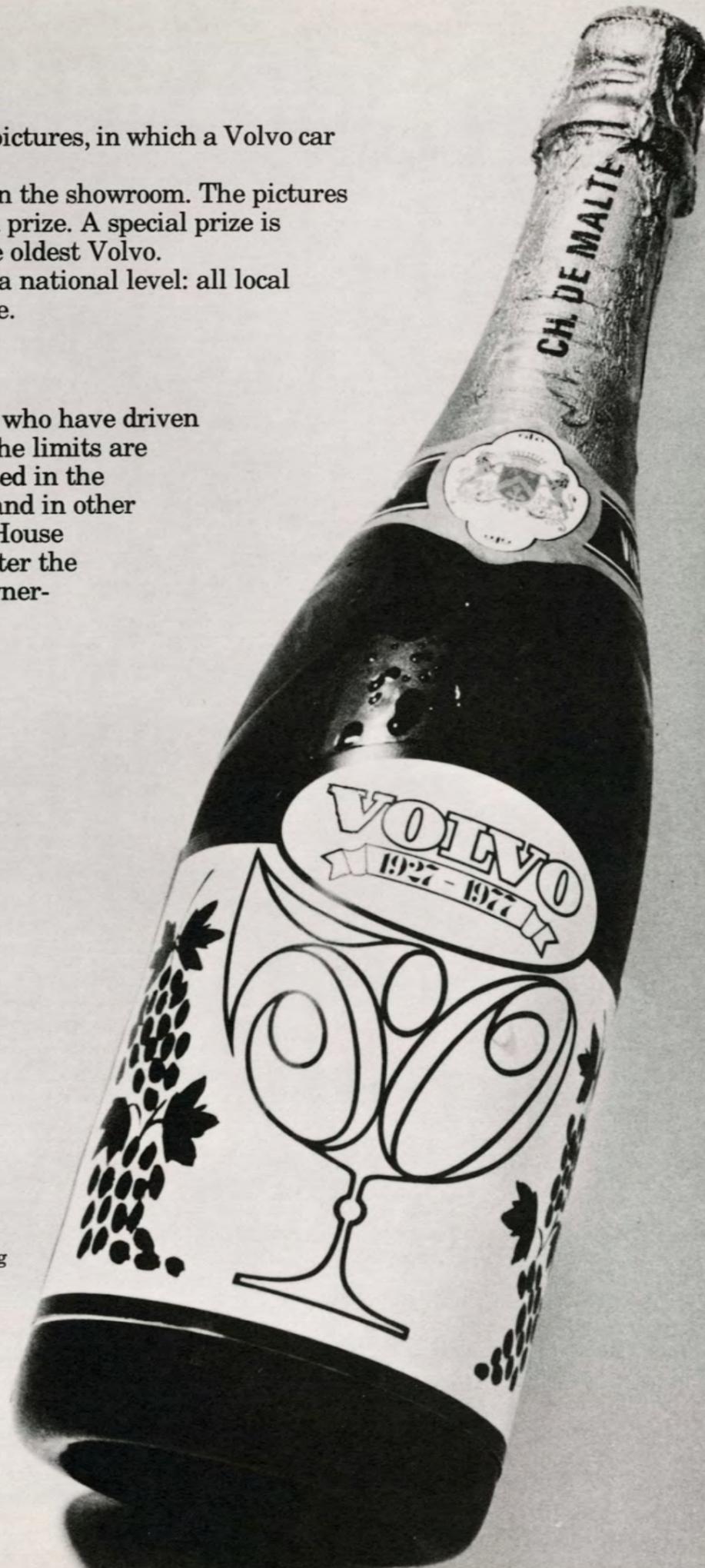
A fidelity award is given to all those who have driven Volvo cars for more than 10 years. The limits are to be set by you. Applicants are invited in the advertisements (local and national) and in other material informing about the Open House Anniversary Days arrangements. After the applicants have proved their long ownership of Volvo cars they are given

- a special sign; Volvo High Fidelity Award, to put on the car
- a medal
- a bottle of champagne with a special Volvo anniversary label.

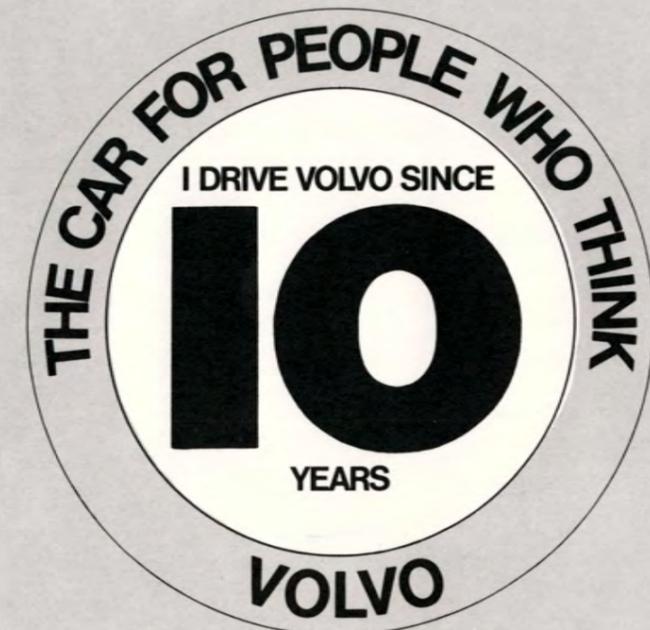
Nomination of "High fidelity drivers" should be made on a special evening and announced as a major event of the Open House Anniversary Days.

Notify the press.

10 champagne bottle labels for each dealer free of charge from Göteborg



Volvo High Fidelity Medals to be bought from Göteborg



Volvo High Fidelity Award to be provided by the importer

Film and video

Films are available from Volvo and from various film libraries. Use the latter to get suitable entertaining films for the children. Other films are also available on video cassettes. You will have to arrange the renting of necessary equipment for your dealers. For choice of films, see the Volvo Film Catalogue that you have already received. Here is a special selection:

Films	Produced by	Length
✓ 1. The Comparison (Volvo 240 vs the competitors)	Car Division	15 min
2. Facets of Quality	Car Division	13 min
3. Feature films on road safety	Car Division	5 min
4. Volvo 343 Safety	Car BV	8 min
5. Volvo 343 Handling	Car BV	5 min
6. Volvo Braking System (240/260 Series)		8.5 min
7. Hällered (Volvo Proving Ground)	CPA	11 min

Instruct dealers to check equipment and other arrangements for the film show well in advance.

Background music

To create a congenial atmosphere, Volvo has produced a tape cassette with music from the epoch of the first Volvo car. Mixed with the music are comments on historical Volvo achievements.

Volvo's version is in English. If you provide us with a professional speaker recording in your language – provided we get orders for at least 100 per language version and 1000 from all markets – we will produce a complete version in your language at cost price.

Instruct your dealers to use equipment of sufficient quality. Poor sound will spoil effect.



Music cassette to be bought from Göteborg



Who can sail without the wind?

The crucial point: to make the dealer and his sales staff engage themselves in the project. Sell the idea actively to them. Stress the opportunities they will get – more customer contacts, thorough test drives, more sales.

For further stimulation – arrange a sales competition. Suggestions – see our new Sales competition binder “Who can sail without the wind”.

Depending on what kind of sales training scheme you apply, you can perhaps arrange a “brush up your salesmanship” session, training the salesmen to seek out prospects, to make demonstrations, to follow up contacts etc.

Salesmen should be given full information on all sales aid material available, general material as well as special Open House Anniversary Days material. Also explain how each kind of material should be used.

All showroom personnel with contact functions should wear the special anniversary badge for easy identification.

Instruct the salesman

- to make efficient demonstrations and test drives – a trip around the corner is not enough. The longer the test drive, the more convincing! This is especially true of Volvo 66 and 343.
- if too many visitors, take their addresses for later demonstration and test drive.

Target groups

The target group for the Open House Anniversary Days is of course the normal target group of your dealer. In this special case, tell him not to forget

- the VIPs of his town
- old customers
- high fidelity Volvo drivers (see under “Showroom Activities”)
- special organizations, like the local police, the fire brigade, members of local clubs, etc
- the press

B Special offers

We suggest that your dealers make special reductions such as:

- price reductions on certain accessories (Volvo Parts will distribute suggestions for activities during the anniversary year)
- special vouchers for service work
- special day-to-day-offers (new and used cars) examples:
 - radio with all cars bought
 - special rebate for first order signed each day
 - one selected low price used car offered every day
 - special price for families buying two cars within one year
 - special trade in bonus
 - etc



Making people come to the dealer showroom

B Advertising

An invitation to the "Open House Anniversary Days" of all Volvo dealers is made by you in national advertisements.

Also instruct dealers to advertise as frequently as possible, preferably every day during the period 14th-24th of April.

Suggestions for national and local advertisements are shown here.

Copy Platform

Copy under Jakob

In 1927 two enthusiasts - Assar Gabrielsson and Gustaf Larsson - started up a completely new automotive plant in Gothenburg, Sweden. S.K.F. gave them the financial support they needed, but when it regarded automotive technology they had to learn their business from the major and well established vehicle companies. The first Volvo model, the ÖV4, with its wooden coachwork, red beech spoke wheels and two wheel brakes was consequently no technical innovation, it was purely and simply a child of the automotive technology reigning at that time. But already, in the infancy of this initial series, you could find the quality ambitions which later on created the goodwill which surrounds the name of Volvo.

Copy under modern Volvo car

During the half a century that has passed Volvo has remained well in the lead when it regards automotive development - especially in the area of road safety.

After comprehensive trials Volvo was the first automotive manufacturer in the world to introduce three-point seat belts as standard equipment. This was in 1959, long before the general public and legislators had woken up to the importance of seat belts.

In 1964 Volvo introduced a new type of seat, which was designed in close cooperation with medical researchers. Even up to this very day Volvo is practically alone in orthopedic features such as the steplessly adjustable lumbar support.

When the Volvo 144 was introduced in 1966 it already fulfilled the stringent American safety requirements, even before they were published. An important safety feature was the triangular split of the dual-circuit brakes. Due to this construction, if one of the circuits fails, the braking effect is only diminished by about 20%. And due to a practically unique type of brake cylinder the safety of the dual circuit system is even better today.

In 1972 Volvo introduced an "Experimental Safety Car", the VESC, which had, among other innovations, extremely good energy absorbing properties. Many important features on this experimental model were transferred to the new Volvo 240 and 260 Series. That this is one of the safest bodies on the market is confirmed by the fact that the American National Highway Traffic Safety Administration, after a lot of exhaustive trials, has chosen just the Volvo 240 as a base for the development of future American road safety legislation.

In its endeavours to find technical solutions that can reduce fuel consumption the American authorities have pointed at the CVT principle, in other words a complete continuous variable transmission. Volvo is the only automotive manufacturer in the world to have a continuously variable transmission in series manufacture. It is to be found in the Volvo 66 as well as the recently introduced Volvo 343.

Naturally in this half a century that has gone we have learned a lot from colleagues that are a lot older than we are. But to an even greater extent we have made good use of the time by developing our own ideas - and thanks to this our older colleagues have a lot to learn from us these days.

National ad

PROGRESS THROUGH QUALITY



1927 semper movetur aeternum est Quo ipsum agitur aliunde quando finem habet m Solum igitur quod se ipsum movet quia nu moveri quidem desinit Quin etiam ceteris qu: est movendi Principii autem nulla est origo N: autem nulla ex re alia nasci aliuunde Quod si numquam oritur ne occidi extinctum nec ipsum ab alio renascetur nec est a principio oriri omnia Ita fit ut motus p movetur Id autem nec nasci potest nec mori natura et consistat necesse est nec vim ulla moveatur quod semper movetur aeternum est Nam quod semper



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Copy Platform

Progress through Quality

1927
Volvo introduces its first car model, which is given the nickname "Jacob".
The foundations of quality and safety, which became the watchword of Volvo, were laid right from the very start.

1929
Volvo wins, in its class, the Moscow - Leningrad - Moscow rally. This rally is a combined test of speed, economy and quality. Later on - primarily around the sixties - Volvo becomes a frequent and successful entrant in international rally events.

1935
Volvo introduces a streamlined car - The Carioca, at the time looked upon as the car of the future.

1939
Work on a coal gas generator had been started in the spring, and manufacture of production-gas units could be taken up at the outbreak of the Second World War. This made it possible to keep cars, trucks and buses running during the whole war, in spite of the lack of petrol and diesel fuel.

1944
Volvo introduces the PV 444. The new ideas in the design of this car makes it a legend in automotive history. Its basic construction remains in production for no less than 21 years. It has a robust but light-weight integral body. The Volvo PV 444 has laminated windshield long before legislative requirements demand it. All succeeding models are also given laminated glass.

1957
Volvo enters the American market - with great success. Things start up with an export of 10000 Volvo PV 444's.

1959
Volvo is the first automotive manufacturer in the world to introduce the three-point seat belt as standard equipment. Volvo still has the patent of the special locking device which can be negotiated with one hand. Thanks to the seat belts, Volvo owners later got especially favourable insurance terms.

1961
The Volvo 121 and the PV 544 are given the new Volvo B18 engine which includes a 5-journal crankshaft - an unusual feature in those days. The American motoring press describes this engine as "the most indestructible ever built".

1961
The Volvo P 1800 sports car is awarded a gold medal at a motor show in Sacramento, California.

1963
Volvo has advanced to 4th place among cars imported into the USA. Volvo driver Gunnar Andersson wins his second European Rally Championship. In all, Volvo has six European Rally Championships.

1964
Volvo introduces a new type of car seat, which has been designed in close cooperation with medical researchers. The seat is improved upon successively through the years. It includes a feature which is still very unusual on other cars - the adjustable lumbar support. The American motoring press describes it as "an orthopedic delight". Volvo has a patent concerning the adjustable attachment of a resilient system in the back rest.

1965
As the climax of a long line of competition successes Volvo wins its second "World Rally Championship for Manufacturers".

1966
The Volvo 144 is introduced. It arouses interest in its advanced technology and safety. Disc brakes all the way round with a triangle split dual circuit system. Generous usage of warm galvanized sheet metal ensures maximum protection against rust. Already at its introduction the Volvo 144 fulfils the, as yet, unpublished new safety regulations for the USA.

1967
Volvo publishes a statistical analysis of 28000 traffic accidents. This survey clearly shows the injury reducing effect of seat belts and will promote legislation on compulsory use of seat belts in several countries.

1972
Volvo meets the challenge issued by the American authorities for a safety car and introduces the VESC (Volvo Experimental Safety Car). Important features on this experimental car are put into production in the next Volvo series, the Volvo 240 and 260 which are introduced in 1974.

1973
Volvo obtains a patent for its side impact guard attachment in the doors. The side impact guard is a vital safety detail which Volvo introduces on all markets in 1973. It is still lacking on most other car makes.

1974
The Volvo 240 series is introduced. When it regards steering and roadability it is a completely new car, which makes it very exciting to drive, but also represents a further step forward in the field of accident avoidance. The brake system is given a master cylinder of the "stepped bore" type, which means that the brake pedal behaves normally even if one of the brake circuits fails. This feature and the permanently alight day notice lights give Volvo yet another gold medal for safety initiative in 1974. In injury preventative safety the 240 series represents a further development of the 140 series. Comments at the introduction said that the 240 series was the first safety car put into mass production.

In 1974 a survey of all fatal traffic accidents in Sweden during 1973 was published. This survey gave statistical evidence of the superior injury reducing safety of Volvo cars.

1975
Volvo ceases to be a minority partner by taking over the DAF Car B.V. and establishing the Volvo Car BV. The DAF 66, which has been marketed by the Volvo organization for some time, is re-designed to become the Volvo 66.

1976
In the USA the National Highway Traffic Safety Administration tests a number of cars and decides that the Volvo 244, due to its efficient injury-preventative safety, is the car that shall act as a base for the development of future American safety regulations.

The Volvo 343 is introduced. It has several advanced design features, e.g. unique continuously variable transmission and a de Dion rear wheel suspension.

1977
On the 14th April exactly 50 years have passed since two enthusiasts dared to establish an automotive industry in a country which, due to its small population (only 8 million), formed a very limited vehicle market. Furthermore a country in which, due to the harsh winter climate, vehicle sales practically came to a standstill during the cold period.

It is very probable that difficulties like this have made Volvo the success it is. Volvo has had to make vehicles that can stand up to the harsh conditions of the mother country and which can compete with the best on the export markets. By caring more about the car owner than other manufacturers, and trying to make better cars than the competitors, Volvo has made and is still making,

Progress through Quality

National ad



PROGRESS THROUGH QUALITY

1927 quod semper movetur aeternum est. Quod si numquam oritur ne-
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cipium ex eo sit quod ipsur-

VOLVO quam oritur ne occidit quidem un-
ipsum ab alio renascetur nec ex se a-



GUESS MY AGE



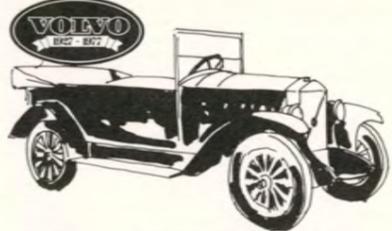
DEALER

VOLVO

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catur movetur hic fons hoc principii
quod semper movetur aeternum
at necesse est Solam igitur quod se
at a se nunquam ne moveri quidem
entur hic fons hoc principium est*

Local ad giving a brief presentation of the anniversary contest and the attractive prizes involved. Just a few words about other events and attractions of the local celebration programme.

50 YEARS AGO



DEALER

VOLVO

*uscular nec ex se aliud creabit sic
Ita fit ut motus principium ex eo
se nasci potest nec mori vel concidat
necesse est nec vim ullam nanciscit*

*alio renascitur nec ex se aliud creabit
omnia Ita fit ut motus principium
altem nec nasci potest nec mori vel
concidat necesse est nec vim ullam*

And now we'll celebrate:

14-24 April

*hic fons hoc principium est mori
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entur hoc id principium quod gi
tur ne occidit quidem unquam
alio renascitur nec ex se aliud creabit
omnia Ita fit ut motus principium
altem nec nasci potest nec mori vel*

Local ad giving a very brief historical background in connection with the picture of the first Volvo car. After that a condensed presentation of the events of the Open House Anniversary Days.

HAPPY DAYS ARE HERE AGAIN



DEALER

VOLVO

Welcome to our open house anniversary days

*in ab alio renascitur nec ex se aliud creabit quidem unquam
ori omnia Ita fit ut motus principium necesse est Solam igitur quod se ipsum movet
Id autem nec nasci potest nec mori vel a se nunquam ne moveri quidem desinit. Quia
ra et consistat necesse est nec vim ullam nanciscit hic fons hoc principium est movendi Princi*

You can be a winner

Be our anniversary test driver

Grand final

You are welcome 14-24 APRIL

Local ad. If possible, keep the main headline in English, due to its reference to a popular song. The introductory text is a brief account of the whole local celebration programme. Under that text, three major events are presented more fully.

Will there be...



DEALER

VOLVO

Coffee? Yes!

Demonstrations? Yes!

Any exciting contests? Yes!

Any chance of seeing the anniversary car? Yes!

Even buying? Yes!

At a special price? Come and find out!

Anniversary Days 14-24 April



DEALER

VOLVO

Local ad of the "teaser" type, preferably to be published shortly before the start of the Open House celebration. The attractions enumerated must of course be those planned to take place in the local dealer showroom.

The big 10-days Volvo show

14-24 April



DEALER

VOLVO

PS.

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- 6 h alio renascitur nec ex se aliud ori omnia Ita fit ut motus principii Id autem nec nasci potest nec mori ra et consistat necesse est nec vim
- 7 od semper movetur aeternum at necesse est Solam igitur quo
- 8 r hic fons hoc principium est m ex principio orientur omnia nec entis esset id principium
- 9 r hic fons hoc principium est m ex principio orientur omnia nec entis esset id principium
- 10 r omnia Ita fit ut motus principium altem nec nasci potest nec mori vel

Local ad giving a day-by-day account of the Volvo dealer celebration programme.

50 YEARS IN 10 DAYS



DEALER

VOLVO

*ANDCANNI WUCAMINI AZARI GARDIPLINGI
ori omnia Ita fit ut motus principium necesse est Solam igitur quod se ipsum movet at a se nunquam ne moveri quidem desinit. Quia*

Local ad giving a brief account of the celebration programme of the Volvo dealer's show room. The auction of the anniversary car should be presented as a main attraction.

OPEN HOUSE



DEALER

VOLVO

Anniversary Days 14-24 April.

*ipsum ab alio renascitur nec ex se aliud creabit quidem unquam
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entur hic fons hoc principium est movendi Princi*

DEALER

VOLVO

Local introductory ad giving a total presentation of the main events of the whole Open House period.

Volvo's unique anniversary car sold by auction!

Sunday 24th



DEALER

VOLVO

*uscular nec ex se aliud creabit sic
Ita fit ut motus principium ex eo omnia Ita fit ut motus principii
se nasci potest nec mori vel concidat altem nec nasci potest nec mori
necesse est nec vim ullam nanciscit unquam necesse est nec vim ull*

Local ad announcing one of the main attractions of the final Open House Sunday. Other attractions should also be mentioned. Stress the chance to acquire a unique Volvo, possible at a very reasonable price.

Direct Mail

A three-step direct mail campaign is initiated by you and followed up by the dealer. Six suggestions for sales letters are given here. Two of them are referring to an authentic letter written by Assar Gabrielsson in 1936. Original of this letter in faksimil can be bought from Volvo, Göteborg. Translation is enclosed. Check that up-to-date addresses are available. With instructions for his part of the campaign the dealer will also need his part of the address material.

- B** Apart from direct mail letters, formal invitation cards should be sent to VIPs, old Volvo owners, the press etc. We will produce invitation cards in two versions, featuring Jakob and Volvo 244 or Volvo 264 anniversary car respectively. Text will have to be added by you or your dealers.

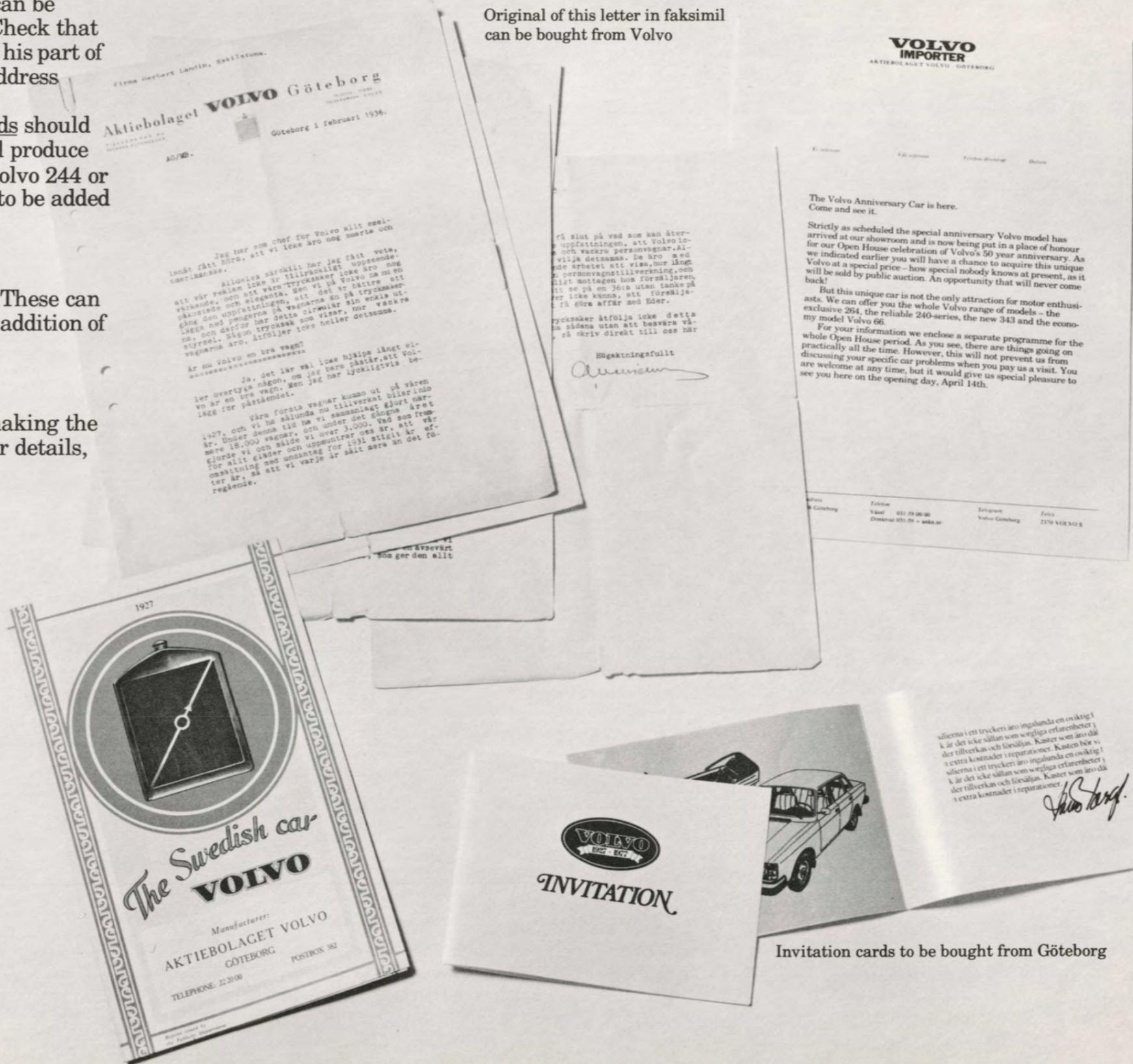
Bill-posting

Invitation should also be made by means of posters. These can be produced centrally by you, with suitable space for the addition of the dealer's name and address.

Caravan-procession

A caravan through the town is an efficient way of making the Open House Anniversary Days event widely known. For details, see under heading "Anniversary Car".

Original of this letter in faksimil can be bought from Volvo



Invitation cards to be bought from Göteborg

**Sales letter to Volvo owners – no 1 – suggestion.
From importer.**

When Volvo started to make cars 50 years ago they had to learn from others.
Now it's very much the other way round.

When two enthusiasts – Assar Gabrielsson and Gustaf Larson – made the first Volvo car exactly half a century ago, they naturally had to go back on experience made by other car manufactures. But Volvo's 50 years of car making has very much changed that picture. Volvo's ambitions at quality and safety has given Volvo the initiative in several fields, and no doubt both other manufactures and various authorities have learned something from Volvo about such things as three-point safety belts, laminated windscreens, energy absorbing car bodies, dual circuit brakes with better than 50/50 performance – all fields where Volvo has been and is a pioneer.

We presume the quality and safety aspects have played a great role also in your choice of a Volvo. When we now celebrate Volvo's 50 year anniversary we have special reasons for looking back, and if anything the historical background will convince you that the Volvo car is worth all the confidence you have in it.

Your Volvo dealer will give you this interesting background in his showroom during what we call the Volvo Open House Anniversary Days. They will start on April 14th. While waiting for that, we suggest that you study the enclosed reprint of a letter written by Volvo's founder in 1936 and a reprint of a folder presenting Volvo's very first car, called PV 4 and nicknamed "Jakob".

Sales letter no 1 – suggestion. From importer.

Half a century of automotive experience – what does that mean to you?

On April 14th it is exactly 50 years since the first Volvo car left the modest factory that was the start of the Volvo Group of Companies. For all of us who have connections with Volvo this is a cause for celebration – but what does it mean to you as a motorist?

Let's admit it: half a century is not a fantastic age for a car factory. There are those who are older. But the value of age is what you have learnt from history. You may call it experience. And Volvo's experience is different from that of other car makers. Just as an example, Volvo started to invest in safety long before there was a general interest in safety. Volvo put in safety belts as standard equipment long before the general public was prepared for it. In fact many customers requested to have the belts removed before they took delivery of the car. Today, as you know, safety belts are mandatory in many countries.

So by starting things earlier Volvo has acquired longer experience in quite a few fields. Safety is one of them.

The Volvo dealers all over this country will celebrate the Volvo 50 year anniversary with a lot of interesting activities. Your local Volvo dealer will be glad to include you in his festivities. At the same time, he will be glad to show you a very special Volvo model, designed for the anniversary. In his showroom you can also get detailed information on the car programme that is the result of Volvo's 50 years of experience.

Enclosures:

Brochure "How to choose your car". Reprint and translation of an ancient letter written by Volvo's founder.

Sales letter to Volvo owners – no 2 – suggestion. From dealer.

Half a century of automotive engineering – we will be glad to show you the result of it.

If you start doing things earlier than your competitors and do them a little differently, you end up richer in experience. That's how Volvo, without being the oldest car factory in the world, has managed to get longer experience in some specific fields than other car manufacturers. Safety is one of them. And as a concrete result, shortly before the 50 year anniversary Volvo was selected by the US National Highway Traffic Safety Administration as the most suitable car to form a basis for the development of future safety standards. Being a Volvo owner, you are welcome to share our pride!

On April 14th it is exactly 50 years since the first Volvo car left the factory. Of course we have to celebrate that. So on April 14th we inaugurate "The Volvo Open House Anniversary Days" which will go on until Sunday 24th.

As a special attraction we will show you a unique anniversary car model – a Volvo that is made only in one unit per dealer. Ours will be sold by auction during the final festivities, so you have a fair chance to acquire it yourself.

We will send you a more detailed programme before the Anniversary Day and information on our arrangements will also appear in the press. We are looking forward to seeing you.

Sales letter no 2 – suggestion. From dealer.

Half a century of automotive engineering – we will be glad to show you the result of it.

If you start doing things earlier than your competitors and do them a little differently, you end up richer in experience. That's how Volvo, without being the oldest car factory in the world, has managed to get longer experience in some specific fields than other car manufacturers. Safety is one of them. And as a concrete result, shortly before the 50 year anniversary Volvo was selected by the US National Highway Traffic Safety Administration as the most suitable car to form a basis for the development of future safety standards. The very same car – Volvo 244 – is also available for inspection in our showroom.

Volvo's 50th Anniversary is on April 14th. That is also the start of our Open House celebration. And it is for you that we will keep our house open.

When you come to visit us you will not only get historical facts, illustrated by a condensed exhibition. You will also be able to study and drive the result of 50 years of quality car making experience – the 1977 Volvos. As a special attraction we can also show you a unique anniversary car model – a Volvo that is made only in one unit per dealer. Ours will be sold by auction during the final festivities, so you have a fair chance to acquire it.

Our Open House starts on Thursday next week, when we will put the Anniversary Car on show. You will get a more detailed programme before that, and information on our arrangements will also appear in the press. We are looking forward to seeing you.

**Sales letter to Volvo owners – no 3 – suggestion.
From dealer.**

The Volvo Anniversary Car is here.
Come and see it.

Strictly as scheduled the special anniversary Volvo model has arrived at our showroom and is now being put in a place of honour for Open House celebration of Volvo's 50 year anniversary. As we indicated earlier you will have a chance to acquire this unique Volvo at a special price – how special nobody knows at present, as it will be sold by public auction. An opportunity that will never come back.

But this unique car is not the only attraction for motor enthusiasts. We have an interesting contest for you, and you'll get interesting glimpses of automotive history. And of course there are all the new Volvo models to study. Why not test drive them and see how they differ from your own Volvo!

For your information we enclose a separate programme for all the Open House Days. As you see, there are things going on practically all the time. You are welcome at any time, but it would give us special pleasure to see you here on the opening day, April 14th.

Sales letter no 3 – suggestion. From dealer.

The Volvo Anniversary Car is here.
Come and see it.

Strictly as scheduled the special anniversary Volvo model has arrived at our showroom and is now being put in a place of honour for our Open House celebration of Volvo's 50 year anniversary. As we indicated earlier you will have a chance to acquire this unique Volvo at a special price – how special nobody knows at present, as it will be sold by public auction. An opportunity that will never come back!

But this unique car is not the only attraction for motor enthusiasts. We can offer you the whole Volvo range of models – the exclusive 264 and 265, the reliable 240-series, the new 343 and the economy model Volvo 66.

For your information we enclose a separate programme for the whole Open House period. As you see, there are things going on practically all the time. However, this will not prevent us from discussing your specific car problems when you pay us a visit. You are welcome at any time, but it would give us special pleasure to see you here on the opening day, April 14th.

Checklist

PR

Press material will be provided by Volvo's PR departments. A special exhibition presenting the whole Volvo Group of Companies will be produced by CPA, Volvo. It consists of standard size posters, 70 × 100 cm.

Basic activities and material

Applying to all dealers irrespective of size of premises.

- 1 Anniversary car per dealer
- Decoration for anniversary car: blue carpet,
two banners,
large symbol
- "License" plates for anniversary car
- Pictures 50 × 40 cm illustrating steps in the history of Volvo cars
- Contest 1
- Stickers
- Streamers
- Reprint of Jakob folder
- Anniversary cover
- Volvo 1927 – 1977 brochure
- Poster with old Volvo models
- High Fidelity Volvo Drivers
- High Fidelity Award
- High Fidelity Medal
- Anniversary champagne bottle label
- Invitation cards
- Advertising
- Special offers
- Anniversary badge for salesmen

Additional activities and material

- The anniversary car is placed on a podium
- Caravan procession through the city
- Flags outside the showroom
- Music cassette
- Orchestra
- Volvo films
- Video cassettes
- Activities for children
- Special theme days e.g. invite a policeman to talk about traffic environment, invite a well known racing star etc
- Auction
- Lottery
- Contest II (people sending in photos of old Volvo cars)
- Pennants
- Salesmen competition
- Publicity gifts

Follow-up

Salesmen should take the name and address of all prospects for later contacts. The valuable result of the Open House Anniversary Days is not only the actual sales, but also the prospect of increased further sales thanks to all contacts made.

The auction is an excellent opportunity to find new prospects. Instruct salesmen to get in touch with those who did not get the car they were bidding for and make them an alternative offer.

The dealer should make further attempts to get in touch with those who have not reacted to the direct mail campaign.

Instruct the dealer to make an evaluation of the total result of the Open House Anniversary Days.

VOLVO

AB Volvo, Car Marketing Division
Advertising and Sales Promotion

