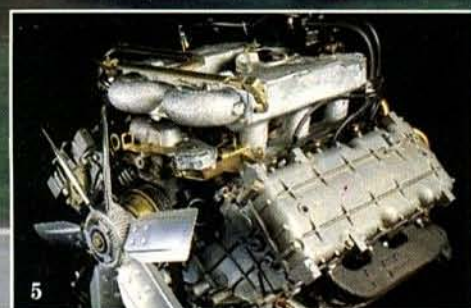


VOLVO

264







1981—another significant step forward

Volvo 260 series cars have always represented Volvo's traditional virtues in the best possible way. The combination of quality, reliability, comfort, safety, extremely high standard specification and six cylinder

performance quietly communicates luxury and prestige in the finest taste.

It was difficult to improve this successful formula but it has been done in the 1981 model Volvo 260s. The concept remains



the same but new design features have added that something extra to the car to put it in a class above its competition. The 1981 models are distinguished by a lighter, slimmer exterior appearance, increased performance from the

engine, and a completely redesigned dashboard.

Volvo quality, reliability and safety are world renowned and these aspects you can take on trust. However, the discreet elegance of the 1981 model

exterior and the sumptuous luxury of the interior are things you will have to judge for yourself. Styling, performance and luxury — the new Volvo 260's have them all. Your local Volvo Dealer has the models now so why not



pay him a visit and see for yourself something special—even for Volvo. You will find his name, address and telephone number in Yellow Pages, or ring Volvo Customer Services, High Wycombe (0494) 33444. (U.K. only.)

The new Volvos

1. New wrap around light cluster.
2. Restyled front end, including new grille, bumpers and spoiler, improve the aerodynamics of the cars.

3. Distinctive window surrounds.
4. New dashboard.
5. Increased performance from B28E engine.

Note: main illustration includes head restraint cushions which are a genuine Volvo accessory.



Class—with variations

The Volvo 260 series is made up of a complete range of luxury cars—two saloons and two estates. The two saloons, the 264GL and 264GLE are described in detail in this brochure; there is a separate brochure available detailing the features of the most exclusive estate cars on the market today—the 265GL and 265GLE.

All models are powered by the newly developed Volvo B28E engine—a powerful but smooth fuel injected V6 unit which

develops 155hp. All models have precise power steering giving fingertip control while still transmitting the feel of the road. All models are built with high standard luxury specifications. From there on the choice is your personal one, depending on your own individual needs. Whichever 260 model you choose you can't go wrong because each is built to satisfy the demands of the most discriminating individual.



*The Volvo 265 GLE is fully described in
our separate estate car brochure.*









Comfort is more than skin deep

There's more to comfort than sinking into deep soft cushions. Seats should be soft, yes, but also firm enough to provide adequate support so that you can travel long distances without getting tired.

The widely-acclaimed Volvo driver's seat is the result of extensive research and cooperation between Volvo designers and orthopaedic specialists. It has a unique adjustable lumbar support, the seat cushions and backrest are electrically heated and the element switches on automatically at temperatures below 14°C.

The seat can also be raised or lowered by levers to help you find your ideal driving position. Your rear seat passengers ride in comfort as well—the seats are well shaped, have a centre armrest and seat belts as standard, and they'll find that the leg room is exceptionally good.

The car feels light, precise and easy to handle, thanks to its power steering. All controls are within easy reach. Overall visibility is excellent. Once behind the wheel, you'll see that everything is where it should be.

1. The famous Volvo seats have integral, see-through head restraints and the unique lumbar support is easily adjusted to personal requirements by a large knob at the side.

2. Front seat backrests are infinitely adjustable down to a fully reclined position.

3. Small turning circle of only 9.8m (32' 2") makes for easy parking.

4. The heating and ventilation system can cool your face while it warms your feet while it changes the air. You'll find it extremely efficient—14 vents let you direct the air to the exact spot where you want it! Air conditioning is standard on the 260 GLE.

5. You'll appreciate the many small, thoughtful details like the illuminated, lockable glove box with its fold-down tray and vanity mirror.

6. GLE models offer a choice of plush or real leather upholstery depending on the exterior colour selected.

7. An opening in the rear seat, when needed, lets you stow long and narrow fragile objects inside the car.



In complete command

Driving today, whether at high speed on motorways or in city traffic, means you have to be alert and able to react quickly to the ever-changing environment.

This means the driver's area of the car must be designed to provide you with the maximum of comfort, visibility and control. We have already talked about comfort—in the unique Volvo driver's seat you'll be as comfortable as possible, and effective heating and ventilation or air conditioning will help you keep awake and alert.

From where you're sitting, you have extraordinarily good all-

round visibility—a full 91%. Washers/wipers, effective demisters and defrosters, electrically heated rear window and large, anti-dazzle, rear view mirrors make sure you keep that visibility at all times and in all weather conditions.

Inside, the new dashboard has an impressive array of instruments. From the moment you sit down, the "Fasten seat belt" light flashes the first message. During driving, all functions are supervised and signals are given should anything require attention. And, even as you leave the car, the system is still working: a warning buzzer will remind you that you have left the key in the ignition or your headlights on.

The controls represent a vital area. Ergonomically designed and refined over the years they are ready to respond to your every need. They are right there at your fingertips. The controls for windscreen wiper/washer, headlight wipers/washers, main/dipped beam and turning indicators are all on stalks immediately below the steering wheel.

The push buttons for the electrically operated windows are conveniently located in the driver's door armrest and the large rear view mirror is adjusted (electrically on the GLE) from inside the car.

The new dashboard has provision for the fitting of additional instruments—





available as optional extras—and also features two new shelves for sunglasses, etc., one over the glove-box, the other on top of the centre console. The console has been moved 35mm closer to the driver to make the controls even easier to reach.



1. Push-button controls for electrically operated windows are conveniently located in the driver's armrest. (Only front windows electrically operated on GL models).

2. The overdrive on the manual 4-speed gearbox makes for even quieter motoring



and contributes to overall economy. The overdrive disengages automatically when changing down so that you do not go straight back into overdrive when engaging 4th gear again.

3. Fully automatic transmission is available on all models.



Volvo's extra safety margin

Over the years Volvo engineers have ensured that our cars have been refined and developed to provide you with real driving pleasure. So you don't have to drive very fast or face a dangerous situation to know that your 1981 Volvo has light and responsive steering and braking, good acceleration for overtaking, sure-footed stability and roadholding and minimal roll when cornering.

If you have not driven a Volvo for some time, or you have never driven one and believe that Volvos are heavy to drive you're in for a

big surprise when you get behind the wheel of the new 1981 models.

Power when you really need it

In today's inflationary environment, very few people will admire you for getting away from a green light with a screech of burning rubber. But acceleration is still important at other times, e.g. *when overtaking*. That is why Volvo engines have been designed to give their utmost in power where you really need it—in the 45–70mph range.

Dual circuit reliability

Volvo 260 series cars have a unique triangle-split dual circuit braking system, including a stepped-bore master cylinder. This means that if one circuit should fail, both front brakes and one rear will still operate, retaining about 80% braking effect with maximum directional stability. The brake pedal feels and works almost as normal and so does not cause the driver to panic.

Steering that you control

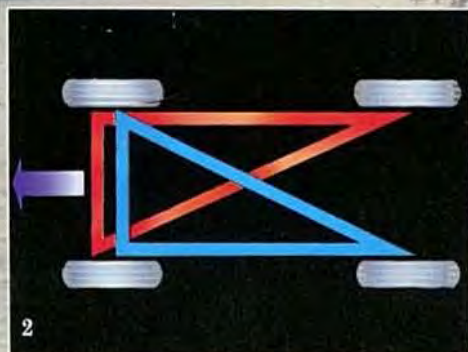
Volvo's rack and pinion steering gives a light and precise steering response with a carefully balanced time-lag between steering wheel movement and wheel movement. The car responds in exactly the way the average motorist expects; it is stable and *predictable*.

Constant wheel angle and track=good roadholding

The Volvo 260 series has spring strut front suspension and a live rear axle. The movement of the rear axle is controlled by two support arms, two torque rods which prevent wind-up during acceleration and braking, and a track rod which holds the axle laterally. Coil springs, a stabiliser and shock absorbers complete the picture. This finely balanced arrangement conveys the feel of the road exceptionally well to the driver, keeps its grip even when pushed beyond what would be the limit for many other cars and means that both driver and passengers enjoy a comfortable ride.



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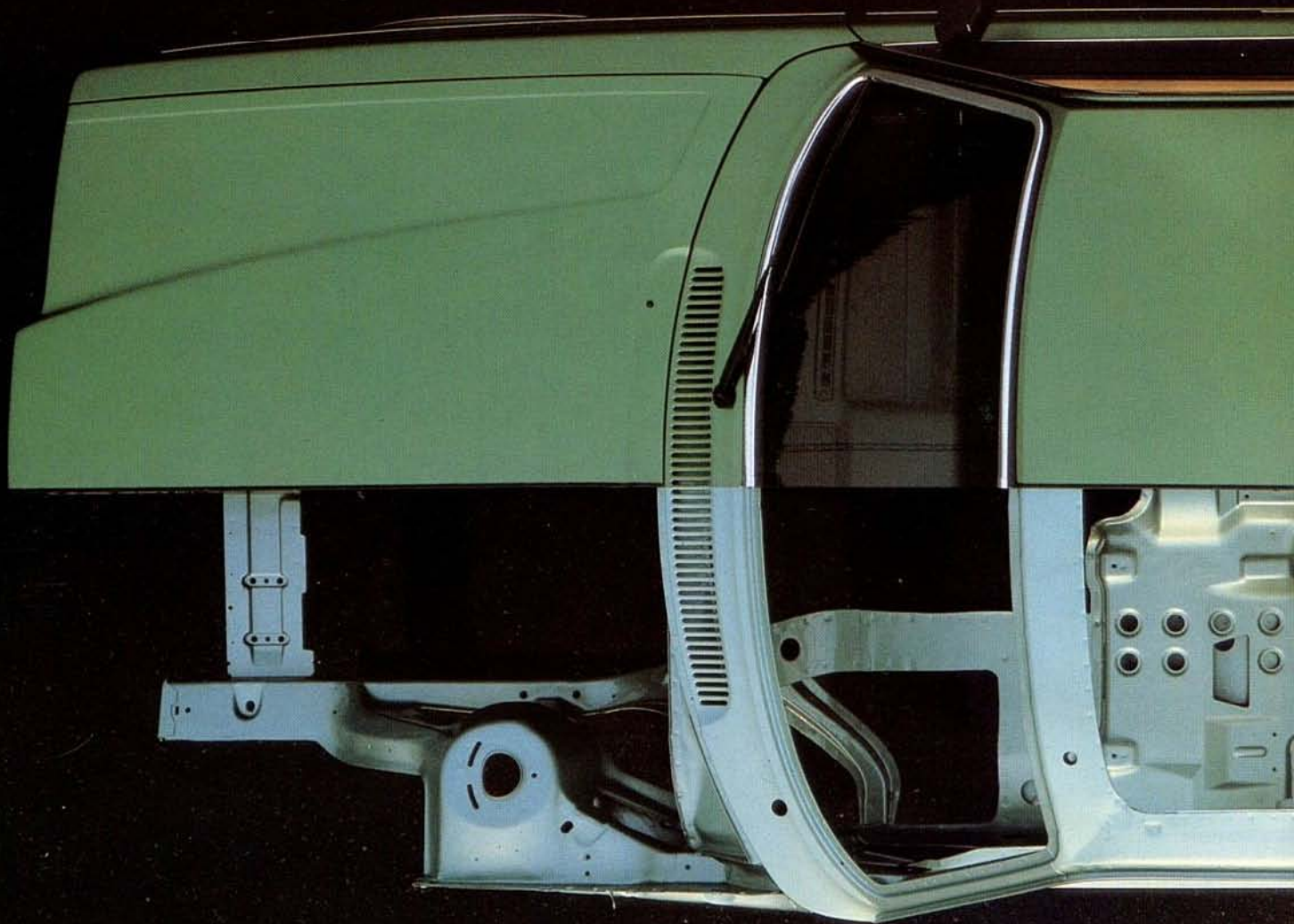
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1. Volvo engines give maximum power when you really need it—e.g. when overtaking.

2. Volvo's unique triangle-split brake system retains 80% efficiency even if one circuit fails.

3. Volvos stay on the road even when pushed beyond the normal limit of most other cars.





Volvo life insurance

Volvo is internationally acknowledged as a pioneer within the field of crash safety among car manufacturers. These efforts have won Volvo many international awards, but they have also saved lives—ask any Volvo owner who has ever been in a crash what “Volvo safety” really means.

Modern safety belts owe much of their present proven effectiveness to extensive pioneering work by Volvo. Today, all Volvos have three-point safety belts as standard front and rear. The inertia reel lets you move freely when there is no stress on the belt—and a flashing

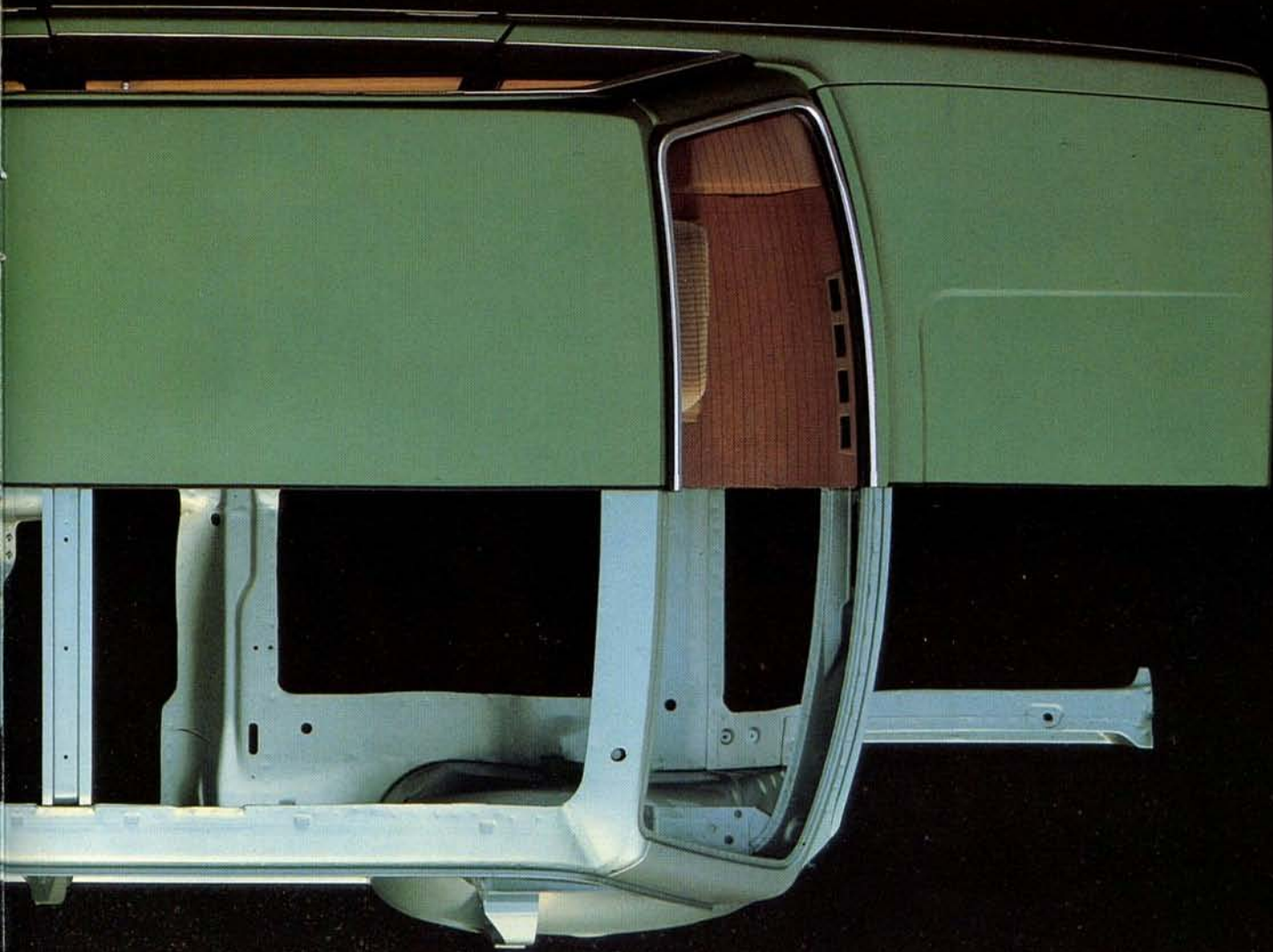
light reminds you to wear it—always!

Volvo interior safety includes careful design and ample padding inside the car—as well as crash resistant front seats. The front seats incorporate head restraints and withstand many times the

test loads stipulated by law.

The high-impact, laminated windscreen is so strong and so securely fastened to the body that it will withstand the weight of a person who (through not wearing a belt) is thrown against it in a barrier crash at a speed of 30mph.





1. Crumple zones front and rear: the long, energy-absorbing front means that in a collision the car will crumple and absorb much of the impact instead of transferring it direct to the driver and passengers. Also, the engine will slide down and under instead of into the passenger compartment.

2. The Volvo steering gear is designed to

fold, crumple and telescope under extreme pressure—in order not to transfer the crash impact to the driver.

3-4. The very strong “safety cage” around the passenger area is another Volvo first that protects you further. All body apertures are reinforced by very strong box-type steel profiles. There are also strong steel tubes inside the doors to

protect you against side impact.

5. The fuel tank is located far away from the rear bumper, but outside the safety cage. The top end of the fuel pipe is fastened to the outer body by means of a rubber fitting. This means that, in the event of a collision, the screw cap stays securely in place, even if the pipe is disconnected from the body.



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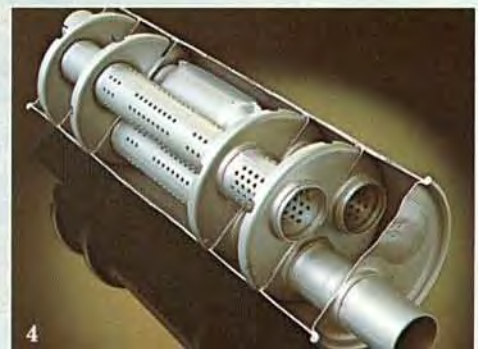
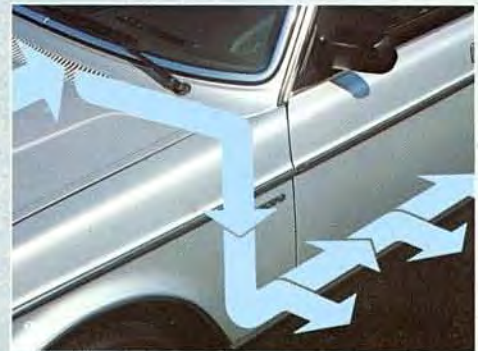
Volvo life expectancy

Official* statistics show Volvo to have the longest life expectancy of all cars on the Swedish market—and its lead is increasing every year. Last year showed Volvo with 18.7 years—which is a good $2\frac{1}{2}$ years more than its closest competitor, Mercedes Benz, with 16.0 years. Then come Volkswagen with 14.9, BMW with 14.0, Ford with 13.3, Peugeot 11.7 . . .

We don't expect you to keep your new Volvo for nearly 19 years, but the figures (and a number of other international independent surveys which back them up) do indicate Volvo's superior overall quality. This long life expectancy also contributes to good overall economy and certainly helps you to get a good secondhand price when you decide to exchange it for the latest model at some time in the future. Maybe this is one reason why three out of four Volvo owners buy another Volvo when changing their car.

The Volvo 260 series cars get a surface treatment which, with regard to thoroughness and extent, is entirely unique. After a multi-stage painting process, rustproofing agents are applied not only to the underbody of the car but also inside all body members and other cavities. These are the main steps:

- Degreasing.
- All parts of inaccessible closed sections are coated with zinc primer before welding.
- Phosphating.
- Electrophoretic treatment.
- Priming.
- Sealing of all body seams.
- PVC underbody coating.
- PVC protective coating on sills and side panels.
- Finishing.
- Before final assembly a transparent rustproofing agent is sprayed inside the door and window openings.
- Full underbody and inner cavity rustproofing.



1. Brake pipes are made of a corrosion-resistant copper/nickel alloy—a unique Volvo feature.

2. Slipstream air ventilates door sills to prevent moisture and corrosion.

3. Generous use of high corrosion-resistant, double-sided hot zinc plate (zinc layer 3-4 times the thickness of most other car makes).

4. Vulnerable parts of the exhaust system have a rust-proofing aluminium finish.

*Swedish Motor Vehicle Inspection Company.

Optional extras are standard with Volvo

The 260 Series has a range of standard equipment that on most other cars can only be fitted as costly optional extras, or is not available at all. On page 24 you'll find a table of the more important features that are standard on the 260 models.



Precise power steering enhances the enjoyment of driving the new 1981 Volvo 260 series.



Electrically operated door mirrors are standard on the 264GLE.



The convenience of central locking is standard on all 260 models.



A sliding steel sunroof is standard on the 264GL and GLE.



Powerful Halogen headlights with a wiper/washer system as standard.

Distinctive 264 rear light assembly includes rear fog lights.



Electrically powered windows are controlled from the driver's armrest (front only on GL models).

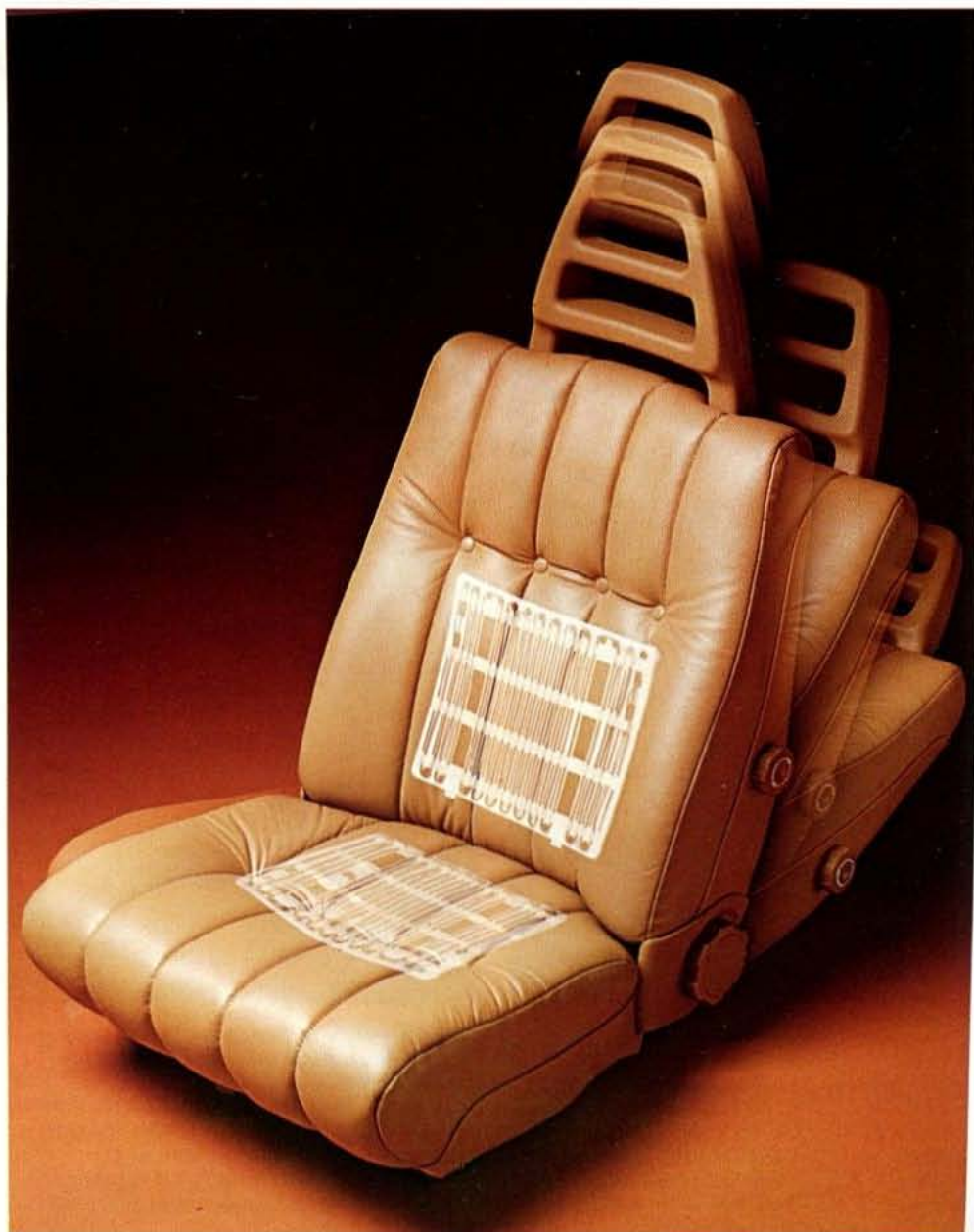


To enable easy installation of in-car entertainment systems, front door loudspeakers are already fitted.



Tachometer, strategically located on the new dashboard of all 260 cars.

Driver's seat is electrically heated for winter comfort. The interior environment of the 264GLE is made even more pleasant by standard air conditioning.



Tailor your car to your individual needs

Volvo Accessories - for the Individualist

The Volvo 260s have extremely high standard specifications. But every Volvo owner is an individual with his own particular motoring needs which cannot always be fulfilled even by the exceptionally comprehensive standard equipment of a Volvo. For example, with a young family you need safety equipment and if you own a caravan or boat you need specialist towing equipment.

This page of our brochure illustrates some of the extensive range of Volvo accessories which enable you to tailor your car to your individual needs.

Accessories for Every Need

All Volvo accessories are manufactured to the same high quality standards as the car. They are designed to complement the style of the car to avoid the 'add-on' look projected by many non-Volvo accessories. And because they are developed by Volvo, fitting has been made as quick and easy as possible.

Ask your Volvo Dealer for details of the full range of accessories.



The new 1981 model dashboard has special provision for additional instruments to be fitted. Instruments available include the oil pressure gauge, ambient temperature gauge and voltmeter illustrated here.

Volvo Sound

In conjunction with one of the world's leading radio manufacturers, Volvo has developed a comprehensive range of high quality in-car audio equipment. The three-band stereo radio/cassette player, shown here is just one of the Volvo Sound range.



Alloy wheels reduce your car's unsprung weight and increase brake cooling. This 25 spoke 'sunburst' design polished aluminium alloy wheel is available with either a small (as illustrated) or large hub cap.

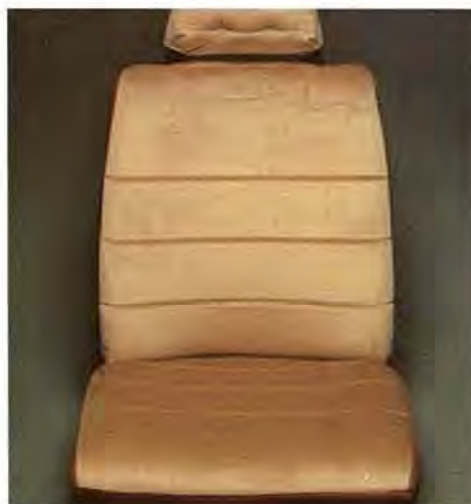


Child Safety

Cars are designed primarily for adults, but at Volvo we believe that young children, too, have the right to travel in comfort and safety. Volvo runs a continuous and detailed child safety research programme, which has proved all too clearly what happens to an unrestrained child in a crash. In a head-on collision at 31 mph a child weighing 44 lbs will be thrown forward with a force of nearly 2 tons.



The sturdy, tubular steel tow bar is typical of the quality of all Volvo towing accessories. It will pull a load of 3,300 lbs (1,500 kg) as will the alternative "swing away" version. Other Volvo towing accessories available include a levelling system, a roof spoiler and caravan mirror, and for all the extra holiday luggage there's a smart, strong roof rack.



Volvo's range of Senator seat covers are faced with a high quality foam-backed plush material with nylon velour side and rear panels for easy fitting. Supplied in complete sets for front and rear seats in a choice of colours to complement the interior trim. Matching head restraint cushions are also available in pairs for front and rear.



From the results of this research programme Volvo has developed a range of child safety equipment. The equipment includes a carrycot restraint system and a unique child safety cushion illustrated here which enables the 6-12 year old child to use the standard adult seat belt.

Ensure your Volvo lives up to its reputation

The Volvo car is renowned throughout the world for its quality. There are many reasons why that reputation is fully justified but the most important is the quality of the parts from which the car is built – genuine Volvo parts.

Volvo's Quality Standards

The quality standard is set when the Volvo designers first lay down the specifications required for the part—and every single part in the car, however insignificant it may appear, is specified to the same high standard. For example, the company which makes valve springs for Volvo also supplies one third of the world's automotive manufacturers. These springs undergo a 24 hour compression test at 100°C. Most companies accept a settling of 7-8% but the standard Volvo sets is a settling of only 3%, a requirement which verges on the impossible. By simply looking at the Volvo spring you can see no difference but in performance and life expectancy the difference is great.

The Development of Genuine Volvo Parts

From the Volvo specifications pre-production samples are made. The samples are comprehensively tested both in the laboratory and on the test track. Only when these vigorous tests have been passed can production begin and even then the production process is subject to continuous scrutiny by quality control engineers.

A good example is the Volvo brake pad. Like valve springs, you can look at two brake pads and they will seem identical, but Volvo tested no less than 268 different pads on computer controlled 'driving' rigs and on cars fitted with special torque wheels before they were satisfied that their standards had been achieved.

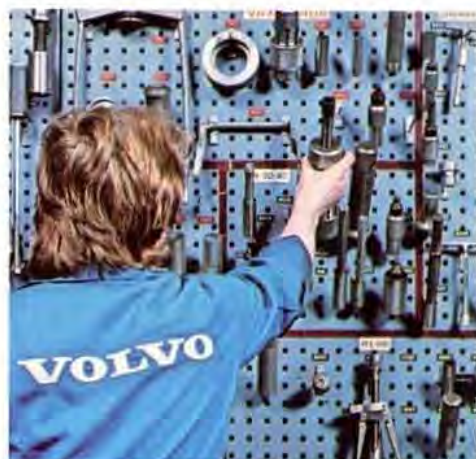
The Assurance of Volvo Quality

It may well be that some other parts match Volvo parts in quality, but without sophisticated and expensive test equipment there is no way that you can tell. The genuine Volvo part brings you the assurance of quality, the certainty of perfect fitting and the guarantee that the safety and reliability originally built into your Volvo will be retained.

The Reassurance of Your Volvo Dealer

It is just as important that the Volvo parts are fitted, and your Volvo is regularly serviced, by your local Volvo Dealer. He has been trained by Volvo and has the parts, tools and the knowledge to ensure that your Volvo meets the demands you place on it and the value of your car is fully protected.

Your local Volvo Dealer is one of a strategically placed network of 250 in the UK.



Technical information

264GL/GLE

Engine

Designation	B28E
Configuration	V6
Displacement (cm ³)	2849
Bore/Stroke (mm)	91/73
Max output kW DIN at r/s (hp DIN r/min)	114/92 (155/5500)
Max torque Nm DIN at r/s (kpm DIN r/min)	230/50 (23.4/3000)
Compression ratio/Octane rating	9.5:1/97-98
Fuel System	Injection. CI system
Engine Block and cylinder heads	Aluminium Alloy
Valve System	Overhead Camshaft. Rocker Arms

Transmission

Manual gearbox	4-speed with overdrive
Automatic	3-stage torque converter. 6 posn. selector. Illuminated

Cooling system

Frostproofed and sealed. Volume litres (gallons)	10.9 (2.4)
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Electrical system

Battery capacity	12V/70Ah
Alternator rating	70A
Ignition system	Contactless, transistorised

Fuel tank

Safety location beside rear axle. Volume litres (gallons)	60 (13.2)
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Steering gear

Rack and pinion. Split steering column of safety type. Ratio	17.2:1 Power assisted
Turns of steering wheel, lock to lock	3.5
Turning circle, metres (ft in)	9.8 (32ft 2in)

Wheels

Tyres	185/70HR14
Rims	5.5J-14"

Suspension

Front	Spring strut
Rear	Live

Brakes

Front/rear	Disc/disc
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Shock absorbers

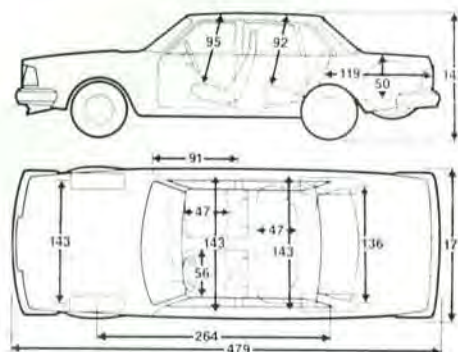
Front/rear	Standard/gas filled
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Weights

Gross weight approx, kilos (pounds)	1900 (4189)
Permissible trailer weight, kilos (pounds)	1500 (3307)

Instrumentation and Controls

Padded fascia. Rheostat controlled instrument lighting. Six-figure mileometer with tripmeter. Fuel gauge and coolant temperature gauge. Warning lamps for: battery charging, oil pressure, choke, mainbeam, turn indicators, handbrake application and brake circuit failure. Bulb integrity sensor. Glove compartment lighting. Separate key for glove compartment and boot. Centre console houses controls for electrically heated rear window, four-way hazard warning lights, rear fog lights, heating and ventilation, fasten seat belts reminder, cigar lighter, ashtray and radio compartment. Stalks on steering column for turn indicators, main/dip beam, windscreen wiper/washers, headlamp wiper/washers.



Warranty

12 months unlimited mileage warranty.

The factory reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models.

Standard equipment, 260 Series	264GL	264GLE
Headlight wiper/washers	●	●
Quartz clock	●	●
Tachometer	●	●
Tinted glass	●	●
Vanity mirror	●	●
Illuminated glovebox	●	●
Fitted carpets	●	●
Electrically heated driving seat	●	●
Storage recesses in front doors	●	●
Inertia seat belts, front and rear	●	●
Head restraints, front	●	●
Luggage compartment lighting	●	●
Laminated windscreen	●	●
Halogen headlights	●	●
Electrically heated rear window	●	●
Front seat lumbar support	●	●
Seat belt reminders, front and rear	●	●
Intermittent operation windscreen wipers	●	●
Bulb integrity sensor	●	●
Engine bay light	●	●
Hazard warning lights	●	●
Cigar lighter	●	●
Illuminated rear ashtray	●	●
Power steering	●	●
Mud flaps	●	●
Day/night rear view mirror	●	●
Driver's seat height adjustment	●	●
Metallic paint	●	●
Carpeted luggage area	●	●
Ventilated disc brakes (front)	●	●
Rear courtesy light	●	●
Childproof locks (on rear doors)	●	●
Automatic reversing lights	●	●
Day running lights	●	●
Radial ply tyres	●	●
Warning buzzer, lights/ignition	●	●
Electrically operated windows	front only	●
Sun blinds for rear window		●
Interior adjustable door mirror	●	
Electrically operated door mirrors		●
Air conditioning		●
Stereo loudspeakers, front doors	●	●
Head restraints, rear		●
Sunroof	●	●
Rear fog lights	●	●
Central locking	●	●
Spoiler	●	●



VOLVO