

# NEWS BULLETIN 1972



FOR INTERNAL  
USE ONLY



# A brand-new model<sup>●</sup> and a new more powerful version\*



VOLVO 142  
118 h.p.



VOLVO 144  
118 h.p.



VOLVO 145  
118 h.p.

---

Added:  
Electronically controlled  
fuel injected engine.



VOLVO 142 E  
125 h.p.



VOLVO 144 E<sup>\*</sup>  
125 h.p.



VOLVO 145 E<sup>\*</sup>  
125 h.p.

---

Added:  
Volvo 164 E with electron-  
ically controlled fuel injected  
engine.



VOLVO 164  
145 h.p.



VOLVO 164 E<sup>\*</sup>  
160 h.p.

---

Added:  
Volvo 1800 ES – A new de-  
sign concept for Volvo.



VOLVO 1800 ES  
125 h.p.



VOLVO 1800 ES<sup>●</sup>  
125 h.p.

# Highlights of 1972 Volvo models

## Volvo 140-series and Volvo 164/164 E



New remote control gearshift lever for more positive gear selection.



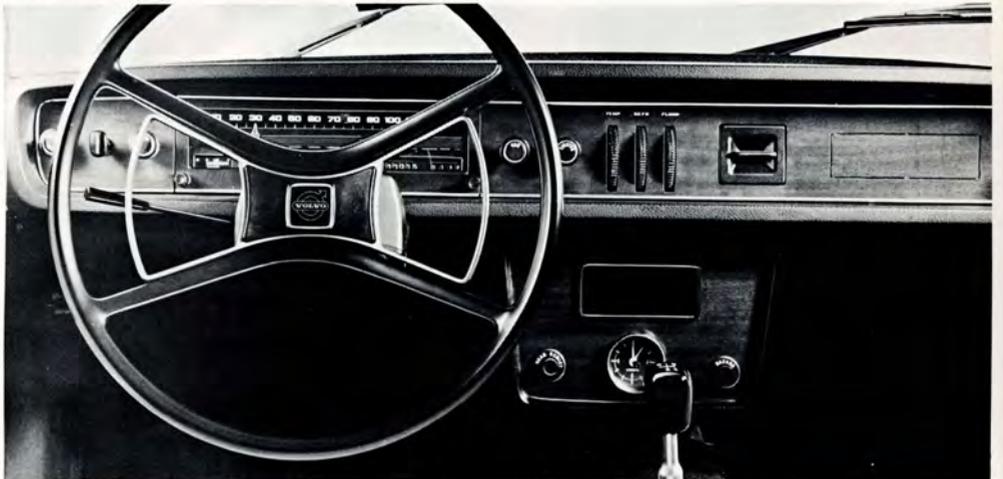
Automatic transmission equipped with a floor mounted gearshift lever with push button selector lock in the gear lever knob. New 6 position pattern: PRND21 and re-designed transmission which allows driver to have manual control or the convenience of full automatic.



Fully recessed outer door handles emphasizing the clean classic lines of the car.

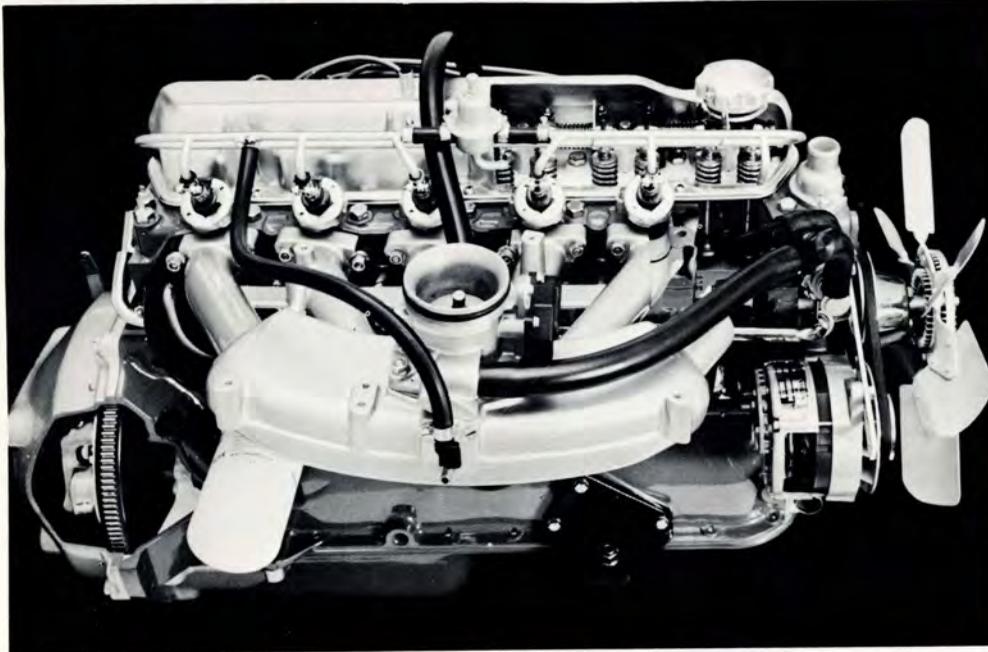


Further improved seats. The rubber straps in the seat bottom and lumbar support have been replaced by steel wires which are stronger and more durable. Helper springs have been added to the seat of all two door models so that the seatback automatically moves to the forward position when the catch is released.

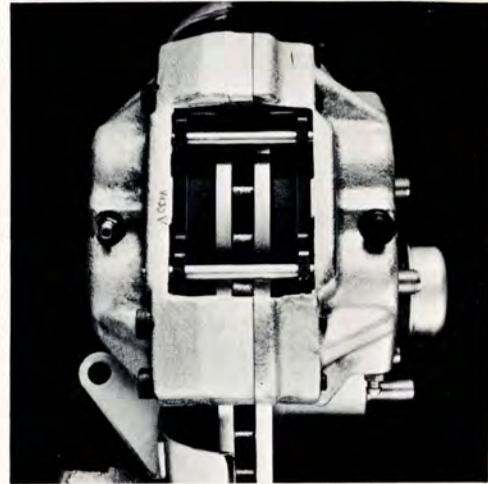


New steering wheel designed to improve vision and eliminate glare. A new instrument console below the dash with room for optional controls and instrumentation. Dashboard with simulated wood veneer facing.

## Volvo 164/164 E



For cleaner exhaust and cleaner air, a new 164 E with B 30 F Engine with electronically controlled fuel injection producing 160 h.p. designed to operate on 91 octane fuel.



Ventilated front brake discs on 164 models to avoid fading even after repeated hard braking.

## Volvo 1800 E/ES



For easy access to the rear compartment the rear window of the 1800 ES can be fully opened.



The totally redesigned front seats of the 1800 E/ES now have the head restraints incorporated into the backrest.



The extra wide radial tires 185/70 HR 15 mounted on 5 1/2" rims give the 1800 E/ES even better road holding than in previous years.



An additional safety feature on the Volvo 1800 E/ES is a warning light on the dashboard which reminds the driver to fasten his safety belt.



## Volvo 142, 144, 145 series

### New Features

- New brake pads.
- Improved handbrake linkage system.
- New control knobs on dashboard.
- Fully recessed outer door handles.
- New safety steering wheel.
- Floor mounted gear shift lever—manual and automatic.
- Improved automatic transmission.
- Modified shock absorber setting.
- Simulated wood veneer on dashboard.
- Instrument console below dashboard.
- Warning lamp for choke (carburetor engines only).
- New cross member in floor pan.
- Shorter head restraint.
- Reinforced seat design for front seats cushion and backrest. Steel bands instead of rubber straps.
- Return springs for front seat backrest.
- Helper spring for front seat backrest on two door models.
- Storage pockets in doors.
- Color coordinated cargo area mats on 145.
- Rear pump on automatic transmission discontinued.
- Newly designed foot plate on front passenger side.
- New and additional colors.
- Whitewall radial tires as standard equipment (Except 145/145 E).
- B 20 F Engine version with electronic fuel injection designed to operate on 91 octane fuel.

### Benefits

- Less risk of fading, — longer pad life.
- Assures full handbrake effect even if not perfectly adjusted.
- Reduces risk of injury in the event of collision.
- Increased safety in case of roll-over, cleaner, more elegant design.
- Reduces glare, improves forward vision.
- Provides for quicker and more positive gear changing.
- Six position selector allows the driver manual control or the convenience of a fully automatic transmission.
- Smoother, more comfortable ride.
- Elegant styling.
- Allows room for additional controls and instruments.
- Reminds driver that choke is in operation.
- To eliminate vibration for quieter ride.
- Easier adjustment and improved rear vision.
- Durability and comfort.
- When released backrest automatically returns to the upright position.
- Ease of entry for rear passengers.
- Additional convenient storage space.
- More luxurious interior.
- Less power loss — better performance.
- Provides more leg room for front seat passengers for greater riding comfort.
- Larger selection to suit customer needs.
- Better road holding and longer tire life.
- Better performance, cleaner exhaust, cleaner air, economy of operation, smoother running.



## Volvo 164

### New Features

- Ventilated, thicker front brake discs.
- New brake pads.
- Improved handbrake linkage system.
- New control knobs on dashboard.
- Fully recessed outer door handles.
- Floor mounted gearshift lever — automatic transmission.
- Improved automatic transmission.
- Modified shock absorber setting.
- Instrument console below dashboard.
- Warning lamp for choke.
- Form pressed floor mats.
- Shorter head restraint.
- Reinforced seat design for front seats—cushion and backrest.  
Steel bands instead of rubber straps.
- Return springs for front seat backrest.
- New door panel design with storage pockets.
- Rear pump on automatic transmission discontinued.
- Newly designed foot plate on front passenger side.
- New and additional colors.

### Benefits

- Better heat dissipation and less fading.
- Less risk of fading, — longer pad life.
- Assures full handbrake effect even if not perfectly adjusted.
- Reduces risk of injury in the event of collision.
- Increased safety in case of roll-over, cleaner, more elegant design.
- Provides for quicker and more positive gear changing.
- Six position selector allows the driver manual control or the convenience of a fully automatic transmission.
- Smoother, more comfortable ride.
- Allows room for additional controls and instruments.
- Reminds driver that choke is in operation.
- Contoured fit.
- Easier adjustment and improved rear vision.
- Durability and comfort.
- When released backrest automatically returns to the upright position.
- Additional convenient storage space.
- Less power loss — better performance.
- Provides more leg room for front seat passengers for greater riding comfort.
- Larger selection to suit customer needs.



## Volvo 164 E

### New Features

160 h.p. electronically controlled fuel injected engine.

Throttle operation by cable instead of linkage.

Specially adapted automatic transmission.

Larger  $9\frac{1}{2}$ " clutch for manual transmission models.

Heavy duty overdrive transmission on standard transmission models.

With the exception of the above, the specifications of the 164 E are basically the same as those of the 164.

### Benefits

Increased performance, cleaner exhaust, cleaner air, increased economy.

To cut vibration for smoother, quieter performance.

Performance matched to engine output – increased durability.

Reliability and longevity – matched to increased engine output.

Improved economy and quiet engine operation at high speeds.





## Volvo 1800 E

### New Features

5½" wide rims with 185/70 HR 15 radial tires.

New brake pads.

Redesigned front seats with built-in head restraint.

New door panels with storage pockets.

Illuminated seat belt lock.

"Fasten safety belt" warning light on dashboard.

Inertia type safety belts.

Tinted glass.

Final drive ratio of 3.91:1 on automatic.

Reinforced rear body section.

Newly designed radiator grill.

### Benefits

Better road holding and improved tire wear.

Less risk of fading — longer pad life.

Increased comfort, more elegant design.

Additional convenient storage space.

Convenient to locate at night.

Reminds driver to use safety belts.

Easy storage allows driver to move with belts on.

Less glare for improved vision.

Better economy.

To withstand extra stress if car is used for towing of a trailer.

Improved appearance permitting better air flow.



## Volvo 1800 ES

### New Features

Totally redesigned 1800 E with an extended slant back roof line.

Increased cargo area.

Large frameless tailgate rear window.

Electrically heated rear window.

5½" wide rims with 185/70 HR 15 radial tires.

Redesigned front seats with built-in head restraint.

Inertia type safety belts.

Tinted glass.

Newly designed radiator grill.

### Benefits

Exclusive and distinct design providing more comfortable driving pleasures.

35 cubic feet of usable space behind front seat.

Easy access to cargo area.

Safety and convenience – keeps window free of ice and mist.

Better road holding and improved tire wear.

Increased comfort, more elegant design.

Easy storage allows driver to move with belts on.

Less glare for improved vision.

Improved appearance permitting better air flow.

In addition to the above, the 1800 ES includes all the refinements and specifications of the 1800 E.

# Summary

Here is a summary of the new 1972 Volvo features and the benefits they offer. In presenting the 1972 Volvo to a prospect be sure not only to mention what is new but also to point out to him how he can benefit from Volvo's continuing efforts in refining and improving its products.

## New Features

Volvo 142 E, Volvo 144 E, Volvo 145 E, Volvo 164 E and Volvo 1800 ES.

### Engines

B 20 F and B 30 F Engine versions with electronic fuel injection designed to operate on 91 octane fuel.

### Transmissions

All models equipped with short, remote control gearshift lever — newly designed gear lever knob.

Redesigned automatic transmission with floor mounted 6 position PRND 21 selector. Positions 1 and 2 now replace the former L position. In position 1 only low gear is available; in position 2 it will shift between low and 2 and in position D all three forward speeds are available.

Modified brake bands in automatic transmission of new friction material.

Rear pump on automatic transmission discontinued.

Heavy duty overdrive transmission on standard transmission models.

New 9½" clutch on B 30 F Engine.

Final drive ratio of 3.91:1 on 1800 E/ES with automatic transmission.

Electrically heated rear window on 1800 ES.

### Brakes

New brake pads.

Ventilated, thicker front brake discs on 164.

Modified handbrake linkage system.

### Interior

Reinforced seat design using steel bands instead of rubber straps in front seat cushion and backrest.

Helper springs on front seat backrest on two-door models.

Return springs for front seat backrest.

New door panels with storage pockets.

Shorter head restraint (140–164 Series).

New safety steering wheel.

Simulated wood veneer on dashboard of 140 Series.

Form pressed floor mats on 164.

Redesigned front seats on 1800 E/ES with built-in head restraint.

## Benefits

Greater opportunity to match driving needs of your prospects.

Better performance, cleaner exhaust, cleaner air, economy of operation, smoother running.

Provides for quicker and more positive gear changing.

Allows the driver manual control for maximum acceleration or the convenience of a fully automatic transmission.

Smoother gear changing, longer life of unit.

Less power loss, better performance and fuel economy (However car can no longer be towed or tow-started).

Improved economy and quiet engine operation at high speeds.

Reliability and longevity — matched to engine output.

Better economy — reduces engine wear by lowering engine speed without reducing road speed.

Safety and convenience — keeps window free of ice and mist.

Less risk of fade—longer pad life.

Better heat dissipation reducing risk of brake fading even under repeated stops.

Assures full handbrake effect even if not perfectly adjusted.

Increased driving comfort through better adjustment of lumbar support. Durability of steel band assures that seat will retain its original contour.

Ease of entry for rear passengers — When safety catch is released, the seat backrest will automatically move forward.

When released, backrest automatically moves forward.

Additional convenient storage space and more luxurious appointments.

Easier adjustment and improved rear vision.

Reduces glare and improves forward vision.

Allows room for additional controls and instruments.

Contoured fit.

Increased comfort—more elegant design.

# **VOLVO**

**AB VOLVO, CAR DIVISION**  
**Advertising and Sales Promotion**

Printed in Sweden  
Printer's Service AB, Göteborg 1971  
RSP/PV 128-71 (5644-10) USA