

1972

A message to everyone who breathes. And drives.

**What Volvo engineers
are doing to clean up the air.**



and groups of men in smoke-



Men in Washington and in state capitals around the country have come to the conclusion that clean air is as important as clean government. So they've developed programs to improve the quality of the air including the reduction of noxious automotive exhaust emissions.

As car dealers, this complicates our lives a bit since measures taken to lessen exhaust emissions cost money.

However, as living, breathing human beings, we welcome this lately-discovered interest in cleaning up our environment.

Cleanliness is next to...

...impossible. As long as there's an internal combustion engine, there'll be some residue given off from the combustion process. The idea is to reduce this waste to tolerable quantities.

Back in 1967, Volvo engineers developed an emission control system that worked well with our standard

filled rooms

carburetor engine. (In California, where smog has been – and is – of critical concern, the Volvo system was cited as being the most advanced of any auto maker's.) They continued to work on the problem and for 1972 have come up with our best solution yet.

In simplest terms, it depends on eliminating the carburetors and substituting an electronic fuel-injection system that feeds gasoline directly into the cylinders. The quantity of gas injected is determined by an electronic computer. It takes into account air and water temperatures, air pressure, accelerator position and engine speed in order to feed the engine only a quantity of gas it can burn efficiently. Combustion is more complete and the quantity of noxious carbon compounds exhausted into the air is reduced.

However, the benefits of electronic fuel-injection are more than ecological.

Gas Rationing rides again.

A 1972 Volvo equipped with this electronic fuel-injection system burns less gasoline than a '71 Volvo with carburetors. And the engine can do its job on a lower-rated octane gas. So not only does your car go farther on a gallon of gas, but so does your money.

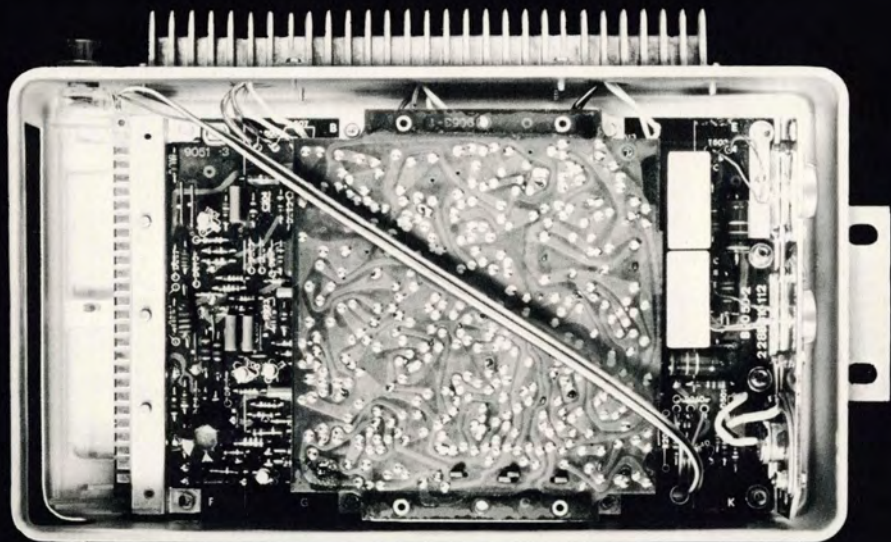
What about the future?


Volvo engineers are working now to improve our emission controls in anticipation of future Federal standards as yet undefined.

However, you may need a car now.

So come to our place and test drive a new fuel-injected Volvo that's built strong to last for years.

Then you should be able to forget about the future until a long time from the present.



 Today, while everybody is talking about ecology, this electronic computer is thinking about it and ordering the engine to do something about it. See inside for details.

