

**The seats in the 1969
Volvo are covered with a
long-wearing washable
miracle material that
won't bake in summer
or freeze in winter.**

We call this miracle... "cloth"

Our new seat covering is a woven synthetic that's one of the strongest materials in the world. (Airplane seats are covered with a similar cloth. And you can imagine the abuse they take.)

It's a tough, tightly-woven material that won't pull apart the way some loosely-woven coverings do after 20,000 miles of wear. If people want to know the mileage on your Volvo, they'll have to look at your speedometer. (Which goes up to 999,999.) Not your seats.

When the cloth gets dirty, it's cleaned as easily as any plastic seat covering. All you need is soap and water.

But our cloth has certain advantages over plastic.

It's less sensitive to extremes of temperature. So after a day at the beach, your family can climb into the car in their bathing suits and not get seat burns on top of their



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sun burns. But on cold days, the cloth feels warm. It's like having a built-in blanket underneath and behind you.

Another advantage is our cloth's better "breathing" or ventilation qualities. You won't get out of your 1969 Volvo on a hot, sticky day with big perspiration stains on your back

because the cloth lets the air get to your back. It keeps you drier.

And that covers it.



A similar easy-to-clean material is used to cover airplane seats. Which means you can spill coffee, tea or milk in a plane or a Volvo and it's a cinch to clean up. The only difference is that in a Volvo you won't have a stewardess to do it.



