

VOLVO 240

Series





You're looking at the new Volvos. The 240 Series. Our pride, for you to enjoy. Two and four-door sedans, and a station wagon. They represent Volvo's greatest investment in new features and modifications to enhance safety, strength, durability and economy. And quality.

But many of the improvements in our 1975 models have a new emphasis. They are there to make owning a Volvo an even more rewarding experience. To make the driving more comfortable, more luxurious, and even add some important touches of elegance.



The Volvo Seat

Our famous seats have been replaced by seats that, we comfortably believe, will be even more famous.

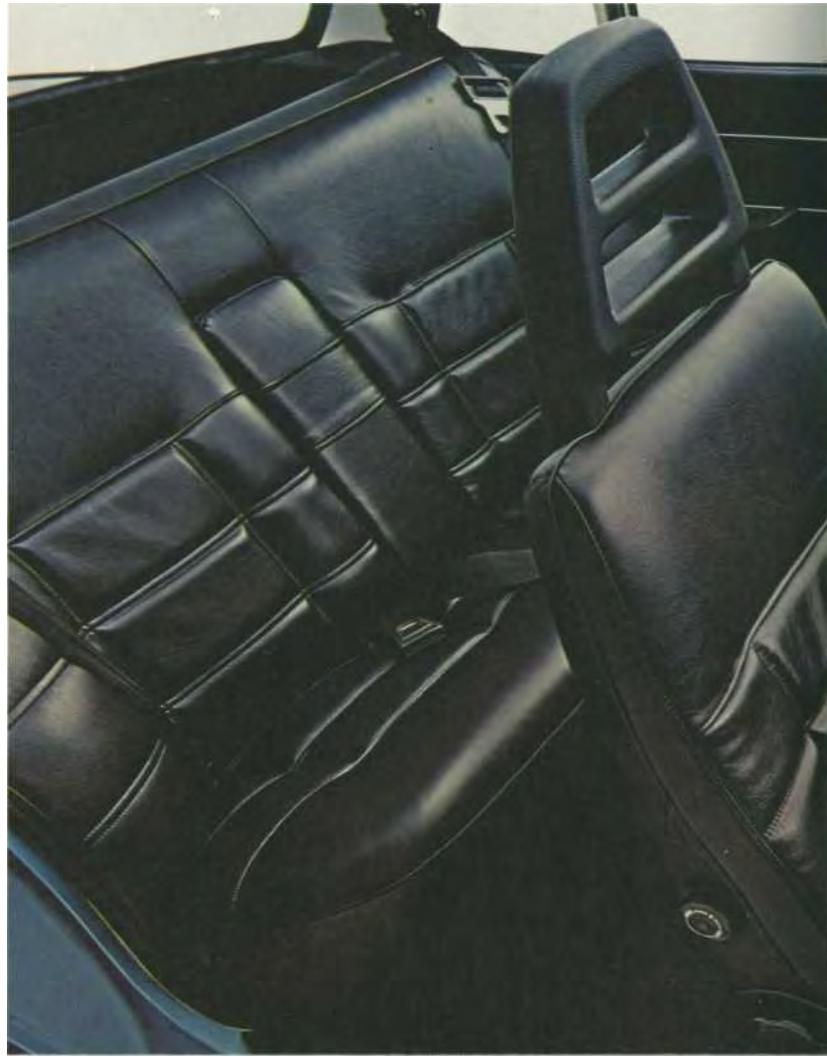
It's because of tradition.

Volvo seats have always been justly noted for their luxury, as well as the orthopedic support they provided.

Our new reclining bucket seats are even better. The frame and supporting materials were designed in cooperation with medical specialists, to give your frame the support it needs. Volvo engineers designed the adjustment controls that let you position the seat to your individual comfort.

Which, in the long run, or the short trip, is of no small matter.

After all, if you can't relax in style in your Volvo, how can you enjoy driving it.



Which upholstery you get depends on which model you order.

(Left) The 242 and 244 sedans have cloth in either solids or stripes.

(Right) The 245 station wagon has heavy duty vinyl.

(Below) The GL models have seating surfaces upholstered in leather.

But all of them have the same full-range of adjustment features.



Even the finest reclining chair doesn't have the adjustment possibilities Volvo offers. You can angle the backrest. And alter its shape with the lumbar support. Press a button on two-door models (see inset) and the backrest tips forward. The seat moves back and forth, of course, and up and down. A Volvo driver is especially well accommodated. With one lever, you can raise the front for even more legroom. With another lever, you can raise the back for even more visibility. Maximum lift is more than two inches. With cloth seats you appreciate another benefit. Under the cushion's durable upholstery is a layer of natural fiber material for better ventilation. On all models you get firmer padding for long-distance comfort. And a seat frame that's five times stronger than required by law.



The Volvo Interior

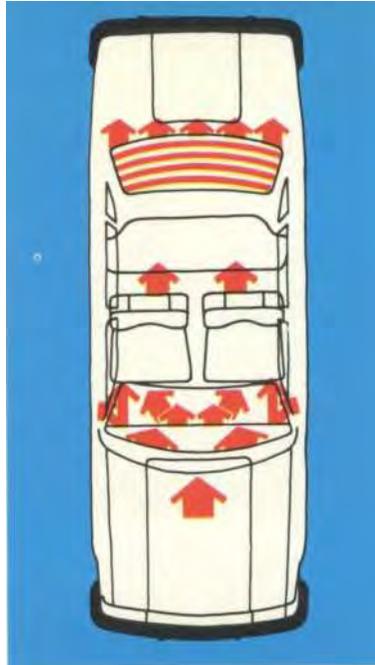
Five adults can drive around in comfort because the Volvo is spacious.

But you'll drive at high speeds, at low speeds, in traffic. And on good roads, and poor ones. So comfort isn't enough.

That's why the whole Volvo interior is designed to keep you and your passengers' safe, comfortable and free from fatigue. You'll find all the dials, gauges, switches and controls cleverly positioned for the order and frequency you'll be using them.

The heating system will keep your Volvo marvelously warm in the cold. And if you opt to air condition it, the unit will keep you and everyone else serenely cool in the heat.

That's so you can maintain your driving efficiency with expert ease. Which even an expert driver will appreciate.

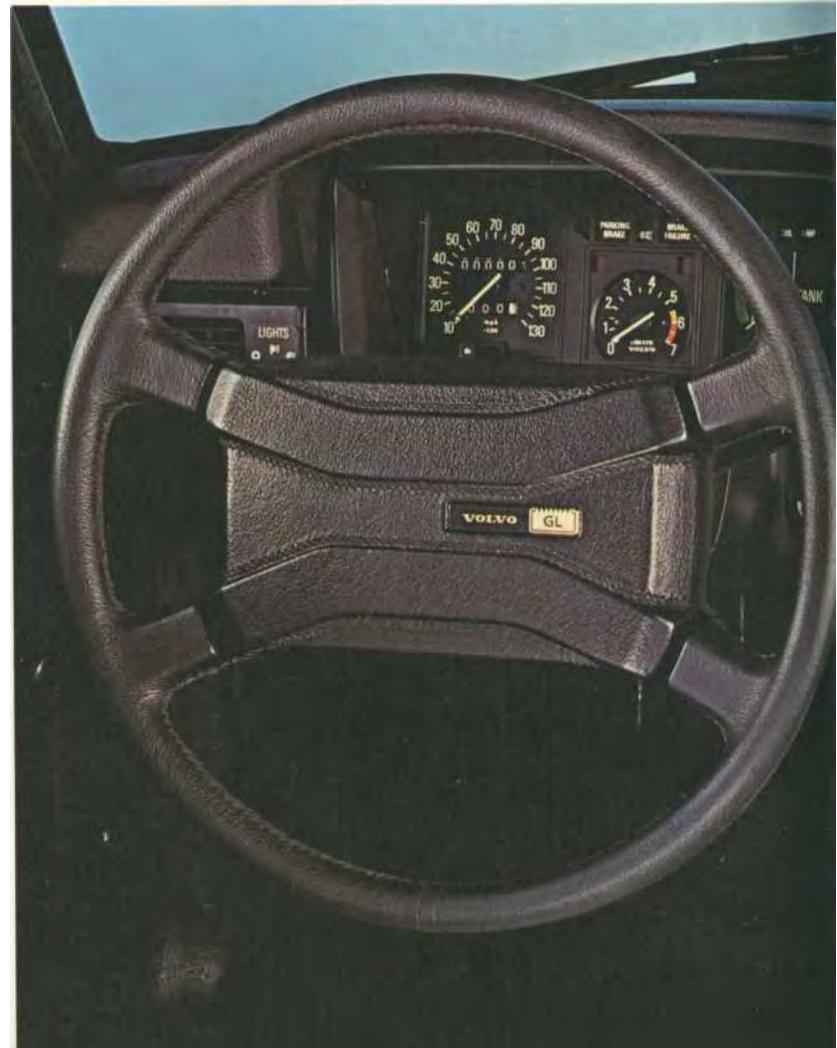


You can sample Volvo's roominess in the showroom. But for a breath of fresh air, or heated or cooled air, you need to take a test drive.

12- outlet system includes vents (left, below) to defog front door windows.



New floor console houses the handbrake and illuminated safety belt mounts. And, for rear seat passengers, a courtesy light and ashtray.





At Volvo, where form certainly follows function, and safety isn't just 5-mph bumpers, we carry the science of ergonomics to a high degree.

Sit behind the steering wheel, adjust the seat and you'll see what we mean. Everything is ideally placed... with the most important features getting priority: Safety comes first, with comfort a close second. So the ashtray and glove compartment, while still models of efficient planning, come last.



The heating system, a perfect example, uses the same 12 outlets for hot air, fresh air or cold air, with easily fitted optional air conditioning. You use the same fans and temperature control, too.

Air flow comes from the base of the windshield, away from exhaust fumes, and distributed as you want it. Even to the rear compartment.

You can have one of Volvo's many radios installed in the redesigned dashboard console. And so you won't miss the hourly news report, our clock now is electronic for precision and reliability.



The Volvo Performance

You may use your Volvo for short trips mostly. Or for long trips mostly. Maybe for commuting. Or, perhaps, just for weekends.

Up in the mountains in the cold, or on the plains in the heat.

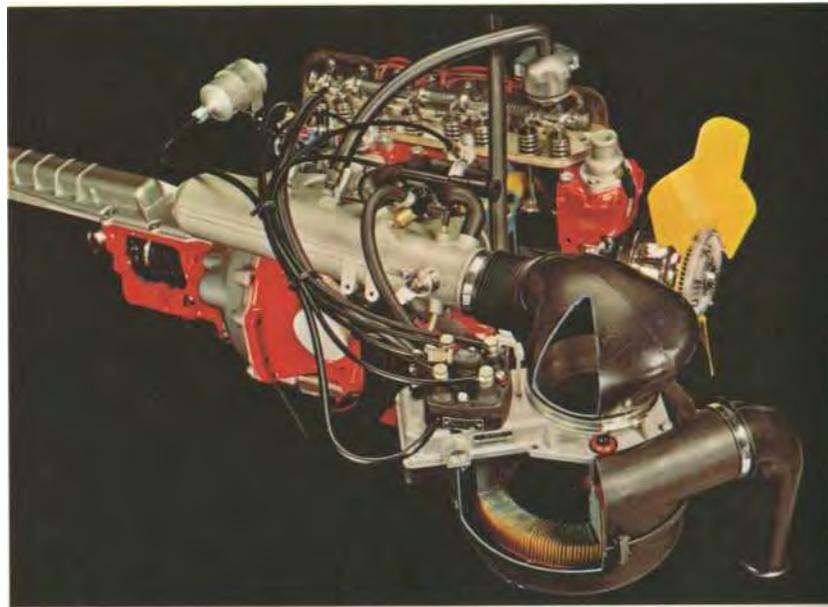
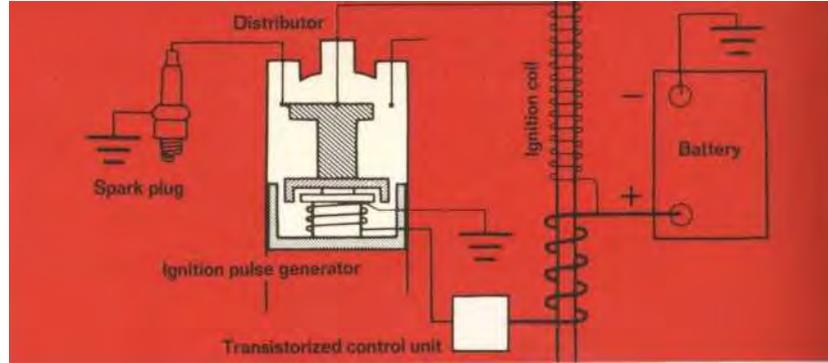
You may spend more time than you'd like driving in snow, or rain.

There's nothing you can do about the weather, and that's why a Volvo shines.

No matter where or how you use it, your Volvo will move you from place to place without fuss.

Because we put into the Volvo all the equipment and machinery you need to get the kind of performance you expect from a Volvo.

A Volvo. It'll be at home, no matter where your home is.



Under every Volvo hood you'll find transistorized ignition for our fuel injected engine. Behind every wheel a power-assisted disc brake. Atop every automatic transmission a shift lever designed for easy use and safe operation.



Our engine compartment is another model of sensible design. To save you servicing costs. For example, you can even inspect the coolant, hydraulic fluid and windshield washing fluid levels at a glance.

But you'll find a few differences. For instance, there's no carburetor. It's been replaced with a fuel delivery system that regulates gas flow according to the amount of air coming into the engine.

Which at high rpm's is considerable.

The regulation, though, is very precise.

To ensure that only the gas you need is the gas you burn.

To burn the gas efficiently, for good mileage and clean exhaust, we've also eliminated the ignition points in favor of more stable and maintenance-free solid-state ignition. And our starter is 10% more powerful.

Another addition is a cam-powered vacuum pump for Volvo's four-wheel disc brake system, which is mostly new for 1975. The power-assist is increased, our unique dual circuit hydraulic system further advanced and action of the separate handbrake improved.

While we have but one disc brake system and but one fuel-injected engine in the 240 Series, we have two transmissions. One's an optional automatic that lets you shift quickly between drive and second speeds, the positions you use most, but locks out PRN and 1 until you depress the safety trigger. The other is a four-speed manual transmission to cut fuel costs and increase performance.

The 242/244 GL

The 242 GL or the 244 GL is a very particular automobile, a Volvo that stands out in a crowd of Volvos.

A Volvo with even better gas mileage, with more comfort and more luxury.

Because the Volvo GL models are equipped more thoroughly.

To begin with, your GL will be distinguished by metallic paint and special wheel trim.

To stand out even better, slide open the almost hidden steel sunroof, which also serves to better your ventilation and illuminate the GL interior.

You'll find black leather to sit on and relax against. There's a sports steering wheel to grip.

It's warmer in the winter and cooler in the summer. A tachometer will tell you how easily the fuel-injected engine is working.

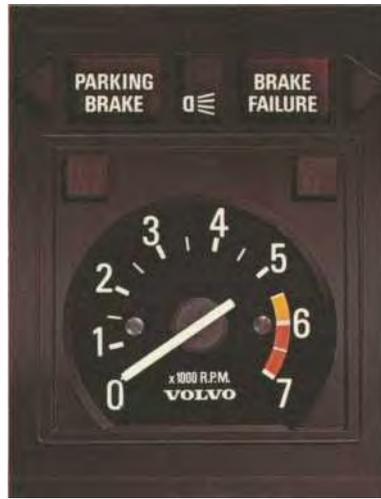
The 242 GL or 244 GL also is fitted with power-assisted steering, so you can take full advantage of its wide, steel-belted radial tires and Volvo's new suspension.

You'll cruise easier and quieter with overdrive, which will let you appreciate all that's around you, like our safety body.

A particular Volvo should also let you enjoy the benefits we put into every Volvo.



Special features on GL models include a sunroof to shed more light on to the covered sports steering wheel. For better use of the tachometer, the overdrive switch is positioned right on top of the shift lever.



We first introduced the Volvo GL models last year. They were well received because they were well equipped. They were more Volvo. Leather-faced seats from the luxury 164 are standard. For the driver's seat there's automatic heating below 57 degrees and up to 79 degrees, of the cushion and backrest. For more relaxed driving and more gas economy, the four-speed transmission is equipped with electrically-operated overdrive. It cuts high gear rpm's by 20%. You put it into operation by flicking a switch atop the shift lever. It's like a fifth speed, but doesn't need a clutch.

For fully-clutchless shifting there's our fully-automatic transmission. Either is standard. With both you get power-assisted steering and wide, steel-belted radial tires.



The Volvo 245

The Volvo 245 Station Wagon.

It has the considerable features of our sedans.

Because it's a logical extension of our 244.

But our wagon is no longer, and not much heavier.

So it's one station wagon with sensible size.

As you can see, the shape is good looking and sensible, too. A modified box. The sides are nearly vertical, and so is the rear deck.

All of which gives you some very important advantages.

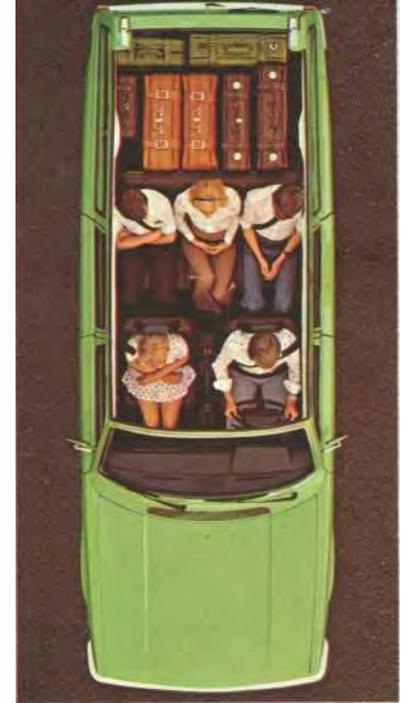
With the back seat up, you can carry away 12 two-suiters and the children.

With the back seat down, you can load a six-foot sofa and two chairs.

But even with this amazing cargo area, there's still about three feet less to squeeze into a parking space than the full-sized wagons.

And with the power-assisted steering you can manoeuvre it all with absolute ease.

So we won't be surprised if the Volvo station wagon, with all its practicality, carries you away.



We cut off the roof to show you the Volvo 245 at its best. But if our inside room doesn't meet all your outside needs, we'll be pleased to add a roof rack. Or a tow hitch.



Our rear window wiper and washer will take care of the ice melted by our defroster.



Mechanically, the Volvo 245 is little different from a Volvo 244.

The rear seat is full width, though it easily converts from either side to give you more wagon. Even the spare tire is in the same place, very accessible behind its own cover. But the 245 has an extra child-proof door lock, because the wagon has an extra door. And stiffer rear springs and shock absorbers to support a heavier load.

The 245 has additional features in the back: A rear window wiper and washer, and a fully-carpeted floor with a storage compartment underneath.

Upholstery is easily-cleaned vinyl, since the 245 can get heavy duty use. And, unlike the 242 and 244, power-assisted steering is standard with the four-speed transmission. Because it's an advantage with the bigger tires.



The Volvo Suspension and Steering Systems

The New Volvos.

There the ultimate results of the painstaking research, design, testing and specifications of our Volvo engineers working at our \$46 million research center, and rigorously tested at our new proving grounds.

All the changes they made, and the improvements they added may not be apparent to your eye, but they will be apparent on the road.

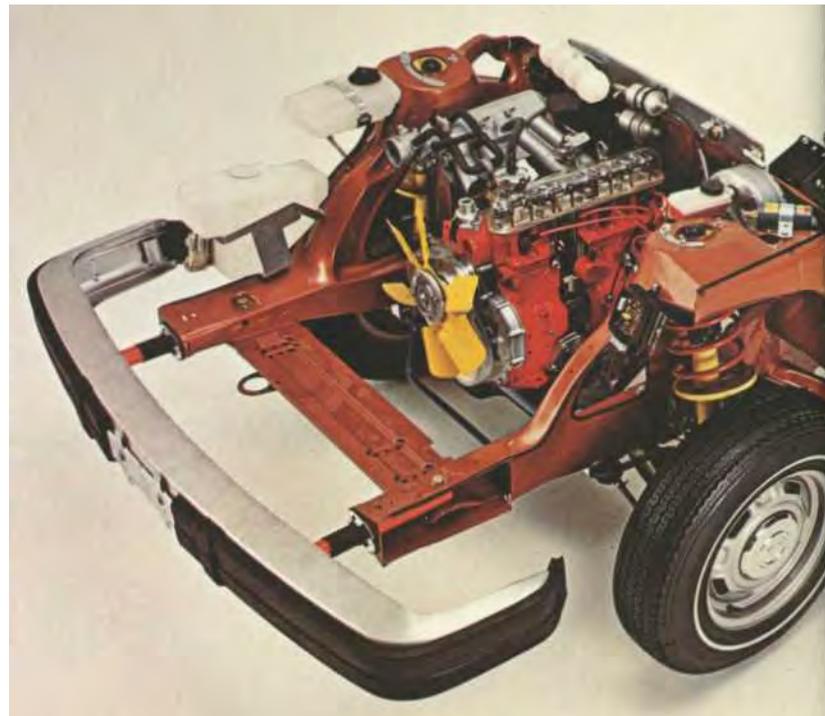
If you haven't already done so, take the new Volvo out on the road where it belongs and enjoy it.

The ride you'll experience is the result of a totally new suspension up front, and a greatly modified one in the rear. And the new steering system. And steel-belted radial tires.

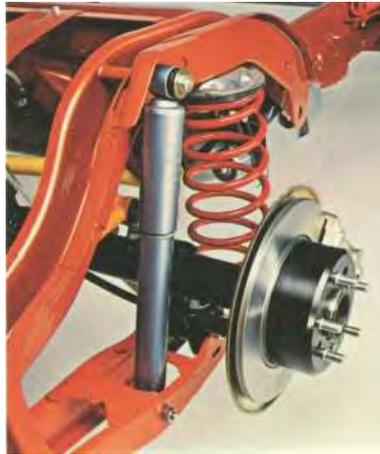
Every modification affects the ride and handling of the Volvo. Very favorably.

And, no, you don't lose the controlled feel and ruggedness of the Volvo.

You do gain in comfort.



You don't have to be an automotive expert to appreciate the technology behind the Volvo suspension. Just take a test drive over the worst cobblestones and rutted roads you can find and through fast turns and sharp curves.



As is usual with Volvo, some of our biggest product improvements can't be easily seen. That's why we show you these photographs. To fully understand the engineering behind the Volvo steering and suspension you'd need to read the SAE Paper, which we presented. Logically enough, the report has an unusual title, "Crash Avoidance Engineering". So, you see, many of the new or modified components in the 1975 240 Series models were made for safety.

This means that every feature blends together to form a whole.

The new MacPherson strut front suspension, for example, meant that a new system for wheel mounting should be developed. Done. With an improved suspension up front, along with a wider track and longer wheelbase, changes would be appreciated in the rear suspension. Completed.

The ball joints are not load carrying, as they were, so rack and pinion steering seemed a natural. Included.

Tires should be wider. They are, and steel-belted, too. We wanted less body roll in turns. And a simpler design with less wear. Better directional stability should be provided. With more neutral steering. To give the Volvo improved road holding and handling plus a more comfortable ride. Accomplished.

To our chagrin, the turning circle is increased by about one foot. But since it's still less than you'd expect to find on a car Volvo's size, the figure is acceptable. Very acceptable.

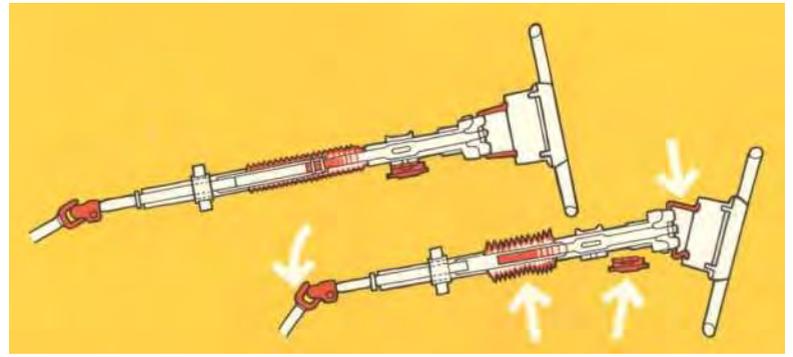
Volvo

We've established a reputation as a safe car. Probably ever since we first introduced safety belts, way back in 1959.

Safety means you must consider that something may go wrong.

Sit in our steel cage and think about it.

You'll feel better for it.



Four separate safety features are part of the steering column. Front left to right are: A breakaway joint and telescoping section - to prevent rearward displacement, and a slip joint and crumple zone - to absorb impact.

Six steel pillars surround the passenger compartment.

Separate air outlets dispel mist on the front door windows.

Two separate undercoatings protect the underside from corrosion.

The body is protected inside and out by submerging it in a bath of rustproofing primer.

New headlight mounts make replacement a snap.

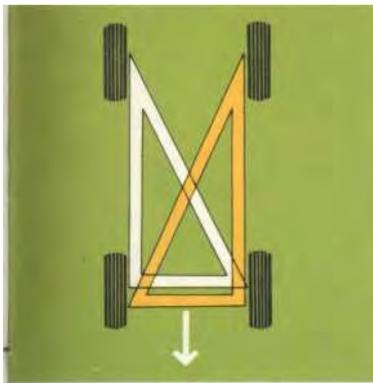
A hard rubber covering protects the impact-absorbing bumpers.

Bumpers are attached to oil-filled hydraulic shock absorbers.

Rack and pinion steering for increased directional stability.

New front suspension gives improved ride, comfort and handling.





Two independent braking circuits each operate on both front wheels and one rear wheel. If one circuit should ever fail, you'd still retain three brakes. And about 80% of normal braking efficiency with but a slight increase in pedal pressure.

Dashboard lights will tell you if your handbrake is engaged, a brake circuit fails or a low beam, tail light or stop light burns out.



The Volvo self-adjusting safety belt is comfortable to wear. It unwinds from an inertia reel when you put it on. You'll find one for every corner passenger.

weight of six more Volvos.
Turn that over in your mind.

Rear stabilizer bar on sedans cuts body roll and improves road holding. Especially in the wet.



Rear window is electrically heated to melt ice.

The gas tank is positioned forward to protect it in a rear end collision.

Steel-belted radials are standard for better performance, tire mileage and gas mileage.

Rocker panels are ventilated to dry out moisture and prevent rusting from the inside.

Anti-intrusion bars are welded into every door to protect against sidewipes.

Rust susceptible panels, like those in the front-end, are made of galvanized steel.

Every wheel is equipped with a power-assisted disc brake.

specifications 240 Series

Engine

Model B20F featuring a continuous injection fuel delivery system. 121 cubic inches. Compression ratio 8.7:1.

Fuel System

15.8 gallon tank with expansion chamber for evaporation control.

Electric fuel pump. Gas filler on models with catalytic converter designed for unleaded gasoline.

Cooling System

Sealed system holds 9qt9 quarts of anti-freeze coolant. Fitted with a transparent expansion tank.

Electrical System

12-volt system features transistorized ignition, a 55A rated alternator and 60 amp hour battery. Starter motor output 1.1 hp.

Transmissions

Manual: Four-speed, fully-synchronized transmission has remote linkage and a floor-mounted gear shift. Electrically-operated overdrive with a shift lever switch is an additional feature on the 242/244 GL models. Ratios: 1st 3.41:1, 2nd 1.99:1, 3rd 1.36:1, 4th 1.00:1, reverse 3.25:1. Overdrive 0.797:1. Final drive ratio 4.10:1, 4.30:1 with overdrive.

Automatic: Optional three-speed automatic has a floor-mounted shift lever and an illuminated quadrant with a PRND21 pattern. Final drive ratio 4.1:1.

Steering System

Rack and pinion type with a safety column. Power-assist standard on all GL and 245 models and 242 and 244 with automatic transmission. Ratio 17.1:1. Turns lock to lock 3.5. Turning circle 32'2".

Suspension

Front: MacPherson strut type incorporating coil springs and telescopic shock absorbers. Stabilizer bar.

Rear: Rigid axle carried by longitudinal control arms and torque rods. Lateral location by a track rod. Coil springs and telescopic shock absorbers, plus a stabilizer bar on sedans.

Wheels and Tires

Steel-belted, white sidewall radial tires fitted on 5.5"J x 14" pressed steel wheels. Tire size - 242/244 175SR14, 245 and GL models 185SR14.

Brake system

Self adjusting disc brakes on all four wheels. Tandem type 4:1 power assist. Pressure relief valves on rear brakes. Dual hydraulic system, with stepped-bore plunger to maintain low pedal effort even if one circuit fails, connects both front wheels and one rear wheel on each circuit. Center handbrake operates mechanically on separate rear wheel drums.

Instrumentation and Operating Controls

Dashboard: Speedometer with six-digit odometer and separate trip meter. Tachometer on GL models, available for others. Fuel and coolant temperature gauges. Warning lights for alternator charging, oil pressure, high beams, overdrive, parking brake, foot brake failure, and to inform if a low beam, brake light or tail light burns out. Audible and visible signals for turn indicators. Full-padded dashboard has four adjustable fresh air outlets and front door window defogging outlets. Electronic clock. Illuminated, locking glove compartment.

Steering Column: Combined levers for high and low beam operation, turn and lane changing signals, windshield wipers and washer.

Center Console: Switches for the electrically-heated rear window and four-way hazard warning lamps. Temperature and fan speed controls for the heating and optional air conditioning system. Cigarette lighter and ashtray. Radio location. Rheostat switch for instrument and controls lighting.

Heating and Ventilation System

Fully-integrated system for fresh or heated air through 12 outlets to the windshield, front door windows, front and rear floors and along the dashboard. Twin three-speed fan. Optional air conditioning uses the same outlets and fans and has recirculation and dehumidifying features. GL models are equipped with sliding steel sunroof.

Seating

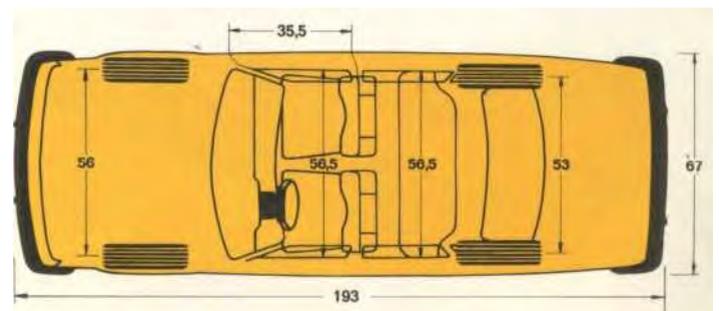
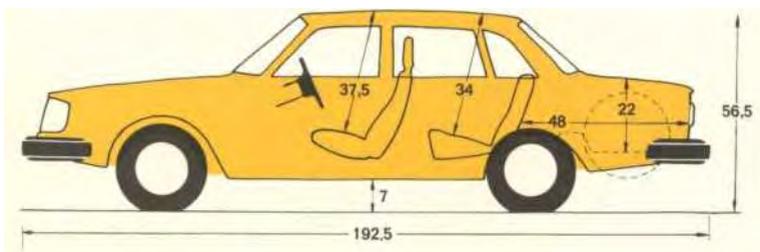
Reclining bucket seats with adjustable lumbar support in front, a bench seat with a fold-down armrest (on sedans) in the rear. Driver's seat has levers for front and rear height adjustment. GL seats are leather-faced, driver's is electrically-heated.

Other Standard Equipment

Three-point self adjusting safety belts with illuminated center mount. Rear seat has two three-point belts and a lap belt. Rear seat lighting and ashtray. Tinted glass. Radio antenna built into windshield. Day/ night position rearview mirror. Storage pockets in front doors. Towing points front and rear. GL models also have metallic paint, special wheel trim, a sports steering wheel and engine compartment lighting.

Accessories

Volvo has a wide variety of accessories, including automatic speed control and stereo radios and tape players, designed to tailor-make a Volvo to your individual requirements.



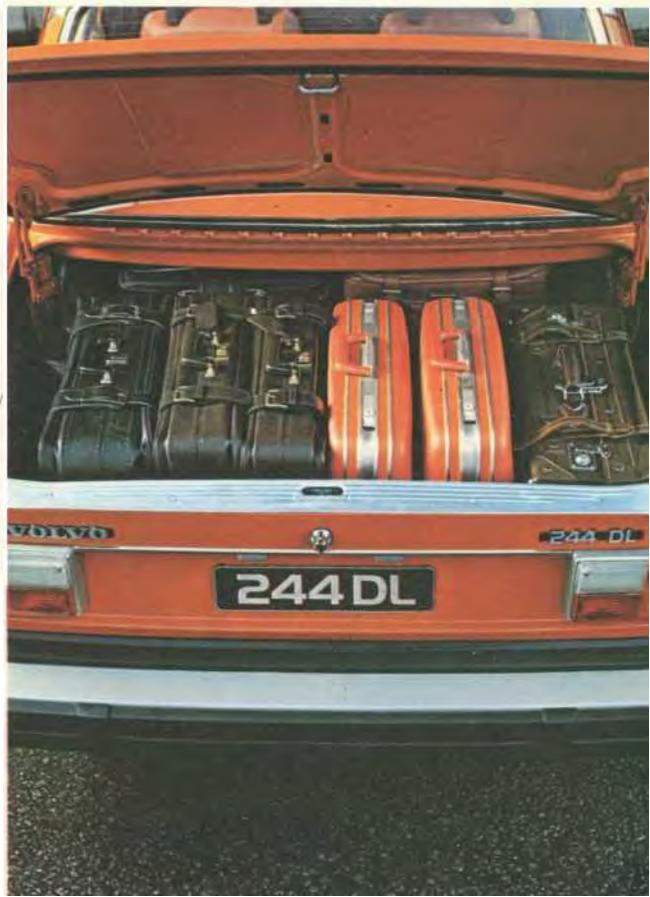


(Left) Fully-welded Volvo safety body combines box profiles to form a protective cage around the passengers.

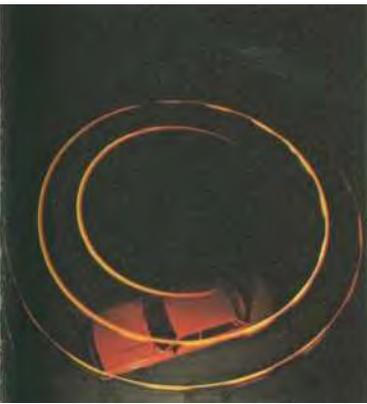
(Right) Box-like trunk enables luggage and the spare tire to be stored upright.

(Far Left) Turning circle is a tight 32'2", to make parking easy

(Left) Steel-belted radial tires have less rolling resistance for longer tread life and greater gas mileage.



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





VOLVO

AB VOLVO GÖTEBORG SWEDEN