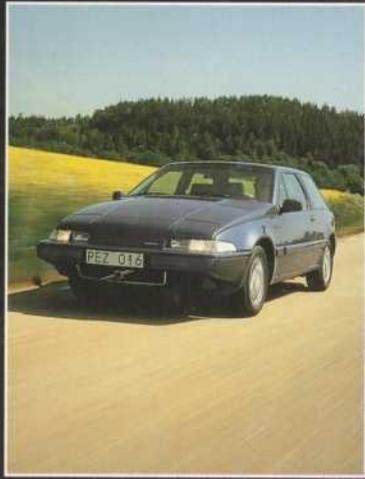
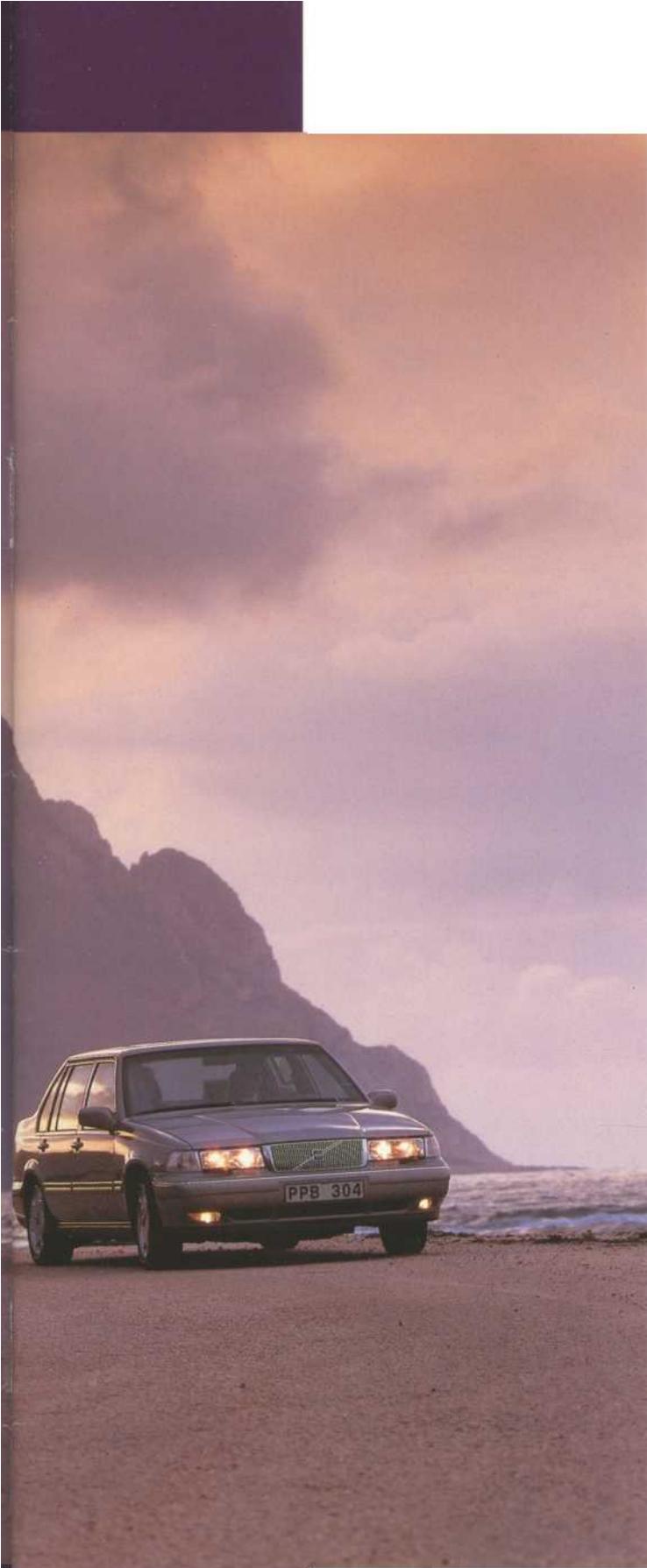


VOLVO 1995





The main reasons why people choose a Volvo are well documented. Nowadays, the very word "Volvo" is synonymous with safety, comfort and reliability.

As a result, it is now commonly accepted that Volvo sets the safety standards which others follow. Anyone who has driven a Volvo will be happy to tell you about its comfort. And you would have to travel a long way to find a motorist who stopped driving a Volvo because it was unreliable!

But there's even more to Volvo than these qualities. It has other benefits, which you cannot truly appreciate until you become a Volvo driver yourself.

For one thing, there's the look. Volvo has always been an individualist in terms of design, going with current car fashions only if and when they complement Volvo's own thinking. As a result, Volvo cars have consistently looked distinctive - and in several cases, they have emerged as timeless design classics.

Then there is the choice that Volvo offers. Every model offers a full range of single options and specification packages, so the Volvo you buy can be personalised to suit your needs and lifestyle perfectly.

But its greatest attraction, and one which applies most accurately to the new breed of Volvos, is its sheer driving pleasure. High performance engines work in harmony with intelligent suspension and superb roadholding, to deliver a ride that is pure enjoyment, for mile after mile.

The latest 1995 range of Volvo cars carry all these virtues to a new, high level. Take one for a test drive today - and we believe you'll agree.

All you have to do is contact your local Volvo dealer, who will also be pleased to show you the new range and answer any questions you may have. To get the name, address and number of your nearest dealer, just call 0800 400 430.





VOLVO 960

As the flagship of the Volvo range, the 960 is a masterpiece of understated elegance.

A whole host of luxurious features such as leather upholstery, reading lamps, wood-trimmed dashboard and doors and a CD player are available. And beneath the 960's elegant appearance, you will find the ultimate in automotive technology.

Its six-cylinder engine is one of the most advanced in the automotive world, bringing a positive driving experience which is rarely surpassed. The rear wheel suspension system simultaneously provides limousine comfort and sporty roadholding. The 3.0 litre automatic version effortlessly achieves a speed of 0 to 62 mph in a mere 9.1 seconds. Microprocessor controlled, it offers three push-button driving programmes, to suit varying driving conditions.

Of course, the 960 also offers versatility and safety. With the optional extra seat for two children in the luggage compartment, the estate version can carry six passengers in comfort, or a whole 75 cu.ft. of luggage. And with ABS anti-lock brakes, highly robust bodywork, Volvo's Side Impact Protection System (SIPS), a driver's airbag and a further optional airbag for the front seat passenger, the 960 is also one of the safest cars on the road.







PERSONALISING YOUR VOLVO 960

Deciding that the Volvo 960 is the car for you is only the beginning of the story; you still have several important choices to make. Which particular model in the 960 range is right for you? And once you've settled on the model, what extra equipment should you specify? On this page, we offer some information and suggestions which we hope will help you reach the correct decision.

Whether you opt for the saloon or the estate will naturally depend on considerations like your lifestyle and the size of your family. Choosing the size of engine is another important consideration. The 960 has a choice of powerful six cylinder 2.5 and 3 litre 24 valve engines, with microprocessor management and sophisticated emission control to ensure effortless progress.



Then comes the question of equipment. There are three specification packages for the 960; these are complementary groups of extra equipment, carefully designed to suit your lifestyle and needs. If these specification packages do not suit your requirements precisely, there is also a full range of single options, which will enable you to personalise your Volvo 960 exactly the way you want it.



VOLVO 960 PACKAGES

The 960 comes with a choice of three specification packages, to complement your needs, lifestyle and personal tastes.

For instance, the **960SE** variant features alloy wheels, plush upholstery, an integrated child seat and an anti-theft alarm, while the **960CD** variant features cruise control, burr walnut dashboard and door inserts, ruched leather-faced upholstery, an SC800 radio cassette and electronic climate control (ECC). The **Estate** and **Entry** level packs can be combined with certain variants, and we also offer a full range of single options so, in effect, your Volvo can be virtually tailor-made for you. Your Volvo dealer can give you all the details.



VOLVO 940

For unbeatable practicality, the Volvo 940 Estate is a natural choice. With the optional extra seat for two children fitted in the luggage compartment, it can carry up to six passengers. It also has a vast repertoire of storage permutations and it delivers excellent fuel economy. But there's more than mere, prosaic practicality to it. The 940 is also a superbly comfortable and enjoyable car to drive.

Powerful engines offer smooth and swift acceleration and electronic fuel injection and ignition systems make the 940 highly efficient and economical. Roadholding is firm and predictable. And the power-assisted steering allows you to change course precisely, with only small turns of the wheel, and without losing feedback from the road.

Given Volvo's worldwide reputation, it almost goes without saying that the 940 Estate is also remarkably safe. ABS anti-lock brakes are fitted as standard. Your feeling of security is increased by the knowledge that the 940 also features Volvo's unique Side Impact Protection System (SIPS) and, of course, a driver's airbag.

Finally, there are comfortable, ergonomically designed seats with a choice of settings, well-thought-out instrument panels, low noise levels and a controllable in-car climate.

Just for once, you don't have to choose between pleasure and practicality. The 940 Estate gives you the best of both worlds.







PERSONALISING YOUR VOLVO 940

Undoubtedly, the Volvo 940 is one of the most practical and versatile cars you can buy. And when you choose one, you have the flexibility to personalise it and make it into a car that suits your purposes perfectly.

Before we go into the finer details of specification, though, you may want to give some thought to more basic questions like the type of engine that's right for you. The 940 offers a choice of powerful four cylinder 2.3 litre engines with both manual and automatic transmission, including a turbo version, as well as a 2.4 litre turbo diesel engine. All versions are robust and reliable, providing plenty of torque at low engine speeds, which makes for rapid response across the entire speed range.

But what about extra equipment? There is a choice of two specification packages, which are complementary groups of extra equipment, carefully designed to dovetail neatly with your needs and lifestyle. You are also free to choose from a full range of single options which means that, in effect, your 940 can be tailor-made for you.



VOLVO 940 PACKAGES

Once you've decided on the car you want, you can personalise your chosen model even further. The 940 Estate comes with a choice of two specification packages, to complement your needs, lifestyle and personal tastes.

For instance, the **940S** variant features an integrated safety seat, an anti-theft alarm with remote control, an ADS radio cassette with a six speaker system and electric front windows, while the **940SE** variant gives you alloy wheels, an electric sunroof, load compensating suspension and roof rails. We also offer a full range of single options so, in effect, your Volvo can be virtually tailor-made for you. Ask your Volvo dealer for more information.



VOLVO 850

Available in both saloon and estate versions, the Volvo 850 features a transverse five-cylinder engine, which gives you the smoothness of six cylinders in the space of four; highly responsive acceleration; a unique Delta-link suspension system, which gives a steady ride and superb roadholding in all sorts of conditions; these are the main elements which make it a genuine pleasure to drive.

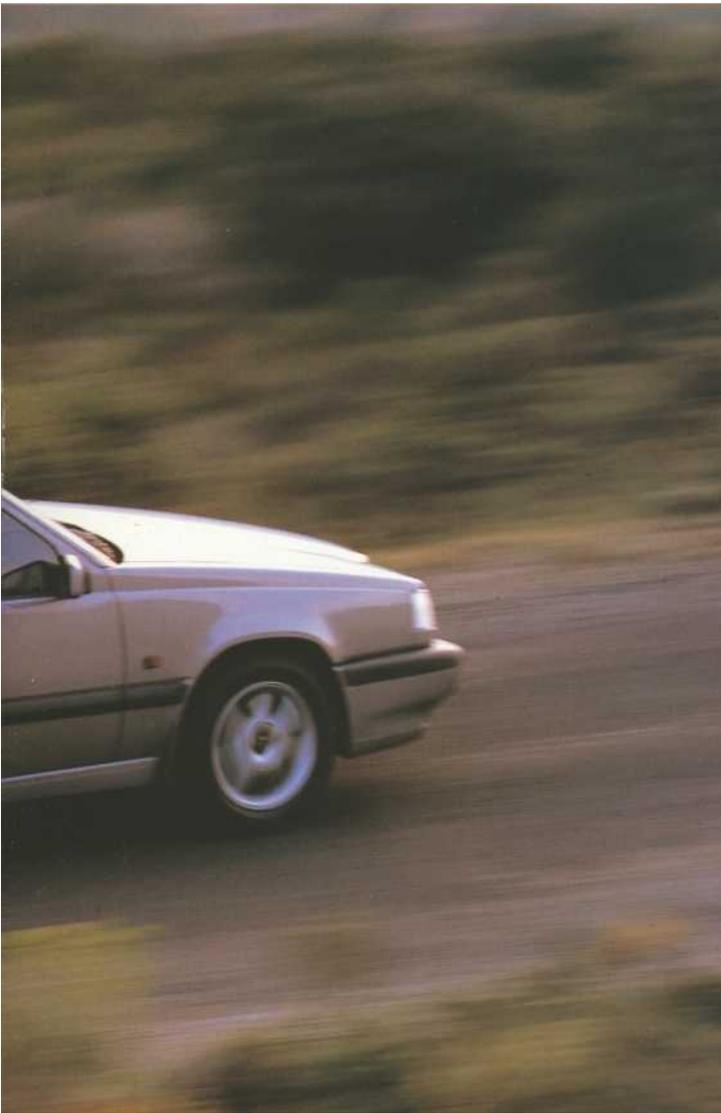
The range of 850 engines have been described as some of the finest that Volvo has ever produced. These five cylinder in-line engines with electronic ignition and injection systems are powerful, and compact, delivering outstanding performance as well as remarkable fuel efficiency.

And the 850's high level of performance is matched by an extraordinary level of comfort. The cushioning, the height, the distance from the seat to the wheel and pedals, the steering wheel itself - these can all be adjusted.

Effective heating and ventilation systems with individual driver and passenger controls keep you warm, with clear all-round vision on the chilliest winter morning, and cool and alert in the summer heat. Optional refinements include air conditioning or electronic climate control.

But no description of the Volvo 850 would be complete without touching on its incredible versatility in terms of storage, especially the estate version. The inside space can be arranged in a vast number of different permutations, to suit all your carrying requirements.

And with the renowned Side Impact Protection System (SIPS), including an optional SIPS Bag fitted in the side of the front seats as well as the standard driver's airbag, the 850 is also one of the safest cars in production. It has already received more distinctions than any other Volvo, for its safety, styling and driving characteristics. Take one for a test drive and you'll be awarding it some accolades of your own.





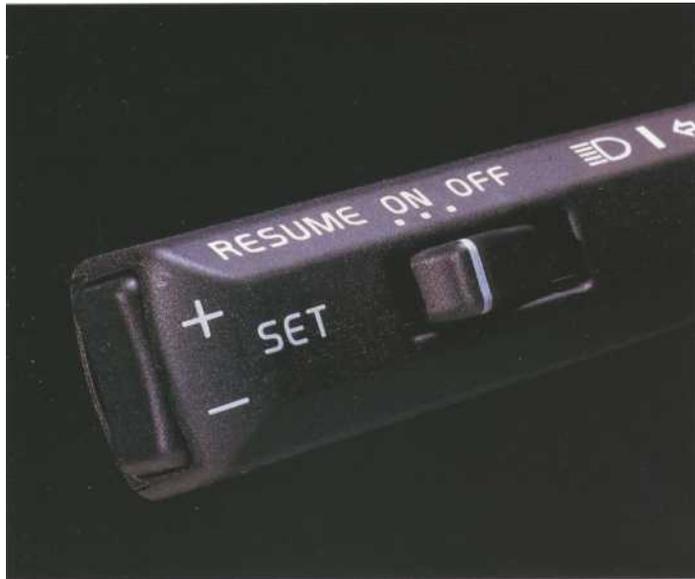


PERSONALISING YOUR VOLVO 850

The Volvo 850 is already an award-winning car. And you can make it an even better one by personalising it to suit your needs exactly. We offer a full and far-reaching range of additional equipment for the 850 which will help you do just that.

Before we talk about that, though, we suggest you give some thought to more basic matters such as the size of engine. The 850 gives you a choice of five: a 2 litre 20 valve version, a 2.5 litre 10 or 20 valve version, a 2.3 litre turbo engine (T5) and a new 2.0 litre 10 valve version. All of them offer excellent performance, generating ample power at low engine speeds and crisp, powerful response to the accelerator - even in higher gears. The 2.5 litre versions deliver particularly impressive mid-range pulling power, while the T5 version provides a top speed of 149 mph, acceleration from 0-60 mph in just 6.7 seconds (source: Auto Express) and a maximum torque which remains consistent at around 300 nm across a wide range of engine speeds.

Choosing the extra equipment you want has been made easy, because the 850 comes with a choice of three specification packages. These are groups of equipment which have been put together to correspond with different drivers' needs and requirements. In addition, there is a full range of single options for you to choose from, so you can specify your 850 to suit you down to the ground.



VOLVO 850 PACKAGES

Once you've decided on the car you want, you can personalise your chosen model even further. The 850 comes with a choice of three specification packages, to complement your needs, lifestyle and personal tastes.

For instance, the **850SE** variant includes an electric glass sunroof, an anti-theft alarm with remote control, an RDS radio cassette and vented wheel trims, while the **850GLE** variant gives you a true luxury specification including a burr walnut dashboard, electronic climate control (ECC), alloy wheels and cruise control. **Performance**, **Luxury** and **Estate** option packs can be combined with certain variants and we also offer a full range of single options so, in effect, your Volvo can be virtually tailor-made for you. Your Volvo dealer can give you all the details.





VOLVO 440/460

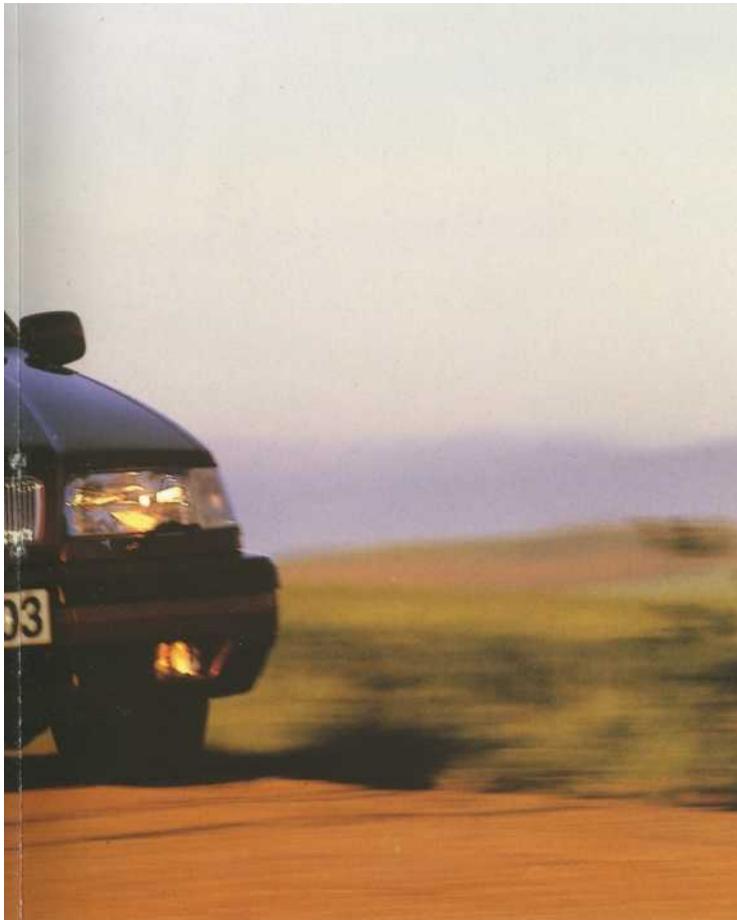
Volvo cars already have a well-deserved reputation for their reliability, comfort and safety. But recently, a new breed of Volvo cars has started to emerge; eye-catching, stylish, responsive and highly enjoyable to drive.

The practical new Volvo 440 Hatchback and its elegant stablemate, the new 460 Saloon, are perfect examples. Compared with other cars in the same price bracket, they are quite unrivalled in terms of driving characteristics, performance, features and design.

Both the 440 and the 460 offer a range of different engines. All of them deliver generous power at low speeds and respond quickly to the accelerator - even in higher gears - for safe, rapid overtaking. They are complemented by a front wheel suspension system that helps the car to react crisply and predictably to the steering wheel. The rear wheels are suspended in a live rear axle. With the low unsprung weight and ample spring travel, this ensures that the car negotiates uneven surfaces comfortably.

The 440 and 460 also feature a computer system which monitors the engine, brakes, driver's airbag and all electronically-controlled components. The system even registers intermittent faults and stores them in its memory. So the Volvo workshop can trace and repair faults quickly and economically.

Add these elements to solid, robust bodywork and a superbly comfortable driving environment. The result is the Volvo 440 and 460; cars that bring you safety, comfort, sheer driving pleasure and unbeatable value for money.







PERSONALISING YOUR VOLVO 440 OR 460

With their winning combination of safety, comfort, performance and sheer value for money, it's hardly surprising that the Volvo 440 and 460 are among the most popular cars being driven in Britain today. And they come with a massive range of options and specifications - more, in fact, than any other Volvo - so you can take the basic model and turn it into a car that is virtually tailor-made.

On this page, we discuss the options that are open to you. But first, let us look briefly at some basic choices which you will have to consider before settling on the car that is perfect for you.



The choice between the 440 Hatchback or the 460 Saloon should be dictated by the tasks you will be expecting the car to perform, and by factors like your lifestyle and the size of your family. There is also a choice of five engine sizes, comprising 1.6, 1.8 and 2 litre versions, as well as a 1.7 litre turbo version and a 1.9 litre turbo diesel version. All of them feature fuel injection, and substantial pulling power over a broad range of engine speeds, while the 2 litre and the turbo versions offer particularly impressive, effortless acceleration and top speeds.

With both the 440 and 460, you can also choose between a five speed manual gearbox, a four speed automatic version or a Hi-Tech Automatic (HTA) version, depending on your choice of engine.



Now to the extra equipment available with the 440 and 460. These models offer a total of five specification packages. These are complementary groups of extra equipment which have been collated together to offer "all in one" solutions to your requirements. Please bear in mind that if they do not fulfil your requirements exactly, you can also choose from a full range of single options. We want your 440 and 460 to be as perfectly suited to your needs as possible.

VOLVO 440/460 PACKAGES

Once you've decided on the car you want, you can personalise your chosen model even further. The 440 and 460 offers a total of five specification packages, to complement your needs, lifestyle and personal tastes.

For instance, the **Family (S)** variant offers features like integrated child seats and rear sun blinds, while the **Sport (Si)** variant gives you front foglights and a rear boot spoiler. We also offer a full range of single options so, in effect, your Volvo can be virtually tailor-made for you. Ask your Volvo dealer for more information.



VOLVO 480

The low front, the sweeping windscreen, the bold cut of the tailgate, the large rear window, the thoughtfully planned interior. Just by looking at the Volvo 480, you know it is destined to be another classic Volvo. You also get the distinct feeling that it promises a great deal in terms of performance. And, as you soon discover, both the automatic and manual versions keep those promises handsomely.

The 480 offers a choice of two highly potent engines; a naturally aspirated 2.0 litre version that delivers remarkable fuel economy, and a 1.7 litre turbocharged version. The turbo version is especially responsive; it can accelerate from 0 to 62 mph in just 9.1 seconds, with a comfortable top speed of 125 mph.

But, of course, this standard of performance has not been achieved by sacrificing any of the safety standards which are Volvo hallmarks.

The directional stability is extraordinarily solid for such a low slung car. The rear suspension system keeps the wheel angles and track constant - with no unpredictable steering effects. The ES and turbo versions also feature ABS anti-lock brakes, while the turbo version has the added advantage of TRACS, a traction control system that helps you start smoothly on even the trickiest surface.

And unlike many other cars with an accent on performance, the 480 keeps the driver and passengers supremely comfortable too. It has an ergonomically designed driver's seat with height adjustment and lumbar support, contoured passenger seats with head restraints, and an exceptionally readable control panel. The ES and turbo versions even feature an electronic information centre to keep you fully informed.

