

VOLVO 1989



VOLVO

VOLVO CareLine

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BEADS



The 1989 Volvo range has a car to suit everyone. The 1989 340 represents quite exceptional value. The latest 760 combines practicality and luxury in a way never seen before.



Whether your need is for a family saloon, an estate, an economical hatchback, or a distinctive coupe, you can rest assured that it will always achieve those standards of safety, reliability and longevity for which every Volvo is renowned.

It is for this reason that we can offer Lifetime Care and CareLine. Only our absolute commitment to manufacturing excellence allows such long term cover.

THE 340 RANGE

Lifetime Care.

Lifetime Care is based upon what is fair and reasonable. We believe that, providing your Volvo is looked after properly and serviced by Volvo dealers at the recommended intervals,

Obviously, such a system depends very much upon trust between both Volvo Concessionaires Ltd and Volvo owners. But that, as many people can testify, is something that there is in plenty.

Providing it is, then the following valuable benefits are yours free. All you have to do is call the number on your CareLine card whenever you want assistance.



there is no reason why any parts not due for renewal should suddenly fail.

If they should, and if you have kept your side of the bargain, then we promise to honour our responsibilities. This applies regardless of the age of your Volvo, or the mileage it has covered.

CareLine.

An integral part of Lifetime Care is CareLine. It only remains operative as long as your car is serviced at the correct intervals by recognised Volvo dealers and genuine Volvo parts are used.

CareLine services include:

- Membership of the RAC
- Route planning service
- 24 hour roadside assistance
- Traffic and weather reports
- Overnight accommodation and onward travel (24 hour car hire/train/taxi) if necessary.

240 DL Estate.

Central locking, power assisted steering, tinted glass, radio cassette player, headlamp wash/wipe, new cloth upholstery, heated front seats, tailgate wash/wipe, 2.3 litre carburettor engine, 4-speed manual gearbox.

THE 240 RANGE



For many people the 240 is the classic Volvo. It combines practicality with value for money. 1989 brings further improvements to its specification with additional features such as a stereo radio cassette fitted as standard. And it is still the car that has won more safety awards than any other.

240 GL Saloon or Estate.

As 240 DL plus electric front windows, tachometer, lockable fuel cap, trico interior, colour co-ordinated dashboard, 2 litre fuel injection engine, 5-speed manual or 4-speed automatic gearbox.

240 GLT Saloon or Estate.

As 240 GL plus metallic paint, alloy wheels, electric front and rear windows, sunroof^o, electrically adjustable mirrors, leather interior, 2.3 litre fuel injection engine, 5-speed manual or 4-speed automatic gearbox.

^oSaloon only



High roof clearance, together with its 75 cu ft capacity, makes the 240 Estate and extremely effective load carrier.

Safety features include front and rear head restraints. Occupants are further protected by a rigid steel safety cage and side intrusion bars.

The clearly laid out instrument panel now incorporates improved lighting. The steering wheel is new. The radio cassette player is standard.

THE 300 SERIES



With the arrival of a new 340 model, it is now possible to benefit from all of Volvo's renowned attributes at an extremely economical price. For, despite its exceptional value, this 340 lacks none of a Volvo's important features. Reliability, durability and most of all, safety, are all built in from the outset. Indeed, all 1989 300 series reflect the attention to detail and preoccupation with quality which makes all Volvo's so outstanding.

340 Hatchback.

Front head restraints, vinyl/tweed cloth, stereo radio/cassette player, internally adjustable mirrors, headlamp wash/wipe, heated rear window, rear fog lights, lockable fuel cap, front & rear seat belts, rear wash/wipe, 1.4 litre engine, 4 speed gearbox.

340 GL Saloon or Hatchback.

As 340 DL plus tinted glass and central rear seat armrest. 1.4 litre models available with automatic gearbox. Both 1.4 and 1.7 litre engines available with 5 speed manual gearbox. 1.7 litre models also have central locking, rev counter and in the saloon version, rear head restraints .

360 GLT Saloon or Hatchback.

As 360 GLE plus front and rear spoilers, front fog lights, electric heated door mirrors, pinstripe cloth, interior light time delay, alloy wheels, low profile tyres. 2 litre fuel injected engine, 5 speed gearbox.



340 DL Hatchback.

As 340 plus illuminated ignition lock, cigar lighter, adjustable lumbar support, heated front seats, new tweed cloth, 5 speed gearbox.

340/360 GLE Saloon or Hatchback.

As 340 GL plus coachlines, electric front windows, sunroof, wide protective side mouldings, keylight, plush upholstery, metallic paint. 1.7 litre engine on 340. 2 litre engine and power assisted steering on 360. Both with standard 5 speed gearbox.

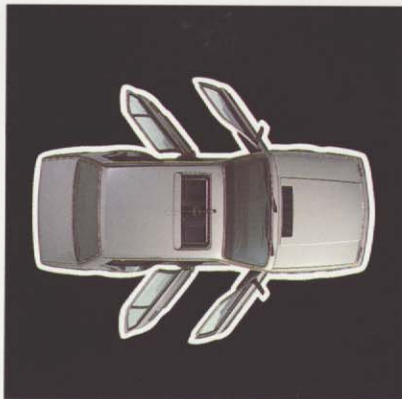


The seats in the Volvo 300 series have been orthopaedically designed to help you stay both comfortable and alert on long journeys.

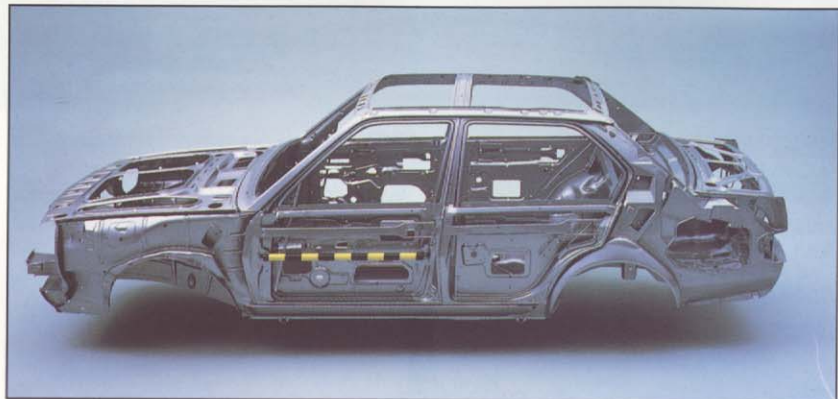


The rigid steel safety cage protects all occupants. Inside the doors, steel intrusion bars safeguard against side impact.

Because the doors on the 300 series open wider than normal, access for you and your passengers is easier.



13 layers of rust resistant surface treatment help give the 300 series its reputation for longevity.



THE 480 RANGE

All 340 saloons provide 12.8 cu ft of boot space. Hatchback versions have 13.4 cu ft with the rear seat up or 42.4 cu ft with it down.



Like all Volvos, the 300 series benefits from a particularly even torque curve, providing the power you need for towing.



For storage of extra long items, the GL models upwards have an adjustable rear central armrest which allows access to the interior of the car from the boot.

THE 480 RANGE



Front wheel drive, power assisted steering, heated front seats, servo assisted disc brakes, central locking, burglar alarm, power windows, electrically adjustable exterior mirrors, analogue clock, electronic information centre, headlight jet wash, long-range lights, new 3 band stereo radio cassette, rev counter, roll bar. 1.7 fuel injected engine, 5 speed manual gearbox.

The 480 range is a superb blend of traditional values and modern technology. Within its eye catching aerodynamic shape is a spaciousness both driver and passenger will appreciate. Its instrumentation reflects the latest advances in electronics. And, it is built to last. Safety is an integral part of every aspect of its design. The 480ES is a car to drive with pleasure. And with confidence.

THE 480 RANGE

The interior of the 480ES will seat four people in comfort. The driver has everything close to hand. To the left is the short, positive gear shift. In front an Electronic Information Centre that provides constantly updated driving data.



The split rear seat increases luggage carrying capacity if required.



The 1721cc multipoint injection engine provides the power you need for safe overtaking. The 5th gear drops engine speed by 24% for both economy and quietness at high speed.

The lean, low shape of the 480ES makes it very stable, even in strong cross winds.

THE 740 RANGE

The Volvo 740 has established itself as a much sought after car very quickly indeed. Available as either a prestigious, yet affordable business saloon, or a large luxurious estate, it embodies all the traditional Volvo virtues.



740 Estate.

Tinted glass, central locking, power assisted steering, stereo radio cassette player, Trico cloth upholstery, rear seat armrest, headlamp wash/wipe, internally adjustable door mirrors, heated front seats, front and rear head restraints, rev counter. 2.3 litre carburettor engine. 5 speed manual or 4 speed automatic gearbox.

From the tax efficient 2 litre version to the high performance turbo, the 740 adapts to different lifestyles, different requirements.

All that remains constant is the standard of quality that sets any Volvo apart from other cars.

740 GL Saloon or Estate.

As 740 plus self levelling*, electrically operated and heated door mirrors, electric front windows. 2 litre fuel injected engine. 5 speed manual or 4 speed automatic gearbox.

740 SE Saloon or Estate.

As 740 TD plus solid or metallic paint, electric sunroof, black window trim, electric front and rear windows. 2 litre fuel injected engine. 5 speed manual or 4 speed automatic gearbox.



740 TD Saloon or Estate.

As 740 GL plus sunroof and Trico plush upholstery. 2.4 litre 6 cylinder turbocharged diesel engine. 4 speed manual gearbox with overdrive or 4 speed automatic gearbox.

740 GLE Saloon or Estate.

As 740 SE plus alloy wheels, plush or leather upholstery, washer level indicator, front reading lamps, engine bay light. 2.3 litre fuel injected engine. 4 speed manual with overdrive or 4 speed automatic gearbox.

740 Turbo Saloon or Estate.

As 740 GLE plus ABS braking, 5 spoke alloy wheels, front fog lamps, electric aerial. 2.3 litre turbocharged engine. 4 speed manual with overdrive, or 4 speed automatic gearbox.

*Estate only.

THE 740 RANGE



The 740 is exceptionally spacious. Its interior provides plenty of headroom and legroom wherever you sit. The split rear seat of the estate version provides real flexibility. And the saloon's 17 cu ft boot is large by any standards.

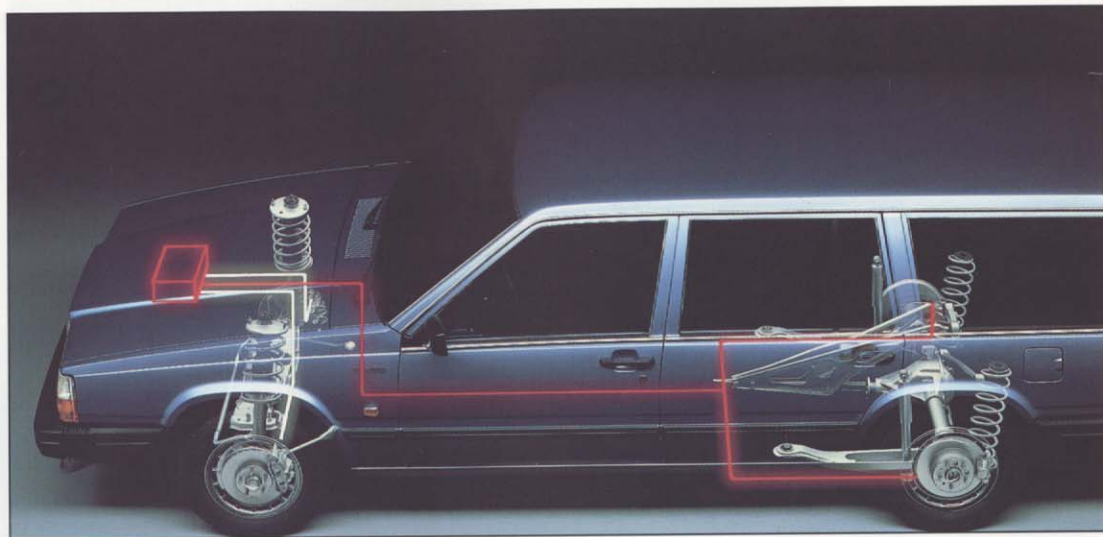


The dashboard and centre console are angled for easy reach. The instrumentation is clear and concise.

With the exception of the 740, all other estates from the GL to the Turbo have self-levelling suspension as standard.



The 740 Turbo has ABS braking, while all other 740 series cars have a triangular split dual circuit braking system which is servo assisted front and rear.



Crumple zones and a rigid steel cage combine to provide maximum protection for passengers.

The carefully balanced chassis on the 740 results in predictable handling. Roadholding is safe, regardless of road or weather conditions.

THE 760 RANGE

Despite its relatively recent appearance, the Volvo 760 is already recognised as one of the great luxury cars of its time. It combines a classical style with minute attention to detail.



No matter where you look, you will discover that innovative thinking has been applied to traditional design. This is a car where technology and craftsmanship exist comfortably side by side.

However, it is still a Volvo. Safe. Dependable. Durable. It is simply the most luxurious Volvo you have ever seen.

Electric sunroof, tinted glass, metallic paint, alloy wheels, ABS braking, power assisted steering, central locking, Electronic Climate Control, self levelling suspension, 6 speaker stereo radio cassette, electric aerial, leather or plush interior, electric drivers seat adjustment, front and rear head restraints, electric front and rear



windows, heated electric mirrors, washer level indicator, reading lamps for all seats.

The 760 GLE.

6 cylinder 2.8 litre fuel injected engine.
4 speed automatic gearbox.

The 760 Turbo.

2.3 litre turbocharged intercooler engine. Four speed automatic or 4 speed manual gearbox with overdrive.

The 760 GLE Turbo Diesel.

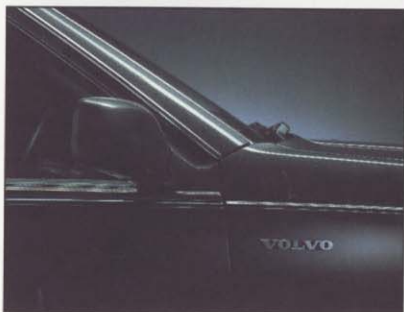
2.4 litre turbocharged diesel engine. 4 speed automatic gearbox.



Clear, comprehensive and logically placed. The instrumentation and controls of the 760 are angled so that they are easy to reach and clearly displayed.



The 760 is a sound investment. Its 22 programme anti-corrosion treatment currently gives Volvo cars a life expectancy of 20.7 years. That fact is reflected in the way in which they hold their price.*



Incorporating foglights and spotlights into the headlamp cluster has helped give the 760 exceptional aerodynamics. So, too, has dropping the windscreen wipers below the line of the bonnet.



Orthopaedically designed seats and an Electronic Climate Control system which can change the air every 15 seconds, keep both driver and passengers relaxed and alert.

**Swedish Government Figures*