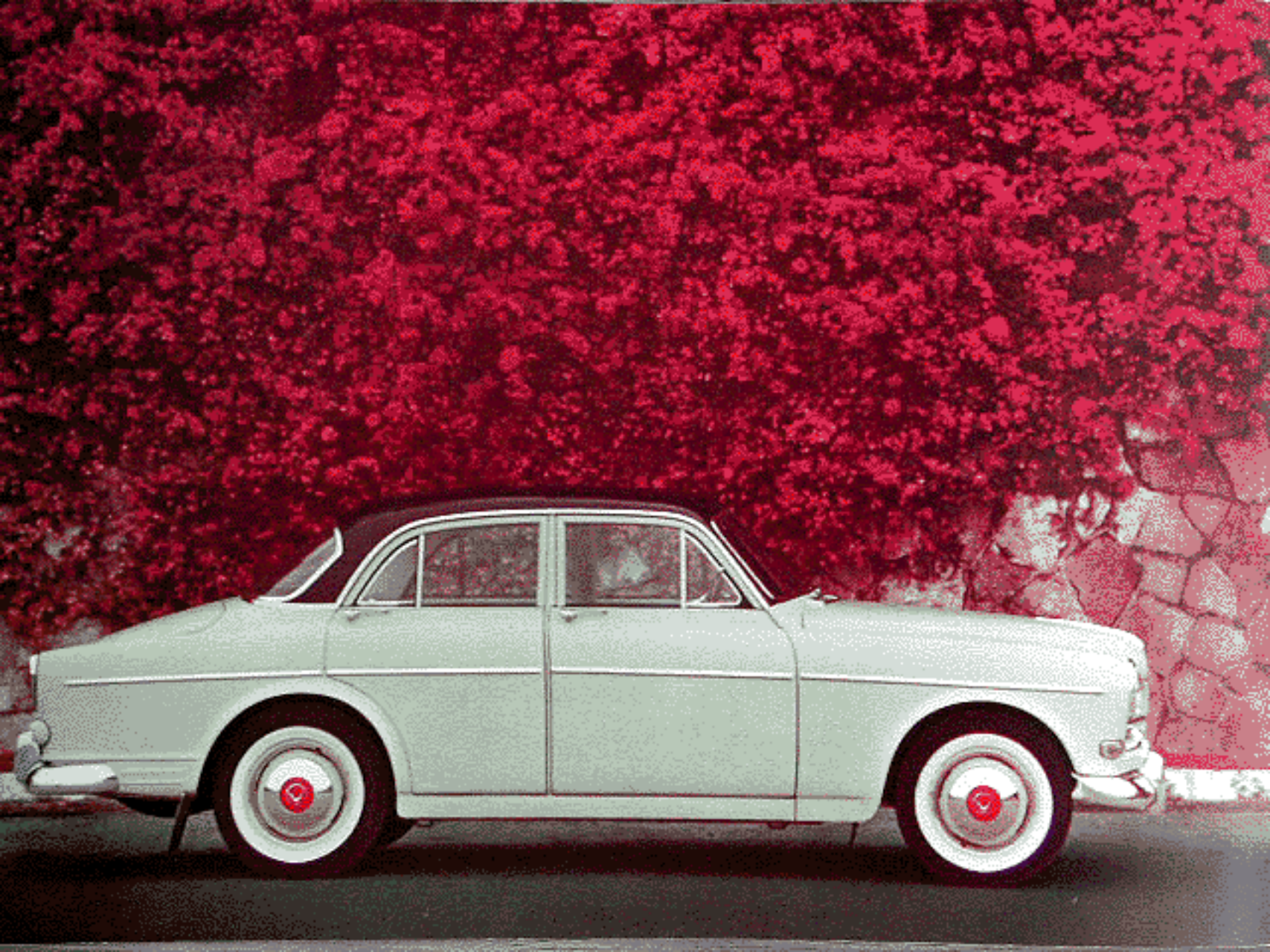


ere Germaine

LES SPECIALITES
DE PISCICULTURE



SWEDISH CARS



Presenting a car with graceful lines...

A smart car embodying the sturdy qualities of engineering achievement and the restrained beauty of outstanding Scandinavian design.

Lines of grace that create true joy of ownership for the discriminating motorist. From any viewpoint and down to the smallest detail, the VOLVO 122S is a perfect example of unobtrusive continental elegance that must be seen and experienced to be truly appreciated. A skilful blend of representative and sports characteristics, roominess and strength, this car is the

VOLVO

122S

natural choice of all those who value the subtle combination of these qualities while the range of body tones is well in keeping with the personality of the car. The traditional aptitude of Scandinavian styling and practical experience of the rigorous Swedish winters are responsible for the functional and graceful bodywork lines and travelling comfort even in the most severe weather and on the worst roads.

Generations of precision engineering lie behind the outstanding quality of manufacture and all the material used to build this graceful car.



The adeptly planned proportions of the VOLVO 122S together with the individualistic Swedish craftsmanship of the interior appointments always arouse the appreciative interest of all those with whom you come in contact. This further enhances the true pride of ownership since the appearance alone shows it to be a distinguished car for discerning people.

To travel in a 122S is to travel in the unobtrusively luxurious comfort of a really representative automobile which, in spite of its spacious interior, has very compact dimensions — 14 ft.

— distinguished
and representative...



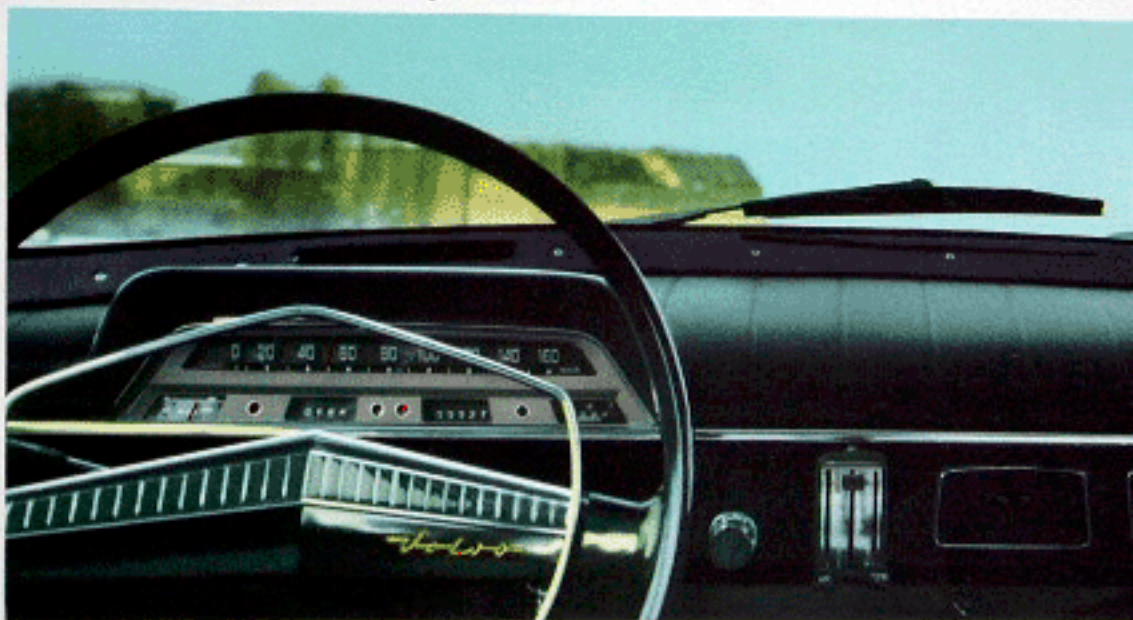
6 in. long and 5 ft. 4 in. wide — the combination of qualities that is the essence of continental styling.

The solid, satisfying sound of the doors being closed, the quality and craftsmanship of the upholstery and the modern design of the padded instrument panel are, in themselves, hallmarks of unmistakable distinction. The degree of silence inside the car even on poor road surfaces or at high speed is such that normal conversation can be carried out thanks to the VOLVO system of perfect sound-insulation and a new type of suspension.



- with the spirit of
a thoroughbred...

To accelerate the VOLVO 122S through the smooth and flexible fully-synchronized, four-speed transmission is to experience the unique joy of special sports car performance and speed at the same time as you are thoroughly confident thanks to the safety factors incorporated in the car. From standstill you can reach 60 m.p.h. in 14.0 seconds. This means safe overtaking. Safety features include a laminated windshield that neither shatters nor becomes opaque should it be hit by stones thrown up by other cars, an ingenious

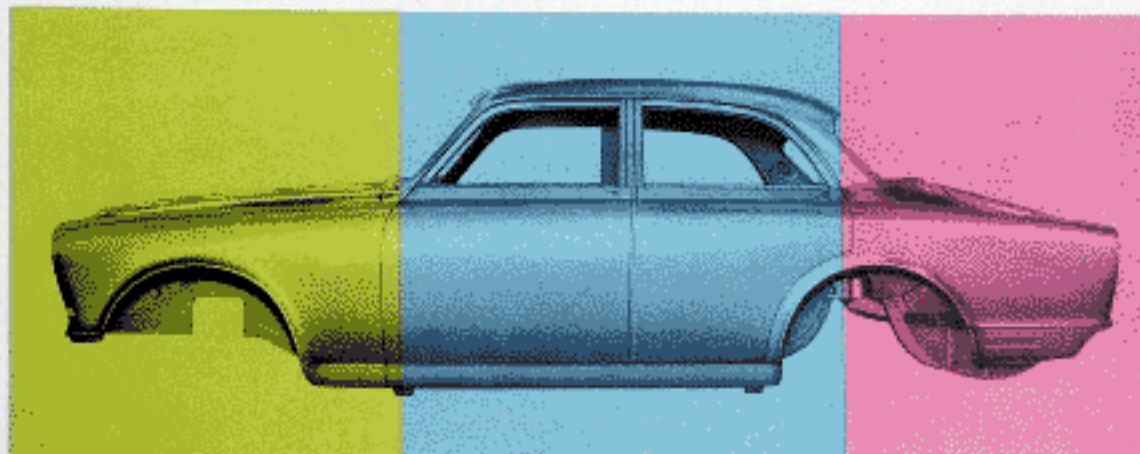


shock-absorbing suspension system, over-dimensioned self-centering brakes for powerful and smooth braking requiring only low pedal pressure, fittings for seat belts, padded instrument panel and sun visors, positive yet flexible steering. The angle of the steering wheel and the instant reaction of the transmission with its centrally-located lever are points truly appreciated by the driver of a sports car while the acceleration and high-speed performance of this car are well in keeping with its character — a spirited thoroughbred whose outstanding quality is speed in safety.



- Spacious through
careful planning...

Those whose daily work brings them into constant contact with highly developed organization and advanced planning systems appreciate, as soon as they see the VOLVO 122S, the thought and research that has gone into making this the most perfectly planned car for work and play. The accessibility of the various units under the hood makes routine servicing a simple matter and vastly reduces the time taken to carry out normal checks. The luggage compartment is deceptively spacious and will swallow your baggage and that of your four passengers even if you are going away on a



long vacation. A recessed shelf below the panorama-type rear window takes care of the things you want handy without sacrificing any of your rear vision through the wide driving mirror. Factors like this, in combination with the well-planned comfort and convenience of all the interior appointments, makes travelling a real pleasure.

The VOLVO 122S is designed for long-distance travelling. A full tank will give you a clear run of about 300 miles while all-round lubrication is necessary only at intervals of 3000 miles. This means time saved. The careful planning of this car results in increased convenience and comforts, cuts down time losses.

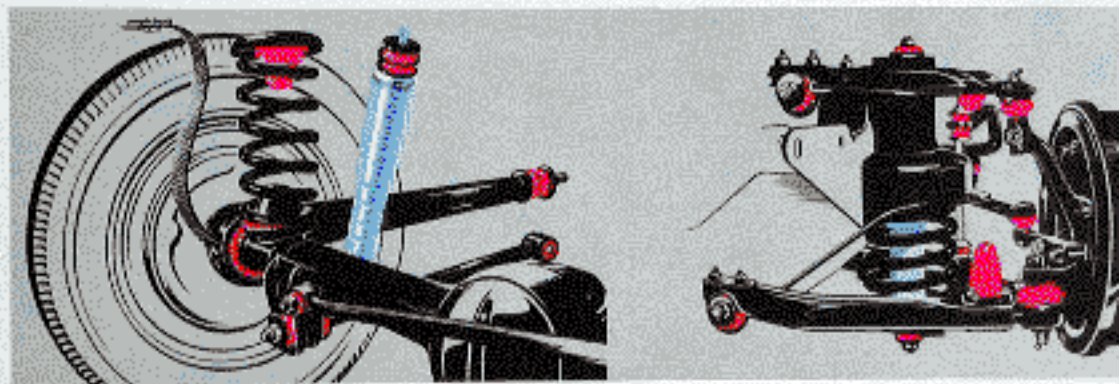


0A 1299

-Durable and
robust construction...

The intensive traffic of today imposes a severe strain on both cars and drivers. Apart from safety and comfort, a car must be easy to handle in the chaos of city traffic. The VOLVO 122S was designed with this in mind. In addition to sports acceleration and highspeed characteristics, this car with its tight turning circle and flexible lowspeed performance makes possible easy parking and relaxed driving even in the worst creep-and-stop city traffic.

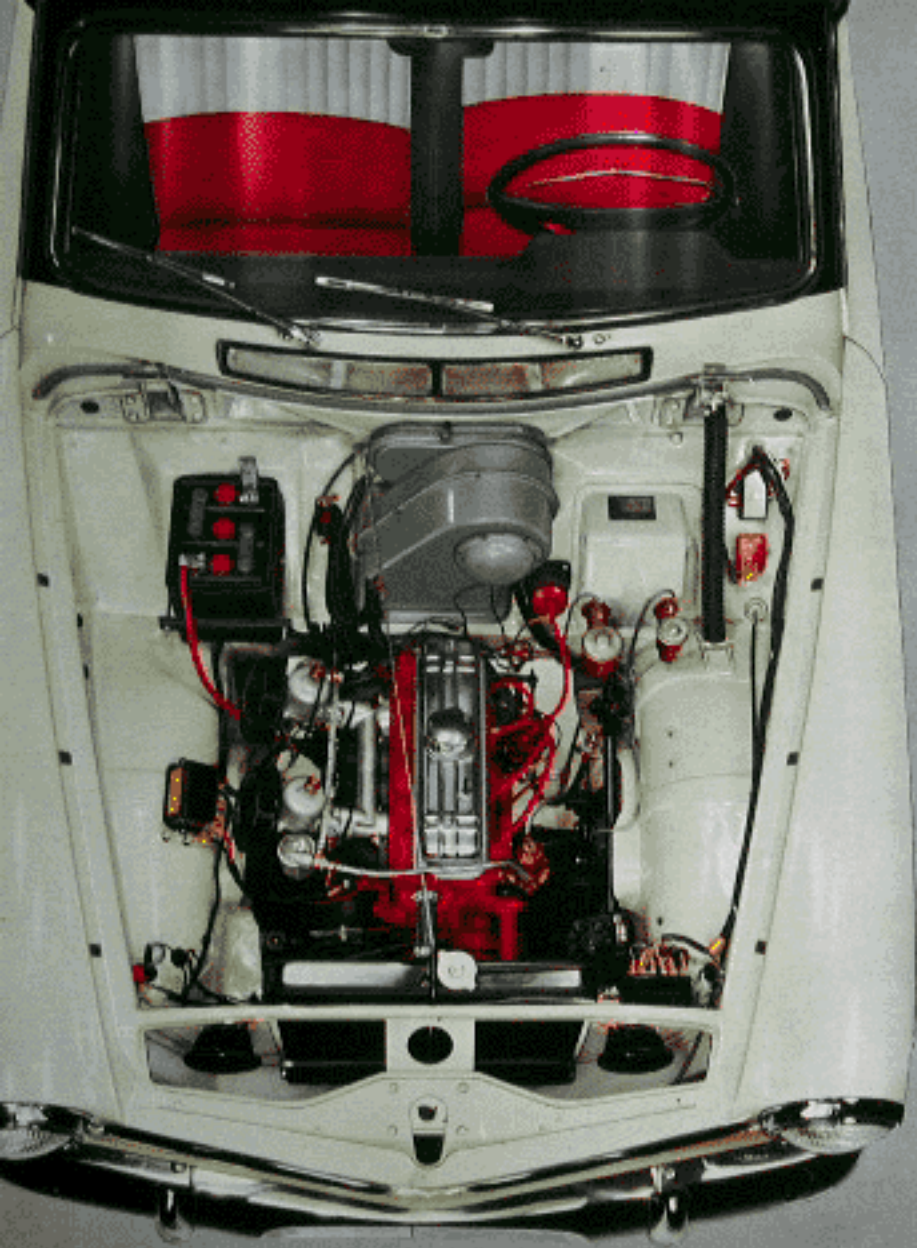
Out in the country you can drive at any speed in safety since you are enclosed in the shell of security represented by the integral construction body of heavy gauge steel. Another example of the Scandinavian flair for combining functional effectivity with comfort and convenience is the design of



the VOLVO type seat belt, fittings for which are standard on every 122S.

The aim of the designers to create a car able to stand up to the severe Scandinavian winters even when parked outdoors all the year round has resulted in the thorough rust-proofing of the body and the incorporation of several small features including a radiator blind which is controlled from the driver's seat. Another standard item is the unusually effective heater and fresh air system with completely draft-free operation.

The all-round flexibility of this car in combination with its robust construction results in relaxed driving in town or country under any conditions.



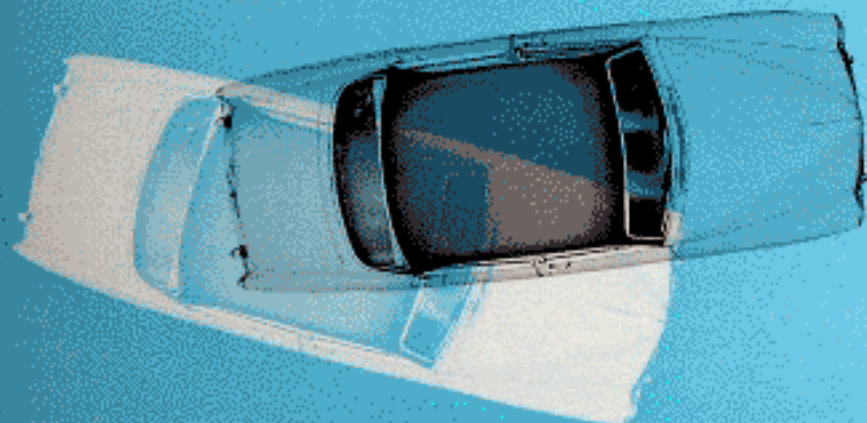
85 BHP

The VOLVO 122S is powered by the B16B four-cylinder, overhead-valve engine. Here again Scandinavian precision engineering has produced this robust, powerful and compact unit combining the essential qualities of durability and dependability with an outstandingly flexible performance and economical operation. The twin SU carburetors are vital factors in the sustained highspeed performance of the car as well as its quiet and efficient lowspeed characteristics. The absolute accessibility of the power unit and all other equipment under the hood is a well-appreciated quality as far as routine servicing is concerned.

A turning circle of 32 ft., positive yet light steering and the transmission which is synchronized right down to 1st gear mean easy parking and smooth handling in traffic.

The over-dimensioned Duo-Servo brakes, which require only low pedal pressure, ensure safe stopping under any conditions.

Thorough rust-proofing of the body during the construction of the car makes it able to stand up to outdoor parking all the year round—in all kinds of weather. For the same reason, high-quality Swedish stainless steel has been used on many of the external trim components.



Heavy gauge steel integral construction, padded sun visors and instrument panel, concave design steering wheel and the standard fittings for the Volvo type seat belts safeguard you and your passengers in the event of anything unexpected happening.

The positive-action locking buttons which must be pulled up before the doors can be opened make the rear doors virtually "child-proof".

Highly advanced planning research lies behind the easy accessibility of the engine and other components under the hood.

SPECIFICATIONS: VOLVO 122 S

| | | |
|--------------------------|---|----------------|
| Type designation | P 12208 | |
| Engine | Four-cylinder, overhead valve, type B16A | |
| Bore | 3.125" | |
| Stroke | 3.15" | |
| Capacity | 97 cu.in. (1.58 liters) | |
| Compression ratio | 8.2:1 | |
| Output | 85 b.h.p. at 5,500 r.p.m. | |
| Torque | 87 lb.ft. at 3,500 r.p.m. | |
| Oil filter | Fullflow | |
| Oil capacity inc. filter | 7 1/4 US pints | |
| Carburettors | Twin SU horizontal | |
| Clutch | Single dry plate | |
| Friction surface | 52.7 sq.in. | |
| Operation | Hydraulic | |
| Transmission | Type M4, fully synchronized | |
| Number of gears | Four forward, one reverse | |
| Gear ratios | 1st gear 3.45:1 | 4th gear 1:1 |
| | 2nd gear 2.18:1 | Reverse 3.55:1 |
| | 3rd gear 1.31:1 | |
| Propeller shaft | Divided | |
| Center bearing | Located in sound and vibration-insulating rubber blocks. Bearing requires no servicing | |
| Rear axle | Hypoid type. Axle shafts carried in taper roller bearings. Oil capacity 2 1/4 pints US | |
| Steering gear | Cam and roller. Ratio 15.5:1 | |
| Turning circle | 3 1/2 turns of steering wheel lock to lock. Turning circle 32 ft. | |
| Front suspension | Individual suspension with coil springs and control arms. Double-acting hydraulic, telescopic shock absorbers. Stabilizer | |

| | |
|-------------------------|--|
| Rear suspension | Coil springs. Rear axle carried on two rubber-mounted supports arm, two torque arms and a track bar. Double-acting hydraulic, telescopic shock absorbers |
| Foot brakes | Self-centering hydraulic Duo-Servo brakes, 10" drums front, 9" rear |
| Total brakelining area | 165 sq.in. |
| Hand brake | Mechanical operation at rear wheels only. Lever on outside of driving seat |
| Wheels | Pressed steel disk type. All wheels balanced |
| Tires | Tubeless, low pressure 5.90-15". White sidewalls |
| Body | All-welded, integral construction steel body. Thoroughly rust-protected Undersealed |
| Fuel tank | Located at rear. Capacity 12 US gallons |
| Battery | 6-volt, 85 amp-hour |
| Generator | 50-amp., fan-cooled, automatic voltage control |
| Starter motor | 0.75 h.p. |
| Starter switch | Built into ignition switch which has extra "radio" position for use of accessories when engine is not running |
| Ignition coil | Connected to ignition switch by tamper-proof armored cable |
| Headlamp dimmer | Foot-operated switch. Headlamp beam warning light in instrument panel |
| Headlamp flasher switch | Automatic headlamp flasher with switch incorporated in directional signal switch |
| Directional indicators | Flasher type front and rear, visible and audible warning signals in instrument panel. Self-cancelling control under steering wheel |

| | |
|--|--|
| Courtesy light instrumentation | Switches built into both front doors. Padded instrument panel containing combined instrument with fuel gauge, temperature gauge, speedometer, milometer, trip meter. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beam. Rheostat-controlled instrument lighting |
| Heater, defroster and fresh air system | Controls grouped in centre of instrument panel. Air intake in front of windshield |
| Windshield wipers | Double, two-speed electric wipers with automatic parking |
| Sun visors | Double padded sun visors |
| Ashtrays | One in instrument panel, one in each rear floor |
| Seat belt fittings | Fittings for VOLVO type seat belts |
| Tools | Complete tool set and jack |
| Spare wheel | Stowed vertically in side of luggage compartment |
| Greasing | Greasing and oil change only necessary after every 3,000 miles |
| Wheelbase | 102.4" |
| Overall length | 175.2" |
| Overall width | 63.8" |
| Tread, front | 51.8" |
| Tread, rear | 51.8" |
| Ground clearance, unloaded | 7.9" |
| Ground clearance, four passengers | 6.7" |
| Kerb weight | 2,402 lb. |

The factory reserves the right to modify prices, design and equipment.

Volvo European Delivery Plan

Why not save money by buying a 122S when you visit Europe? Your local Volvo dealer will be pleased to supply you with full details.



AB VOLVO
EXPORT DEPARTMENT
GÖTEBORG
SWEDEN

Importers: VOLVO IMPORT, INC., 452 Hudson Terrace, Englewood Cliffs, N.J.

Distributors:

VOLVO DISTRIBUTING, INC.,
451 Hudson Terrace,
Englewood Cliffs, N. J.

SWEDISH MOTOR IMPORT, INC.,
1101 West 13th Street,
Houston 24, Texas.

AUTO IMPORTS, INC.,
13517 Ventura Blvd.,
Sherman Oaks, Calif.

In Canada: AUTO IMPORTS (SWEDISH) LTD.

Head Office: 1350 East Georgia Street, Vancouver 6, B.C.

Branch Office: 48 Crockford Blvd., Scarborough (Toronto), Ont.