

VOLVO
1974



Volvo 144 de Luxe





Volvo's quality covers each and every model

In this brochure we are proud to present the 1974 Volvos. A range of quality cars. They are the result of Volvo's continuous endeavour to offer even greater safety, comfort and economy. These cars differ of course in certain areas, but they all have the well-known Volvo features and this year's new attractions - one-piece side windows, heavier stronger bumpers, halogen H4 headlights and much more.



It's vital that the driver sits comfortably. The only way to understand just how good a Volvo is to drive, is to drive it! But the picture above will give you some idea of the superb layout of instruments. The heating and ventilation controls are mounted on the centre console which has

concealed illumination. The radio can be fitted here too. The facia and the hub of the steering wheel are safety bolstered.

New this year, a device we call a bulb integrity sensor. It tells you, by lighting up, if any dipped headlight, tail light or brake light has failed.



The space in a Volvo is well thought out. The rear seat is ideally placed and gives much more room than you would normally get in a car of this class. And there is also an enormously spacious boot - it's so deep you can pack your cases handles-up.

There are two secrets in the comfort of Volvo seats: first they have been designed by experts to ensure the best support for your body; second, they incorporate no less than six different ranges of adjustment. Forward and



backwards, backrest angle, head restraint height, lumbar support, seat height and seat cushion rake. These are all adjustable to suit you.



Volvo 144 de Luxe

The only best-seller to have won year after year on a superior combination of reliable quality, generous comfort and long-term economy. De Luxe is almost an understatement when describing the enveloping comfort of these seats (the rear ones have a centre armrest), the deep-pile full carpeting, the extremely attractive upholstery and trim and the large array of instruments.

A four-on-the-floor manual gearbox, or our silky-smooth fully automatic transmission matches with a 90 hp SAE engine.



Volvo 145 de Luxe

A perfect blend of pleasing passenger car, comfort and practical carrying capacity. The same sumptuous upholstery as the saloon model and a matching cargo area trim which is as hard-wearing as it is attractive.

This de Luxe estate car is powered by a lusty 90 hp engine and you can choose between a manual four-speed gearbox or our all-speed automatic. There's also an extra exclusive version of this car featuring a 125 hp SAE fuel injection engine with the same transmission options, and a choice of metallic body finishes. It also has a tachometer.



There are three main engineering changes this year: The front doors have been redesigned and now have one-piece windows, with stronger door arches of pressed steel. This gives even better visibility, cleaner lines and less wind roar. The fuel tank has been redesigned and is now located in a safer position. It incorporates an expansion tank so even if you fill the tank brim-full on a hot day there's no chance of petrol overflowing. The filler neck has been improved to accept full petrol pump feed without blow-back. And the fuel cap is concealed behind a flap which has a pocket on the inside to hold the cap

while you're filling up. The third main improvement concerns the front and rear bumpers which are now much deeper than before and even



stronger. They are mounted on rubber shock absorbers which can withstand "parking errors" as if they'd never happened.



It's an easy matter to fold down the rear seat backrest and arrange a flat cargo area which is 74"/188 cm long. The backrest is dropped, from either side. The seat fixing mechanism has been improved for easier action and it now moves into place in one smooth movement.

Volvo's estate car is better equipped to give the driver good rearward vision. The electrically heated rear window keeps frost and mist at bay and the wiper and washer make sure that road dirt or snow are swept away. These are both standard features on a Volvo 145.



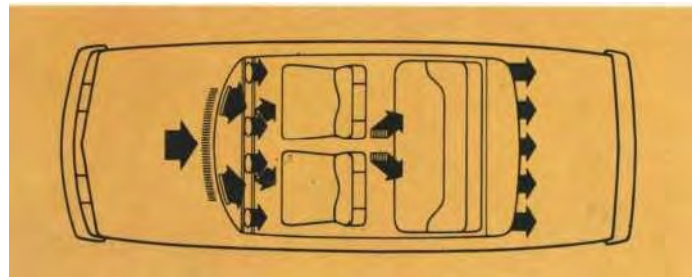
Volvo 144 Grand Luxe

Drive in Grand Luxe style in an exclusive car with leather-faced seats and superb performance. This special Volvo has the sporty breeding which will appeal to the driver who feels dissatisfied with more mundane makes of car. A tachometer is standard to assist you in piloting. 135 horsepower SAE whisks this metallic-finished beauty along, assisted by a manual four-speed gearbox or our fully-automatic transmission.



Volvo 164 E

The big six engine of the Volvo 164 E is something extra. It comes as standard. Six urging cylinders of the smoothest power on wheels - at any speed. Power at its Volvo best. The Volvo 164 E is designed and built for people with impeccable taste. There are genuine hide seat facings. The driver's seat height can be easily adjusted and power steering is standard equipment. The engine has an electronically-controlled fuel injection system and gives an output of 175 hp SAE.



The Volvo heating and ventilation systems ensure cosy warmth on the coldest of days. No less than ten outlets distribute the flow of heated air or cooling ventilation throughout the entire passenger compartment. Assisted by the extractor vents below the rear window on saloon models and on the rear nearside wing on estates. Air is fed through two defroster nozzles on top of the dashboard and four nozzles on the front. The two outer ones can be swivelled to keep the side windows clear. On the 144 and 145 de Luxe models, the two centre nozzles can be used to give a perfect blend of warm and cool air - independent of the



rest of the system. This illustration shows the 144/145 models. On the Volvo 164E the system is push-button controlled. The Volvo 164E is prepared for full air conditioning.

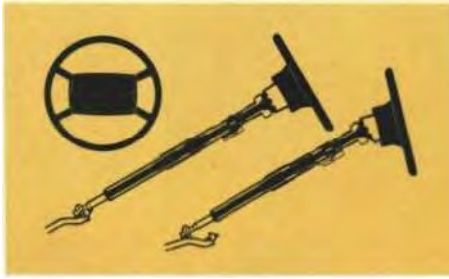
Both systems are boosted by a three-speed fan and have thermostatically-controlled heat settings.



There are four engines in the Volvo power programme. For the 140-series we offer: B 20A 90 hp SAE single carburettor. B 20F 125 hp SAE CI-fuel injection. B 20E 135 hp SAE CI-fuel injection. All are four-cylinder in-line units. The latter two have a new CI (Constant Injection) fuel injection system for more power and better response. For the 164 E we offer: B 30E 175 hp SAE electronic fuel injection. This six-cylinder in-line



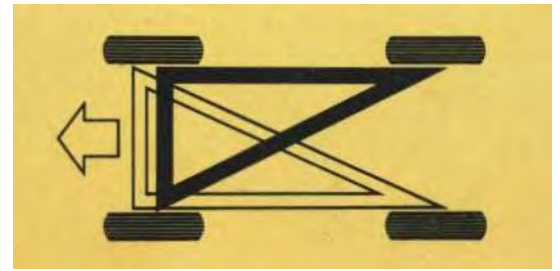
engine has an electronically-controlled fuel injection system which is governed by small solid-state computer. A choice of manual or automatic gearboxes, both having a stubby gearstick and distinct movement is available. The automatics have a six-position selector quadrant



Two-part steering rod with collapsible upper sections in the rod and column. The padded hub of the wheel aligns with the driver's body under impact.



Volvo cars have power-assisted disc brakes all round. The 164 E has specially ventilated front discs to counteract fade. On all models, the handbrake operates on separate rear wheel drums.



Volvo's triangle-split brake system. Each circuit brakes simultaneously on both front wheels and one of each of the rear wheels. You could lose half your brake system and still keep abt. 80% braking power.

DATA

	B 20A	Volvo 140 Series B20E B20F	Volvo 164 E B 30E		Volvo 140 Series	Volvo 164 E
Max output hp at r/m SAE	90/4800	135/6000	125/6000	175/5800		
Max output hp at r/m DIN	82/4700	124/6000	115/6000	160/5500		
Max torque kpm at r/m SAE	16.5/3000	18.0/3500	17.0/3500	24.5/2500		
Max torque kpm at r/m DIN	16.0/2300	17.10/3500	16.0/3500	23.5/2500		
Compression ratio	8.7:1	10.2:1	8.7:1	10.0:1		
Displacement	1986	1986	1986	2978		
Engines Volvo 140 Series	gear optional on some models.		Fuel tank			
Four-cylinder with water cooling and a five-bearing crankshaft. The de Luxe versions have the B 20A carburettor engine. The Volvo 145 de Luxe has also the B 20F CI fuel injection engine (CI = continuous injection). The Volvo 144 Grand Luxe features the B 20E CI fuel injection engine.			Capacity 13 Imp. galls./60 litres approx. Location below rear underbody.			
Engine Volvo 164 E	Steering gear		Instrumentation			
Six-cylinder with water cooling and a seven-bearing crankshaft. Electronically controlled fuel injection.	Cam and roller. Telescopic safety steering column.		Rheostat-controlled instrument lighting. Six-figure mileometer with tripmeter, fuel gauge and coolant temperature gauge. Volvo 145 with F-engine, 144 Grand Luxe and Volvo 164 E have a tachometer. Warning lamps for alternator charge, oil pressure, choke, main beam, handbrake, direction indicators, bulb integrity sensor and brake circuit failure. Glove compartment lighting. Combined steering and ignition lock			
Cooling system	Suspension		<i>The centre console</i> carries switches for the electrically heated rear window, the four-way hazard warning lights and, on estate cars, the switch for the tailgate wiper and washer. Also fitted here are the "Fasten seat belts" reminder, the controls for the heating and ventilation system, the cigarette lighter, an ashtray and room is provided for a radio.			
Fully sealed and frost-protected. Capacity Volvo 140 Series 2.1 Imp. galls/9.41 Volvo 164 E 2.75 Imp. galls/12.41.	Front: independent with rubber-mounted control arms and stabilizer. Rear: live, carried by longitudinal rubber-mounted control arms and torque rods, transverse location by rubber-mounted track rod. Coil springs with telescopic shock absorbers all round.					
Electrical system	Wheels and tyres					
12-volt/60 Ah. 35A alternator for 144 de Luxe. Grand Luxe, Volvo 145 with F-engine and Volvo 164 E have a 55 A alternator.	Balanced pressed steel 5" J - 15" wheels with radial ply 165 SR 15 tyres. Volvo 164 E has 175 HR 15 radial ply tyres and 5 1/2J - 15" wheels.					
Transmission	Braking system					
Diaphragm spring type clutch. Four-speed all synchromesh gearbox. Overdrive on 4th	Power-assisted, triangle-split dual circuits. Each circuit operates simultaneously on both front wheels and one of each of the rear wheels. The handbrake operates on the rear wheels through special drums.					
				Other standard equipment	Grand Luxe and Volvo 164 E.	
				Combined stalk for direction indicators, main and dip beam with headlight flasher.	Laminated windscreen of high-impact type. Padded sun vizors. Anti-dazzle rearview mirror of safety type. Ashtrays in rear door panels. Adjustable head restraints. Tow-hooks front and rear. Certain versions are available with a sunroof.	
				Combined stalk for two-speed windscreen wipers and electrical windscreen washers.		
				Halogen headlights. Boot lighting. Estate cars have an extra roof light beside the tailgate. Automatic reversing lights. Inertia reel front seat belts in Volvo 145 de Luxe with F-engine, Volvo 144		

VOLVO
AB VOLVO GÖTEBORG SWEDEN

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