

VOLVO 264



The new Volvo 264.

For particular people.

When we built this car, we had a clear idea in our minds of the kind of person who'd buy it.

A person who asks more of a car than that it should get him from A to B.

A person who wants a car with a discernible style yet will not compromise on safety or reliability.

A person who expects to get a car with flair, superb comfort and good

performance for his money; yet demands a measure of economy.

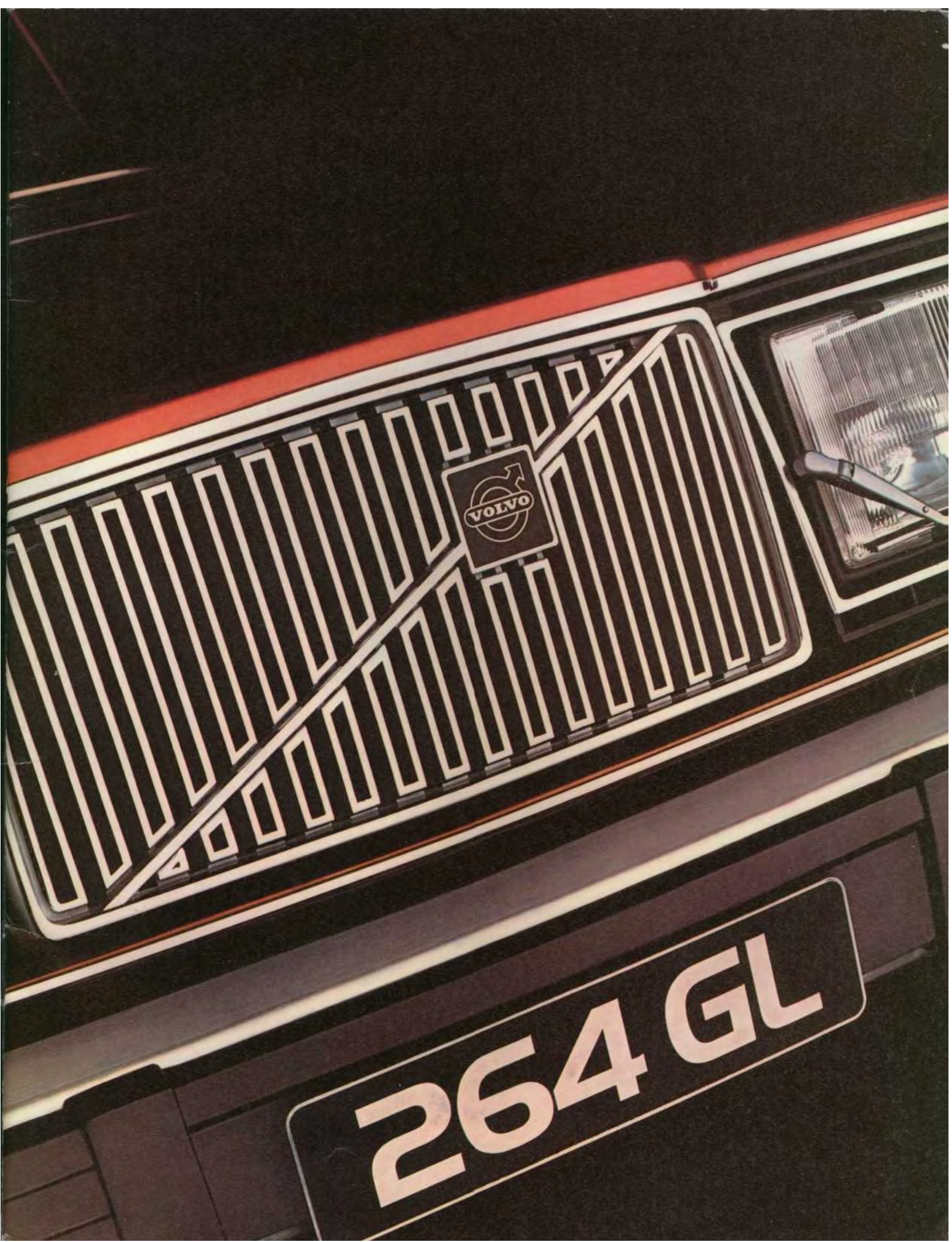
A person who is looking for a car that lasts and holds its value well.

Such a person, you might say, is impossible to please.

We think not.

In our opinion the new Volvo 264 meets all these searching requirements.

After looking at the car we think you'll agree.



264 GL

Volvo 264 DL

The six-cylinder Volvo represents everything one can expect of a car in this class.

The new Volvo 264 retains all the best features of its predecessors.

"The safety cage" around the passenger compartment is one example, as are the triangle-split brake system with disc brakes all round, and the safe location of the fuel tank.

To this can be added the brand-new, quietly running, all aluminium V6-engine with twin overhead camshafts, the choice of two new gearboxes,



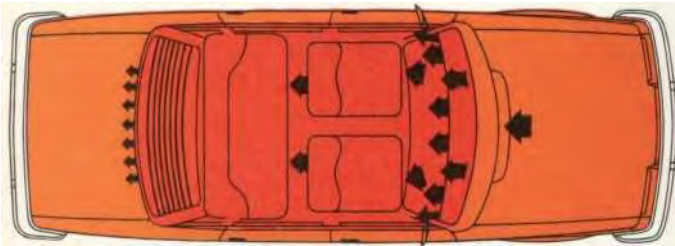
the brand-new front wheel suspension, the extensively improved rear wheel suspension, new wheels with steel braced radial ply tyres, a newly styled interior and much more which gives superb comfort, a low level of noise and excellent road holding for safer driving and trouble-free car ownership. The new Volvo 264 is available in two versions - both of which have a 12 month warranty irrespective of mileage.

Volvo 264 GL

For the motorist who wants more comfort and elegance, the Volvo 264 GL is finished to the highest standards.



inside the Volvo 264 you'll be comfortably off.



The new Volvo 264 has a highly efficient heating and ventilation system of the through-flow type designed to cope with extremes of weather. There are four adjustable nozzles on the dashboard which you can set from fully open to tight closed in any direction you want.

Luxury is the hallmark of the new Volvo 264 which embraces the ultimate in spaciousness, comfort and safety, making driving a real pleasure. With the foldaway armrest down, the back seat provides comfort for two - rarely, if ever, surpassed. The DL-versions have cloth upholstery while the even finer Volvo 264 GL comes with either plush or leather-faced seats. Both versions feature a sliding steel sunroof.



To us the driver and passenger comfort is so important that it is a question for doctors, safety experts and car designers working in unison.

Take the driving seat, for example. As far as creature comforts are concerned, it's the most important place in a car. Since each human is shaped differently from the next, we first make sure that everyone can sit comfortably. That's why the front seats in a Volvo incorporate a wide range of adjustments. They have a 7.8" range front-to-rear while the backrest reclines from upright to nearly flat. Seat height and rake is also adjustable. And to keep your back comfortable, there's an adjustable lumbar support.

The automatically heated cushion and backrest of the driving seat in the GL-model is another example of exclusive Volvo comfort. You'll be warm and cosy after only a few minutes driving if the temperature is below 14° C. Research has shown that a cold uncomfortable driver is not a safe driver.

On the 1975 Volvos, the seats have been redesigned and have integral head restraints. The seat padding is also somewhat firmer to improve comfort on long runs.

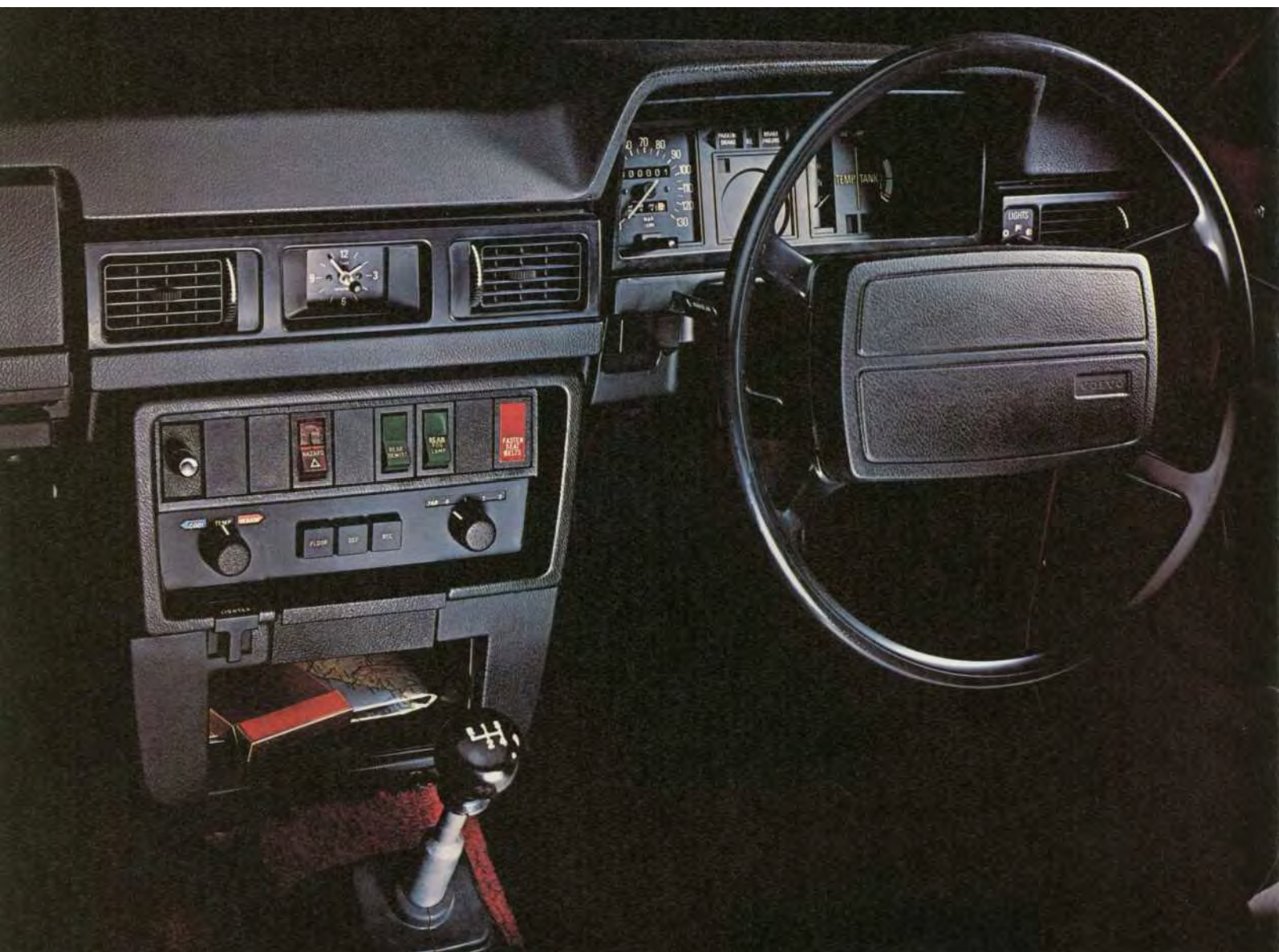
The strong framework of these seats and their secure anchorage to the floor mean that they can withstand extremely heavy stresses which is safer both for the front seat occupants as well as those in the back.

Other features necessary to a safe and enjoyable car are a low level of noise, a pleasant temperature and perfect ventilation. This is why the new Volvo 264 has been given special treatment to quieten the interior. Ample use of new' insulating materials cuts the noise of tyres, engine and transmission to a subdued whisper. The sound-absorbing roof lining and the wall-to-wall fire-resistant carpeting are added touches which give the Volvo 264 an air of chauffeur-driven detachment.

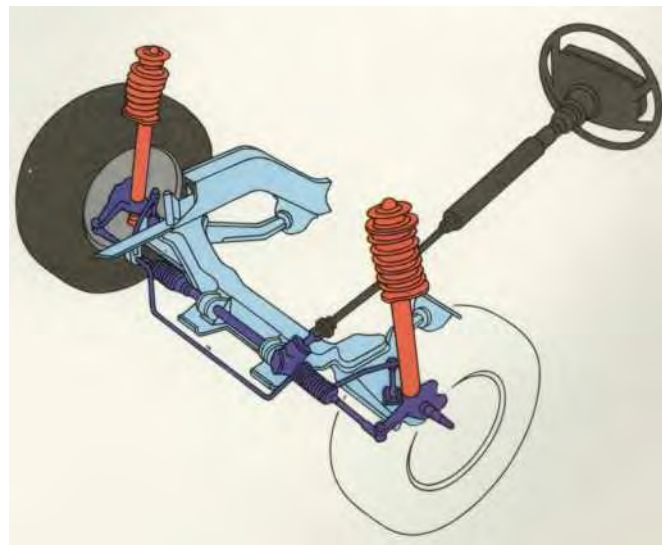
In the Volvo 264 you can achieve just the right climate. Its ultra-efficient heating and ventilation system has no less than twelve different air nozzles. The temperature setting you choose is thermostatically-controlled to make sure it stays as you like it. And there's a sliding steel sunroof for added pleasure.

You can enjoy the supreme independence of full air-conditioning, standard on the Volvo 264 GL, while on the 264 DL it can be supplied as an optional extra.

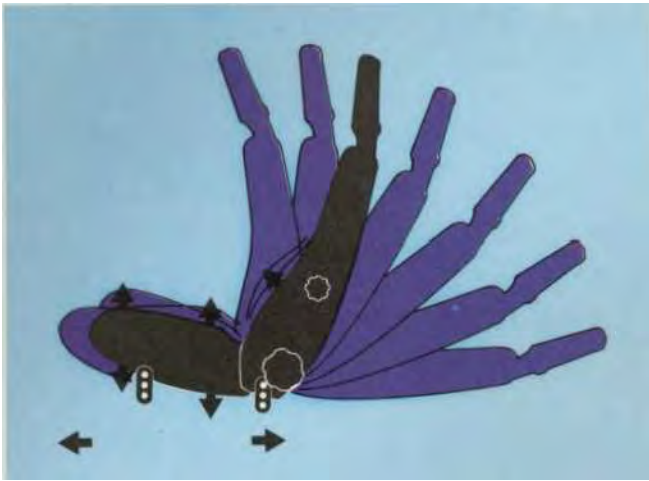




This dashboard of the new Volvo 264. Impressively designed, yet still a vital safety item. The heavy crash padding is sufficiently firm and substantial to provide the 'give' needed in an accident. The hub of the steering wheel is wide and flat for the same reason.



The new front suspension is one reason why the 264 has such good road holding. A trial drive will show you what we mean.



Volvo comfort means more than just sitting comfortably and safely; an ergonomically-correct driving position is every bit as important. This means that the driver can see and reach every one of the controls and instruments without stretching and that the ones he uses most are immediately to hand. The new steering wheel angle is one engineering change based on this principle. It not only gives a better driving position, it also provides more room and facilitates easier entry and exit.



The new slit-type nozzles at the ends of the dashboard are aimed permanently at the side windows since their job is to keep the windows free of mist - for safety's sake.

The new front suspension means more than added comfort.

Utterly predictable road holding is vital to safety and this was the objective set to Volvo designers.

The Volvo 264 has an entirely new front end. The front suspension is of the spring strut type which gives a smoother ride and irons out even the worst of roads. Front and rear stabilizers give precise cornering and less roll. The wider track sets the front wheels farther apart on their steel braced radial ply tyres, giving added stability. Another appreciable change is the new location of the rear axle support arms which are now further outboard, closer to the wheels. It's difficult to describe in words the way this superb car feels and acts. So try the new Volvo 264 yourself, and form your own opinion.

Wherever you drive the Volvo 264 you will soon appreciate the new power-assisted rack and pinion steering and how it improves directional stability and steering response. The car is totally in

your command. The surprisingly tight turning circle of 32'2" allows you to glide in or out of parking places many other cars have to pass.

Good visibility and powerful lighting are other essential parts of a safe car to make sure you can see and be seen. The efficient heating and ventilation system and the electrically heated rear window give you summer visibility all the year round.

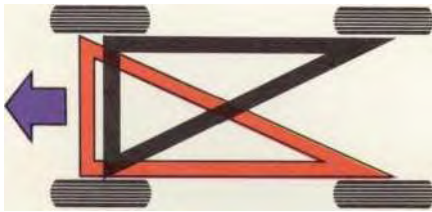
The big rectangular halogen headlights, with separate bulbs for the dipped and main beams, light your way on the darkest of nights. In murky weather, the high-intensity rear foglights are indispensable.

The new headlight design allows better optical adjustment of the beam and so enables the eyes to adjust more quickly to the change from main beam to dipped. This means beam changes no longer irritate or tire the eyes.

You're safe if you choose a Volvo 264.

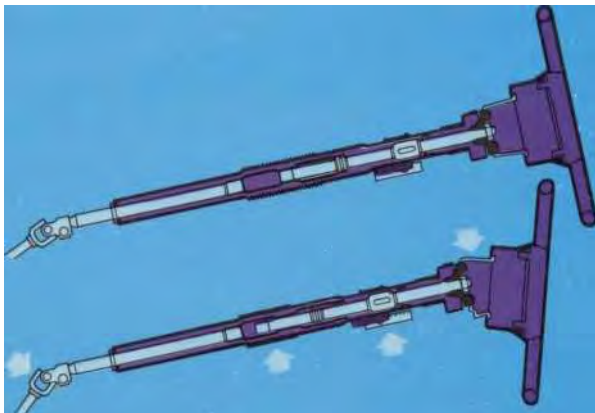


At Volvo, safety gets more and more important. Realistic crash testing and accident research have resulted in a number of design improvements to increase safety. The new frontal design, for example, gives even better absorption of crash impact.



Volvo's safety brake system is now even safer. Both circuits operate simultaneously on three wheels each, so should one circuit fail, the other still gives about 80% of full braking power. All four wheels have disc brakes. The front ones are ventilated.

Volvo's steering wheel gives fivefold safety in the event of a head-on collision: 1) The lower steering rod separates, 2) the steering column collapses, and 3) moves downwards away from the driver; 4) the wheel's anchorage to the column crumples, and 5) the wide bolstered hub spreads the impact.



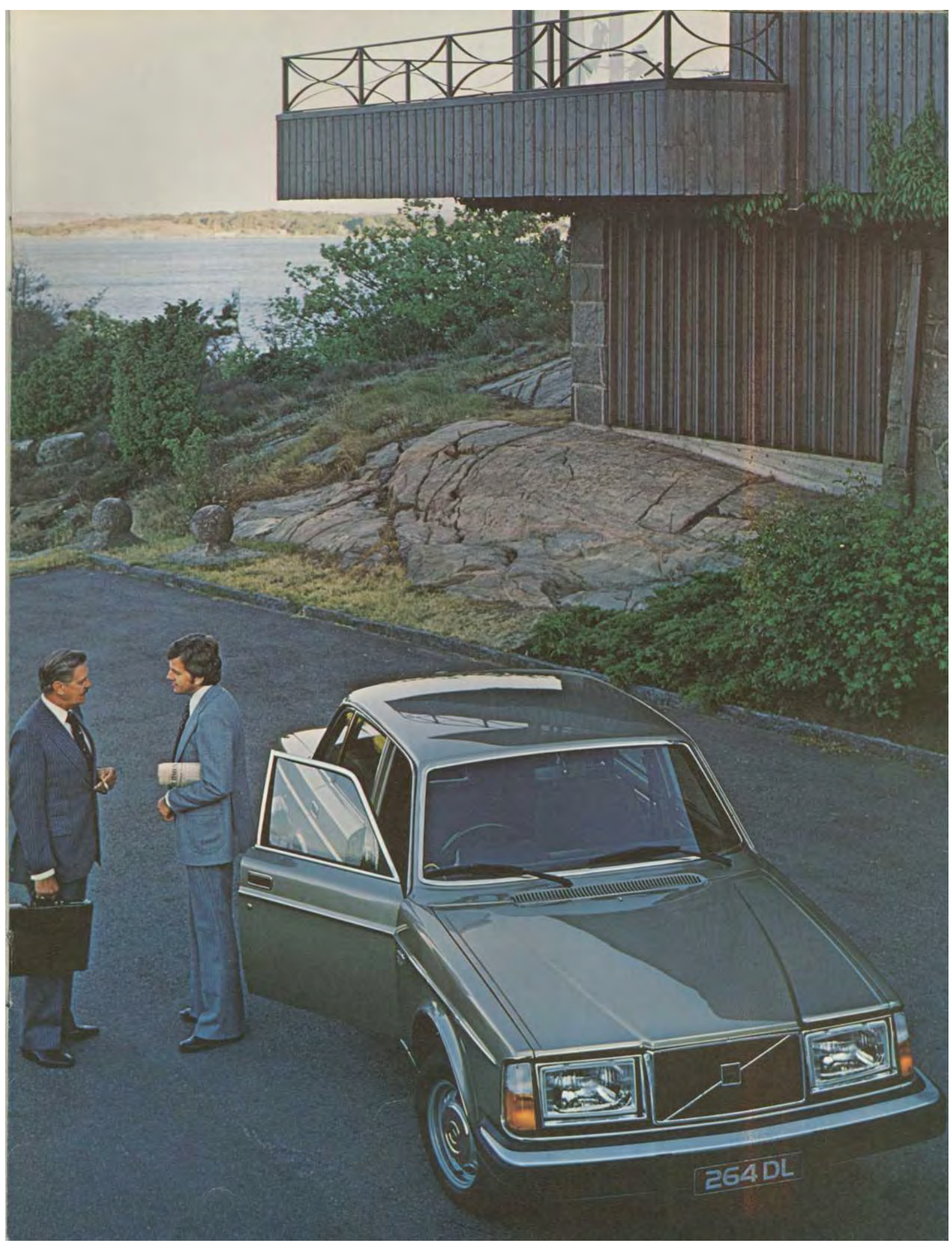
There are two kinds of safety. On the one hand, there are the things one can do to stop accidents happening. On the other, there are the things one can do to minimise injury.

As far as preventing accidents goes, the brakes obviously play an important part. Although Volvo already had a very safe braking system - disc brakes all round and a unique triangle-split dual circuit brake system - the 1975 Volvos are better. The new triangle-split dual circuit brake system has a stepped-bore master cylinder, a feature unique to Volvo.

Should one circuit fail, only normal brake pedal pressure is required to give full braking effect through the remaining circuit. In the possibility of a brake circuit failing, a warning lamp lights up on the dashboard. It's almost the only thing you notice!

An example of Volvo's concern with preventing injury is the safety cage which surrounds the passenger compartment. The front and rear sections of the body are "soft" energy-absorbing areas while the cage of immensely strong box section profiles keeps the passenger area intact and the occupants safe. In fact, each one of the six roof pillars is strong enough to carry the entire weight of the car.

To protect your flanks, the Volvo has tubular steel side-impact members built into all the doors. So it's not so hard to understand that, in the new Volvo 264, you and your passengers are as well protected as you could wish to be. Of course, this assumes that you're using your safety belt.



264 DL



New dimensions in performance.

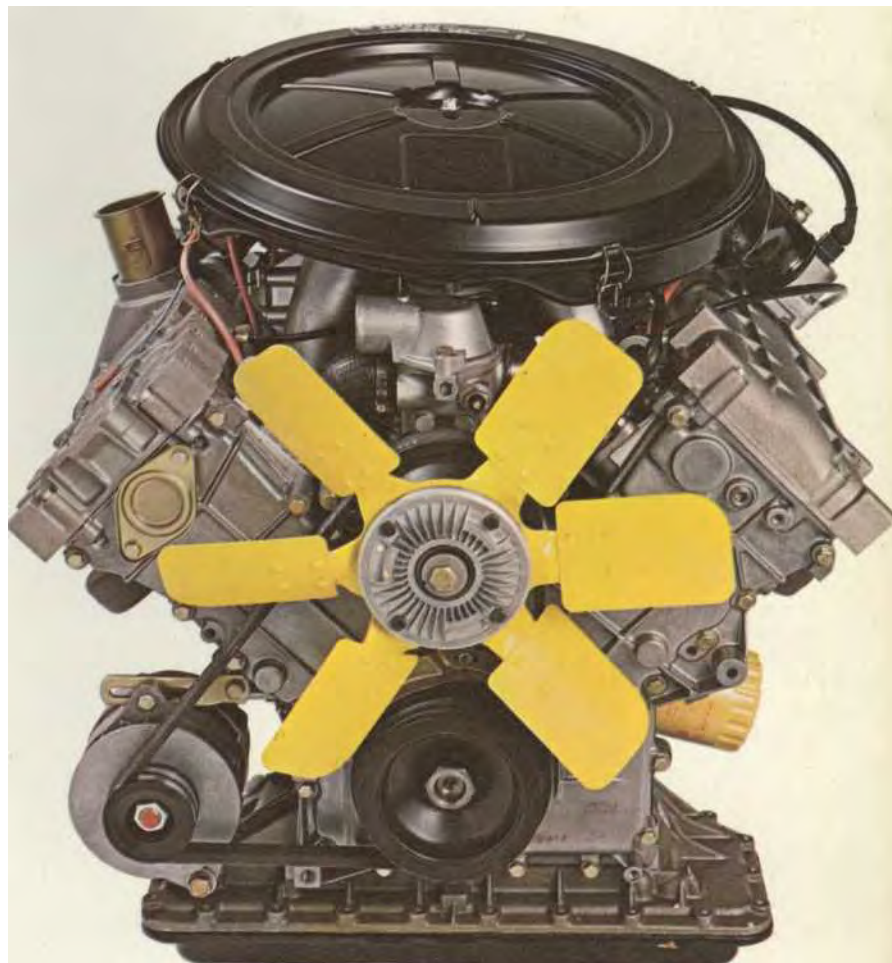
One of the really big new features of the Volvo 264 is the smooth 2.7 litre V6-engine with its' twin overhead camshafts. The engine block and cylinder heads are manufactured of aluminium. This new engine is equipped with a transistorized ignition system which has no breaker points. It gives smoother more reliable running, better fuel economy and calls for less adjustment. For the new engine, there is a choice of two new gearboxes, one manual and one automatic.

If you prefer to do the gear changing yourself, your Volvo comes with a five-speed manual gearbox. A finger-tip operated catch prevents inadvertent selection of reverse gear.

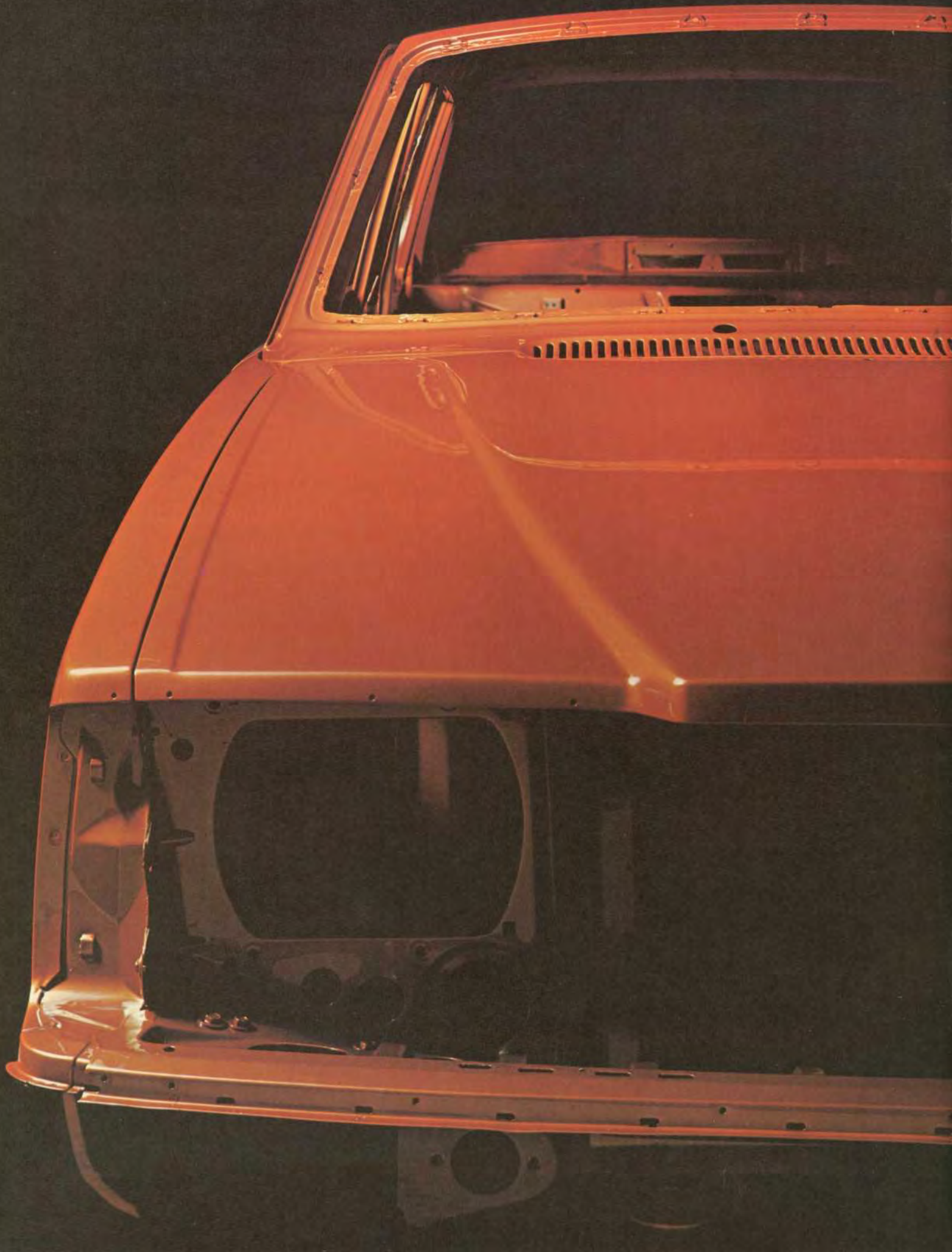
The five-speed gearbox gives a sporty accent to driving while reducing fuel consumption. The fourth speed on this excellent gearbox is ideal for overtaking at higher speeds.

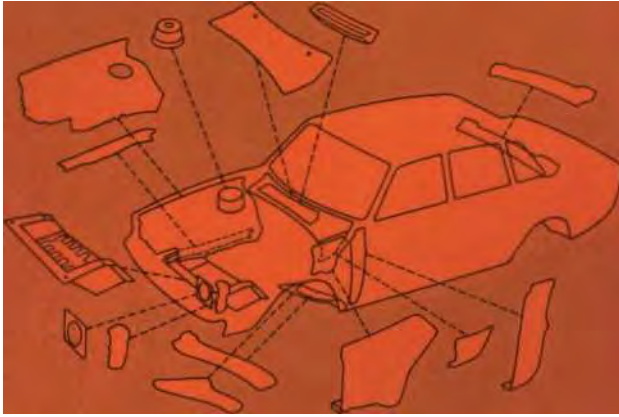


Research has shown that the driver of a car with automatic transmission is a safer driver because he has more time to concentrate on the actual driving. Volvo's automatic selector has six different positions - which are illuminated so you can see them clearly after dark too. This silky-smooth transmission changes up and down almost imperceptibly. Changing down to 1st can be made at a speed of 37 mph, an obvious advantage in very hilly country where engine braking is an appreciable benefit.



The new V6-engine has twin overhead camshafts and a CI fuel injection system; it develops 140 hp DIN and gives better acceleration and economy.





The reason for Volvo's durability starts here. Hot-dip galvanized body components are used extensively - mounting frames, front wing stiffeners, side member strengthening pieces, wheel and spring strut housings, outer and inner tie plates, cowl member, drain plates, air intake and air outlet, and the upper and lower sections of the jack anchorages. On top of that, the entire body is submerged in a electrolytic primer bath and then closed sections of the body are treated with rust-proofing fluid. Not until all this has been done is a Volvo ready for painting.



The new Volvo 264 has done many thousands of miles on Volvo's proving ground. On every imaginable type of road from cobblestones to pot-holes, from switchbacks to smooth high-speed runs. Through salt water and mud troughs, on braking and handling pads. This treatment quickly shows up even the slightest faults which are then traced back and irradiated. Not until drawing board theory has been confirmed in practice is a new model given Volvo's approval for production.

Quality - the Volvo way.

In Sweden, where conditions are tough on a car, Volvo has the highest probable life expectancy - 14.2 years. This figure comes from the non-partisan Swedish Motor Vehicle Inspection Company.

To build a car of this class quality-thinking must start at the drawing board. The function and reliability of every individual part are tested under the most extreme conditions in Volvo's comprehensive technical laboratories; on the test bench, in the climate chamber and on our proving ground, where

12,000 miles of testing corresponds to 60,000 miles of normal motoring.

Engine, gearbox, brakes, wheels - each is given its baptism of fire. The cars are tortured day after day, non-stop. During one year, the Volvo test drivers clock up 450,000 miles.

This is why we give such a generous warranty with no mileage limitations whatsoever.





Volvo 264 GL.



A tachometer for our new V6 performance engine.



The controls for the electrically operated front windows are conveniently to hand on the dashboard.



When the sky's blue and the sun beats down, it only takes a second or two to open the sunroof.



Wide, low-profile steel braced radial ply tyres give excellent grip and good mileage.

It goes without saying that the Volvo 264 GL is created for the motorist who has firm ideas on performance and design.

This is immediately apparent as soon as you settle down behind the attractive and comfortable padded wheel of this outstanding luxury car.

The Volvo 264 GL is designed to be the last word in mobile luxury. To this end it is equipped with full air condition, electrically-operated front side windows, headlight wiper/washers and distinguished coachwork, and a driving seat which incorporates an automatic heating system.

Above you is a sliding steel sunroof.

Around you are tinted windows, strong sunlight and distracting reflections are subdued to a pleasant level.

There is a choice of opulent upholstery, black or natural leather seats or the extravagance of plush with matching trim.



Buying a Volvo 264 GL involves choosing between leather-faced seats (black or natural) or luxurious copper-coloured plush.





Driving seat height can be adjusted quickly and simply by means of two levers, one for the front of the seat, one for the rear.



The GL-version has an automatic electrically heated driving seat which is comforting in the winter.



The new five-speed manual gearbox makes life easier under all conditions.



The handbrake is now located between the front seats in a special console which also incorporates the illuminated safety belt locks.



These are the controls for the electrically-operated windows and air conditioning in the Volvo 264 GL. Also shown are the switches for the electrically

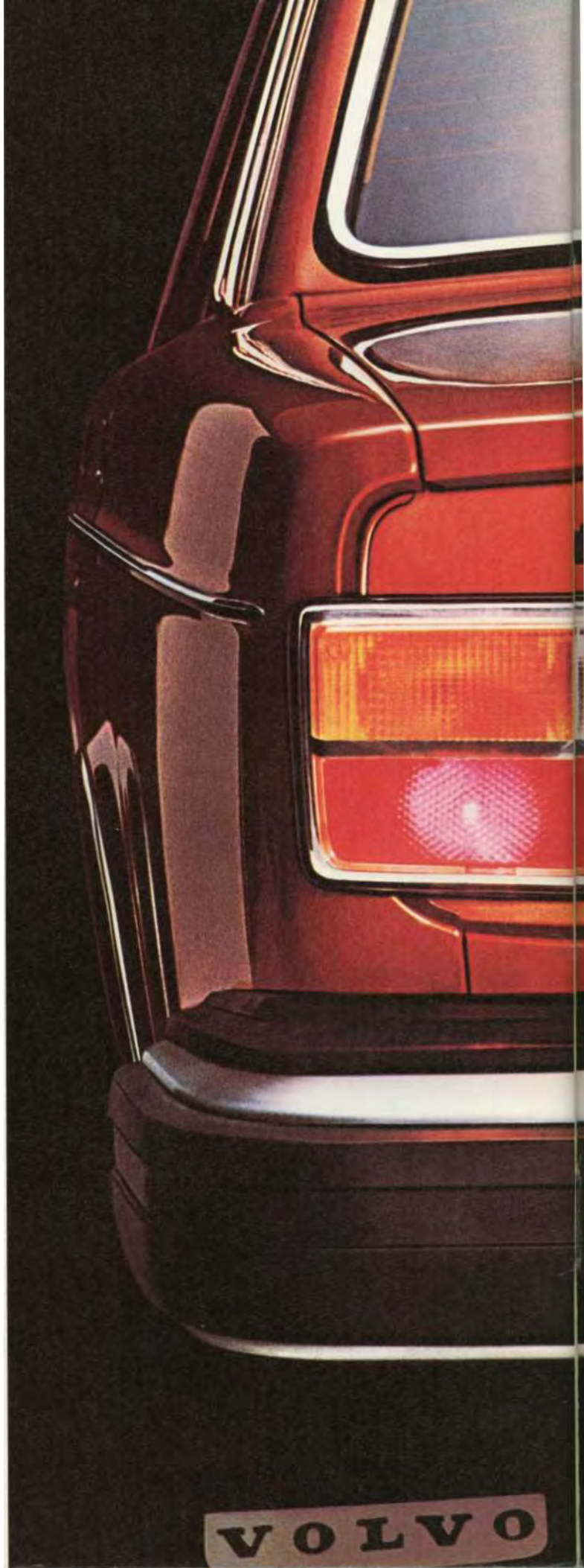
heated rear window and the high-intensity rear foglights. For safety's sake there's a "fasten seat belts" reminder.

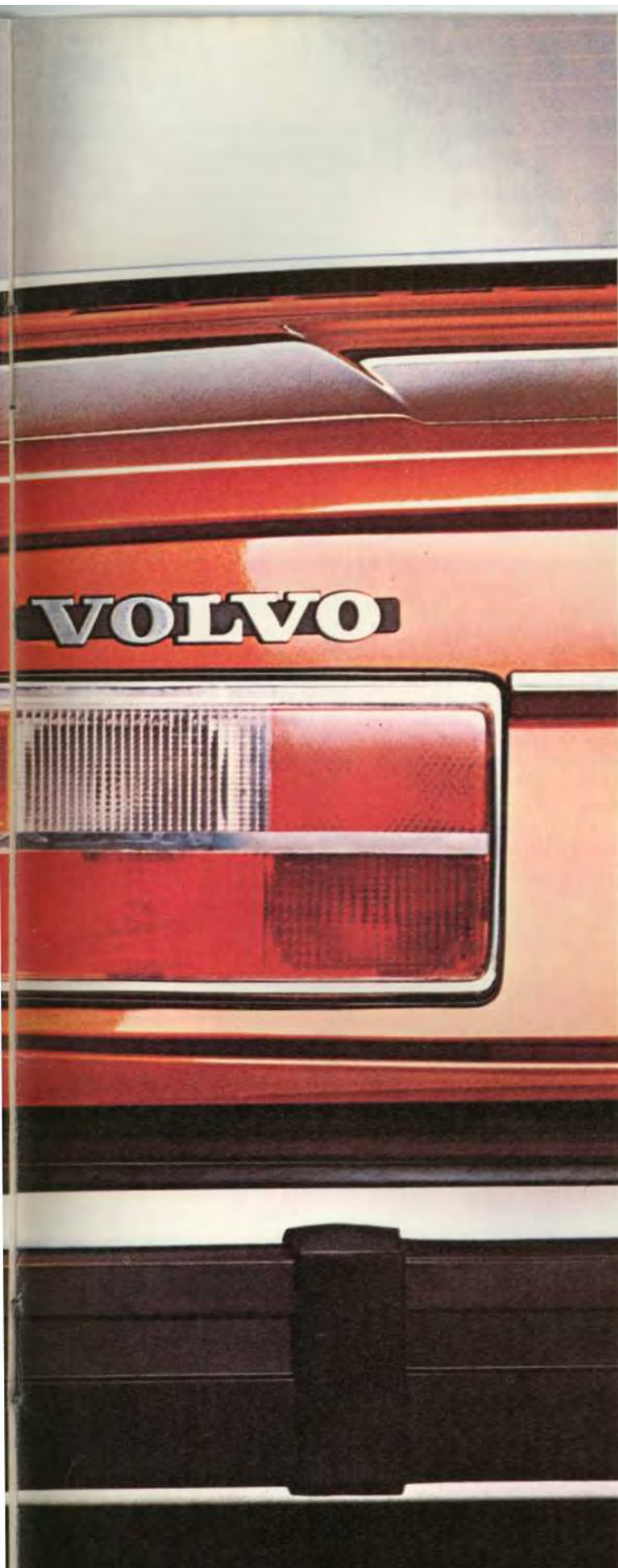


When it's wet and grimy, your lights get dirty quickly. Volvo's headlight wipers have four washers on each wiper arm to keep things clear. Standard on the 264 GL.



Driving well and safely calls for good visibility to the rear, too. The Volvo 264 has, of course, an electrically heated rear window.





With a turning circle of only 32'2" the Volvo 264 runs circles round many smaller cars.



The new power-assisted rack and pinion steering, as well as making light work of city driving and parking, improves directional stability and steering response.



Safety again. The brake failure warning light will light up immediately should a circuit cease to function. Another warning

light, the bulb integrity sensor, comes on should a main beam, dipped beam or tail light bulb go out.



The Volvo 264 has power-assisted disc brakes all round. Relief valves in the rear brake lines prevent premature lock-up of the rear wheels in emergency situations.



These very strong shock absorbers protect the car body from damage at speeds up to 5 km/h. Which could save a lot of embarrassment, not to mention repairs.



Volvo comfort makes itself felt even before you've taken a seat. The new Volvo 264 enables dignified entry and exit due to

the opening angle of the doors. The rear doors have child-proof catches operated by a button beside the lock mechanism.

specifications.

Engine

Displacement, cm³
 Max output hp at rim DIN
 Max output kW at r/s DIN
 Max torque kpm at rim DIN
 Max torque Nm at r/s DIN
 Compression ratio

B27E
 2664
 140/6000
 103/100
 20.8/3000
 204/50
 8.7:1

Water cooled V-6 with four main crankshaft bearings. Twin overhead camshafts. Engine block and cylinder heads of aluminium. Transistorized ignition system without breaker points. CI fuel injection system.

Cooling system

Sealed and frost-proofed. Capacity approx. 2.4 Imp. galls/10. 9 litres.

Electrical system

Alternator, driven by twin belts. Rating 55 A. Battery capacity: 12 V/70 Ah.

Transmission

Diaphragm spring type clutch. All-synchromesh five-speed gearbox or, optionally, a fully automatic transmission.

Steering gear

Rack and pinion type. 3.5 turns from lock to lock. Steering ratio 17.1:1. Power assisted. Safety steering column of telescopic type.

Suspension

Front suspension of spring

strut type with stabilizer and special rubber mounts to absorb vibration. Live rear axle carried in rubber-mounted track rod. Stabilizer. Coil springs and telescopic shock absorbers.

Wheels and tyres

Volvo 264 DL has steel braced radial ply tyres, dimensioned 175 HR 14 on 5 J-14"rims. Volvo 264 GL has steel braced radial ply tyres of low profile type, dimensioned 185/70 HR 14 on 5.5 J-14" rims.

Braking system

Power-assisted, all-disc dual-circuit, triangle-split system. Front brake discs are ventilated. Each circuit operates simultaneously on both front wheels and one of each of the rear wheels. Stepped-bore master cylinder. Relief valves prevent the rear wheels from locking up prematurely in emergency situations. Handbrake operates on rear wheels through special drums.

Fuel tank

Safety location below rear underbody, beside rear axle.

Capacity 13.2 Imp.galls./60 litres.

Instrumentation

Housed in padded safety dashboard. Rheostat-controlled instrument lighting. Six figure mileometer with tripmeter. Fuel gauge. Coolant temperature gauge. Electric clock. Tachometer on Volvo 264 GL. Warning lamps for. charging, oil pressure, turn indicators, main beam, handbrake application, brake circuit failure and bulb integrity sensor. Illuminated glove-box. Combined steering and ignition lock.

Centre console. Switches for electrically heated rear window, four-way hazard warning lights and high intensity rear fog warning lights. Also: controls for heating and ventilation system, "fasten seat belts" reminder, cigarette lighter and ashtray. Room is provided for a radio. Volvo 264 GL also has controls for electrically operated windows and air conditioning

Other standard equipment

Combined stalk for direction indicators, main and dipped beam with headlight flasher. Combined stalk for two-speed windscreen wipers and electrical wind-

screen washers. Rectangular halogen headlights with separate reflectors for main and dipped beams. Automatic reversing lights. Head restraints. Cloth upholstery. Inertia reel front safety belts. Sliding steel sunroof. Volvo 264 GL models also have the following extra standard equipment: leather or plush upholstery, an electrically heated driving seat, headlight wipers/washers, and an integral foam padded steering wheel. All models have "high impact" laminated windscreen. Tinted glazing. Padded sun vizors with make-up mirror on passenger side. Day/night inner rearview mirror of safety type. Roof lining of pressed fibreglass. Full carpeting. Storage pockets in front doors. Ashtray for rear seat passengers on rear of handbrake console. The ashtray is illuminated as are the front safety belt locks. Towhooks front and rear.

Warranty

Twelve-month warranty irrespective of mileage. The factory reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models.

Weights

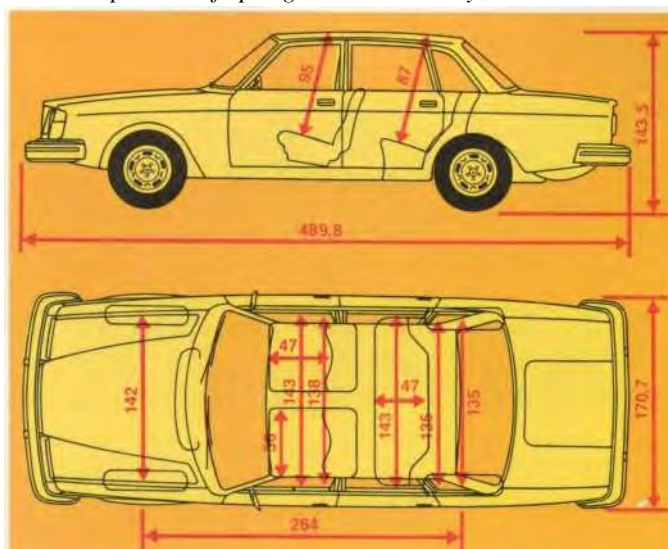
Kerb weight	2976 lb.	1350 kg.
Max trailer weight	2645 lb.	1200 kg.

Exterior dimensions

Overall length	193 in.	4898 mm.
Overall width	67.2 in.	1707mm.
Overall height	56.5 in.	1435 mm.
Wheelbase	104 in.	2640 mm.
Track, front	56 in.	1420 mm.
Track, rear	53.1 in.	1350 mm.
Turning circle diameter: between kerbs	32 ft. 2 in.	9.8m.

Interior dimensions

Headroom, front	37.4 in.	95 cm.
Headroom, rear	34.2 in.	87 cm.
Seat width, front: shoulder height	54.3 in.	138 cm.
hip height	56.3 in.	143 cm.
Front seat depth	18.5 in.	47 cm.
Front seat width	22.0 in.	56 cm.
Boot capacity	21.5 cu. ft.	615 dm ³
With SAE cases	13.9 cu. ft.	395 dm ³



Accessories.



Volvo air conditioning:

Travel in the exact temperature of your choice, irrespective of the weather. Cool in the heat of summer. Warm and dry when it's wet and miserable. Volvo air conditioning cools, demosturizes and cleans the air.



Volvo Radio/Stereo tape-player:

Your new Volvo is prepared for a Volvo Radio/Stereo tape-player, so fitting one involves no problems. There are various models with either four track Stereo cassette or eight track Stereo cartridge. Both have a 24 month warranty.



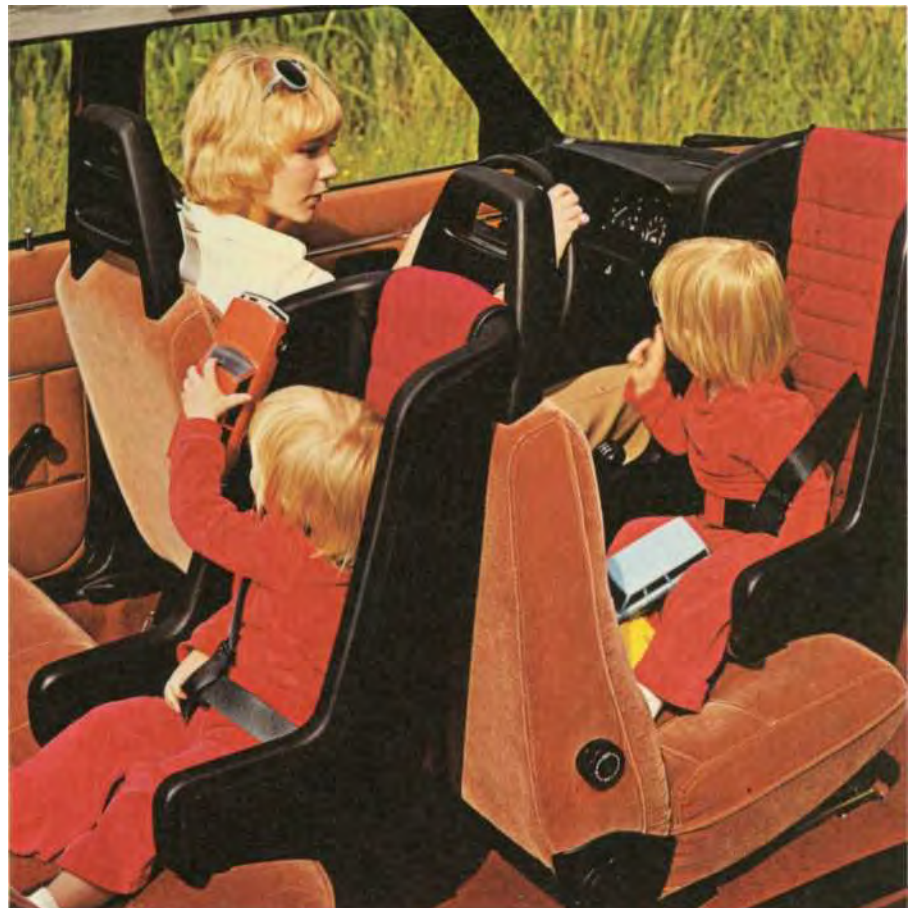
The Volvo tow unit:

Made especially for your Volvo. Telescopic, can be retracted to a position below the bumper when not in use. Capacity 1,200 kg.



Children's safety seat

The Volvo children's safety seat protects children up to 4 ft.6 in./117 cm tall - about six to seven years old. Designed and evaluated by the Volvo traffic safety centre. Tested by the Swedish Road and Traffic Safety Institute. Collision tested at speeds up to 30 mph. The Volvo children's safety seat gives all-round protection.





VOLVO

AB VOLVO GÖTEBORG SWEDEN