

VOLVO 740
SALOONS



VOLVO

THE VOLVO WAY



Since 1927 we have been making safe, reliable cars built with an uncompromising endeavour towards excellence. We are probably best known for our pioneering work in the field of car safety. But we have also turned our experience and our resources to another equally important objective: customer care.





A PROCESS OF EVOLUTION



Product development at Volvo is very much a process of evolution. Design and specification are not changed for the sake of change, but because real benefits in comfort, safety, reliability or durability are to be achieved. The 1988 models therefore sport features and options that are refreshingly new, and others that are reassuringly familiar.

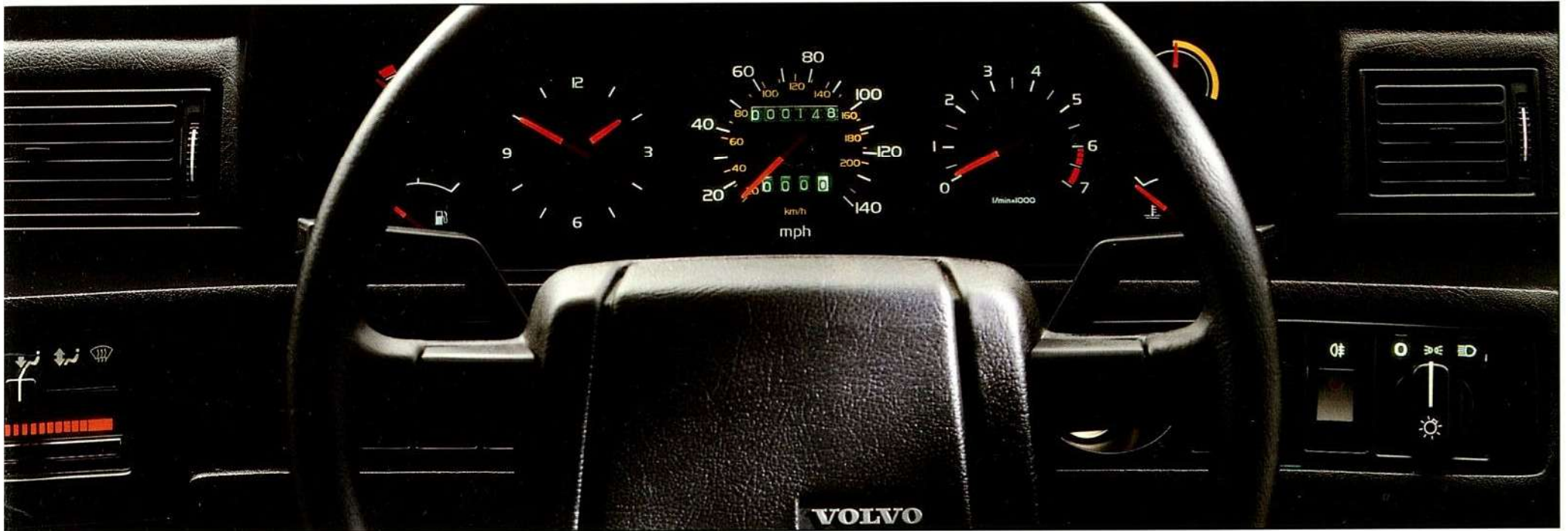






Please note the air conditioning shown is available as a factory fitted option.

PUT YOURSELF IN THE DRIVING SEAT



Settle into the world famous Volvo seat. Designed in cooperation with orthopaedic specialists, it adjusts fore and aft, up and down, reclines and features electrical heating and adjustable lumbar support, to ensure your comfort for mile after mile. Look at the instruments. Clear, comprehensive, easy to read without distraction. Touch the controls. All within quick and easy reach. Volvo practicality at its best.



Orthopaedically designed for tireless comfort.



Tireless comfort

The Volvo 740 saloons offer comfort and safety for five – with room to spare.

Relaxed and uncluttered, long holiday or business journeys become a pleasure for all of the occupants, not just the driver.



Interiors are tastefully clad in a variety of luxurious but hard-wearing materials, from elegant trico plush to sumptuous leather.

Additional comfort

Air conditioning may be specified as an option. Cooling and/or dehumidifying the air, it is ideal for year round use.



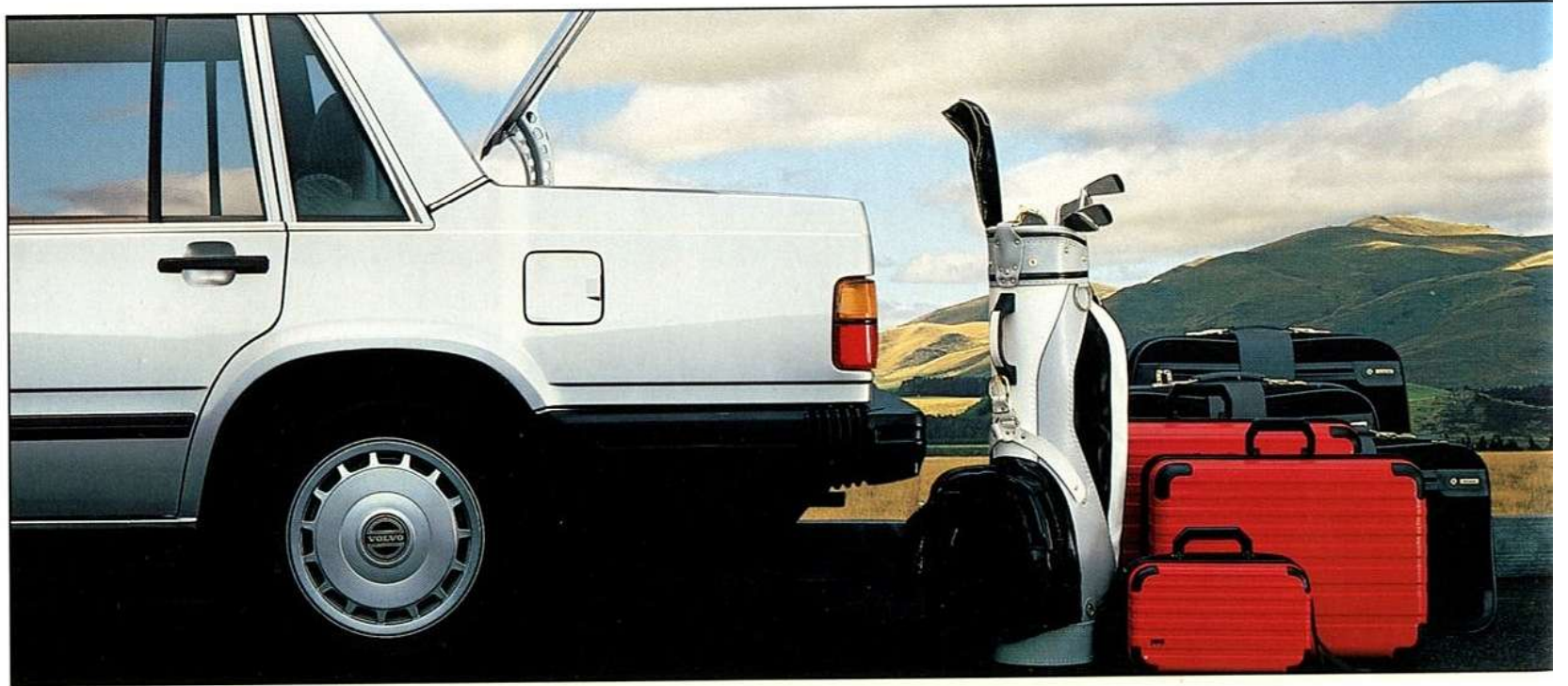
The dashboard and centre console are angled for easy reach.

Volvo Sound System

The Volvo Sound System has been created by Volvo's own radio technicians in close cooperation with the Volvo car designers and one of the world's leading car radio manufacturers. Each and every unit is specially designed to give the best possible performance in our cars.









Uncluttered Comfort

The 740 boot accommodates almost 17 cubic feet of luggage. A useful feature is the passage through the rear centre armrest which allows the safe transportation of long, awkward articles.

Inside, ample storage is provided for the accumulation of small items needed on long journeys: a lockable, illuminated glovebox, pockets in the front seat backs, door pockets – more than enough to ensure uncluttered comfort.



A DRIVING EXPERIENCE



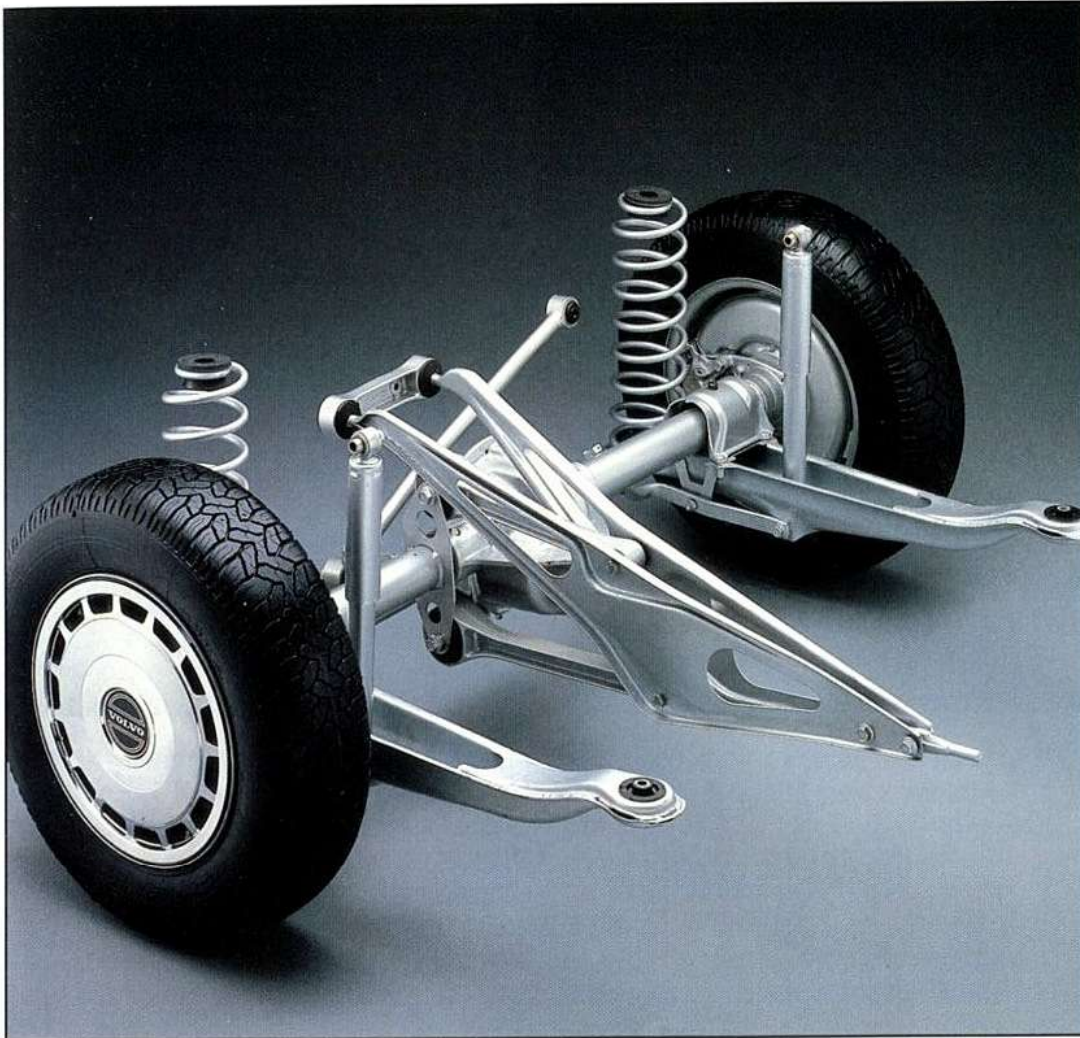
Active safety is an essential element of the design of the Volvo 740. Quite simply, it means that whatever the weather or road condition, your Volvo will react safely and predictably. Allowing you greater confidence at the wheel. And greater driving pleasure.



A basis for predictable handling
A carefully balanced chassis gives the 740 predictable, consistently well-mannered handling characteristics.

Light, precise power-assisted rack and pinion steering offers excellent manoeuvrability and a tight turning circle of 32' 6", giving effortless control in crowded city streets and winding country roads alike.

Match this to a live rear axle and independent front suspension, and you have a car with excellent roadholding and safe, predictable handling characteristics whatever the road or weather conditions.



All 740 models can be equipped with ABS brakes that prevent the locking of one or more wheels when braking hard, especially on a slippery surface. The manual transmission 740 Turbo may also be equipped with ETC (electronic traction control) – a system which progressively reduces engine output the moment a driving

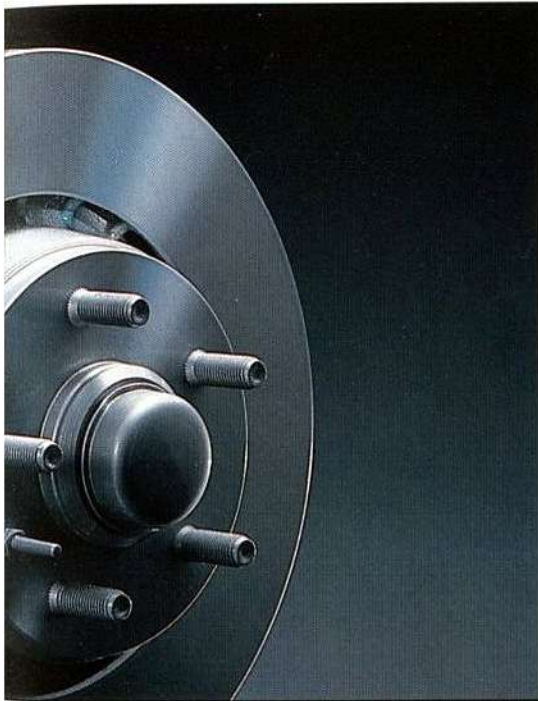
wheel starts to spin – for example on poor surfaces.

Predictable handling inspires confidence. Confidence enhances the enjoyment of driving. Safe in the knowledge that your car is designed to respond consistently, even under extreme conditions, and that its



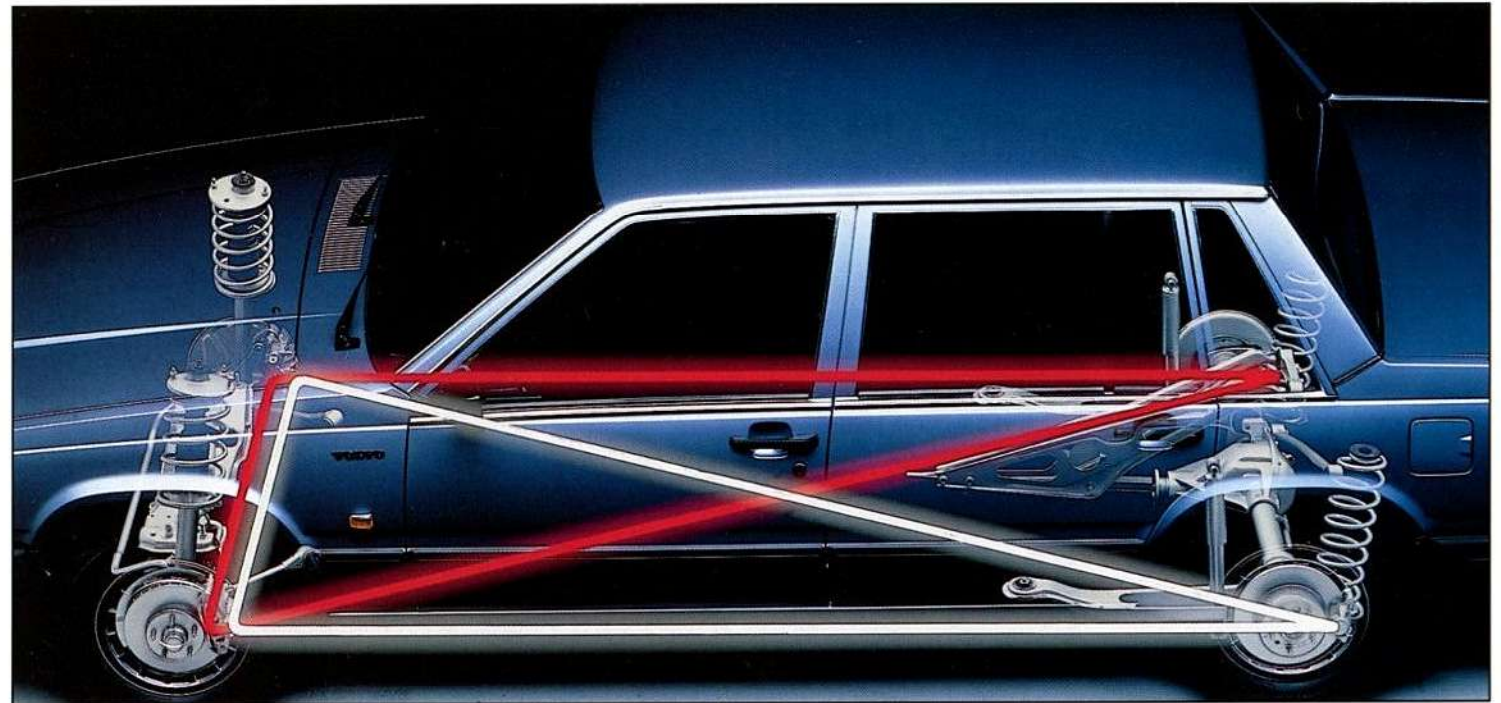
speed of response has been attuned to human reaction times.

Weight distribution, suspension characteristics, steering and brakes are perfectly balanced with each other to give outstanding roadholding and an outstanding margin of safety.



Brakes you can trust

The Volvo 740 is equipped with triangle split dual circuit brakes, with servo assisted discs front and rear.



A triangle split system such as ours retains 80% stopping power even if one circuit fails (an unlikely situation thanks to our special corrosion-resistant alloy brake pipes). The difference in feels is so slight that we equip the dashboard with a warning light to let you know that a circuit has failed.

A design for survival

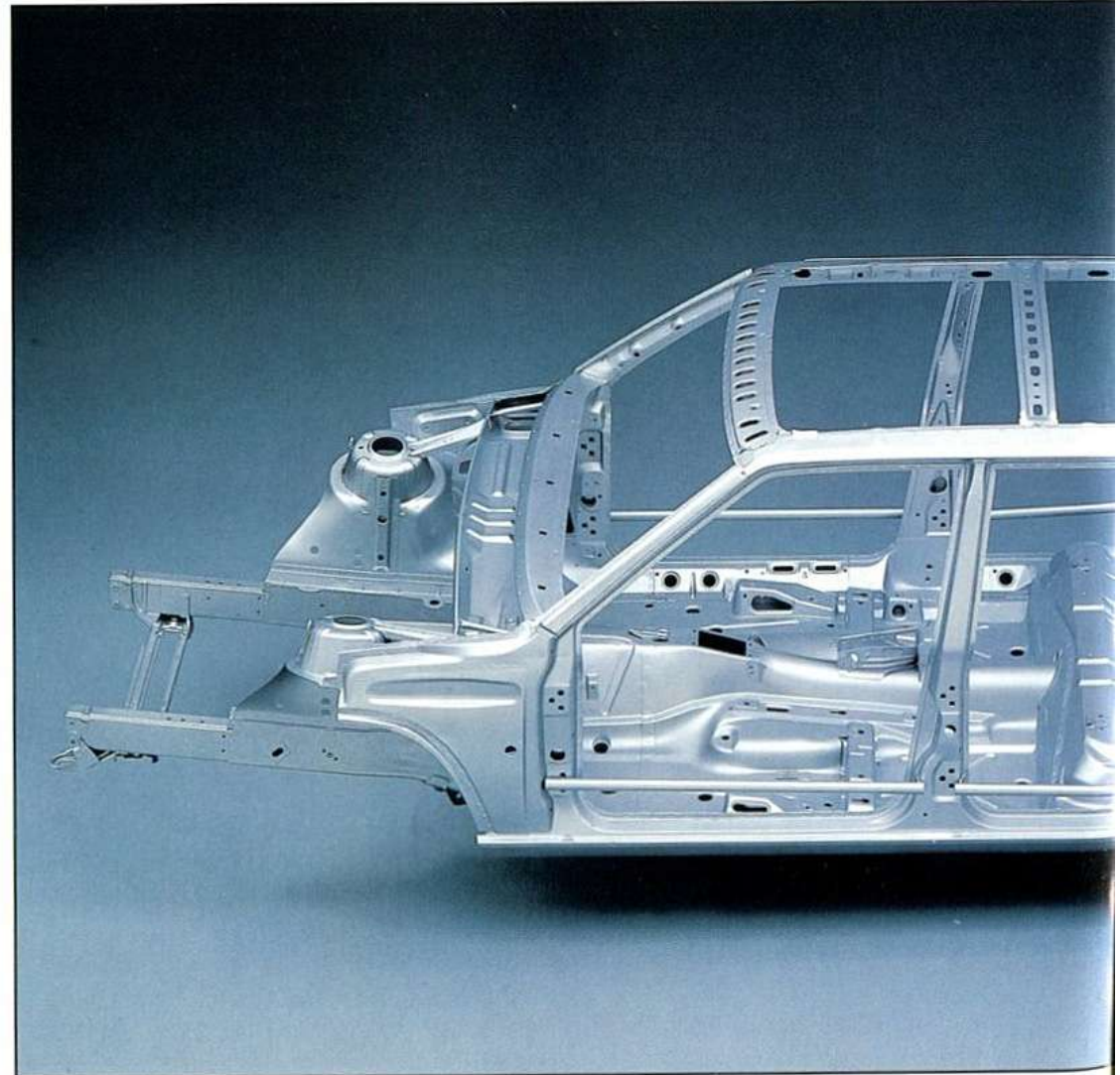
Car safety is a subject we specialise in. It is one of the cornerstones of our customer care philosophy.

We don't just destroy brand new cars to see what happens to the dummies inside. We have also set up an investigation team to examine the

causes and effects of major accidents involving Volvo cars in certain parts of Sweden. The data we glean with the cooperation of the police and medical teams is invaluable. It helps us to learn how accidents happen, as well as how best to protect occupants when prevention is not enough.

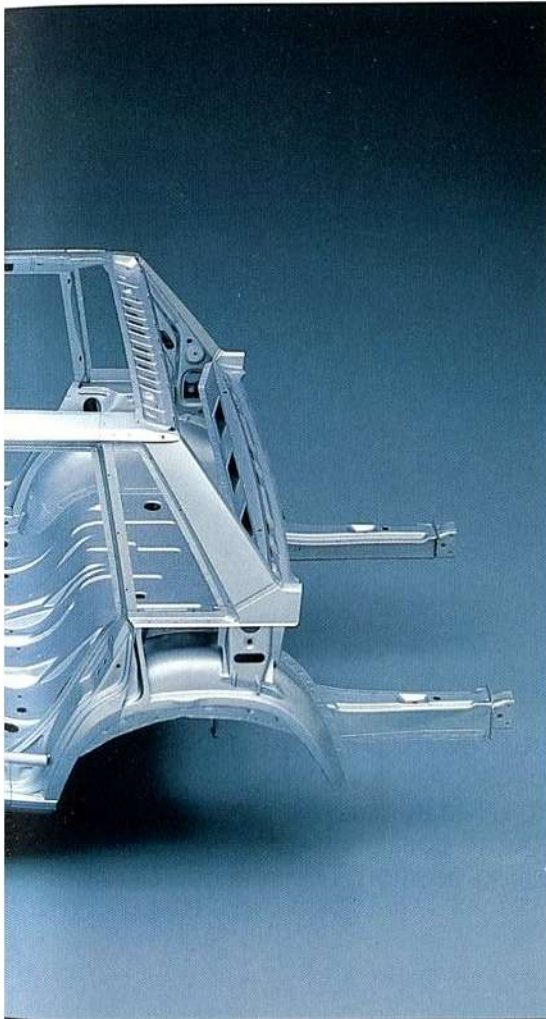


Collapsible steering column.



The Volvo 740 is built to the same basic principle as all Volvo cars. You are protected by a rigid steel safety cage, with energy absorbing crumple zones front and rear. Intrusion bars in the doors protect you from side impact. The fuel tank is safely located outside the passenger cage, the steering wheel and column

progressively collapse in an impact to lessen the risk of injury, and of course seat belts are provided for all five occupants. Using them is all you need think about.



You are protected by a strong cage of steel box profiles, while the front and rear of the car are designed as energy-absorbing crumple zones.

Safety for everyone
It is our firm belief that children should be given the opportunity to travel as safely as their elders. We have therefore developed our own comprehensive range of child safety equipment. Designed and tested by people who care for parents who care.



Our new child safety seat is intended for children from birth to four years of age. It is adjustable from the reclined "baby" position to a more upright sitting position. The seat can be used



facing rearwards in the front seat, or facing forwards or rearwards in the rear seat. Fitting is easy, using existing belts and anchorages.



The booster cushion provides the best available protection for children who have outgrown the safety seat. For added comfort, a matching backrest is available.

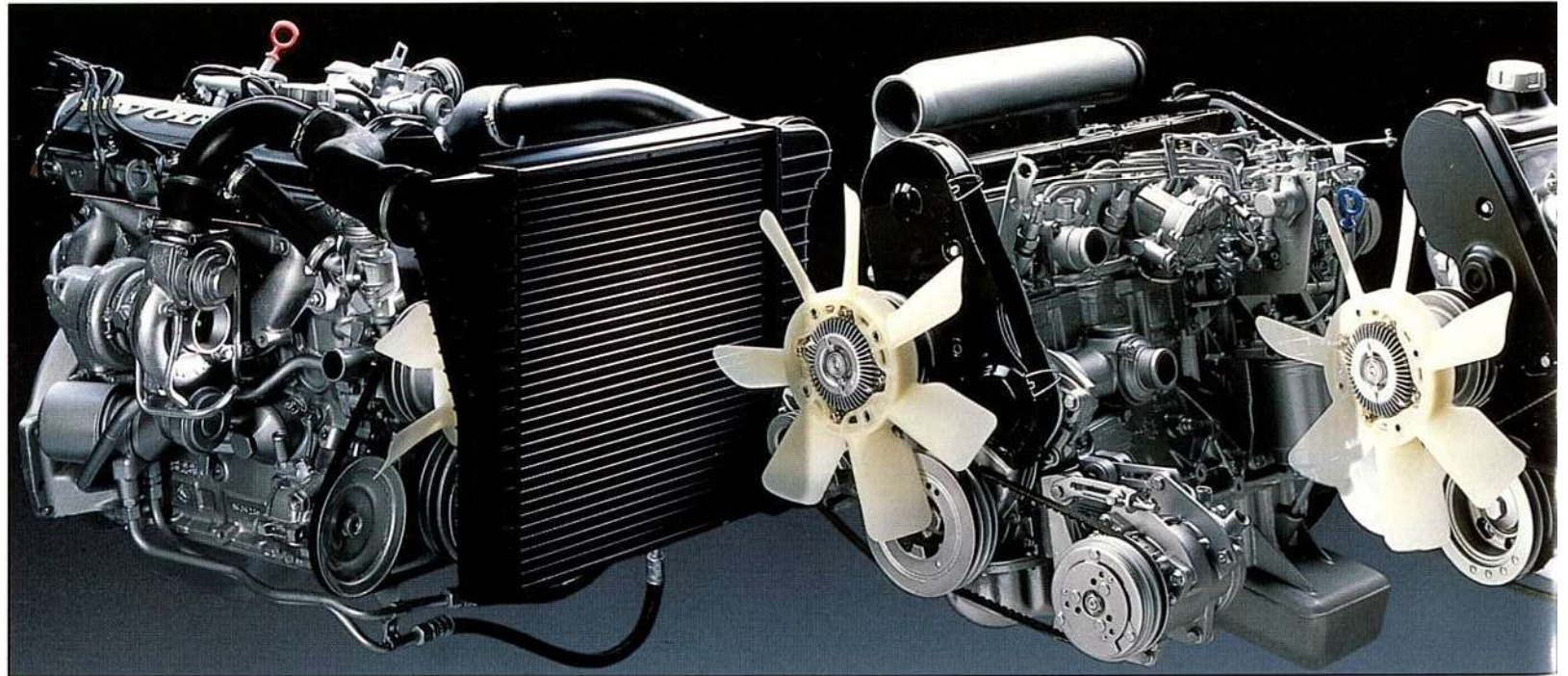


POWERFUL ALTERNATIVES



All engine variants, from the efficient Diesel to the muscular Turbo Intercooler, have one thing in common. They are all engineered to give high torque even at low engine speeds. This means responsive, flexible engines capable of safe overtaking and relaxed city driving.

A range of alternatives – to suit widely differing needs and preferences – with proven reliability.

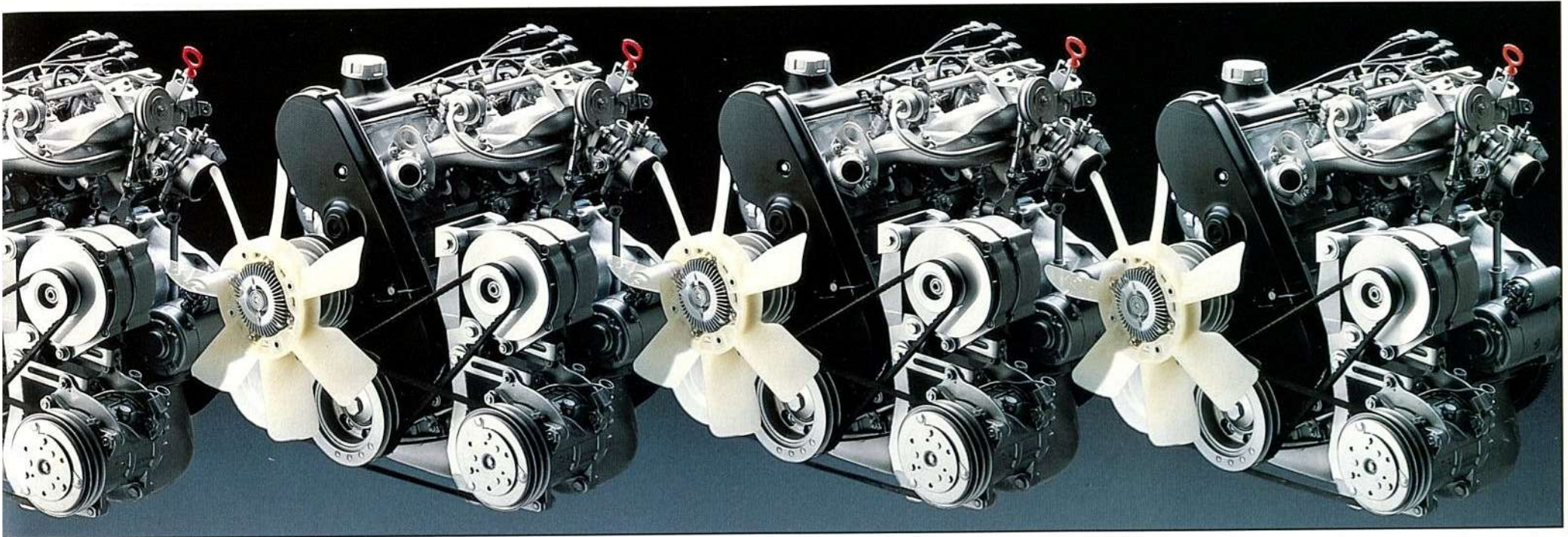


740 GL

The 740 GL is equipped with a new, tax-efficient 2 litre fuel injection engine, delivering 121 bhp.

740 Turbo Diesel

Combining fuel efficiency with a healthy 109 bhp of pulling power, the six cylinder turbo diesel unit represents a true alternative.



740 GLE

The 740 GLE is smoothly and quietly powered by a 131 bhp 4 cylinder, 2.3 litre fuel injected engine.

740 Turbo

The 740 Turbo is the athlete of the 740 range. Its 2.3 litre 4 cylinder turbocharged and intercooled unit delivers 182 bhp.

A choice of transmission
Dependent upon model, we offer a
choice of manual or automatic
transmission.

Whichever you choose, the gearbox
will have been developed and tested
in conjunction with the engine,
ensuring that they complement each



other and offer the best possible
performance, flexibility and fuel
efficiency.

Please note the radio equipment shown is from the Volvo range of accessories.



Automatic

The automatic transmission is a four speed unit with an overdrive fourth gear.



Manual 5-Speed

The 740 GL is equipped with 5 speed manual transmission with overdrive fifth gear.



Manual 4-Speed with overdrive

Turbocharged variants and the GLE feature four speed transmission with electronic overdrive, engaged with a press switch on the gearknob.

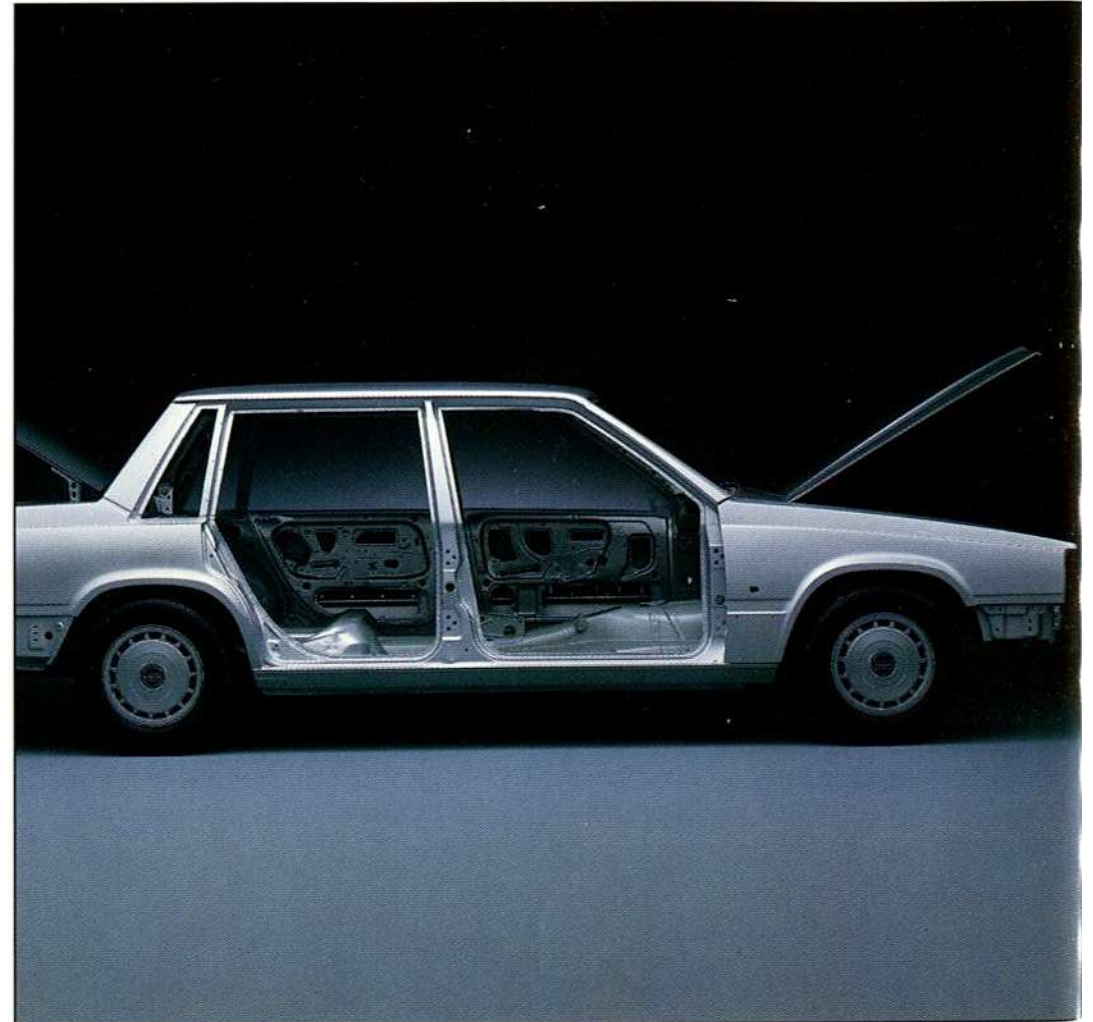
Then a coat of paint. And another.
And one more. And once again.
Exposed areas are treated with
polyester coating and the underbody
with rust inhibiting agents. Closed
sections are injected with special
rustproofing fluids.

And as if this weren't enough we
ventilate the door sills to prevent
corrosion for condensation inside.

A Volvo is for keeps.



Enduring quality
Your new Volvo 740 includes 23
square metres of galvanised steel.
Sheet metal with zinc coating on both
sides. The whole body is zinc
phosphated. Then soaked in an
electrolytic primer paint bath.



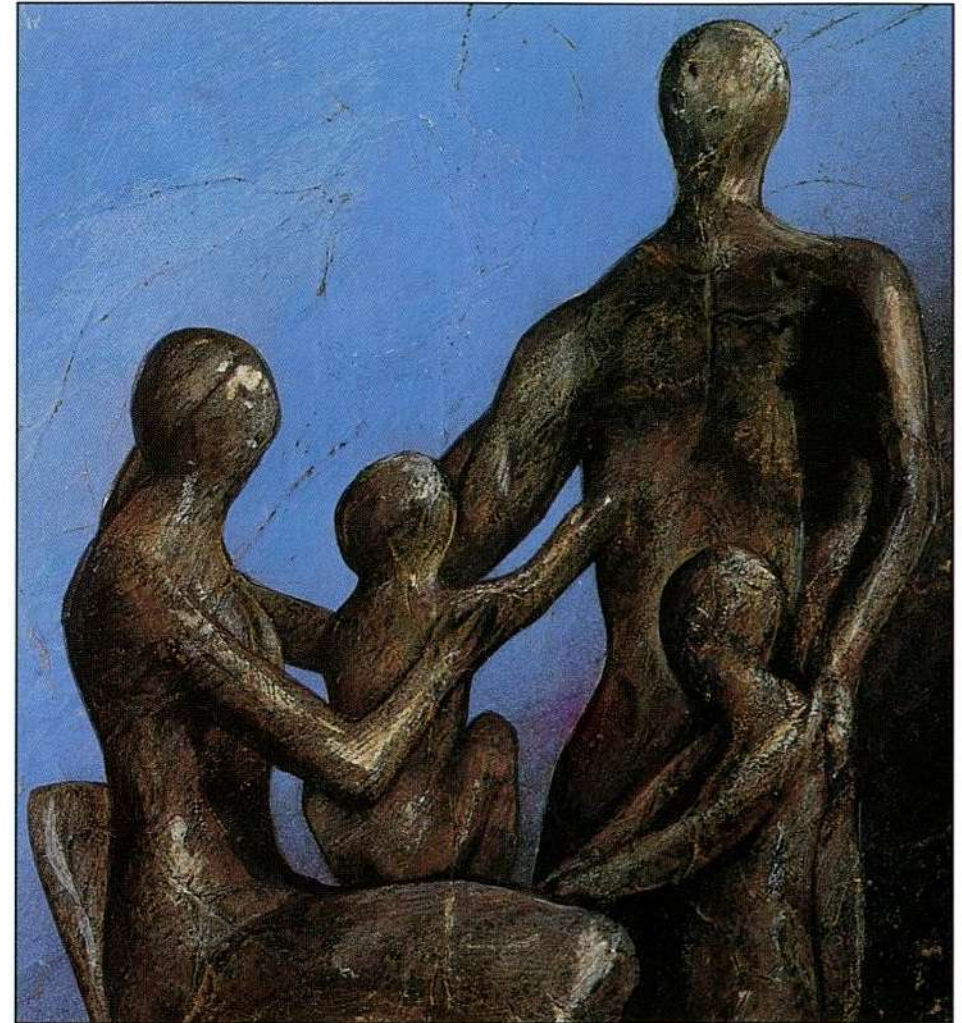
A LIFETIME OF CARE

In addition to a 12 month unlimited mileage warranty, every new Volvo is covered by our Lifetime Care commitment. This is not an open ended warranty covering all parts of the car for ever. How could it be?

Natural wear and tear limit the life of many automotive components. However, it is a very valuable commitment on our part. Briefly, what we say is that, providing a Volvo car is looked after properly and serviced by Volvo Dealers on a regular basis, there is no reason why those parts not due for renewal should suddenly fail.

If they do, and if the customer has kept his or her side of the bargain, then we promise to replace them. That applies regardless of the age of the vehicle or the mileage it has covered.

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



COLOUR AND UPHOLSTERY



Blue Trico plush



Red Trico plush



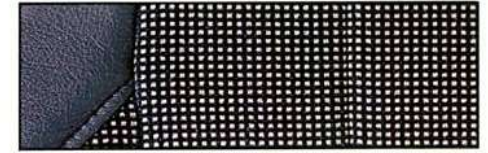
Black Trico plush



Blue plush



Black leather



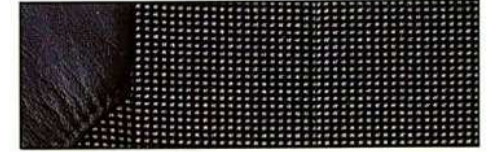
Blue plush/leather



Black plush



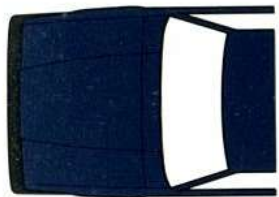
Beige leather



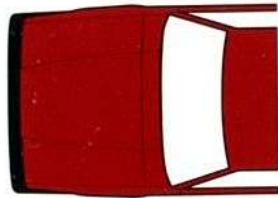
Black plush/leather

N.B.: It is not possible to reproduce exact original shades in printed material. Please ask your dealer to show you samples.

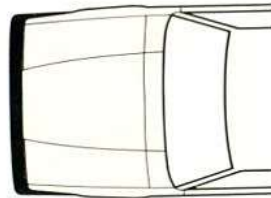
Code	Colour	740 GL	740 Turbo Diesel	740 GLE		740 Turbo
		Trico Plush	Trico Plush	Plush	Leather	Plush/Leather
096	Dark Blue	Blue	–	–	–	–
173	Red	Black	Black	–	–	Black
189	White	Blue	Blue	–	Black	Blue



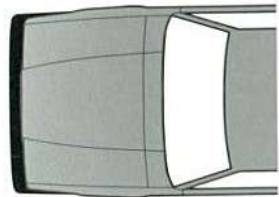
096 Dark Blue



173 Red



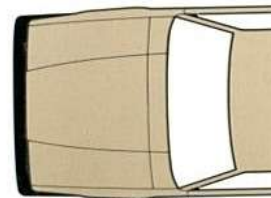
189 White



130 Silver Metallic



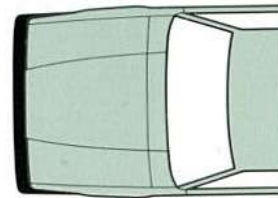
214 Dark Grey Metallic



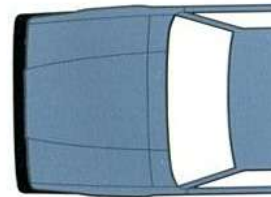
400 Gold Metallic



402 Blue Green Metallic



403 Silver Green Metallic



404 Light Blue Metallic

130	Silver Metallic	Red	Red	–	Black	Blue
214	Dark Grey Metallic	–	–	–	–	Black
400	Gold Metallic	Black	–	–	Black	–
402	Blue Green Metallic	Black	Black	–	Beige	Black
403	Silver Green Metallic	Black	Black	Black	–	–
404	Light Blue Metallic	Blue	–	Blue	–	–

Please note: non-standard colour combinations are available to special order. Please ask your dealer for further information.

STANDARD EQUIPMENT/OPTIONS

	740 GL	740 Turbo Diesel	740 GLE	740 Turbo
Comfort				
Power steering	●	●	●	●
Central locking	●	●	●	●
Electrically adjustable door mirrors	●	●	●	●
Electric windows front/rear	●/○	●/○	●/●	●/●
ACC automatic climate control	○	○	○	○
Air conditioning	○	○	○	○
Reading lamps	-	-	●	●
Interior				
Reclining front seats with lumbar support	●	●	●	●
Front seat height adjustment	●	●	●	●
Heated front seats	●	●	●	●
Lockable glove box with light	●	●	●	●
Rear seat armrest	●	●	●	●
Quartz clock	●	●	●	●
Colour-coordinated dashboard	●	●	●	●
Compartment by side of driver's seat	-	-	●	●
Compartment in front doors	●	●	●	●
Tachometer	●	●	●	●
Washer fluid level indicator	-	-	●	●
Body				
Sunroof manual/electric	○/○	○/○	●/○	●/○
Metallic paint	○	○	●	●
Tinted windows	●	●	●	●
Heated rear window	●	●	●	●
Alloy wheels	○	○	●	●
Low-profile tyres	-	-	-	●
82 litre fuel tank	○	○	○	○
Safety				
ETC electronic traction control (manual only)	-	-	-	○
Limited slip differential	○	○	○	-
Head restraints front and rear	●	●	●	●
3-point seat belts front & rear centre lap belt	●	●	●	●
Laminated front and rear screens	●	●	●	●
High level rear brake light	●	●	●	●
2-speed plus intermittent screen wipers & electric washers	●	●	●	●
Headlamp wash/wipe	●	●	●	●
Child safety locks on rear doors	●	●	●	●
Fog lights front/rear	○/●	○/●	○/●	●/●
ABS Anti-lock braking system	○	○	○	○

N.B.: It is not possible to order ABS with ACC. ABS option includes the fitment of 15 inch wheels to 740 GL, TD and GLE. Limited slip differential cannot be ordered with ABS.

Key:

○ = Option at extra cost

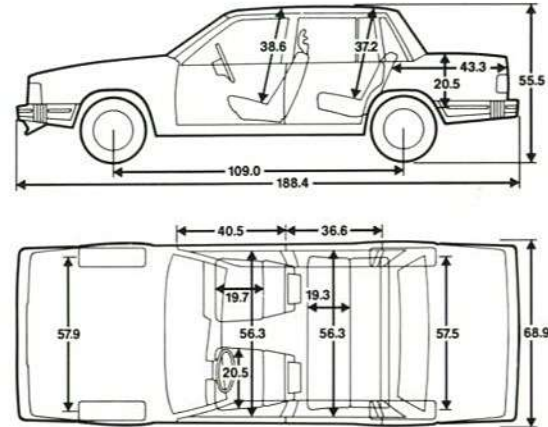
● = Standard equipment

- = Not available

TECHNICAL INFORMATION

	740 GL	740 Turbo Diesel	740 GLE	740 Turbo
Engine	B200E	D24T	B230E	B230ET
Configuration	in-line 4-cyl.	in-line 6-cyl.	in-line 4-cyl.	in-line 4-cyl.
Fuel system	continuous inj.	continuous inj.	continuous inj.	electronic inj.
Capacity, cc	1986	2383	2316	2316
Bore/stroke mm	89/80	77/86	96/80	96/80
max. output ECE hp/rpm	121/5700	109/4800	131/5500	182/5800
Max torque ECE NM/rpm	158/4800	205/2400	190/3300	260/3400
Min. octane rating	95	diesel	95	98
Ignition system	microprocessor controlled	diesel	microprocessor controlled	motronic engine management
Transmission				
Manual	5-speed	4-speed + o/d	4-speed + o/d	4-speed + o/d
Automatic	4-speed inc o/d	4-speed inc o/d	4-speed inc o/d	4-speed inc o/d
Braking system*				
(all models)	Power assisted disc brakes all round. Triangular split circuit with stepped bore master cylinder.			
Fuel tank				
Volume, gallons/litres	13.2/60	13.2/60	13.2/60	13.2/60
Steering				
Rack and pinion	power assisted	power assisted	power assisted	power assisted
Turning circle feet/metres	32' 6"/9.9	32' 6"/9.9	32' 6"/9.9	32' 6"/9.9
Wheels*				
Steel braced radial tyres	185/70/14T	185/70/14T	185/70/14T	195/60 HR15
Rims	5.5" x 14" steel	5.5" x 14" steel	5.5" x 14" alloy	6" x 15" alloy

* If ABS option is specified, braking specification is altered, as is wheel/tyre fitment on GL, Turbo Diesel and GLE models.



Warranty:
12 months unlimited mileage, plus Volvo's unique Lifetime Care Commitment.

In the interests of continuing product development, we reserve the right to make changes at any time, without notice, to prices, colours, material, equipment or specifications and to discontinue models.

Key:

○ = Option at extra cost

● = Standard equipment

- = Not available

VOLVO