

THE VOLVO 144S



The Volvo 144S was built to do all the things Volvos are known for doing.

One of the big things Volvo are known for is the way they get out and go. Volvos run away from every other compact in their class.

In economy, Volvos deliver over 25 miles to the gallon, even with automatic transmission.

In general, Volvos last an average of eleven years in Sweden where there are no speed limits on the highways, over 70,000 miles of unpaved roads and driving is virtually a national pastime.

In specific, we think the Volvo 144 S will even do

The backrests are completely adjustable all the way down to a fully reclining position. Which means the 144 S can be turned into a comfortable sleeper in a matter of seconds.

A small knob at the side of the backrest adjusts to give you just the amount of back support you want.

better. It comes with the most powerful Volvo engine ever built, as standard equipment. It comes with 25 miles to the gallon as standard equipment (yes, even with automatic transmission).

The 144 S gives you more room on the inside. While remaining an authentic "compact" compact on the outside.

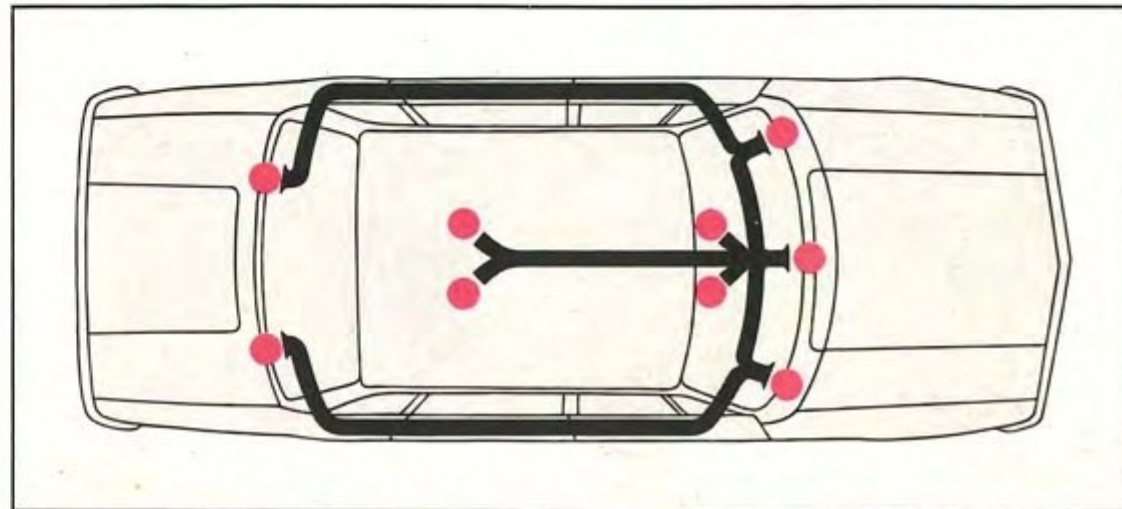
The rear seat is large enough to hold three big men in almost complete comfort. The floor and knee space is large enough to hold six full-grown legs in the same comfort. With only two in the back seat, you can pull down the

Heat and fresh air are fed through two ducts in the front and rear passenger compartments. With this system, the driver doesn't have to boil to keep rear seat passengers warm.

Three defroster nozzles up front and two at the bottom of the rear

window mean complete visibility. You'll actually be able to use your rear window for something better than a thing to swear at.

The fan for heating and fresh air is powerful enough to warm the car almost immediately on even the coldest day.



The Volvo 144S will also do some things no Volvo could ever do before.

folding armrest in the middle of the seat and settle down into some real honest-to-goodness luxury.

Up front, things even get better. Industrial Design Magazine wrote this about the Volvo front seats, "For the first time in any mass-produced chair—automotive or otherwise—not only is there good lumbar support, but adjustments in the support can be made easily . . ." Or to put that in English, traveling salesmen who have switched to Volvos write and tell us that because our seat can be adjusted to fit the body, they can drive all day without

The dashboard, and everything on it, are designed to hold up just like the rest of the car, unless someone is thrown against it. Then things start folding up.

The steering column is designed to collapse under severe impact. At the same time, the steering wheel and

horn ring bend back slowly to take up shock. The dash is padded, wide and dish-shaped to give the driver maximum protection.

Controls are recessed for safety in a heavily padded dash.

The large windshield is built with a thin layer of

getting a backache.

In all, the Volvo chair-high bucket seats adjust seven different ways. And they do one more thing. If you're in a Volvo 144 S and you're hit from the rear by another car going 10 mph or more, your seat back will recline at a controlled speed. This is meant to prevent the head from being snapped back causing severe injury.

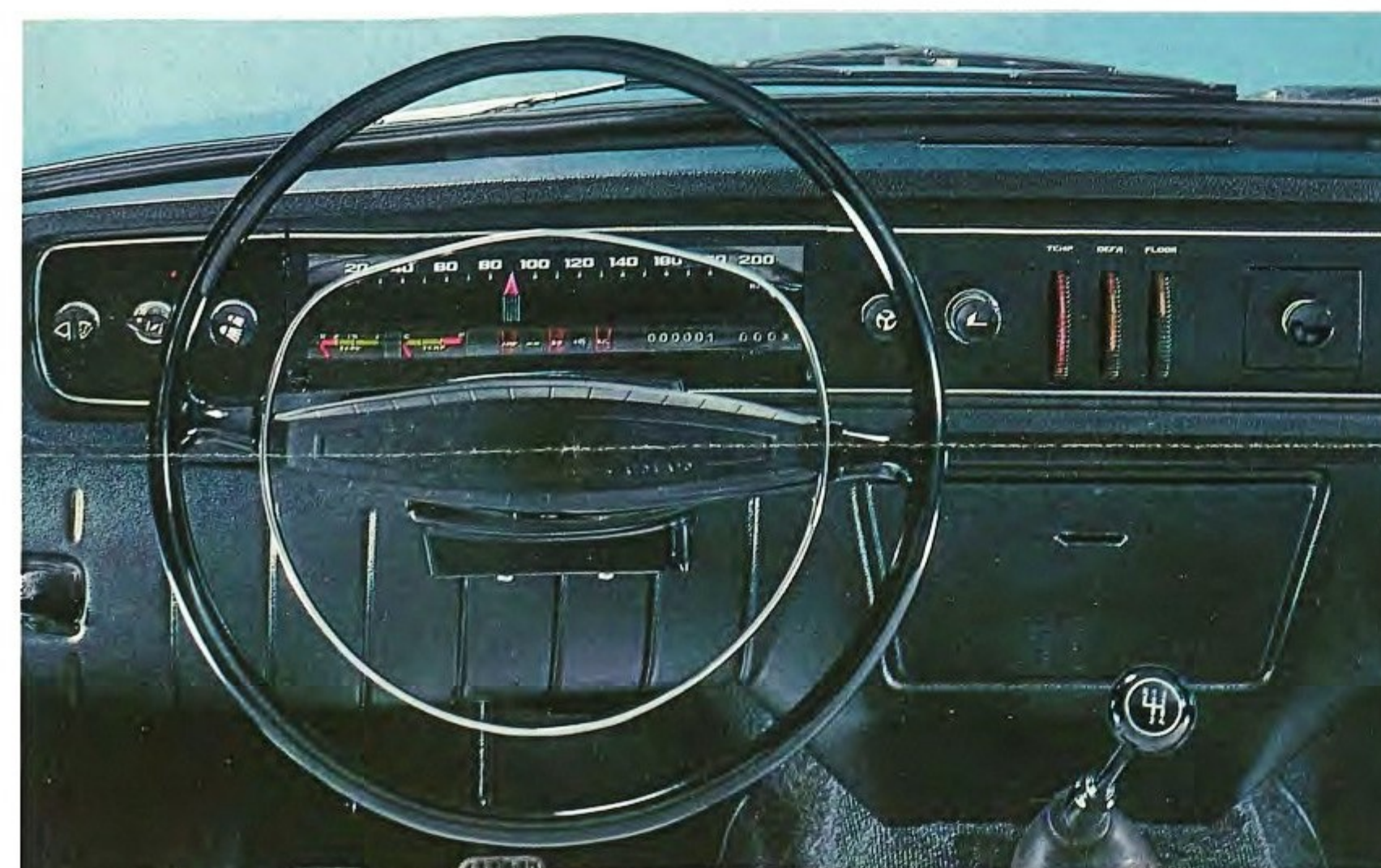
But all in all, it's comfort we were striving for in the 144 S. We wouldn't want you to tire of it before it wears out.

plastic in its center. If broken, it actually stretches to help take up shock.

In 1959 Volvo was the first manufacturer to make seat belts standard equipment in all cars.

Volvo is still the only manufacturer to make the three-point lap and shoulder

belt standard. It's the only belt designed to make our folding steering wheel and padded dash unnecessary. Some manufacturers offer it as an option. If you buy a car from them, take it. It's worth the extra money.



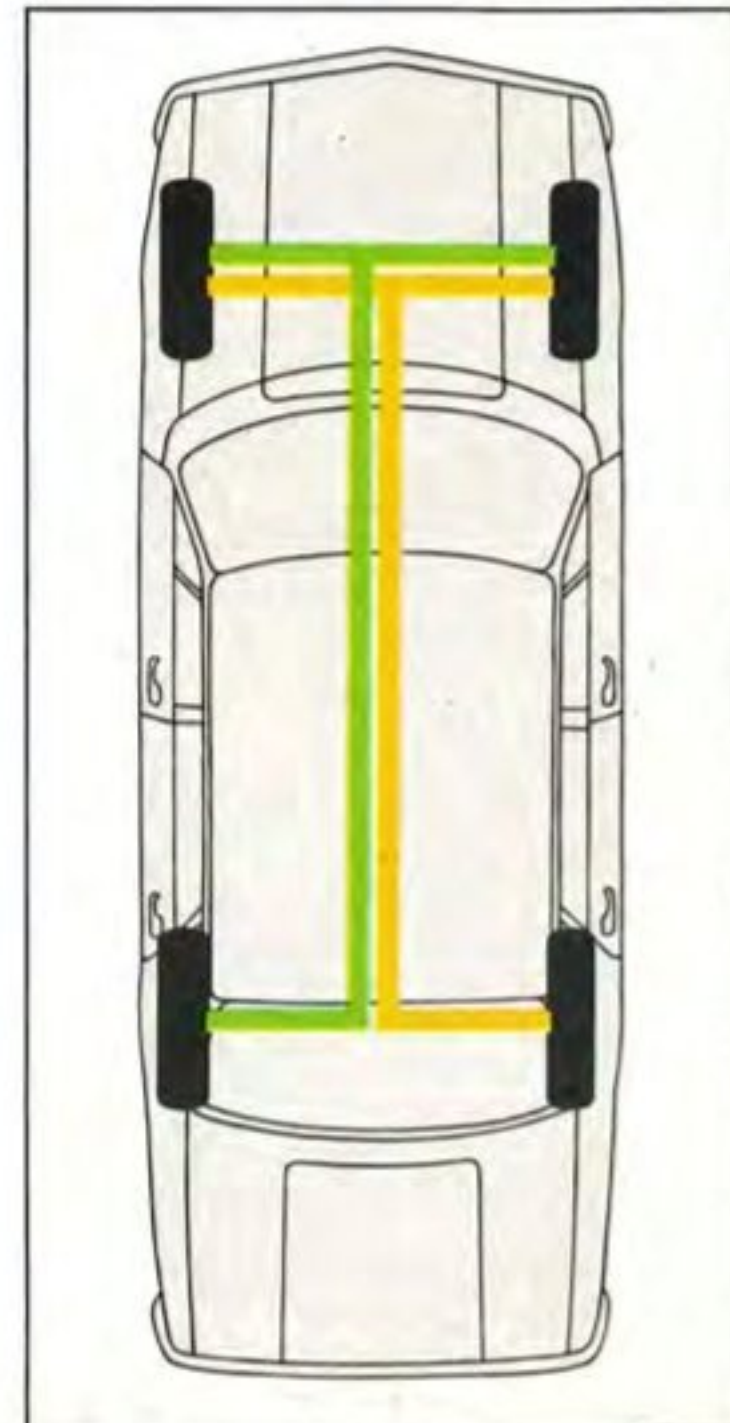
Sports Car Graphic magazine described the Volvo engine like this: "Perhaps the foremost bit of education we acquired was learning that the Volvo B-18 engine is one of the most, if not THE most, reliable, rugged and unbreakable car engines being built today." The B-18 engine in the 144 S is even more engine. It's been beefed up to 115 hp.

A Volvo is welded together with 10,000 individual spot welds. Each weld is so strong it could support the entire weight of the car itself. All important moving parts are machined to a tolerance of a hundred thousandth of an inch. Most manufacturers are satisfied with tolerances of one ten-thousandth of an inch.

10 % of a Volvo is rubber. When you consider that a Volvo weighs over a ton, that's a lot of rubber. When you consider we expect a Volvo to stay quiet and completely watertight for 11 years, all that rubber makes good sense.

Volvo's automatic transmission is almost identical to the one used in cars with 50 % more power and weight.

We could go on about other things like independent coil springs for good road handling and smoother ride. Our standard four-speed, fully synchronized gearbox that's virtually driver proof, and a number of other features that make driving a Volvo 144 S the pleasure it is. But we'd rather have you come in and discover those things for yourself.



Things too numerous to write about. But important enough to mention.

Extremely rigid all-welded safety body with special roll-bar supporting the roof.

Large 15" wheels with wide rims for better traction, road holding and longer tire life.

Generous glass area all around with extra large electric windshield wipers and electrically operated windshield washer.

A mechanism that locks the steering wheel firmly in place when you remove the ignition key. You might say the Volvo 144 S is thief proof.

Dashboard mounted grab handle for greater comfort and safety.

Corrosion-proof lead-lined gas tank. You'd be surprised at how few manufacturers offer that.

Sealed cooling system and sealed-for-life lubrication.

A starter and electrical system engineered to withstand Swedish winters. When's the last time you saw a Volvo being towed or pushed to get it started?

The 144 S also has two completely separate brake circuits. Lose one and you've still got the other. Lose both (the odds against this are staggering) and you've still got the hand-brake which operates on its own brake drums.