

VOLVO 1989



WHERE YOUR MONEY GOES.

At Volvo, our work has always been governed by a commitment to the social contract. Quality, longevity, safety, durability and value—from the first, these have informed every model we've produced. Today, when most automakers are "discovering" quality, we're pleased to note that Volvo is built on it. We think you will be, too.



▲ At Volvo's Crash Safety Laboratory (above left), each crash yields roughly 70,000 pieces of information from four accelerometers, force sensors and elongation gauges.

SAFETY

Beginning with the safety cage and laminated windshield in 1944, Volvo has introduced no fewer than 48 automotive safety features. These achievements have long been recognized



▲ The Volvo SRS is designed to deploy only during front and front angular collisions at speeds equal to or greater than the forces created by a vehicle crashing at approximately 12 MPH (19.3 km/h) into a fixed barrier.

the world over: in recent years, Volvo has won twelve international safety awards. Moreover, Volvo has helped set a standard for automotive safety—not just in the auto industry, but for governments seeking to set legislative guidelines as well.

From an engineering standpoint, Volvo's efforts on behalf of safety are two-fold, involving both passive

and dynamic safety. Passive safety relates to the way collision forces are absorbed by the car body and their ultimate effect on driver and passengers. Dynamic safety is the precision with which a car reacts to help keep its driver out of trouble—predictable handling under



difficult or abnormal driving situations, in the areas of steering, road handling and braking.

The development of both safety systems has involved tens of thousands of hours of research and experimentation. This is why, despite our considerable achievements thus far, Volvo considers all safety work to be part of an ongoing process. There is, we believe, no better means of expressing our commitment to the best—and to those who drive our cars.

DURABILITY

Volvo's emphasis on creating a reliable, long-lived product dates from the company's beginnings; perhaps it owes its enduring importance to the Swedish traditions of craftsmanship and quality. Whatever its origins,

▲ Volvo's High Mileage Program recognizes owners who have driven 100,000 miles or more. Could there be a better measure to durability than this?



▲ The main trunk at Hallered features a variable-depth water trough, so that brakes can be fully wetted prior to performance and landing tests.

our commitment to durability (and its inevitable result, longevity) today remains justifiably renowned: a Volvo's period of expected ownership remains among the longest of all available production cars in its class.

The extent of Volvo's commitment is most evident at Hallered, known commonly as "The Proving Ground": a series of seven test tracks, located on 700 acres, 80 kilometers east of Volvo's Gothenburg headquarters. Volvo also performs elaborate durability tests on each of its engines and all major components. The result is an automobile as completely inured to the vicissitudes of time and trouble as man can make it.

QUALITY

At Volvo, we view "a quality automobile" as a combination of elements, embodied in what we characterize as our "core values": safety, durability, longevity, comfort and value. Our definition of quality also includes service, the support system of dealer, warranty, road assistance program and more that, with the car itself, comprises the total ownership experience.

Quality also characterizes our six manufacturing and assembly plants: each blends the very latest in technology with the long, loving traditions of hands-on craftsmanship. Moreover, we've sought to develop safe, comfortable plants, involve labor in the evolution of the production process, and create profit sharing productivity and other quality assurance programs.

At Volvo, we've worked to preserve the ideals of the drafting table in the life of the factory floor.



▲ When Kalmar opened in 1974, it marked the first significant change in the basic methods of automotive mass production since the advent of the assembly line. The 700 sedan and wagon are built exclusively at the Kalmar facility.



COMFORT

To the driver, ergonomics means comfort and convenience. To Volvo, however, ergonomics represents the entire interior environment of the car. Our efforts have enhanced and developed the critical relationship between driver and machine—and, in the process, raised the science of ergonomics to an art.

Volvo's efforts are perhaps most apparent in our electrically heated driver and front passenger seats. In the series 700 vehicles, the driver's seat is adjustable sixteen different ways; the 240s feature front seats offering nine different height/angle options.

Within the driver's area, the instrument clusters are designed to help you drive more comfortably. A high-capacity electronic climate control system (ECC) is found in the 760s and 780s. And a manual air conditioner and powerful heating unit remain standard on all 240s* and 740s.

VALUE

It's always been our belief that, when you buy a car, you're buying the company that built it. And, since our goal is total customer satisfaction, our job isn't over when you drive out of the showroom.

Volvo's expressed limited new car warranties provides comprehensive coverage, with unlimited mileage, for virtually all repairs related to material and workmanship during the first year, as well as your car's major system for three

▲ Volvo's "user friendly" interiors have been designed to maximize visibility and availability of all critical dials, gauges and controls.

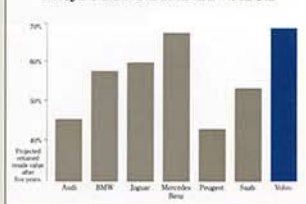
years.† **Volvo On Call**™, our road assistance program, offers round-the-clock, 365-day-a-year protection, in all states and provinces in the U.S. and Canada. We've also added the **Volvo Increased Protection Plan—VIP**™ to extend certain of the terms of your warranty to five full years. Another critical element of our after-sale support system is our **Genuine Volvo Parts program**.

And we've established quarterly **VISTA (Volvo International Service Technical Association)** tests, to help our technicians remain up-to-date in their technical training.

As well as an ongoing certification and advanced specialization curriculum.

Finally, Volvo has created the **Monitor program**, as a forum for the all-important dialogue between manufacturers, dealers and customers.

PROJECTED RETAINED VALUE



Source: IntelliChoice, Inc., San Jose, Ca. Actual resale value may vary based on condition, mileage, model options, method of sale and other factors.

*Optional in Canada.

† Please check with your dealer for specific details on Volvo's 1989 warranties.

‡ Volvo On Call is a service mark of Volvo North America Corporation; the program is administered by Amoco Motor Club (U.S.)/Amoco Enterprises Canada Ltd. (CND).

†† Available in Canada later in model year.

240 SERIES

Last year, the 1988 240 received its outstanding accolade—Family Circle magazine's first "Family Car of the Year" award. Introduced in 1975, the 240 was created specifically for those most concerned with safety, durability and longevity. The result is an ever-increasing demand for one of the most popular models in Volvo's history.



240 GLE

The formally styled sedan offers the best overall and resale values in its class.* The personalization of our new sedans, the 240 has increased their international safety awards from six after 10 in the world.

*Source: Complete Car Cost Control, Automobile News, South Plainfield, N.J.

740 SERIES

Though they manifest the same core values that define the 240s, Volvo's series 740 sedans and wagons reveal the elegant styling, sophisticated performance and inherent luxury that distinguish the finest European sedans. Their sleek lines also conceal the sort of advanced handling and engine technology you'd expect from far pricier machines.

740 GLE SEDAN

The GLE sedan reveals the ideal where the exclusive world of quality European automobiles.

740 GLE WAGON

The GLE wagon is a practical, multifunctional vehicle that offers all the aesthetic, ergonomic and engineering pleasure of a European sedan.



240 WAGON

The 240 wagon is an extension of its companion sedan, combining dynamic flexibility and safety features with a spacious cargo compartment. It offers 78 cubic feet (2.2m³) of storage space, six large tie-down rings, a convenient loading compartment, a special child safety seat on the left side, and much, much more.



760 SERIES

The 760s represent the peak of Volvo's automotive achievement. Their original styling, compelling performance and impeccable appointments surpass everything we've yet developed. Firmly rooted in our core values, quality crafted at the Kalmar manufacturing facility, the 760 must stand as the jewel in the Volvo crown — car of legend, land-mark accomplishment.

760 GLE

Volvo's flagship sedan, the 760 GLE represents a series of meticulously crafted features integrated into a perfectly balanced whole.



THE GLI 16 VALVE SPORT

Power assisted is technology that's the hallmark of the TMC GLI, with its 2.5 liter, 16 valve 4 cylinder engine, elegant aesthetics, and interior appointments.



THE GLI 16 VALVE RACER

The TMC GLI wagon is built like the advanced 16 valve engine that drives it an automotive triumph that remains as true devoted to function.



THE 5-SPD 2.5 TURBO

Even the most experienced driver without will be attracted by the responsiveness and power of the TMC Turbo.



THE TURBO WAGON

The TMC Turbo is one of very few wagons to also be legitimate, admired, and as a high performance automobile. Yet its functional capacity remains nothing short of amazing.



1983 TURBO
With the 700 Turbo motor and wagon, Volvo has proved engineering lovers in transportation and power — and here it continues.



780 COUPE *by Bertone*

Many of us dream of driving our own personal car. Not a family car, not a second car — a car, neither, that makes a striking statement about the person behind the wheel. If that time is at hand for you, consider the 780 coupe. A classic, from Volvo and Bertone.

780 COUPE

The 780 coupe represents a landmark union between state-of-the-art Swedish engineering and unique Italian design.



780 TURBO

The turbo offers all the original coupe's distinction — plus it's a modified turbocharged engine for an extra measure of performance.



240 SERIES

Front spoiler
Five mile/hour bumpers (8 km./hr.)
Halogen headlights
Tinted windows with dark tint band along top of windshield
Dual anti-glare mirrors
Steel belted radial tires
Power assisted brakes and steering
Air conditioning (optional in Canadian market)
Central power door and trunk lock
Rear window defroster with timer
Rear fog lights (subject to state and local law)
Four three-point inertia reel seatbelts/rear center passenger lap belt
Top tether anchorage point
Adjustable front bucket seats with adjustable lumbar support
Heated front seats
Front and rear head rests
Carpeted trunk and spare wheel cover/carpeted wagon cargo area
Pass-through to trunk on sedans
Illuminated, lockable glove box with vanity mirror
Door panel storage pockets
Luggage/cargo compartment light
Engine compartment light
Delay for interior light
AM/FM stereo cassette receiver with two door speakers and antenna

WAGONS INCLUDE:

Rear window wiper/washer with intermittent cycle
Cargo tie-down rings
Lockable storage compartment
Removable rear seat cushion

GL MODELS INCLUDE:

Power windows
Manual sunroof (Sedan only)
Front seatback storage
Alloy wheels

740 SERIES

Front spoiler
Five mile/hour bumpers (8 km./hr.)
Halogen headlights
Tinted windows with dark tint band along top of windshield
Dual anti-glare exterior mirrors
Power-assisted brakes and steering
Air conditioning
Sunroof with tilt and slide function
Central power door and trunk lock (tailgate on Wagon)
Power windows
Rear window lock out
Rear window defroster with timer
Four three-point inertia reel seat belts/rear center passenger lap belt
Top tether anchorage point
Adjustable front bucket seats with adjustable lumbar support
Padded front and rear headrests
Heated driver's and front passenger's seat
AM/FM ETR stereo cassette with amplifier, front and rear speakers, power antenna

Rear foglights (subject to state and local laws)

Engine and luggage/cargo compartment lights
Interior light delay
Red warning lamps on doors
Front map lights
Illuminated vanity mirror
Storage areas by front seats, center console, back of front seats, center console
Pass through to trunk on Sedans
Front and rear floor mats
Tool kit

WAGONS INCLUDE:

Split rear seat
Removable rear seat cushions
Rear window wiper/washer with intermittent cycle
Cargo tie-down rings
Lockable storage compartment

740 GLE 16 VALVE INCLUDES:

Power operated sunroof
Power operated mirrors
6" x 15" aero styled alloy wheels
Anti-lock brake system (ABS)
Cruise control
16 valve, 153 H.P., 2.3 liter four-cylinder engine

740 TURBO INCLUDES:

Turbocharged 160 H.P., 2.3 liter intercooled four-cylinder engine
Power operated sunroof and mirrors
6" x 15" five spoke alloy wheels with "H" rated performance tires
Anti-lock brake system (ABS)
Driver's side supplemental restraint system (SRS) (U.S. market only)
Distinctive matte black exterior trim
Front fog lights

760 SERIES

Power-assisted brakes and steering
Anti-lock brake system (ABS)
Cruise control
Electronic climate control
AM/FM ETR stereo cassette with equalizer, amplifier, six speakers, power antenna, anti-theft circuitry
Power windows and door locks
Dual power mirrors with heating elements
Power sunroof with tilt and slide function
Power adjusted front bucket seats
Heated front seats
Padded front and rear headrests
Three position tilt steering column
Front engine rear window defroster
Front and rear floor mats
Halogen headlights
Front and rear fog lights (subject to state and local laws)
Illuminated vanity mirror
Engine and luggage compartment lights
Interior light delay
Driver's side supplemental restraint system (SRS) (U.S. market only)

WAGON INCLUDES:

Split rear seat
Removable rear seat cushions
Rear window wiper/washer with intermittent cycle
Cargo tie down rings
Lockable storage compartment

780 COUPE

Power assisted brakes and steering
Anti-lock brake system (ABS)
Cruise control
Electronic climate control
AM/FM ETR stereo cassette with equalizer, amplifier (200 watts), power antenna, four speakers
Power windows and door locks
Power glass sunroof with sunshade, tilt and slide function
Dual power mirrors with heating element
Power adjusted front bucket seats with memory-glide feature
Adjustable lumbar support on front seats
Front and rear headrests
Heated front seats
Tinted glass
Illuminated vanity mirror
Front and rear fog lights (subject to state and local laws)
Remote trunk and fuel door release
Front and rear map lights
Interior light delay
Driver's side supplemental restraint system (SRS)
Four three-point seat belts with pretensioners on front belts
Pass through to trunk
Tool kit
Alloy wheels—6" x 15" coupe, 7" x 15" Turbo Coupe

240 SERIES/740 GL

In-line, four cylinder, overhead camshaft
Electronic Ignition System,
Electronic Fuel Injection
Displacement 2.3 liter
Horsepower SAE-net 114 @ 5400 RPM
Torque lb./lbs.
SAE-net 136 @ 2750 RPM
Fuel Tank 15.8 gal./60 liter
Battery 450 AMP
Alternator 70 AMP

740 GLE 16 VALVE

In-line, four-cylinder, double overhead camshaft, sixteen valve, twin balance shafts, electronic ignition system, electronic fuel injection
Displacement 2.3 liter
Horsepower SAE-net 153 @ 5700 RPM
Torque lb./lbs.
SAE-net 150 @ 4450 RPM
Fuel tank 15.8 gal./60 liter
Battery 500 AMP
Alternator 80 AMP

760 GLE/780 COUPE

* V-6 Aluminum Alloy, overhead camshaft
Electronic Ignition System,
Electronic Fuel Injection
Displacement 2.8 liter
Horsepower SAE-net 145 @ 5100 RPM
Torque lb./lbs.
SAE-net 136 @ 2750 RPM
Fuel tank 21 gal./80 liter
Battery 500 AMP
Alternator 90 AMP

740/760/780 TURBO

In-line, four-cylinder, overhead camshaft, exhaust-driven, water-cooled turbo-compressor with intercooler
Electronic Ignition System,
Electronic Fuel Injection
Displacement 2.3 liter
Horsepower SAE-net 160 @ 5300 RPM
Torque lb./lbs.
SAE-net 187 @ 2900 RPM
Horsepower (780 only)
SAE-net 175 @ 5400 RPM
Fuel tank 21 gal./80 liter
Battery 450 AMP
Alternator 70 AMP

* The V-6 engine was developed and is manufactured by Societe Franco-Suedois de Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.

Some of the information in this catalog may be incorrect due to product changes which may have occurred after this book was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer to bring you up-to-date.

The manufacturer reserves the right to make changes at any time, without notice, to prices, color, materials, equipment, specifications, and models.

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