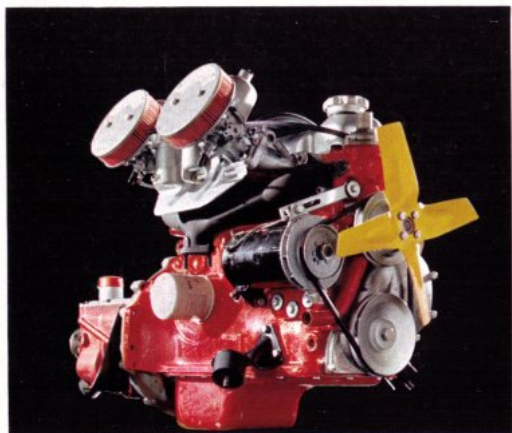
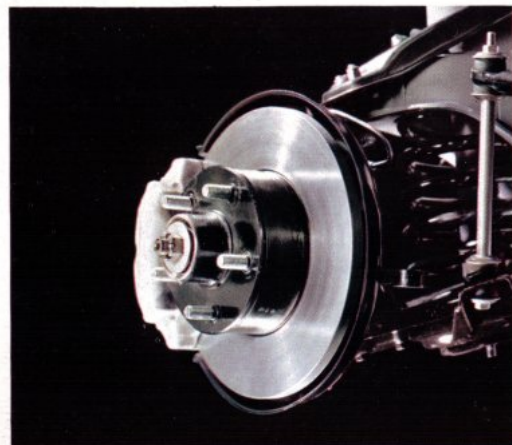


VOLVO *Canadian*





Volvo's rally-winning, sports-type engine.



Disc brakes, standard equipment on all models.



Standard seat belts, padded dash and padded visors.

VOLVO

Canadian

Volvo is a compact car designed in Sweden and built right here in Canada. It goes faster in every speed range than other popular priced compact cars. It gets over 30 miles to the gallon of gasoline — even with the optional automatic transmission. And Volvos are virtually indestructible.

Volvos last an average of 13 years in Sweden. In Sweden there are no speed limits and over 70,000 miles of road have no paving. And winter temperatures often dip to 30-below — just like some places in Canada. This same Volvo is now built in Canada and while we don't expect Canadians to keep their Volvos for 13-years, wouldn't it be a comfort to know that the car will stand up that long in a country so much like Canada?

A Volvo will deliver 30 miles to the gallon. That's right, 30 miles to the gallon. Volvos don't make an automatic right turn every time they come to a gas station. Gas is expensive in Europe so Volvos are designed to get over 30 miles on a gallon to ease the pain a bit. The biggest factor in this economy is Volvo's famous B 18 engine. Here's what Sports Car Graphic said about it: "Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe tests we have ever put a project engine through. Perhaps the most impressive 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". In short, the B 18 is simple, tough, fourcylinder engine with a five-bearing crankshaft, separate induction ports for each cylinder, fully machine combustion chambers and a full-flow oil filter. This is the engine that moves the car that "you can drive like you hate it!"

Volvo's manual transmission is synchronized in all four speeds. No nerve

shattering crunches, ever. Not even downshifting into first. If you don't like to shift gears, the Volvo Canadian has an optional automatic drive and you'll still get over 30 miles on a gallon of gas.

All Volvo cars have disc brakes in front and drum brakes on the rear. The Station Wagon has power disc brakes as standard equipment and all models have a relief valve between front and rear brakes that effectively prevents dangerous wheel locking in severe braking. Volvo's road holding is legendary. It's a product of good balance, independent front wheel suspension and a rear axle supported by two longitudinal arms and two torque rods. A new feature is that now Volvos require no greasing — ever!

To last 13 years in Sweden or in Canada Volvo's rust proofing must be effective. Particularly vulnerable parts like rocker panels are made of warm galvanized steel. All closed sections are rustproofed before welding. Weldable paint is used freely and by hand wherever steel is joined to steel. The paint job is outstanding. After phosphating (etching) and drying, the bodies are dipped into a synthetic primer. On top of this is sprayed another primer, then an intermediate color coat and then the actual surface finish — a total of five operations. Between each operation the bodies are baked in ovens, hand rubbed and washed thoroughly.

The result of all this is a strong, safe, rustproof, handsome automobile body.



Smart, practical equipment. Individual adjustment of driving seat for safer driving



Deep rear seat. Folding armrest in centre. Warm air also to rear seat



Plenty of room for both the family and its luggage



Large cargo space. Easily accessible through rear door or side doors

VOLVO (CANADA) LTD.

HEAD OFFICE

1 Prince Andrew Place,
Don Mills, Ontario.

ZONE OFFICE

671 Orly Avenue,
Dorval, Quebec.

ZONE OFFICE

1090 West Georgia St.,
Vancouver, B.C.

Type B 18 D engine

Four-cylinder O.H.V. and five-bearing crankshaft.
Bore 3.313" (84.14 mm.)
Stroke 3.15" (80.0 mm.)
Capacity 109 cu.in.
(1.78 litres)
Compression ratio 8.7:1
Maximum output 95 h.p. (SAE)
at 5,400 r.p.m.
Maximum torque 108 lb.ft.
3,500 r.p.m.
Carburetors 2 horizontal
carburetors
Oil filter Full-flow type

Cooling system

Very effective radiator. Water circulation thermostatically controlled.

Battery

Voltage 12 V
Capacity 60 Ah

Generator

Output Max. 360 W

Starter motor

Output 1 h.p.
Starter contact in ignition switch. The ignition switch and coil connected by a tamper-proof armored cable.

Clutch

8½" single dry-disc clutch, hydraulically controlled.

Transmission

Four-speed fully-synchronized.
Reduction ratios: 1st speed 3.13:1
2nd speed 1.99:1
3rd speed 1.36:1
4th speed 1:1
Reverse 3.25:1

Automatic transmission

Fully automatic hydraulic type.
Indicator on steering column (P-R-N-D-L).

Rear axle

Hypoid type.
Reduction ratio Car Station Wagon
4.1:1 4.56:1

Steering gear

Cam and roller.
Turning circle, cars:
between kerbs approx. 31'2"
between walls approx. 33'2"
Turning circle, station wagon:
between kerbs approx. 34'9"
between walls approx. 36'9"

Front wheel suspension

Independent suspension with rubber-mounted control arms and ball joints coil springs and stabilizers.

Rear wheel suspension

Rigid rear axle mounted in two longitudinal, rubber-mounted support arms and two longitudinal rubber-mounted torque arms. The axle is located laterally by a tie-rod attached to the body. Coil springs. In addition, the Station Wagon has progressively operating auxiliary springs of the rubber-bush type.

Shock absorbers

Double-acting, hydraulic, telescopic shock absorbers at front and rear. The Station Wagon model has extra strong shock absorbers at the rear.

On Sedan models.

Brakes

Front:
Hydraulic disc brakes. Protected by splash guards and self-adjusting.
Rear:
Drum brakes of V-type. Hydraulic and self-centering.
Vacuum-servo on Station Wagon.

Parking brake

Operating mechanically on the rear wheels
Lever between the driving seat and door.

Wheels and tires

Pressed steel wheels with ventilation slots.
Tires with white sidewalls.
Size 6.00—15"
Station Wagon model 6.40—15"

Body

Integral, all-welded steel body, completely rust-protected.

Fuel tank

Located at rear.
Capacity 10 Imp. galls

Lighting equipment

Flashers at front and rear. Stop and rear lights with built-in back-up lights. The interior lighting is switched on when either of the front doors is opened. Adjustable instrument lighting. Map-reading lamp.

Instrumentation

Combination instrument consisting of speedometer, fuel and water temperature gauges, odometer and tripmeter. Warning lamps for charging, oil pressure, full headlights and directional signals.

Safety

Volvo three-point safety belts fitted on both front seats. Attachments for belts on rear seat. Padded dashboard. Soft padded sun visors.

Other equipment

Thermostat-controlled heating system with fresh-air feed and two speed fan. Separate air duct to rear seat. Electric windshield wipers Two-speed type. Windshield washers. Back-up lights. Map-reading light. Dazzle-free rearview mirror. Grab handle on dashboard. Assist straps for rear seat passengers. Cigarette lighter.

Common dimensions for all cars in Canadian series

Wheelbase 102½"
Track, front and rear 51¾"
Overall width 63¾"

Dimensions and weights for Sedan models

Overall length 175"
Overall height unloaded 59¼"
Curb weight, two-door .. approx. 2,335 lb.
Curb weight, four door .. approx. 2,400 lb.

Dimensions and weight of Station Wagon model

Overall length 176½"
Overall height unloaded 60¼"
Luggage compartment
Length 46¾"
Length with rear seat down 72"
Overall width 49½"
Height 34"
Space with rear seat up approx. 40 cu. ft.
Space with rear seat down approx. 65 cu. ft.
Ground clearance, unloaded 8¾"
Ground clearance, with 4 persons 7"
Curb weight approx. 2,620 lb.
Rear opening
Width 41½"
Height 30¾"

The factory reserves the right to modify price, design and equipment without previous notice.