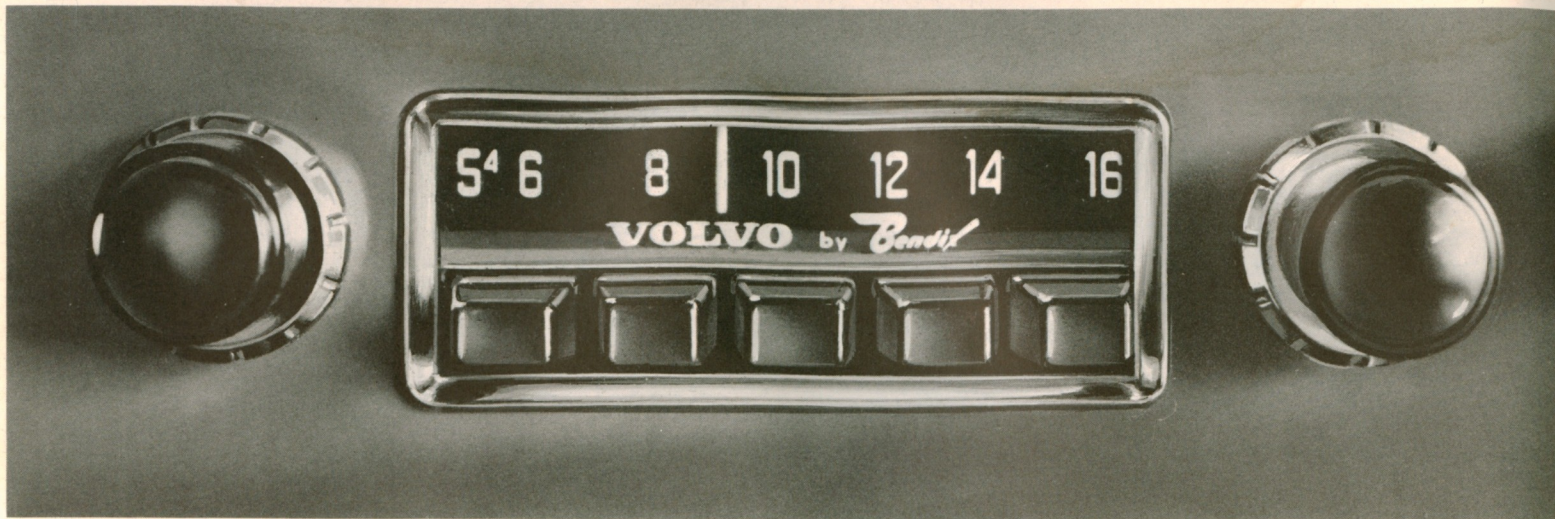


**There are some
things that aren't
standard equipment
on your new Volvo.**

**Some of them
go on the inside
of your car.**



Radios.

All-transistor Volvo radios manufactured by Bendix. Installation kit includes aerial, speakers, and adequate suppression material.

1800S Sugg. retail price \$78.00

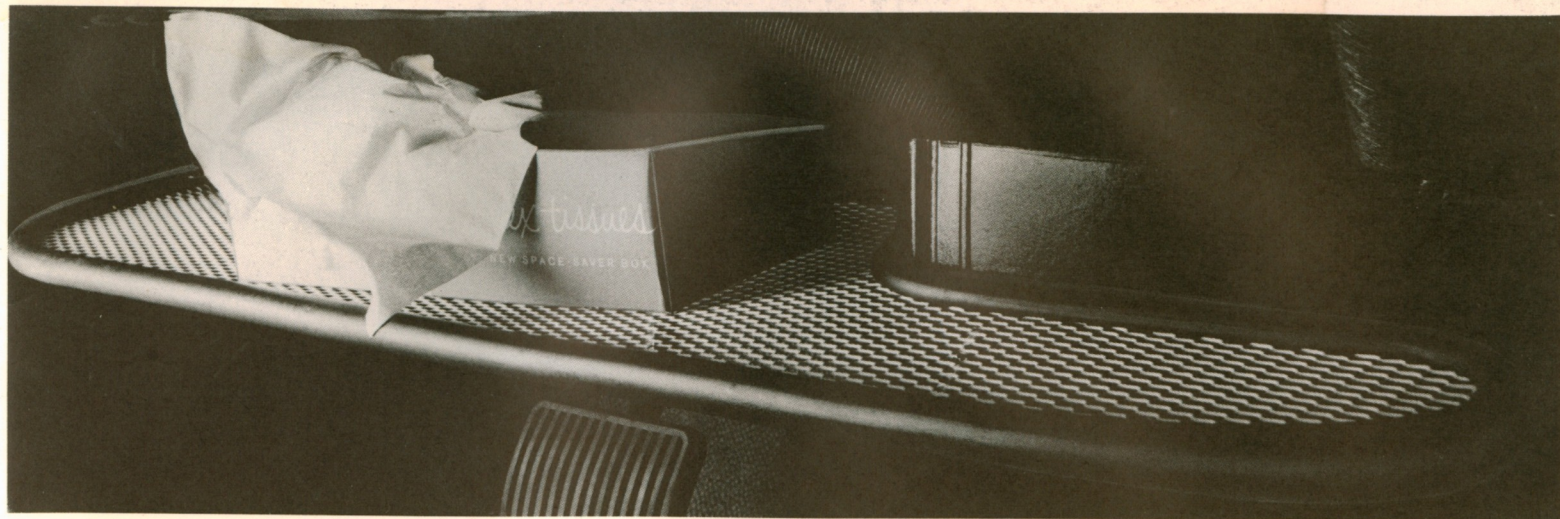
122S sedan (2 speakers)

Sugg. retail price \$76.25

544 sedan Sugg. retail price \$69.00

122S sedan and wagon (1 speaker)

Sugg. retail price \$69.00



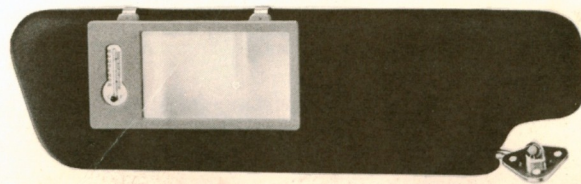
Parcel shelf.

Something more cars should have. Installs in seconds. Then you can toss your maps and stuff under the dash, where you can get to them quickly, yet they're out of the way when you don't need them. Made of nylon net.

444/544 Sugg. retail price \$11.67
122S Sugg. retail price \$10.01

Vanity mirror.

Fits onto reverse side of sun visor.
Sugg. retail price \$1.46 all models.



Rubber floor mats.

In grey, red, and blue, for front and rear, naturally.
Sugg. retail price \$3.12—\$3.97 each.

Driver's basket.

How many times have you wished you had one of these things? You don't really install it...you just clamp it onto the tunnel. (Actually, passengers can use it too.)

122S series Sugg. retail price \$2.60
444/544 Sugg. retail price \$2.31

Warm air channel.

Takes about an hour to install, and you don't even see it, because it runs alongside tunnel and is camouflaged under the rubber matting. Directs heat to the rear seats. 34½ in. long. Sugg. retail price \$10.01. 122S series only. Standard from 1965 on.





Reclining seat

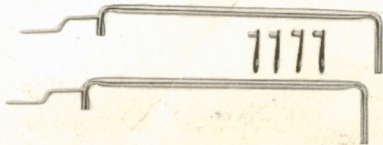
Actually you already have the seat. What we do is provide the fittings that turn it into a reclining seat. Specify car and left or right seat. Prices for all models are the same. Sugg. retail price \$53.46. 122S/1800S

Headrest.

Goes naturally with reclining seat. Everyone knows how restful a headrest can be. But the presence of a headrest is also a safety factor. Sugg. retail price \$28.76

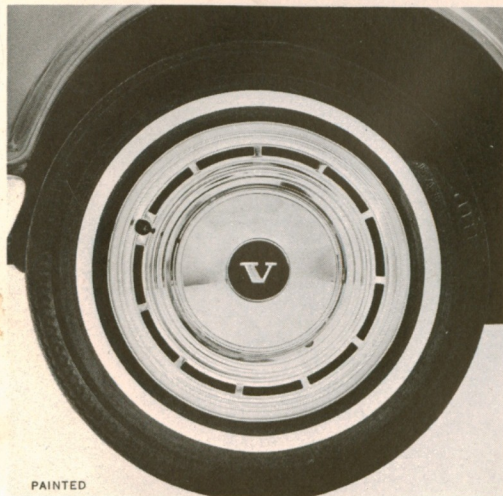
Bedrest.

Kit that converts your car into a sleeper. And Volvo seats are as comfortable as a spring mattress when flat. Sugg. retail price \$4.65. 444/544





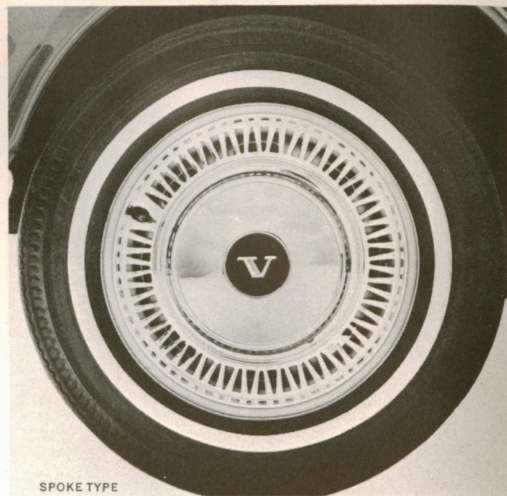
**And some of them
go on the outside.**



PAINTED



SLOTTED

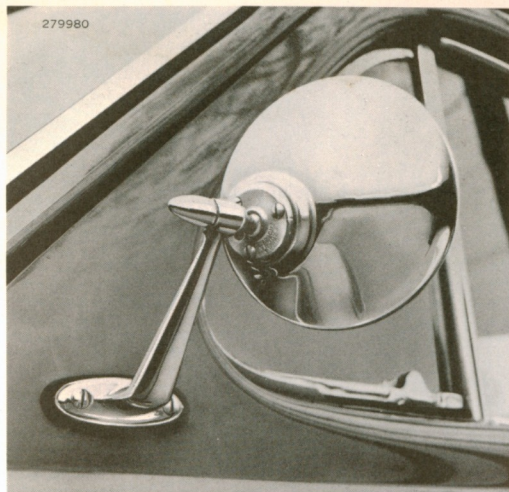


SPOKE TYPE

Wheel trim rings.

They're anodized aluminum, which means they're non-corrosive. They're completely separate from the hub-caps, and quite easily fitted. Specify year and model if you want a set. Sugg. retail price \$12.22—\$16.90 set.

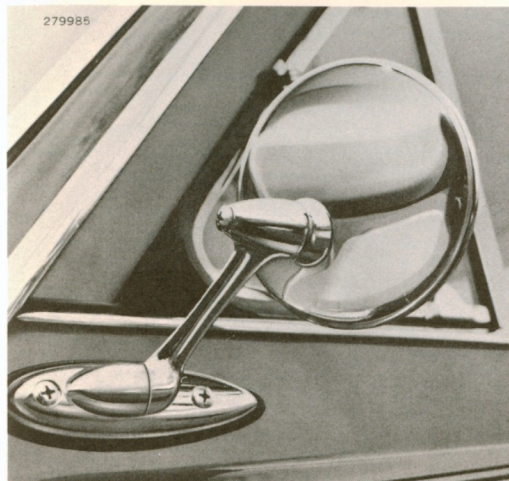
279980



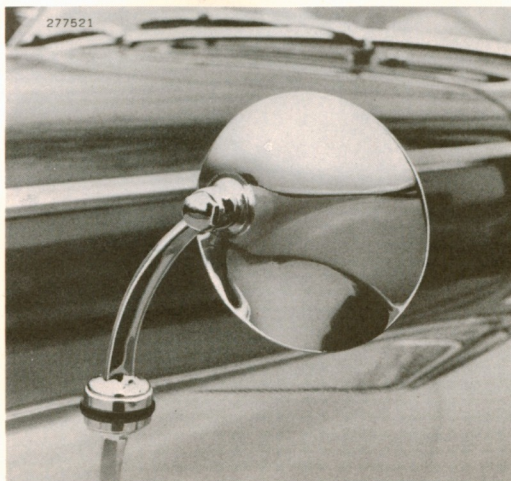
279898-9



279985



277521



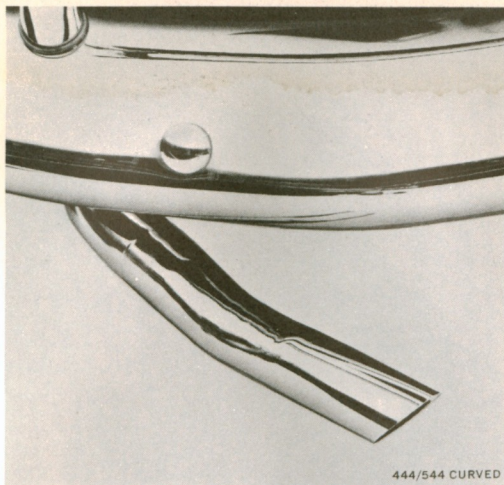
Rear view mirrors.

Helpful for highway driving. Mount one on each fender, up ahead of you, or just mount one on the driver's side. Some are rigid, some pivoted. Sugg. retail price \$3.95—\$6.79

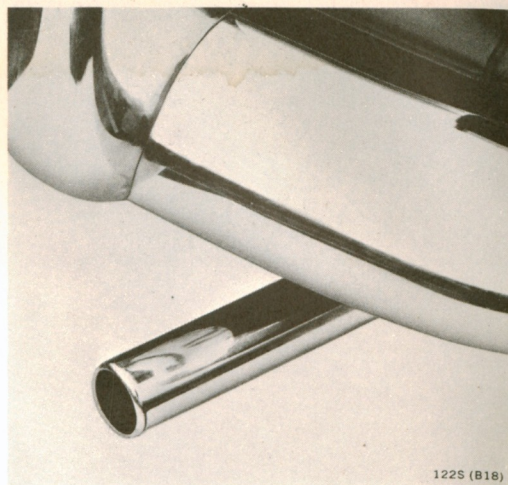
Exhaust pipe extensions.

These aren't just decorations. Exhaust pipe extensions guide away the exhaust fumes that might otherwise corrode rear bumper chrome. Some of these extensions are chromed brass, some are stainless steel. Specify model and engine.

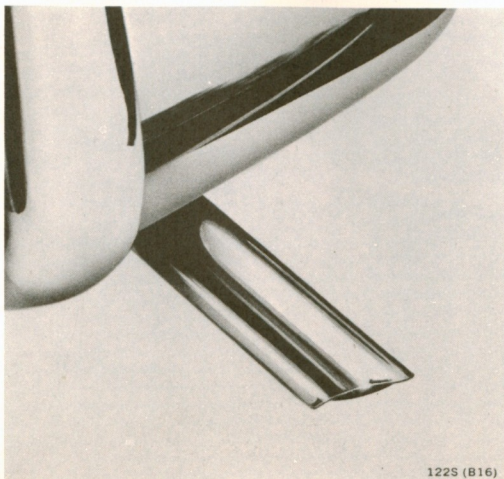
Sugg. retail price \$2.31—\$4.58



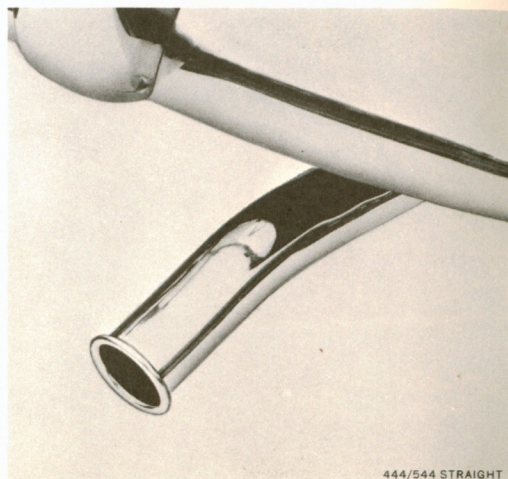
444/544 CURVED



122S (B18)



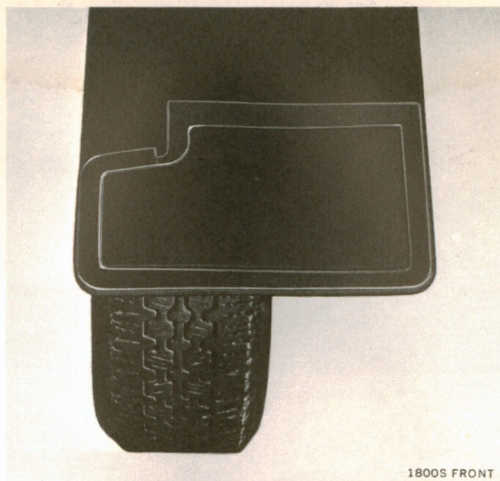
122S (B16)



444/544 STRAIGHT



444/544



1800S FRONT



122S



1800S REAR

Mudflaps.

If you do a lot of highway or country driving, these are for you, and not just because they make the car look sporty. They protect your fenders from flying stones and such, and so prevent rust. They show your consideration for the car behind you, too. Sugg. retail price \$1.43 each. Specify model, year, which fender.

Headlight guards.

Attach in seconds. Remove in seconds, too, when you wash your car. They protect your headlights from flying debris.

Sugg. retail price \$3.22 pair.

Bumper guards.

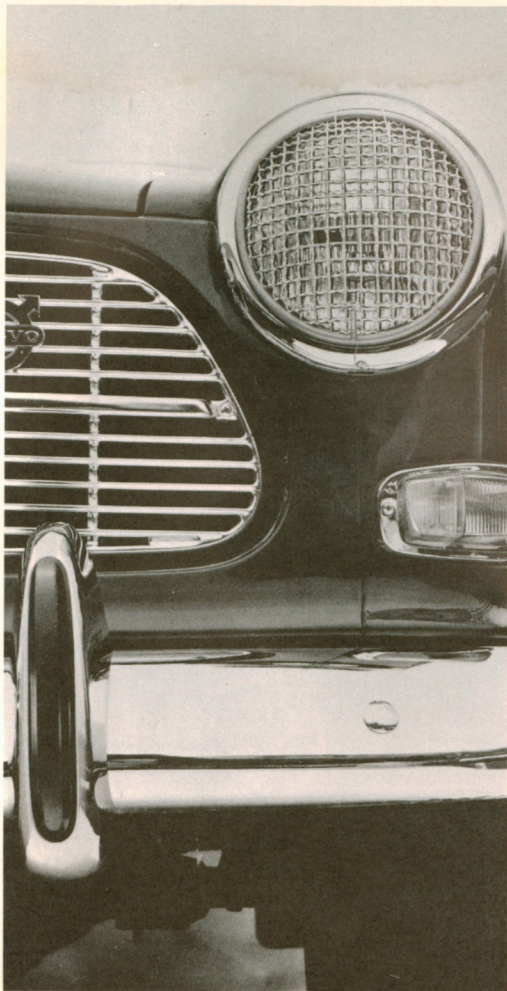
Rubber moulded. A great help to you and to the next guy too, in all kinds of parking situations. 122S series.

Sugg. retail price \$2.15 each.

Lockable gas cap.

Discourages and prevents petty theft and vandalism and all the expense and aggravation that go with them. Chromed brass.

Sugg. retail price \$5.71





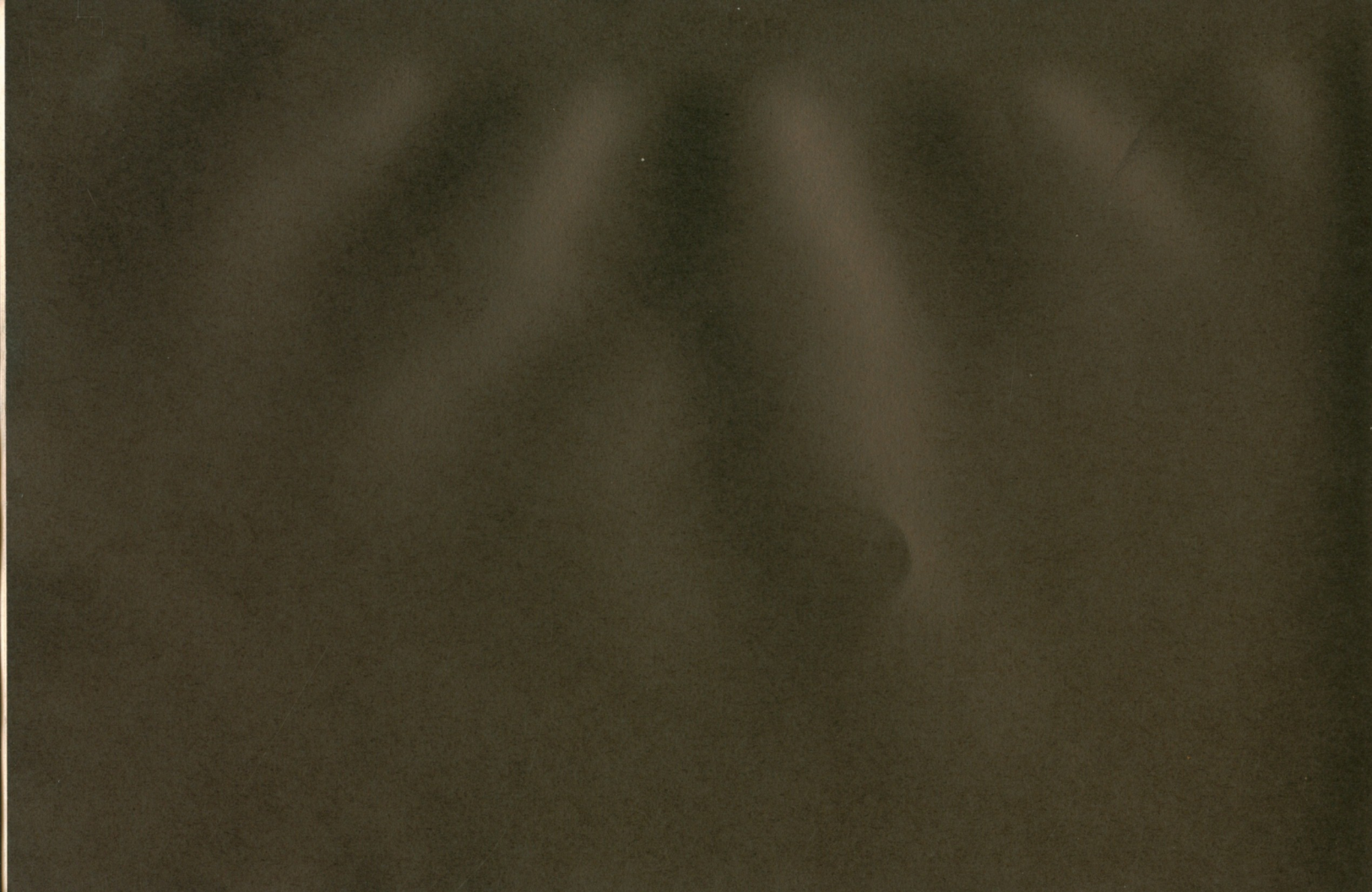
Polish and wax.

Developed by Volvo (1) to resist Swedish winters. (2) to provide the special non-abrasive polish needed by all synthetic enamelled vehicles. They give your Volvo a deep gloss shine and the ultimate in protection. Use polish first, to clean, *then* wax. Polish (1 lb.) Sugg. retail price \$1.95 Wax (12 oz.) Sugg. retail price \$2.70

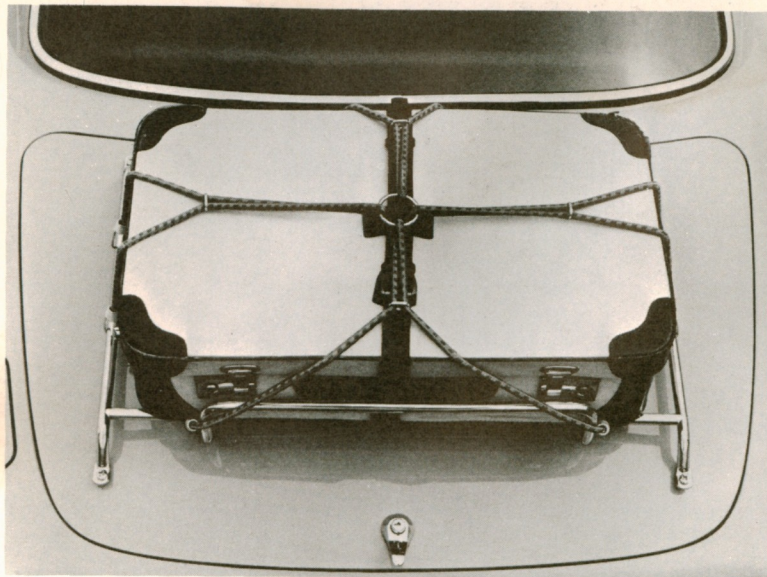
Touch-up paint.

Each jar contains a full ounce of true color enamel, and has its own brush and cap. Color code for your car is on the chassis I.D. plate. All colors.

Sugg. retail price \$1.00 per bottle.



**Some of them go up on
the roof or even inside
the trunk.**

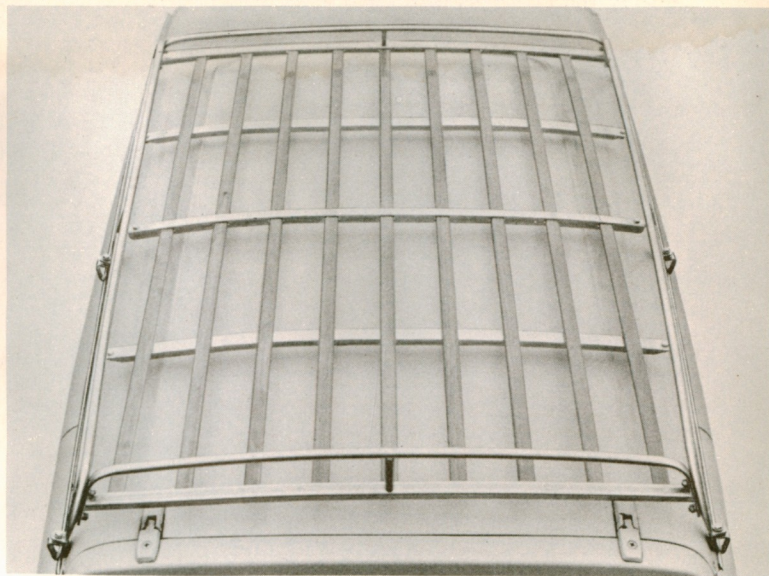


Luggage rack for the 1800S.

Mounts on the trunk lid. Chromed, electric-welded steel tubing. Load area: 31" x 16". Retainer of fabric-covered rubber allows for varying amounts of luggage to be held firmly.

Sugg. retail price \$39.95

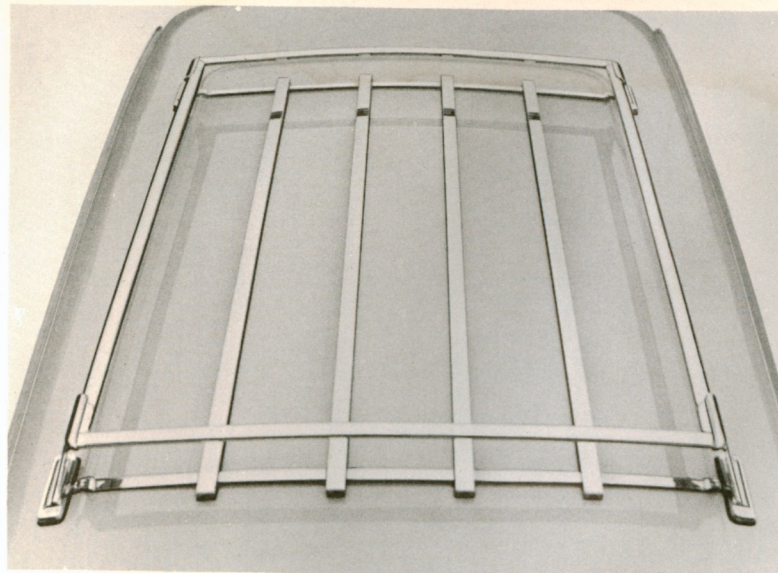
Retainer sugg. retail price \$3.77



For the 122S station wagon.

Mounts on roof. Zinc plated iron and steel tubing. 42" x 60" loading surface of nine lacquered wooden ribs.

Sugg. retail price \$58.34



Also for the 122S station wagon.

Rubber mounted to prevent scratching. All chromium and stainless steel.
Sugg. retail price \$49.95



For all sedans.

Fits on roof. Plastic coated steel tubing. Loading area: 42" x 38". Three easy adjustment settings for height.
Sugg. retail price \$20.48

Trailer hitches.

What's a trailer hitch good for? For hitching up a trailer. For towing you out of a rough spot. For helping you tow somebody else out of same. And what a great status symbol it makes!

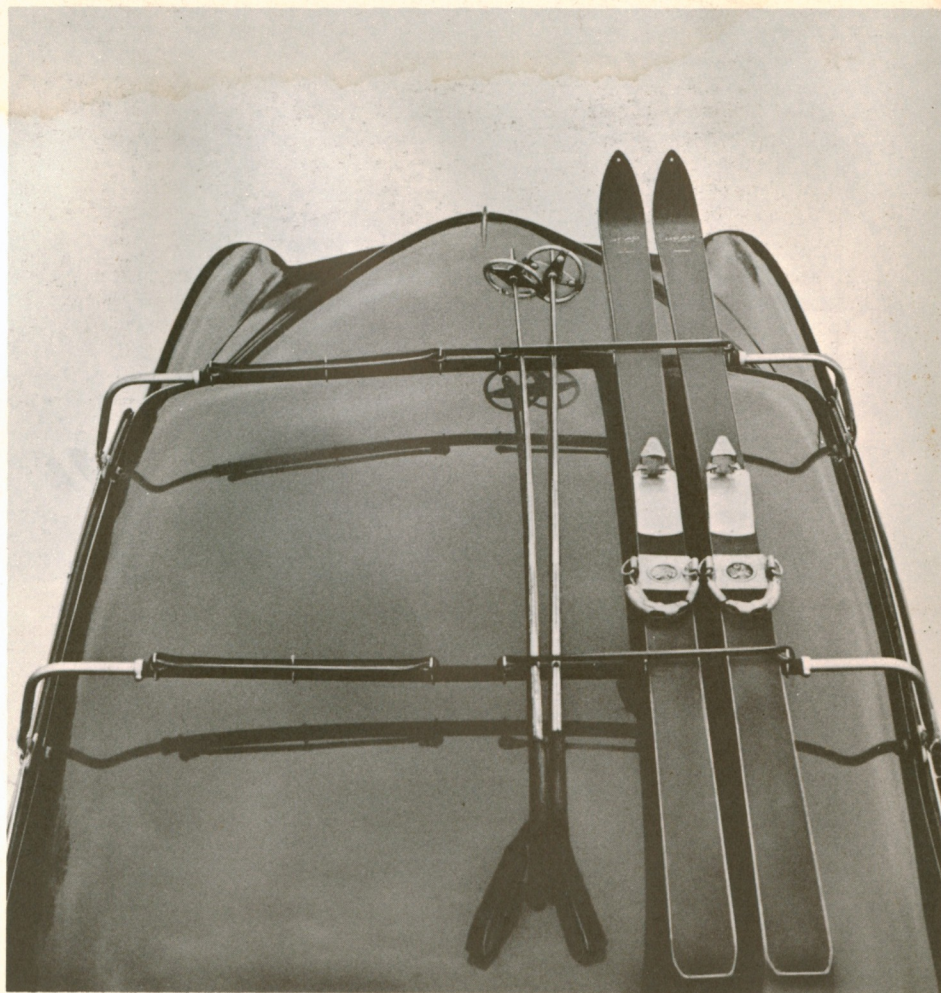
Sugg. retail price \$10.95
All models except 1800S.

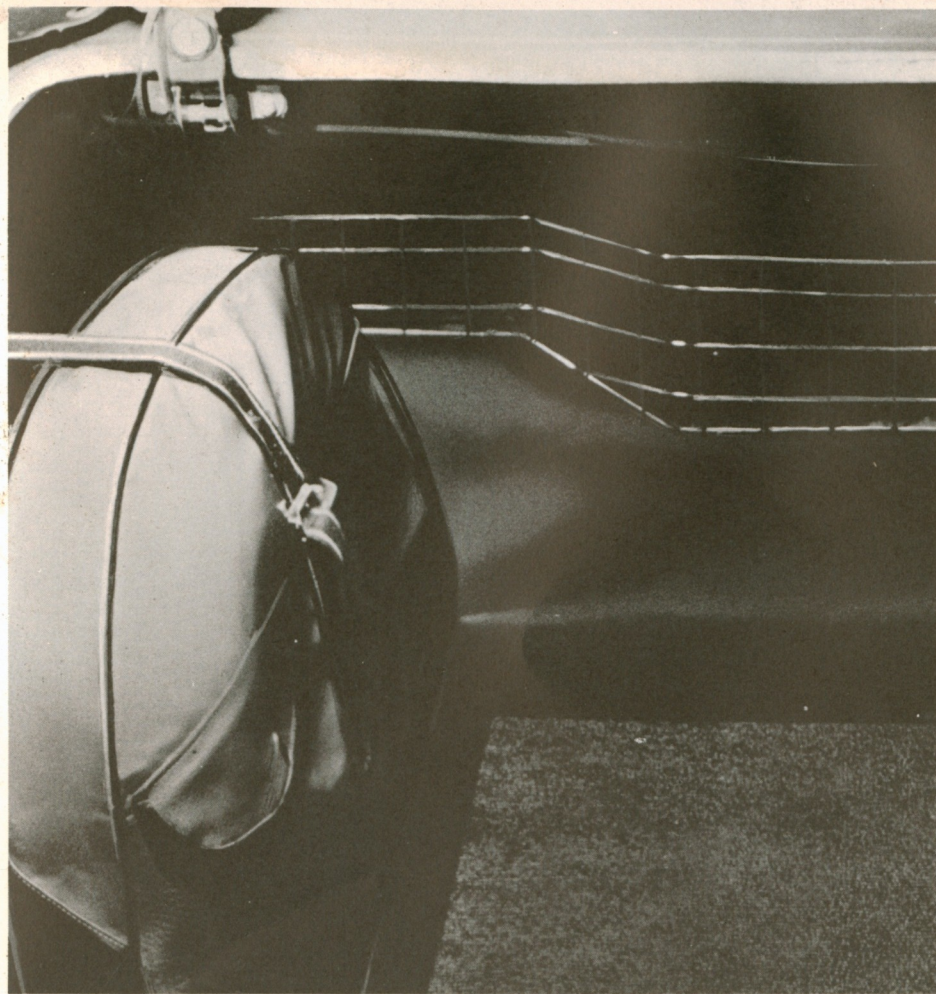


Ski racks.

Clamp into roof channels. Each holds two pairs of skis. You say it's always warm where you live? You say there's never any snow within driving distance? Well then, you don't need one.

Sugg. retail price \$10.01





Luggage compartment basket.

It's amazing more cars don't have these. Just one look will save us the explanation of why we feel this way. Sugg. retail price \$7.51 (not available for 1800S)

Luggage compartment light.

Mercury switch turns light on automatically when you open trunk. Think back to how many times you could've used one of these. Sugg. retail price \$1.59

Spare tire cover.

So spare tire won't soil or discolor your luggage. Also has pocket for moisture-free tool storage. Sugg. retail price \$4.58. All sedans.

**Some of them are for
increased highway safety.**



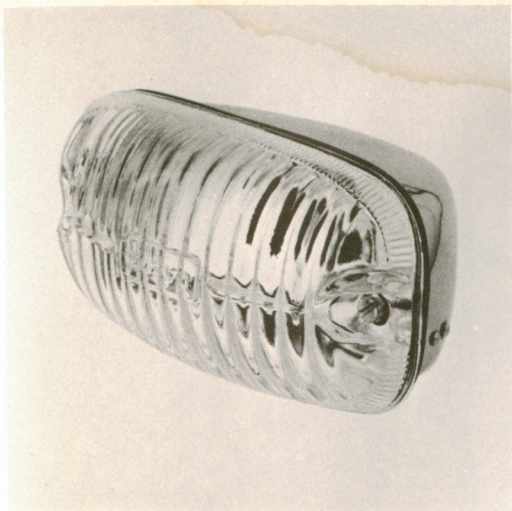
Electric windshield washer.

Press the button and you wash your windshield clear of road salt in winter, insects in summer, grime all year round, without leaving or stopping car. Improves visibility. Sugg. retail price \$12.94



Anti-mist panel.

No doubt you've seen these on other cars. At last you know what they are, and what they're for. They prevent fogging, preserve a clear view of the road behind you. Sugg. retail price \$3.28

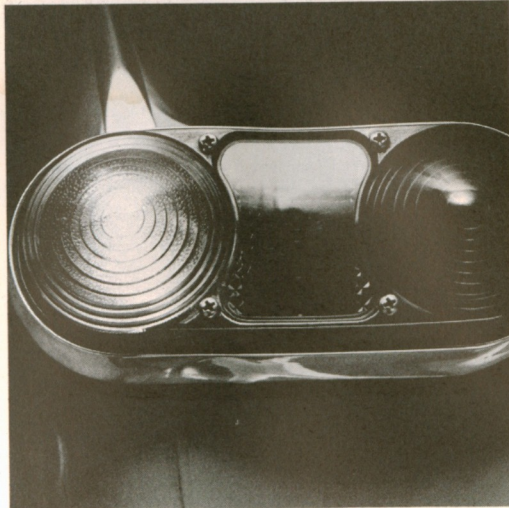


Back-up lights.

You can combine them with a 12V light switch that turns them on automatically when you're in reverse.

Back-up light Sugg. retail price \$4.84
(standard on 122S from 1964 on)

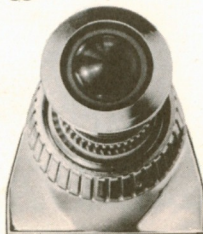
Light switch Sugg. retail price \$5.36



Highway emergency flasher system.

If you get stuck on a highway somewhere, you flip a switch and all four turn indicators flash on and off for help. (Flasher system will operate even when ignition is turned off.)

Sugg. retail price \$8.95



Jerricans.

For the highway traveler who prefers a reserve supply of fuel to a long walk. 1¼ gallon sizes are round, and fit right into spare tire in trunk. Larger capacity 2 gallon size is square.

122S sedan Sugg. retail price \$7.51

444/544 Sugg. retail price \$7.51

All models Sugg. retail price \$7.09

Safety belts.

Safety belts can save your life. They should be worn whenever car is in motion, whether in the city or on the highway. If you haven't already installed them, you should do so now. (They are standard on the '65 Volvo.) Sugg. retail price \$17.55 each seat. Mounting brackets

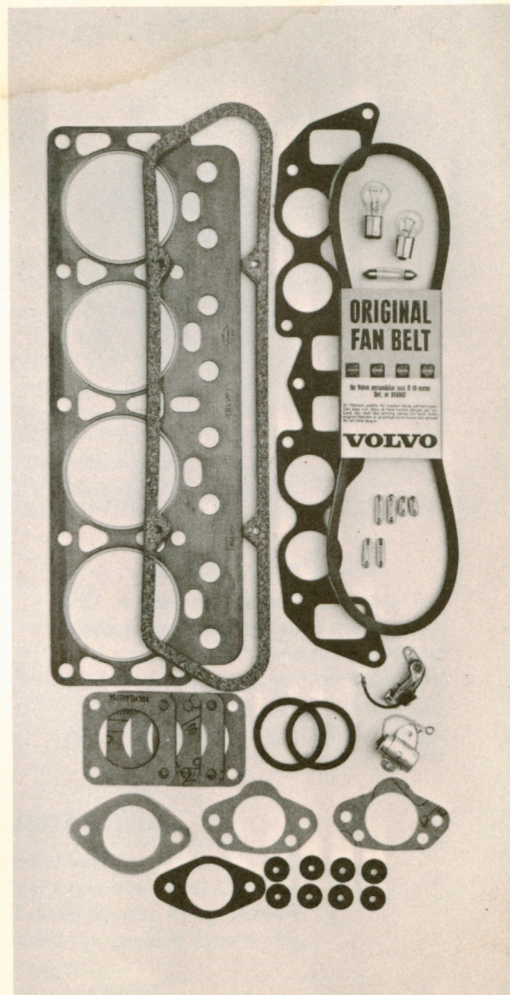
Sugg. retail price \$1.79

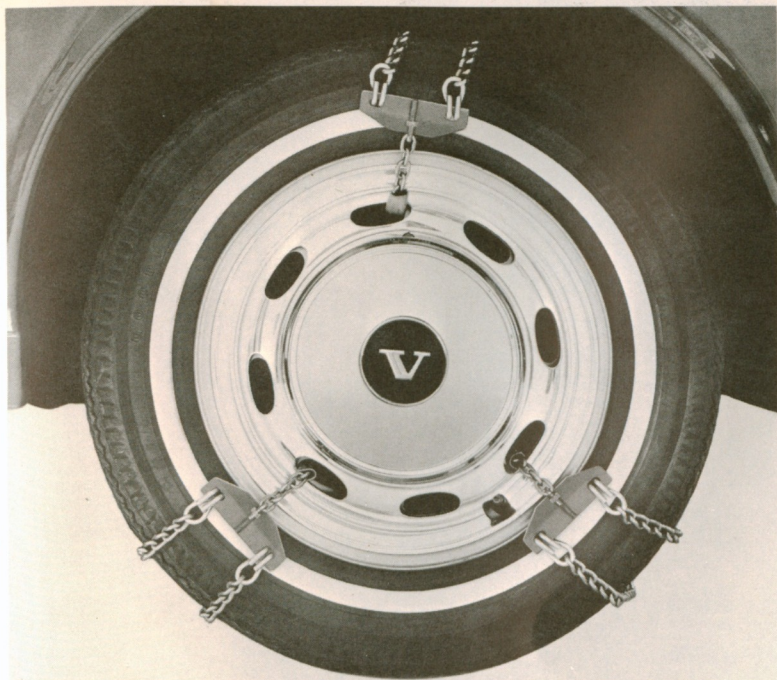
Tourist kit.

Highway emergency repair kit: extra points, fan belt, condenser, gasket set, fuses, etc.

Sugg. retail price \$11.80. All models before 1962.

Sugg. retail price \$13.19. All models 1962 on.





Snow straps.

Some call them links. Easily fitted. Ideal for snow emergencies, especially if you don't use chains or snow tires. Use three for each rear wheel.

122S station wagon	\$3.12 each.
1800S	\$3.02 each.
All sedans	\$2.93 each.



Volvo service manual.

If you're the kind of guy who likes to tinker with cars, this will tell you all you need to know about your Volvo. Of course, if you'd rather not tinker with your car, you can always bring it in to your Volvo dealer.

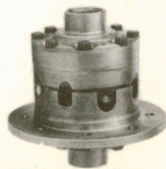
Sugg. retail price \$15.00

**And there are even a couple
you probably didn't
think you could get.**



Power lock.

A limited slip differential. Improves traction in sand, mud, and snow. Reduces the danger of skidding in turns. Sugg. retail price \$71.00 (not for 122S station wagon)





Power brakes.

Many people think power brakes must be built into a car at the factory. This just isn't so. Volvo servo-assist power brakes are quite easily and quickly installed whenever you decide you want them, and at a price that will probably surprise you. (Standard on 1800S and 1965 122S wagon.)

For 122S sedans with disc brakes.

Sugg. retail price \$59.95

Servo brake piping kit.

Sugg. retail price \$3.43



**Following is
a complete listing of
accessories and prices
for your Volvo.**

ACCESSORIES IN ALPHABETICAL ORDER

Anti-mist panel	all models	277444	\$ 3.28
Back-up light	all models	279251	4.84
Back-up light switch	12 volt only	277324	5.36
Bedrest	444/544	79772	4.65
Bumper guards, rubber moulded	122S	277556	2.15
Driver's basket	122S	277173	2.60
Driver's basket	444/544	279141	2.31
Exhaust pipe extension	122S (B18)	277178	2.31
Exhaust pipe extension, curved	444/544	277397	4.58
Exhaust pipe extension, straight	444/544	279523	2.31
Exhaust pipe extension	122S (B16)	279544	2.96
Headlight guards	all models	277328	3.22 pair
Headrest	122S, 1800S '65 models	277586	28.76
Highway emergency flasher	all models 12 V.	279901	8.95
Jerrican (1¼ Gal.)	122S sedans	277002	7.51
Jerrican (1¼ Gal.)	444/544	277012	7.51
Jerrican (2 Gal.)	all models	277459	7.09
Lockable gas cap	all models (except 1800S)	277360	5.71
Luggage compartment basket	444/544	277151	7.51
Luggage compartment basket	122S sedans	277249	7.51
Luggage compartment light	all models	279894	1.59
Luggage rack	1800S	277154	39.95
Luggage rack retainer	1800S	277007	3.77
Luggage rack	122S station wagon	277270	58.34
Luggage rack	all sedans	277278	20.48
Luggage rack	122S station wagon	279900	49.95
Mud flap, L	444/544	79580	1.43
Mud flap, R	444/544	79581	1.43
Mud flap, front	1800S	277175	1.43
Mud flap, rear	1800S	277176	1.43
Hardware kit (front and rear mud flaps)	1800S	277174	2.67
Mud flap, L	122S	277466	1.43
Mud flap, R	122S	277467	1.43
Parcel shelf	444/544	277498	11.67
Parcel shelf	122S	277499	10.01
Polish	all models	279140	1.95
Power brakes	122S with disc brakes	276457	59.95

ACCESSORIES (Continued)

Brake piping kit	122S with disc brakes	276458	\$3.43
Power lock	all models (except 122S station wagon)	279953	71.00
Radio kit	1800S	279958	78.00
Radio kit (2 loudspeakers)	122S sedans	279959	76.25
Radio kit	544	279960	69.00
Radio kit (1 loudspeaker)	122S series	279961	69.00
Rear view mirror	all models	277521	6.79
Rear view mirror, L (convex)	all models	279898	6.08
Rear view mirror, R (convex)	all models	279899	6.08
Rear view mirror	all models	279980	6.75
Rear view mirror	all models	279985	3.95
Reclining seat fitting, L	122S	277386	53.46
Reclining seat fitting, R	122S	277387	53.46
Reclining seat fitting, L	1800S	277463	53.46
Reclining seat fitting, R	1800S	277464	53.46
Rubber floor mat, L (grey)	1800S	277224	3.97
Rubber floor mat, R (grey)	1800S	277225	3.97
Rubber floor mat, L (red)	1800S	277456	3.97
Rubber floor mat, R (red)	1800S	277457	3.97
Rubber floor mat, L front (grey)	122S	277226	3.97
Rubber floor mat, R front (grey)	122S	277227	3.97
Rubber floor mat, rear (grey)	122S	279643	3.12
Rubber floor mat, L front (red)	122S	277228	3.97
Rubber floor mat, R front (red)	122S	277229	3.97
Rubber floor mat, rear (red)	122S	279646	3.12
Rubber floor mat, L front (grey)	444/544	279632	3.35
Rubber floor mat, R front (grey)	444/544	279633	3.35
Rubber floor mat, rear (grey)	444/544	279634	3.12
Rubber floor mat, L front (red)	444/544	279635	3.35
Rubber floor mat, R front (red)	444/544	279636	3.35
Rubber floor mat, rear (red)	444/544	279637	3.12
Rubber floor mat, L front (blue)	444/544	279638	3.35
Rubber floor mat, R front (blue)	444/544	279639	3.35
Rubber floor mat, rear (blue)	444/544	279640	3.12
Safety belt	One hole attachment	277470	17.55
Safety belt	Two hole attachment	277471	17.55
Floor tunnel anchorage kit	Spec. model & chassis no.	277132	1.79

ACCESSORIES (Continued)

Installation kit	444/544 up to Chassis		
	No. 230333	277162	\$5.01
Service manual	444/544 (B16)	7776003	15.00
Service manual	122S (B16)	7776005	15.00
Service manual	544 (B18)	7776006	15.00
Service manual	122S (B18)	7776007	15.00
Service manual	1800S	7776008	15.00
Ski rack	all models	277234	10.01
Snow strap (6 pcs—recommended for rear wheels)	all sedans	277230	2.93
Snow strap (6 pcs—recommended for rear wheels)	122S station wagon	277468	3.12
Snow strap (6 pcs—recommended for rear wheels)	1800S	277469	3.02
Spare tire cover	all sedans	279731	4.58
Touch-up paint, black	color code: 19, 49, 50	277020	1.00
Touch-up paint, midnight blue	color code: 31, 35, 45, 54	277022	1.00
Touch-up paint, ivory	color code: 42	277024	1.00
Touch-up paint, red	color code: 43, 46, 51	277025	1.00
Touch-up paint, grey-beige	color code: 43, 44, 45, 49, 50, 51, 54, 65	277026	1.00
Touch-up paint, golden beige	color code: 48	277028	1.00
Touch-up paint, olive green	color code: 56, 56-1, 68, 68-1	277029	1.00
Touch-up paint, slate blue	color code: 67, 67-1	277030	1.00
Touch-up paint, fawn	color code: 72	277031	1.00
Touch-up paint, mist green	color code: 73	277032	1.00
Touch-up paint, pearl white	color code: 79	277346	1.00
Touch-up paint, graphite grey	color code: 80, 80-1	277350	1.00
Touch-up paint, golden yellow	color code: 84	277448	1.00
Touch-up paint, blue green	color code: 85	277452	1.00
Touch-up paint, light blue	color code: 89	277549	1.00
Touch-up paint, dark blue	color code: 90	277553	1.00
Tourist kit	544 & 122S, 1959-61 (B16)	276213	11.80
Tourist kit	544 & 122S, 1962 on (B18)	276235	13.19
Trailer hitch	444/544	279904	10.95

ACCESSORIES (Continued)

Trailer hitch	122S sedan	279947	\$10.95
Trailer hitch	122S station wagon	279948	10.95
Vanity mirror	all models	79619	1.46
Warm air channel	122S up to '65 models	277438	10.01
Wax	all models	279245	2.70
Wheel trim rings (spoke-type)	all sedans up to '65 models	277089	12.22 set of 4 pcs
Wheel trim rings (spoke-type)	all sedans from '65 models	277580	12.87 set of 4 pcs
Wheel trim rings (spoke-type)	1800S, 122S station wagon up to '65 models	277396	13.81 set of 4 pcs
Wheel trim rings (spoke-type)	1800S, 122S station wagon from '65 models	277581	12.87 set of 4 pcs
Wheel trim rings (painted)	all sedans up to '65 models	277237	16.90 set of 4 pcs
Wheel trim rings (painted)	all sedans from '65 models	277582	15.70 set of 4 pcs
Wheel trim rings (painted)	1800S, 122S station wagon up to '65 models	277395	16.90 set of 4 pcs
Wheel trim rings (painted)	1800S, 122S station wagon from '65 models	277583	15.70 set of 4 pcs
Wheel trim rings (slotted)	all sedans from '65 models	277584	14.11 set of 4 pcs
Wheel trim rings (slotted)	1800S, 122S station wagon from '65 models	277585	14.11 set of 4 pcs
Windshield washer, 12 volt	all models (exc. 1800S)	277353	12.94

ALL PRICES SUGGESTED RETAIL, AND SUBJECT TO CHANGE WITHOUT NOTICE.

Now that we've shown you some things that aren't standard equipment on your new Volvo, we'll remind you what is.

If you have a 544: fully synchronized 4-speed transmission • undercoating • dual carburetors • electric windshield wipers • fresh air type heater and defroster • padded instrument panel & sun visors • three point safety belts • vinyl/cloth upholstery • arm rest • cigarette lighter • courtesy light • tool kit and jack • trip mileage counter • whitewalls

If you have a 122S sedan you get the same, plus: bucket seats • back-up light • 2-speed electric windshield wipers • vinyl upholstery • disc brakes on front wheels • center pull-down arm rest in rear seat • passenger assist handle • child-proof rear door locks (On the 122S wagon you get servo-assist power brakes too)

If you have an 1800S you also get: bucket seats • servo-assist power brakes • back-up lights • 2-speed electric windshield wipers • leather upholstery • disc brakes on front wheels • oil cooler • map reading light • arm rests • Pirelli Cinturato belted tires • tachometer • electric clock • locking gas cap • trip mileage counter

SOLD AND SERVICED BY

