

VOLVO 240

series



Why are our cars different

A quick look through this brochure will show you.
It's full of close detail, telling you about each car, feature
by feature.
This we've done quite deliberately.
Because we believe that, these days, the motorist wants
facts and figures.
He wants to know how long a car will last him.
How well it holds its value.

What its warranty is like.
How comfortable it is.
How well it brakes and holds the road.
These facts we give you, unadorned by beautiful girls or
prose.
Because you want to know them.
And because, year after year, Volvo has invested in
quality rather than just cosmetics.



from everyone else's?

The 1975 Volvos are no exception. We've made improvements to, among other things the suspension, power units and seating. It's points of detail like these that make a Volvo what it is. As we've said before, a Volvo's not like any other car - but, until you've test driven one you won't realise just how different.

These are the Volvos you can choose from in the 240 Series

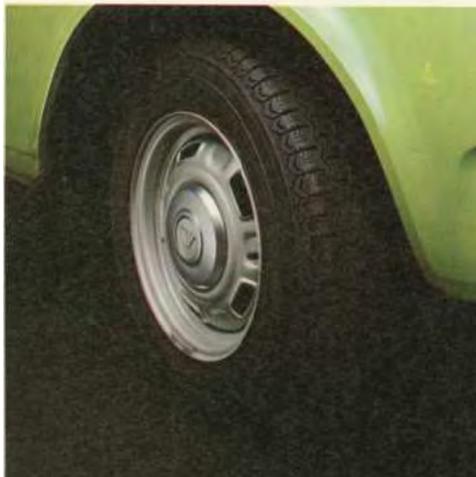
244 DL and 245 DL
244 GL

Three Volvo favourites, (left to right:)
Volvo 244 GL, Volvo 245 DL and Volvo 244 DL.





The 1975 Volvos are 4.8 inches longer, but because the new front is lower, close-up vision is better. But that's not all. The new design also increases the ability of the car to absorb impact. Which means you sit safer behind the wheel of a 1975 Volvo.



The wheels are new and they're stronger. This is what they look like on the DL model. The 1975 Volvos have 14" radial ply tyres of steel braced type as standard (rolling radius unchanged). That means more miles and less wear.



The halogen headlights are bigger for safer night driving.

The beauty of the 1975 volvos is how well thought out they are.

The Volvo has earned a good many second glances because of its stylish appearance. Naturally, that pleases us. But of even more importance to us are the things you can't see beneath the strong metal body of a Volvo. To prove our point, we built the 1975 Volvos. The newly-engineered front suspension is outstanding and sturdier so it can absorb even more energy and impact in the case of an accident. The front wheels are set farther apart, by 2.7 inches, which together with the wider tyres gives you a smoother ride and safer road holding. The halogen headlights are larger for longer reach on main beam and a wider spread when dipped.



Can this seat really improve your driving?

We think so.

Driving is a serious business.

To be a safe driver you have to be a comfortable driver.

The new Volvo seat is a development of last year's. A seat which by many was considered to be the best and safest on the market. The new seat is more securely anchored, has a wider range of adjustments and has a built-in head restraint. The seat frame is stronger and the padding is slightly firmer. All of which on the advice of experts from the fields of human engineering and safety.

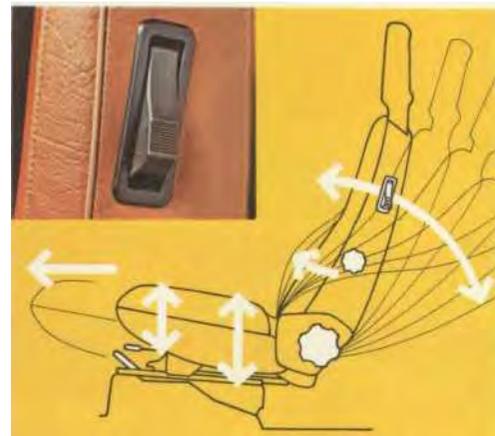
Incorrect sitting or working postures are, as you know, one of the most usual causes of back trouble. This is why we have made sure that when you drive a Volvo you sit correctly. Which improves your driving.



In the GL model, the driving seat incorporates a heating unit. The element operates automatically when you switch on the ignition, but only if the temperature in the car is below 14° C. The seat heats up from 0° to 26° C in three minutes flat.



Interior trim differs from model to model depending on which colours and upholstery you prefer. Things which are common to all Volvos are the good taste, space and comfort. And that's not only in the front. In the back there's room enough for three, and you don't have to be a contortionist to get something out of your pocket. With the armrest folded down, two passengers sit regally. An added safety feature - the upholstery and trim, carpets and fittings are, of course, fire resistant.



You don't have to adjust to a Volvo because it adjusts to you. The front seats, for example, go up, down, back, forth, recline, and firm or soften against the small of your back. The up and down bit is by two levers, new on the 75's.

In a Volvo, there's plenty of room for five people and their baggage. The boot is huge with 21.5 cu. ft. of usable space. It's so deep you can pack your cases handles up.

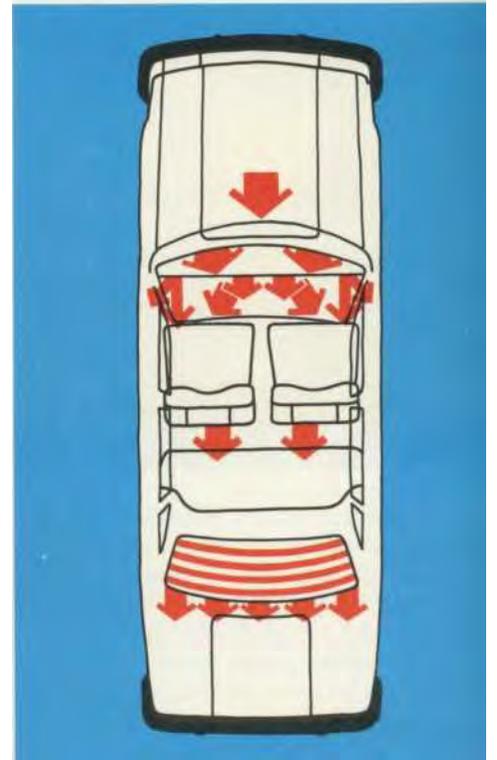
in a Volvo decision-making is easier.

Every second of driving calls for you to be in full command of the situation. Making decisions concerning braking, increasing speed, changing lanes, keeping your distance from the next car.. .

Behind the wheel of a Volvo 1975 you'll find that we've given a great deal of thought to making driving easier, safer and more pleasurable. Take for example the unique system of reminder and warning lamps. First, the bulb integrity sensor - a lamp which lights up should a dipped headlight, tail light or brake light fail. Then, the "fasten seat belts" warning lamp to gently remind you and your front seat passenger of your responsibilities. And then you have the warning lamps for brake circuit failure, handbrake application, charging, oil pressure, turn indicators, main beam, hazard warning lights and the electrically heated rear window. At a glance you're in command of the situation.

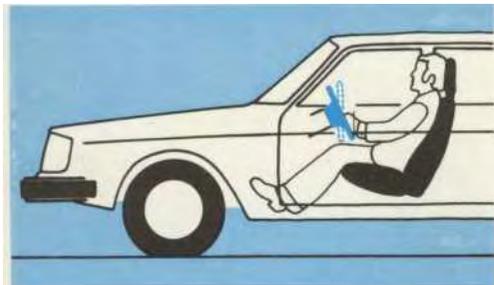
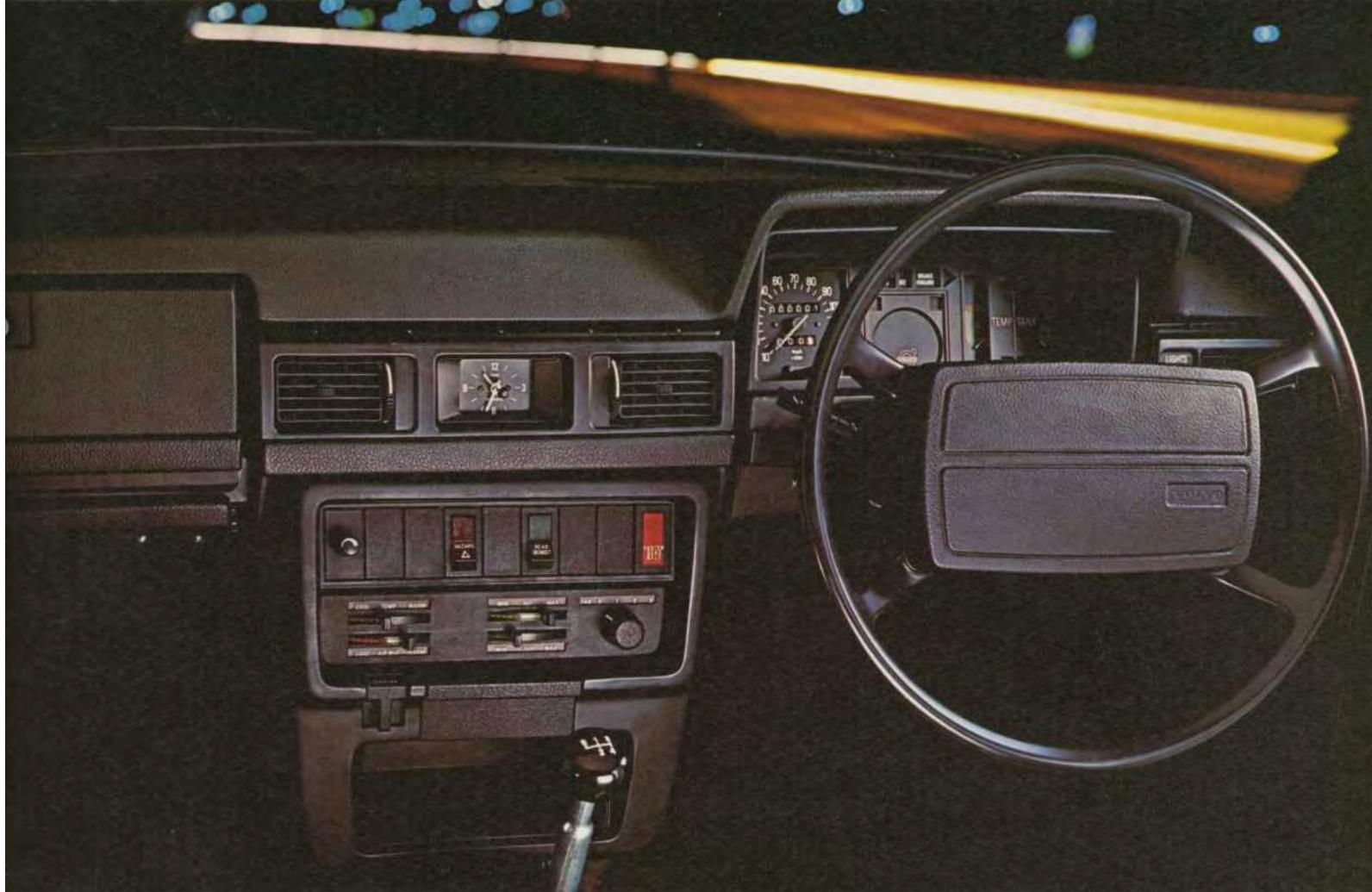


The new air nozzles serving the side windows are fixed, as their job is to keep the side windows clear at all times without any help from the driver.



And talking about windows, the 1975 Volvo 244 GL's have tinted glass - just enough to reduce glare from strong sunlight. The extremely efficient heating and ventilation system provides warm or cool air through twelve entry points. You determine the force of the air and its direction. You can also have warm air around your feet while keeping a cool head at the same time. Typically Volvo, the rear seat passengers are equally catered for by strategically placed outlets, one under each front seat. The system is powered by a three-speed fan. No matter what the temperature outside, the inside of a Volvo is always a pleasant place to be. The 1975 Volvos can also be specified with a heating and ventilation system which incorporates full air-conditioning. In both cases, the systems give draught-free through-flow ventilation.





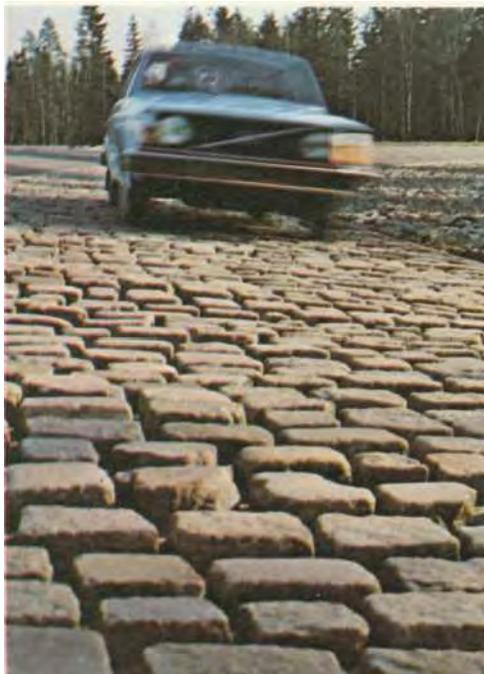
The angle of the steering wheel has been altered in these new Volvos. This means that you not only have a more comfortable driving position, there's also more room.



The handbrake is now located between the front seats in a housing which also incorporates the safety belt locks which are easier to use and easier to see, even at night, since they are illuminated.



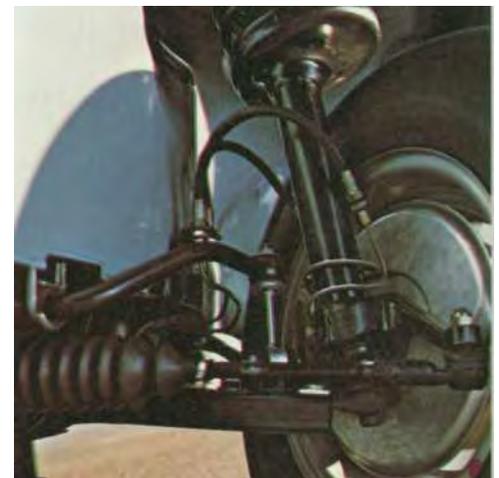
On the rear of the handbrake casing is an illuminated ashtray for the rear seat passengers.



The Belgian pave section of Volvo's proving ground, a cobblestoned nightmare of paving stones and ruts. It is here the new front wheel suspension proved what it can take. Because when we change something, it has to be better than good.



You won't find roads like this when you take your Volvo for a run, but just to be sure we put it through its paces at our own proving ground. What you can try, however, is how well these Volvos brake smoothly from any speed.



The new Volvos have rack and pinion steering which gives improved response and better stability and accuracy. With a turning circle diameter of only 32'2", the Volvo is a handy car in the city. In fact it can run circles round many smaller models.

Even the roads seem better in a 1975 Volvo.



Many of the more important improvements to the 1975 Volvos you won't appreciate until you're driving.

Then you'll quickly discover that these superb Volvo cars hold the road better than ever and remain unperturbed by the worst of surfaces.

The explanation is to be found in the new front wheel suspension with its spring strut construction. Also new is the rack and pinion steering which is lighter to the touch, and more exact.

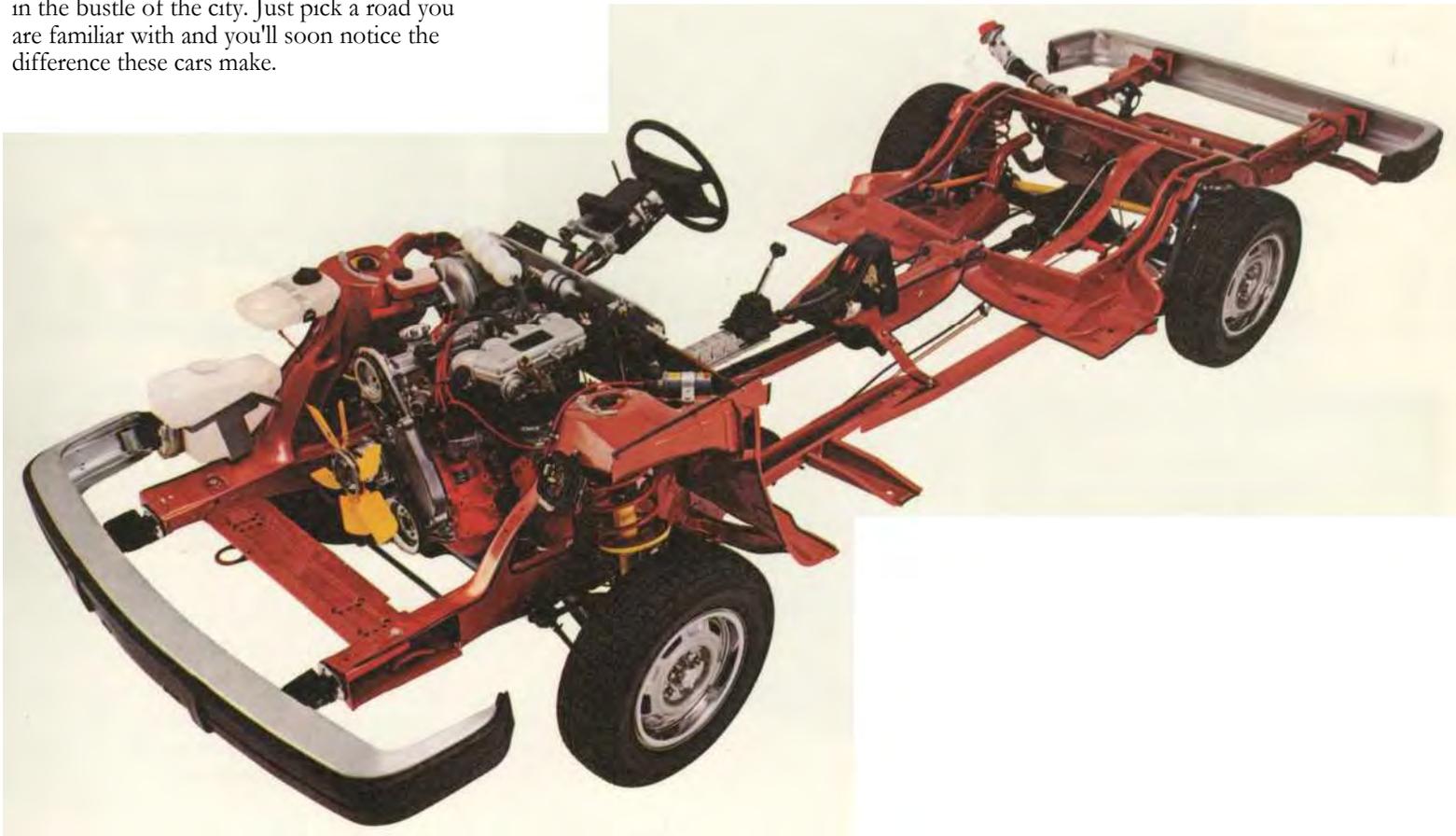
You can also specify power steering on your 1975 Volvo.

The spring strut front suspension and the improved rear axle suspension, which on saloon models incorporates a new stabilizer, makes these Volvos better than ever before along the motorway or down a country lane.

The 1975 Volvo is a slightly lower car with a wider front track and broader tyres. Which gives a better ride and total control.

When you've tried one for yourself you'll see just how well behaved these cars are.

You don't have to be a test driver or motoring expert to recognize a car which feels just as much at home on the motorway as it does in the bustle of the city. Just pick a road you are familiar with and you'll soon notice the difference these cars make.





Hemmed in by slower vehicles, you require a powerful, responsive engine to get you past quickly and safely. A Volvo engine has what's needed. It cuts the critical period - the actual overtaking - to the shortest possible stretch of road.



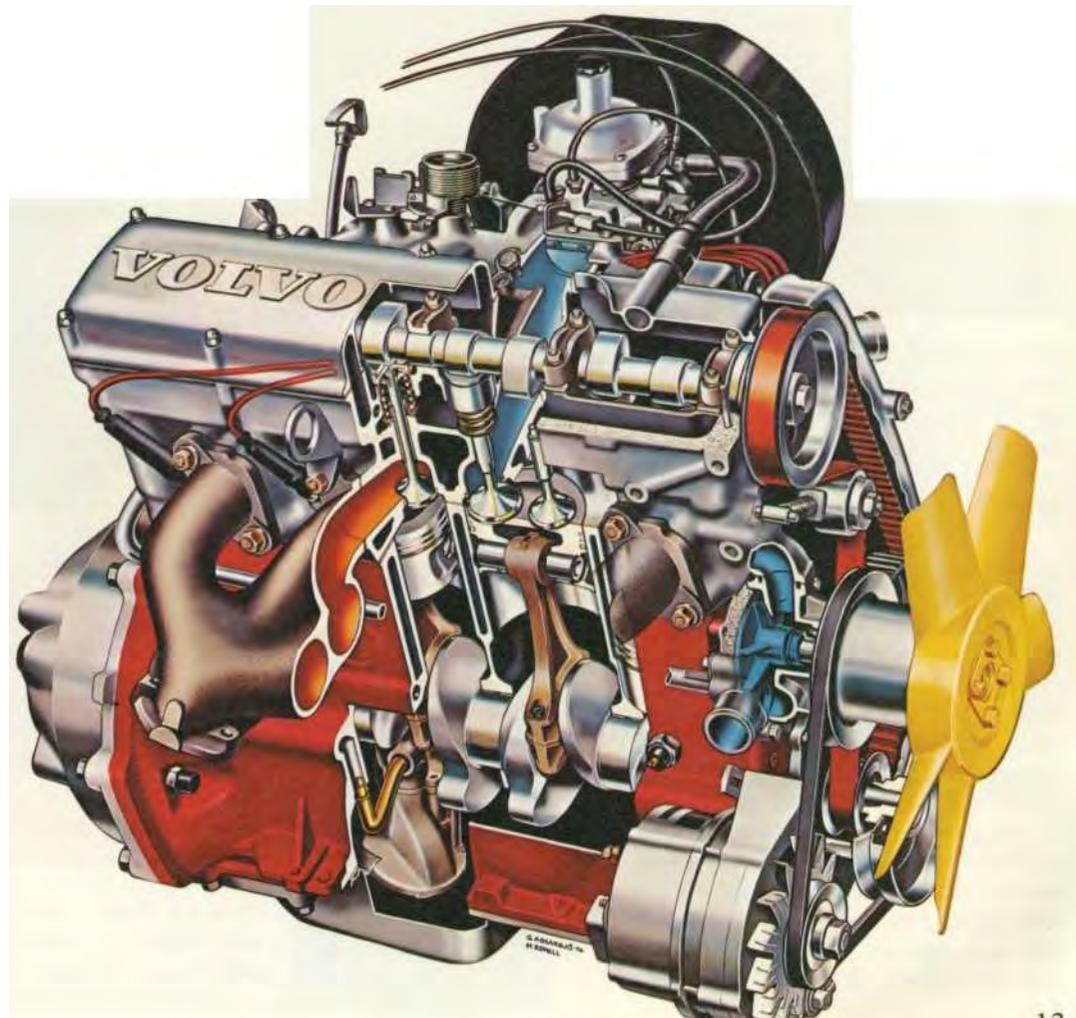
Researchers have shown that driving a car with an automatic transmission is often safer than driving one which has a manual gearbox. With an automatic, you simply have more time for the actual business of driving. Volvo's well-tested smooth changing automatic has a stubby gear lever and a six-position selector with a quadrant which is illuminated at night.

The valve mechanism of Volvo's new 2.1 litre engine. It gives many benefits including quieter running and increased reliability.

The new, more powerful engine will help you get by

A new four-cylinder engine powers the 1975 Volvo 240 Series. It's available in two versions, with outputs of 97 or 123 hp DIN. Both are designed to run on cheaper petrol, 93 octane. This will save you money in the long run.

The new engine has a new name - B 21. It's 2.1 litre, in-line four with an overhead camshaft. The cylinder head is all-aluminium and of the cross-flow induction type which, strictly speaking, means that the induction manifold is on one side of the engine and the exhaust manifold on the other. Of course, there's more to it than that. One advantage is quicker starting when the engine is hot. The new B 21 engine is a modernly designed power unit built for hard work. Valve life has been improved, fuel consumption is lower and it runs more quietly. There are two versions, the B 21 A, which breathes through a single carburettor and develops 97 DIN horsepower, or the B 21 E, which produces 123 DIN horsepower with the help of a CI injection system (Continuous Injection) and a solid-state ignition system. Which means there are no breaker points to burn or to adjust.



Volvo's new four-cylinder engine, the single carburettor B 21 A. A powerful engine, it features an overhead camshaft and a more accurate valve system for better timing. There are fewer adjustments involved but fuel consumption benefits to be gained, on top of which we can add higher output and better cooling. Additionally, you get an engine which gives more miles of trouble-free service.

The overhead camshaft of course helps to boost output.

There are fewer parts to the valve mechanism so there's less wear and fewer adjustments.

The cylinder head is aluminium. Fuel consumption is better and so is cooling.

The induction manifold is on one side and the exhaust manifold on the other which improves the breathing characteristics of the engine and avoids vapour locks when the engine is hot.

and more important every year.

More and more motorists put safety at the top of their list when choosing a car. And that's sensible, because a safe car is a well-built car, a car which keeps longer. Which is better to own. Which gives you less trouble. So if you rename what we call safety items and call them quality items, we're on the same wavelength.

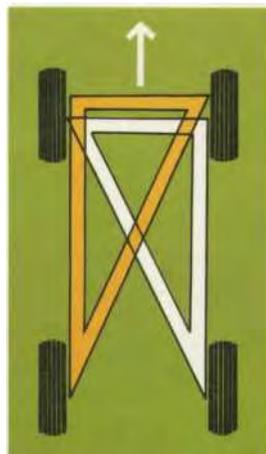
This is why all the essential features of these new Volvos have a safety background. On this year's models, for example, road holding is improved by a brand-new front suspension with a wider track, new rack and pinion steering with better response, new rear stabilizer for better compliance, wider tyres for better grip and improvements to the already unique triangle-split dual-circuit brake system.

But remember, to be safe it's essential you always wear your safety belt ... which is where our "fasten seat belts" reminder comes in.



Volvo's already famous rust-proofing has been improved still further on the 1975 Volvos. The number of galvanized metal pressings in the body has been increased, and now includes the wheel and spring strut housings. And then the entire body is submerged in an electrically-charged bath of primer. On top of that, we add the paintwork which makes you wish sunny Sunday mornings came more often.

Volvos have disc brakes all round. The triangle-split brake system with its dual circuits has long been one of the very best. With one circuit entirely out of working order you still have about 80 % of full braking power, given by both front wheels and one rear wheel. This arrangement reduces the risk of skidding. Special relief valves make sure that the rear wheels do not lock up prematurely in the case of emergency braking. And now the system has a new master brake cylinder of the stepped bore type : brake pedal pressure is now almost as light with only one circuit working as it is normally when both circuits are working.



Three-point inertia reel safety belts.

Stronger seat anchorages.

New front suspension, wider track, better road holding.

Modified rear suspension giving better directional stability.

New rack and pinion steering - for lighter and more precise steering.

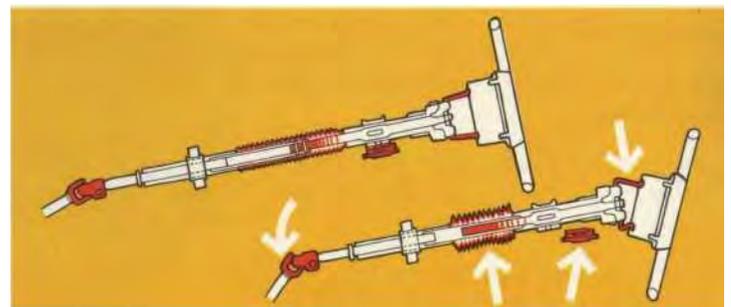
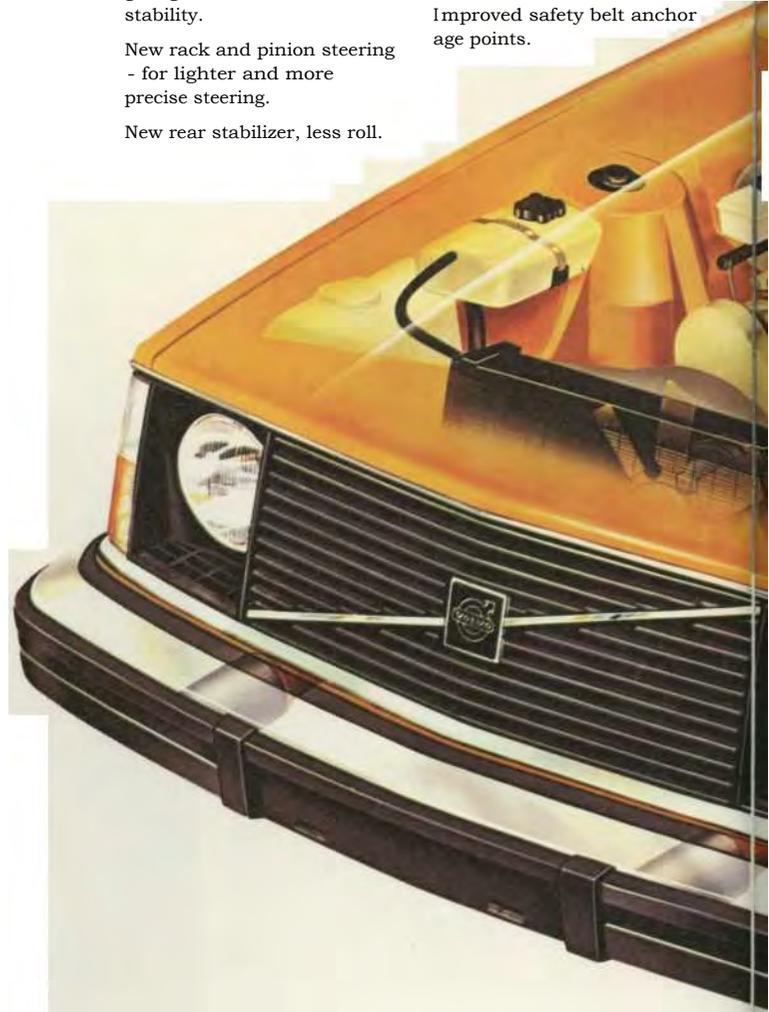
New rear stabilizer, less roll.

Better demisting of the side windows for clearer vision.

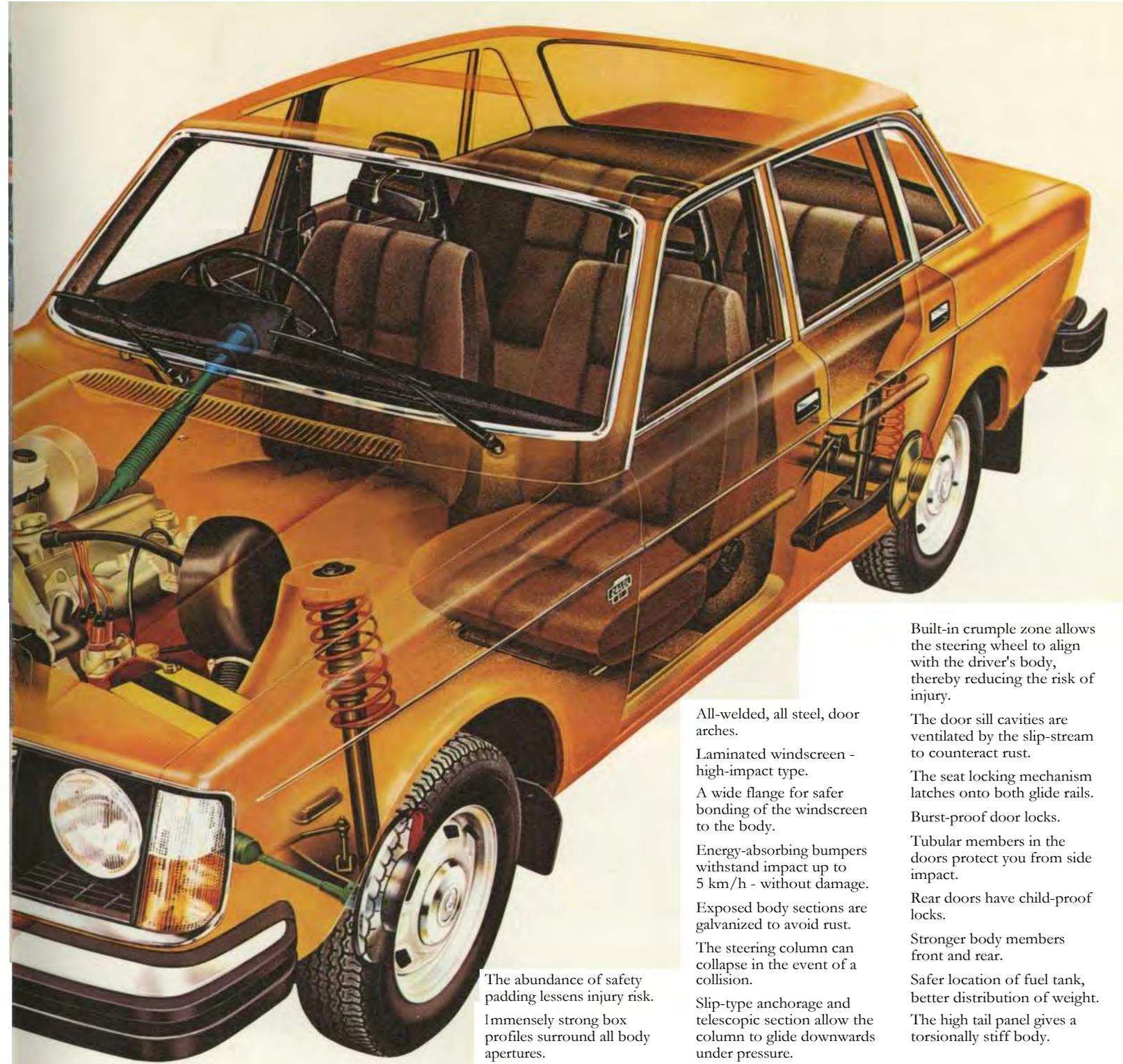
Grids under the headlights prevent snow from building up.

Wider radial ply tyres of steel braced type for more miles and better grip.

Improved safety belt anchorage points.



Volvo's steering wheel gives fivefold safety in the event of a head-on collision: 1. The lower steering rod separates, 2. the steering column collapses, and 3. moves downwards away from the driver, 4. the wheel's anchorage to the column crumples, and 5. the wide bolstered hub spreads the impact.



The abundance of safety padding lessens injury risk. Immensely strong box profiles surround all body apertures.

All-welded, all steel, door arches.

Laminated windscreen - high-impact type.

A wide flange for safer bonding of the windscreen to the body.

Energy-absorbing bumpers withstand impact up to 5 km/h - without damage.

Exposed body sections are galvanized to avoid rust.

The steering column can collapse in the event of a collision.

Slip-type anchorage and telescopic section allow the column to glide downwards under pressure.

Built-in crumple zone allows the steering wheel to align with the driver's body, thereby reducing the risk of injury.

The door sill cavities are ventilated by the slip-stream to counteract rust.

The seat locking mechanism latches onto both glide rails.

Burst-proof door locks.

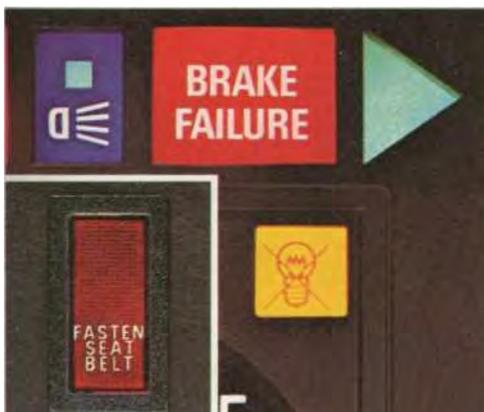
Tubular members in the doors protect you from side impact.

Rear doors have child-proof locks.

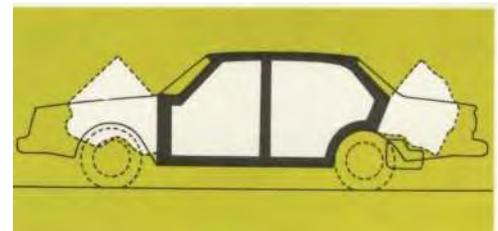
Stronger body members front and rear.

Safer location of fuel tank, better distribution of weight.

The high tail panel gives a torsionally stiff body.



Volvo's system of warning and reminder lights tells tales. Such as when the bulb in a dipped headlight, tail light or brake light has failed. Or when you forget to use your safety belt.



The Volvo has a "hard" body with a "soft" nose and tail. The nose and tail are soft by design to absorb impact in a collision. The 1975 Volvos are a little longer in the nose, which increases their energy-absorbing ability. You and your passengers sit secure, protected by the immensely strong frame surrounding the occupant area.



Having decided on a Volvo, the best is yet to come.

Having decided to buy a new Volvo the next thing is to choose the particular model to suit you and your needs best. We've devoted these two pages to our most popular, the Volvo 244 DL.

The Volvo DL has all the features which have made Volvo cars world famous - the generous space, the wonderful manoeuvrability, the economy to be found in low maintenance costs, the generous warranty and the low depreciation; the luxuriously comfortable front seats with their wide range of adjustment. The impact-absorbing bumpers. The "fasten seat belts" reminder and bulb integrity sensor. The electrically heated rear window, the halogen headlights and the inertia reel safety belts.

The Volvo 244 DL is a four-door car. It is powered by Volvo's new B 21 A engine giving 97 hp DIN. You can choose between Volvo's four-speed manual gearbox or the automatic transmission.



The new Volvo 240 Series has rack and pinion steering. For better control and greater safety. And a turning circle which is surprisingly tight - only 32'2". A Volvo is easier to park than many smaller cars.



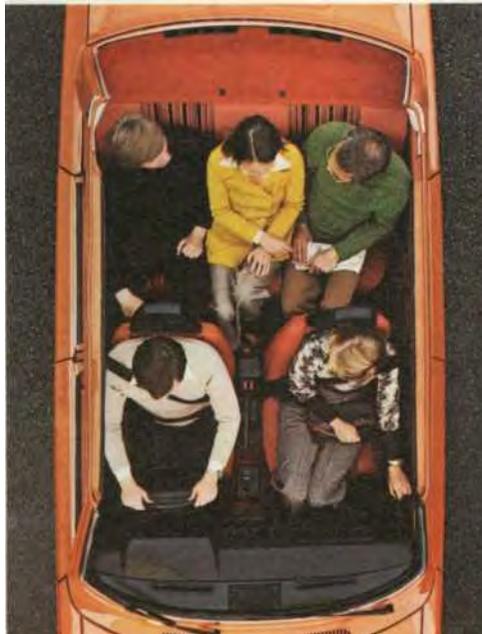
244 DL
2.1



Wide opening doors - no less than 80° - allow convenient, and dignified, entry and exit. Each door incorporates a strong tubular member to protect you and your passengers from side impact.



Let's face it. Travelling light is something we often talk about but seldom do. In a Volvo there's plenty of room for you and all your luggage. The 21.5 cubic feet of usable space swallows a whole family's luggage.



The new Volvo 244 DL has inertia reel three-point safety belts as standard.



The durable cloth upholstery is available in attractive stripes or pleasing tones. The material is fire resistant.



The new Volvo 245 tailgate window is electrically heated and has a wiper and washer as standard.



With the rear seat folded down - done in a jiffy - the Volvo 245 takes on almost 67 cu. ft. of cargo. And the entirely flat floor gives a maximum cargo length of 74 inches. With five of you in the car there's still room for 53 cu. ft. of your things.



The Volvo 245.

For those of you with space problems.

The new Volvo 245 DL Estate with its new rack and pinion steering is easy for a woman to handle but it may take a man to load.

The 245 is every inch a Volvo; it combines the roominess of our 244 with a spacious cargo area. Yet is the same length.

The new Volvo 245 carries almost 67 cu. ft. of cargo plus two people up front. Optionally: 53 cu. ft. of cargo and five people! And it's just as delightful to drive as the other Volvos.

The Volvo 245 is available with a choice of engines, the new four-cylinder B 21 A giving 97 hp DIN or the B 21 E which has a CI fuel injection system and develops 123 hp DIN. And both of them thrive on 93 octane petrol.

244 GL
2.1



The chromium wheel studs of the Volvo GL hold new-design wheels and wide low profile steel-braced, radial ply tyres for better grip and less wear.

Your Volvo 244 GL comes with a sliding steel sunroof which you'll find refreshing.



If you prefer a four-on-the-floor manual gearbox, your Volvo GL comes with a fully synchronized unit with electrically operated overdrive controlled by a switch built into the gear lever knob. A three-speed automatic with a six-position illuminated selector is optional.



Getting a grip on the new steering wheel in the Volvo GL is a pleasure reserved for the fortunate few. Soft and comfortable, safe and attractive. A sporty wheel for a sporty car.

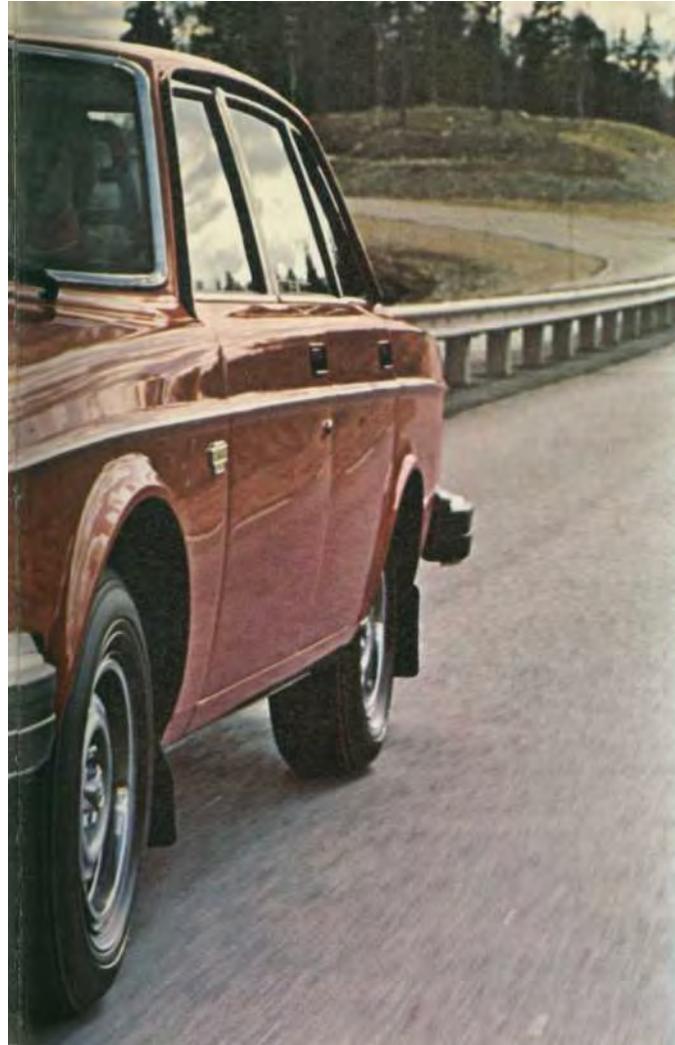
For some, nothing but the best will do.

Volvo have always taken a particular pride in building cars that were exactly right for each individual customer. For many, the 244 and 245 represent the ultimate in practical, yet cosseted motoring. There is a person, though, who demands an altogether more refined environment, even higher standards of luxury and indulgence. For this man we make the Volvo 244 GL.

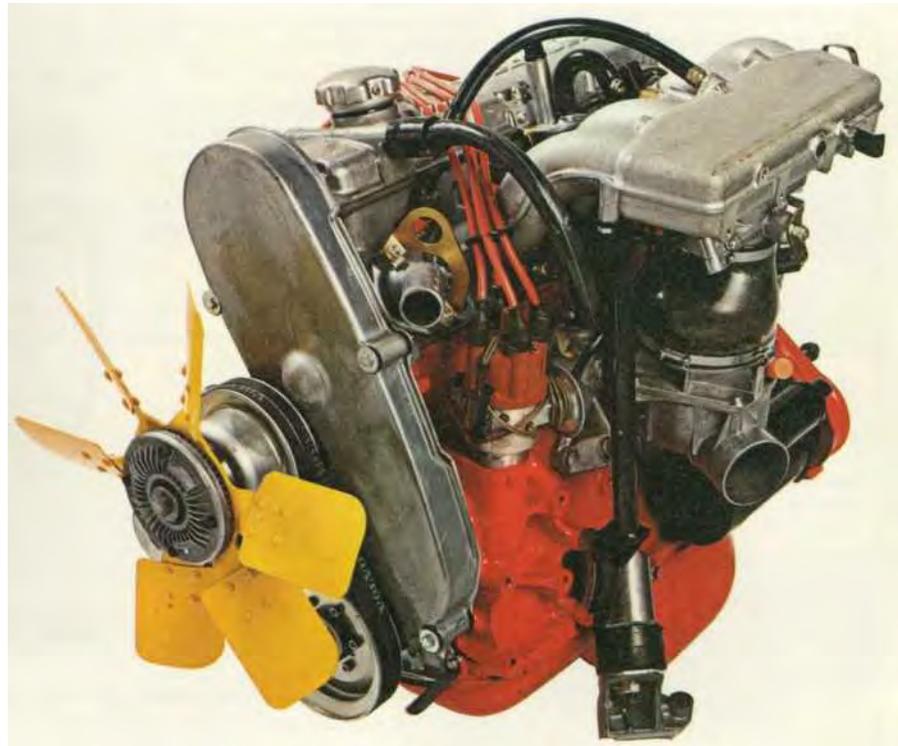
Take a look at the new Volvo GL. Try it on the road. Having paid such attention to ride and road holding, we would like to see this car being given its due consideration.

And that goes for the 2.1 litre four-cylinder engine too. It has an overhead camshaft, continuous fuel injection and a new transistorised ignition system. It's called the B 21 E and runs on 93 octane petrol, and yet still gives plenty of power: 123 hp DIN.

The new Volvo 244 GL is sumptuously appointed with leather-faced seats, a heating and ventilation system which is adapted for air-conditioning, overdrive, a tachometer, a sliding steel sunroof and tinted glass all round. The Volvo GL can also be specified with electrically operated front windows, power steering and an automatic transmission.



Leather-faced seats are a real attraction to any true lover of cars. Colours in the Volvo GL are natural hide or black.



In its GL form, the new Volvo engine with overhead camshaft gives 123 hp DIN and thrives on 93 octane petrol. It's called the B 21 E; and features continuous fuel injection for smoother running and thriftier motoring. It has a solid-state ignition system which means there are no breaker points, meaning less maintenance, better performance and greater reliability.

	B21A	B21E
Max output hp at r/m DIN	97/5000	123/5500
Max output kW at r/s DIN	72/83	90/96
Max torque kpm at r/ m DIN	17.3/2500	17.3/3500
Max torque Nm at r/s DIN	170/42	170/58
Compression ratio	8.5:1	9.3:1
Carburation	1 carb.	CI fuel injection

Both engines are four-cylinder unit with: overhead camshaft, aluminium cylinder head and a five-bearing crankshaft. Water-cooled.

The Volvo 244 DL is fitted with the B 21 A.

The Volvo 245 DL has either the B 21 A or, optionally, the B 21 E.

The Volvo 244 GL has the B 21 E CI fuel injection system and a transistorized ignition system.

Cooling system

Frost-proofed, sealed. Capacity 2.05 Imp. galls./9.4 litres.

Electrical system

Battery 12V/60 Ah. Volvo 244 DL alternator rating 35 A.

Volvo 245 DL with injection engine and 244 GL alternator rating 55 A.

Transmission

Diaphragm spring clutch. Four-speed gearbox, all synchromesh. Also available with overdrive operating on 4th gear. Ratios 1st 3.41, 2nd 1.99, 3rd 1.36, 4th 1.00, Reverse 3.25, Overdrive 0.797.

Steering gear

Rack and pinion steering. Split steering column of safety type.

Suspension

Front: spring strut type with stabilizer. Rear: live, carried in longitudinal rubber-mounted control arms and torque rods. Transverse location by rubber-mounted track rod. Coil springs and telescopic shock absorbers.

Wheels and tyres

Steel braced, radial ply tyres dimensioned 175 SR 14 on 5J-14 rims. Volvo 245 :185 SR 14 radial ply tyres on 5.5J-14 rims. Volvo 244 GL: low profile type, dimensioned 185/70 SR 14 on 5.5J-14" rims.

Braking system

Power-assisted, all disc, dual-circuit, triangle-split system. Each circuit operates simultaneously on both front wheels and one of each of the rear wheels. Relief valves prevent premature rear wheel lock-up in emergency situations. Handbrake operates on rear wheels through special drums.

Fuel tank

Capacity 13.2 Imp, galls./60 litres. Safety location below rear underbody beside rear axle.

Instrumentation

Housed in safety padded dashboard. Rheostat-controlled instrument lighting. Six-figure mileometer with tripmeter. Fuel gauge. Coolant temperature gauge. Warning lamps for: charging, oil pressure, choke, main beam, handbrake and brake circuit failure, bulb integrity sensor. Audible and optical warning for direction indicators. Illuminated glovebox. Combined steering lock and ignition switch.

Centre console: Switches for electrically heated rear window and four-way hazard warning lights. "Fasten seat belts" reminder. Controls for heating and ventilation system. Cigarette lighter. Ashtray. Room is provided for a radio.

Other standard equipment:

Combined stalk for direction indicators, main and dip beam with headlight flasher. Combined stalk for two-speed windscreen wipers and electrical windscreen washers. Estate cars have wiper and washer also on tailgate window and courtesy lamp beside tailgate. H 4 halogen bulb headlights. Boot lighting. Automatic reversing lights. "High impact" laminated glass windscreen. Inertia reel front safety belts and anchorages for three point safety belts at the rear. Padded sun visors. Day/night position rearview mirror of safety type. Tow hooks front and rear. Head restraints. Some versions are available with a sliding steel sunroof.

Exterior dimensions

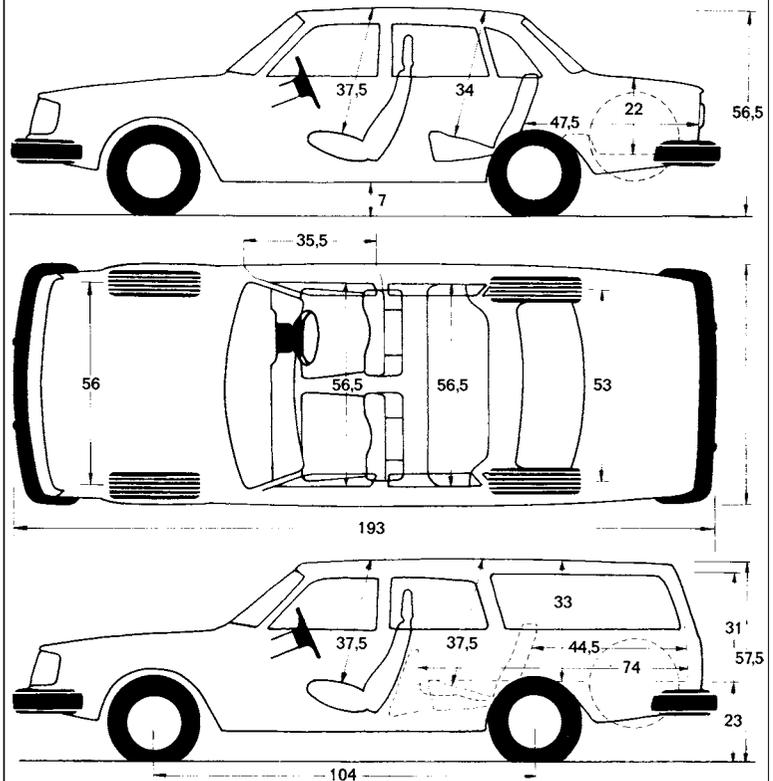
Overall length . . .190.9 in. 489.8 cm
 Overall width67.3 in. 171 cm
 Overall height56.6 in. 143.5 cm
 Wheelbase103.9 in. 264 cm
 Track:
 front55.9 in. 142 cm
 rear53.1 in. 135 cm
 Turning circle diameter
 between kerbs . . . 32 ft. 2 in. 9.8 m

Interior dimensions 244 DL

Other models may deviate somewhat from the following:
 Headroom, front95 cm
 Headroom, rear87 cm
 Seat width:
 shoulder height138 cm
 hip height143 cm
 Front seat max depth47 cm
 Front seat max width56 cm

Luggage capacity

Boot, saloon models
21.5 cu. ft. , 615 dm³
 with SAE cases395 dm³
 Estate car cargo area:
 Length, rear seat
 in use44.5 in. 113 cm.
 Length, rear seat
 folded74.0 in. 188 cm.
 Volume, rear seat
 in use55 cu. ft. 1.5 m³
 Volume, rear seat
 folded67 cu. ft. 1.9 m³
 Volume, concealed
 cavity approx . . . 2.3 cu. ft. 65 dm³
 Cargo capacity
 (depending on type)
 approx 990-1210 lb. 450-550 kg.

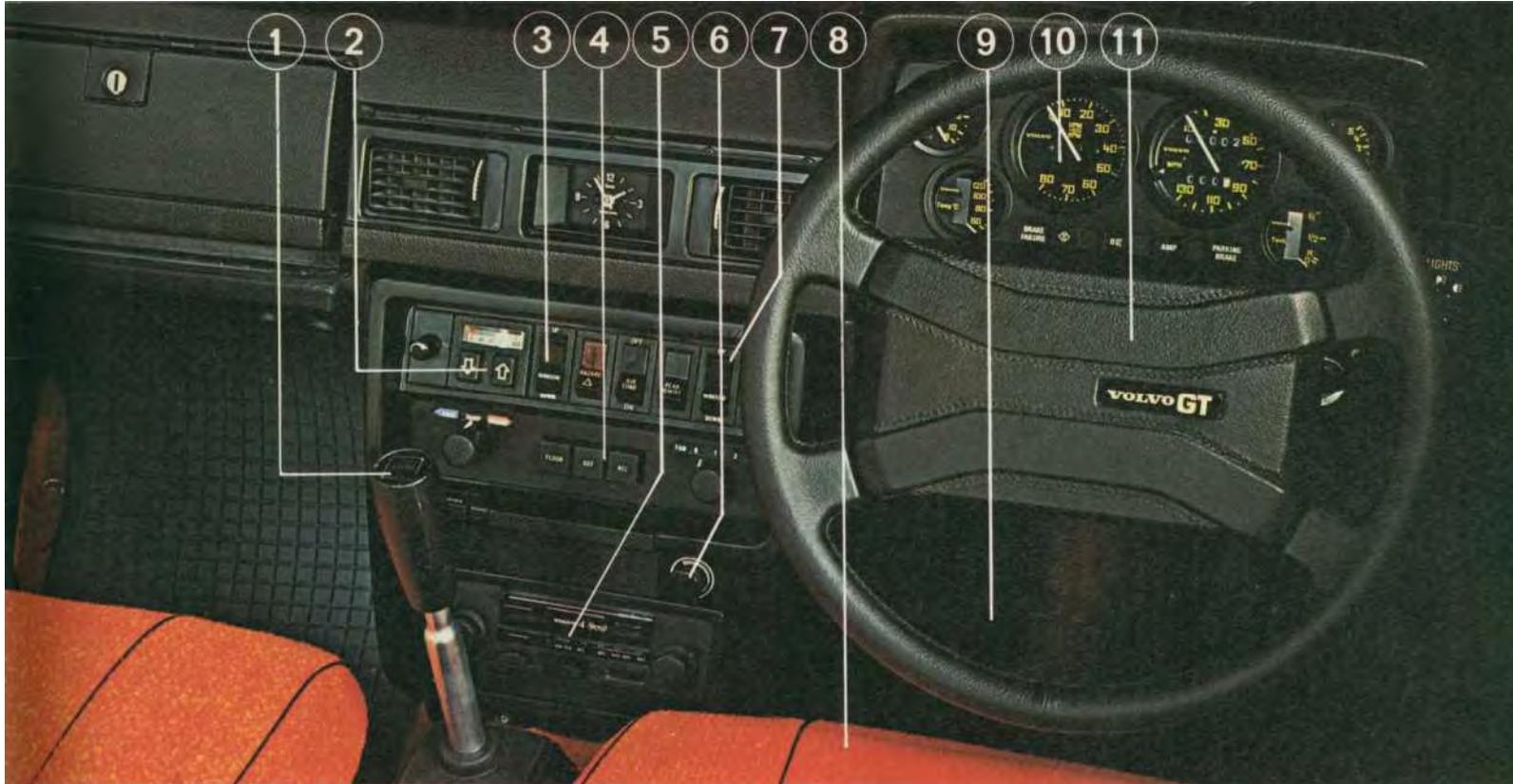


Weights

Model	Kerb weight
244 DL approx . . .	2756 lb. 1250 kg
245 DL approx . . .	2899 lb. 1315 kg
244 GL approx . . .	2811 lb. 1275 kg
Max weight	
Volvo 244	3925 lb. 1780 kg
Volvo 245	4189 lb. 1900 kg
Permissible trailer weight	2646 lb. 1200 kg

Warranty

Twelve-month warranty irrespective of mileage. The factory reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models.



Volvo optional extras for those who want something extra special.

1. Gear lever knob: Leather-clad, pleasing to use and attractive.

2. Suspension levellers: These level the rear suspension when the car is heavily loaded or is towing a trailer or caravan.

3 and 7. Electrically operated windows: Exclusive and convenient, these window winders stop immediately should anything get in the way.

4. Volvo air conditioning: Travel in the exact temperature of your choice, irrespective of the weather. Cool in the heat of summer. Warm and dry when it's wet and miserable. Volvo air conditioning cools, demoiaturizes and cleans the air.

In-car Entertainment

5. Volvo Radio: Your new Volvo is prepared for a Volvo Radio, so fitting one involves no problems. There are two basic models and each one has a 24-month warranty.

Volvo Radio/Stereo tape-player: Similarly, there are no problems fitting a Volvo Radio/Stereo tape-player. You can choose your radio either with four track Stereo cassette or eight track Stereo cartridge. Both with a 24 month warranty.

6. Intermittent action windscreen wiper switch: The windscreen wipers start and stop at the intervals you require.

8. Seat covers: Exclusively designed and in attractive colours. Excellent fit. Protect your upholstery. 100 % nylon. Flame resistant. Machine washable.

9. Rubber floor mats: Protect your deep pile carpets. Easily removed and cleaned.

10. GT instrument cluster: Replaces standard panel and includes, in addition, tachometer, voltmeter and an oil pressure gauge.

11. GT steering wheel: Sporty, easy to grip and elegant.

Grille complete with auxiliary lights: Yellow lens foglights or spot lights.

Tow unit: The tow bar can be retracted to a position below the bumper when it is not used.



Children's safety seat - child protector: The Volvo children's safety seat protects children up to 4 ft. 6 in./117 cm. tall -- about six years old. Fits in car with back towards fascia.



Genuine Volvo accessories are specially selected and tested for your Volvo. You will find more than a hundred other items to choose from in the Volvo Accessories Brochure.



VOLVO

AB VOLVO GÖTEBORG SWEDEN