

VOLVO



At today's prices, Volvo is worth a long, hard look.

"To show you how much faith (Volvo has) in their cars, the mileage indicators of Volvos indicate not just tens of thousands of miles, but hundreds of thousands as well. . . that's not brag, just fact.

"Volvos don't change drastically from year to year," added Joe Collins, Automotive Writer for the Virginia Potomac News, "they just sort of evolve into better cars as little improvements are thought of.

"Driving the car is pleasant and smooth. The road feel of a European car is there, but the ride has been softened to suit our roads and attitudes.

"There's something that inspires confidence. One knows the car can do whatever is expected of it . . .

"The car never fails to go where pointed, even when pushed to the limit, and is very forgiving of driver carelessness, responding well to sudden evasive maneuvers . . ."

Little wonder that nine out of ten Volvo owners are happy with their cars.

From the beginning, the Volvo concept has been to design and build cars that are totally dependable in every respect. Durable cars with efficient, reliable engines. Cars that have predictable handling characteristics. Cars that are safe, and justify their price. In a time when money is tight, and cars are more expensive than ever to buy, let alone maintain, it's comforting to find one worth the investment.

Volvos have evolved and improved throughout half a century; the 1981 Volvos are better cars than any of their predecessors — each of which was outstanding in its own time.

All that's left is for you to decide which Volvo best fits your needs, and your budget. Your dealer, this brochure, and the one titled, "The Driver's Car," should help.

And, what about that tenth owner? Try as we might, even Volvo can't make everybody happy, but we're working on them . . .



The 1981 Volvos at a glance

| MODEL | ENGINE |
|---------------------------|--|
| The GLE Sedan (4 door) | Six-cylinder |
| The GLE Wagon | Six-cylinder |
| The Bertone Coupe | Six-cylinder |
| The GL Sedan (2 & 4 door) | Four-cylinder |
| The GLT Sedan (2 door) | Four-cylinder and Four-cylinder Turbo |
| The GLT Wagon | Four-cylinder |
| The DL Sedan (2 & 4 door) | Four-cylinder |
| The DL Wagon | Four-cylinder |
| The Diesel Sedan (4 door) | Six-cylinder Diesel |
| The Diesel Wagon | Six-cylinder Diesel |



"I wanted a car I could feel good about, and frankly, my Volvo feeds my ego — the comfort, the interior quiet, the ride — for \$8,000 to \$10,000 less than a Mercedes."

When you first sit in the driver's seat, close the door firmly — you'll hear a most reassuring sound. If a mood can be set for luxury, then the first chord has been struck. You'll notice that the dome light stays on for an extra fifteen seconds, so you can put on your seat belt and find the ignition when it's dark. The upholstery is leather. There's a sunroof. The interior carpeting is plush. Toggle switches in the door armrest control the power windows. A rheostat on the center console activates the air-conditioning. Toggle switches electrically adjust the two side mirrors, which are lightly tinted to reduce the glare of approaching headlights. If the interior temperature drops below 57°F, heating elements just below the surface of the seat and backrest automatically warm up to 79°F.

Obviously, four passengers can travel with you in style; there's room, especially leg-room, for those sitting in the back.

There is a Volvo B28F V-6 engine under the hood, ready to demonstrate how compatible it is with the GLE, ready to achieve optimum performance. Its torque curve allows you to call upon a surge of power the instant it's needed — power that calls into question people's original enthusiasm for many gas-aholic V-8's.

"Even though it's a wagon, I certainly don't feel like a second-class citizen driving around in my Volvo. It's just like driving a luxury car..."

Except for a sunroof, you'll find the very same amenities in the GLE wagon that you'll find in the sedan. In addition, you'll find a rear window washer and wiper with an intermittent cycle. For all its luxury, the GLE wagon has 76 cubic feet of hauling space with the rear seat down. If what you're carrying weighs much, the automatic load-leveling system in the rear suspension restores the wagon's balance, and helps to maintain its sedan-like handling characteristics.

Now the choice between a sedan and a wagon can simply be a matter of preference, not sacrifice.

Performance, handling, durability, safety and luxury are part of the standard equipment:

- B28F V-6 engine, with continuous fuel injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes, with ventilated front discs
- Power-assisted rack and pinion steering
- Front spoiler
- Alloy wheels
- Sliding steel sunroof, with wind deflector (sedan only)
- Air-conditioning
- Heated driver's seat
- Power windows
- Metallic or enamel paint in selected colors
- Color-coordinated interior; plush carpeting; leather-faced upholstery
- Tachometer
- Dual electrically controlled side mirrors
- Power radio antenna
- Map pockets on the back of the front seats
- Delayed dome light shut-off
- Engine compartment light
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster
- 12-outlet heating and ventilation system
- Day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts
- Centrally controlled power door-locking system (including cargo door lock)
- Child-proof safety locks for rear doors and tailgate on wagon
- Speakers mounted in front doors
- Rear seat arm rest (sedans have storage passage through to the trunk)
- Lighted glove box with vanity mirror, remote control trunk release
- Luggage compartment light

The GLE wagon has in addition:

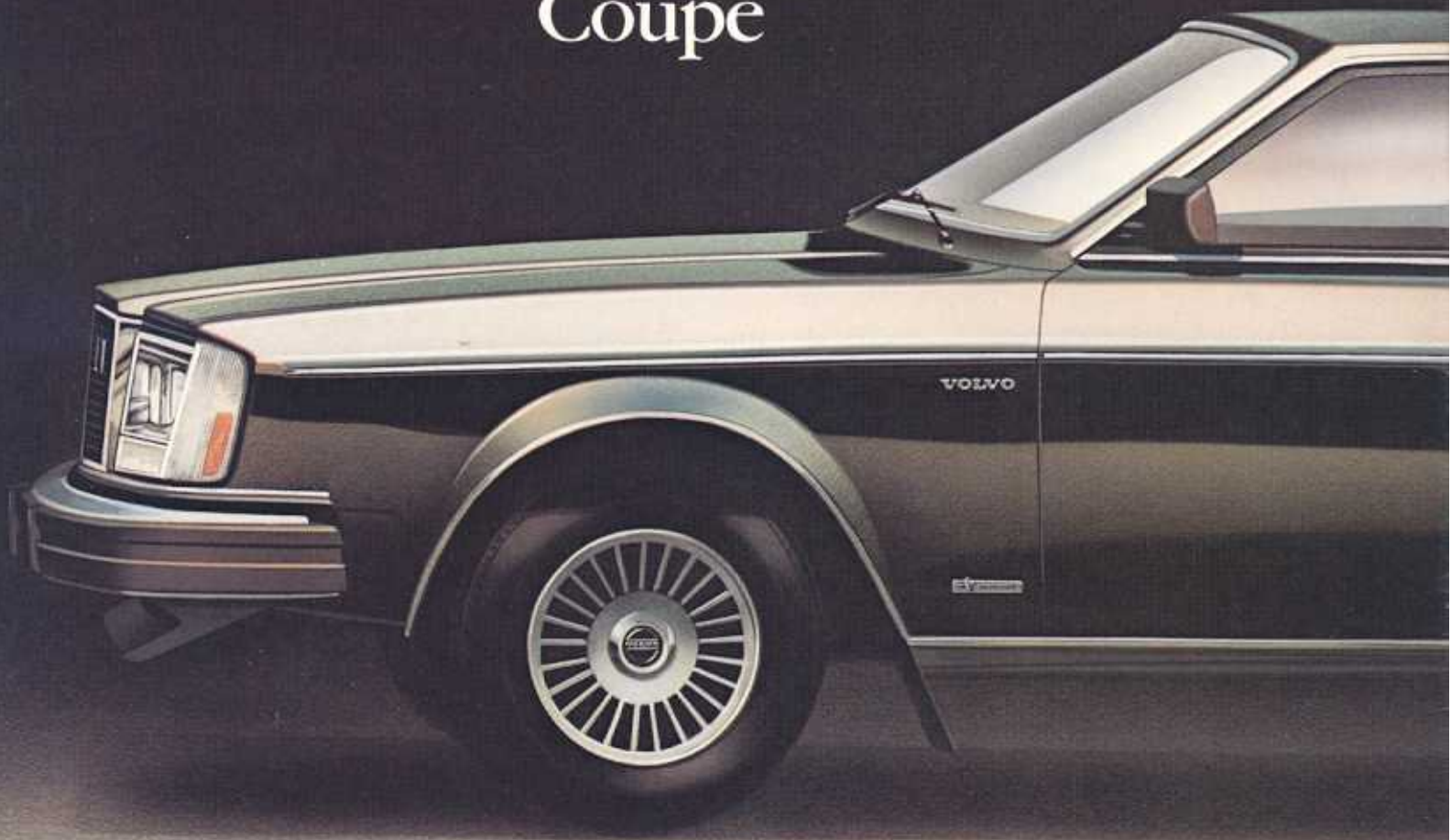
- Fully automatic rear load-leveling system
- Rear window washer/wiper
- Lockable storage space in the cargo area
- Cargo compartment light



the **GLE** Sedan
& Wagon



the Bertone Coupe



“Once I looked at other luxury cars, I knew Volvo offered more for the money.”

Anyone nostalgic for the vanishing art of craftsmanship will appreciate the elegance of the Bertone Coupe.

It is, after all, the product of Volvo's engineering *and* the skill of one of Europe's most distinguished coach

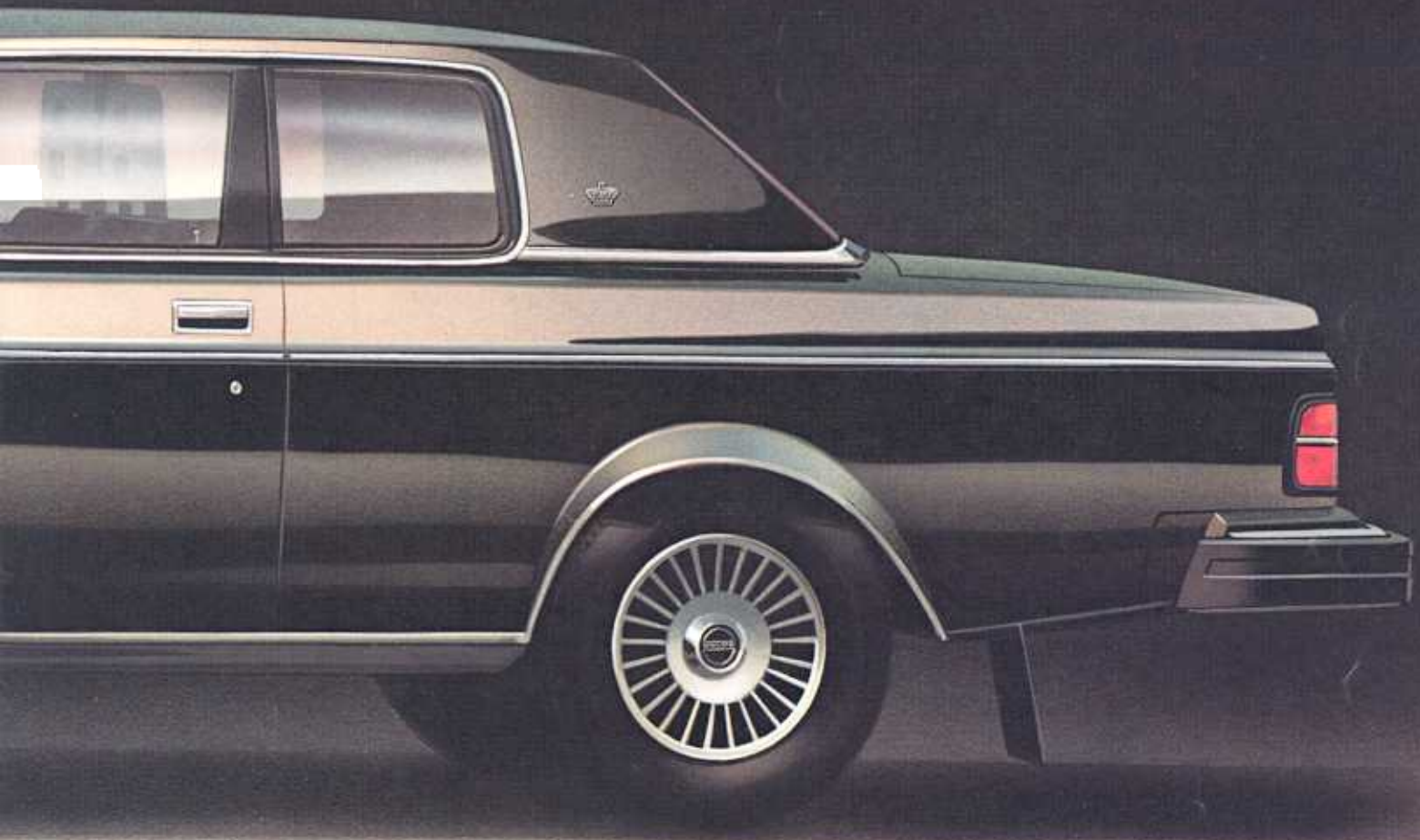
builders: Bertone of Turin, Italy.

Glove-soft Italian leather is hand-stitched over each seat; trims the door panels and covers the recessed sun visors. Elm veneer accents the door panels. Power windows, a central door-locking system, map lights, air-conditioning, a power antenna, heated driver's and front passenger's seats — all are standard.

And up front, a Volvo B28F V-6 engine awaits your pleasure — cruise control may be instructed to maintain a constant highway speed.

In every respect, the Bertone Coupe is extraordinary. What a shame time only permits the construction of a limited number of our luxury-class touring cars. And yet, for the sake of automotive history, better a few than none at all.





Performance, handling, durability, safety and luxury are part of the standard equipment:

- B28F V-6 engine, with continuous fuel injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, *OR* three-speed automatic transmission
- Power-assisted four-wheel disc brakes, with ventilated front discs
- Power-assisted rack and pinion steering
- Custom leather and genuine elmwood-panelled interior by Bertone
- Front spoiler
- Cruise control
- Air-conditioning
- Heated driver's and front passenger's seats
- Alloy wheels
- Dual swivel map lights
- Power windows
- Plush carpeting
- Dual electrically controlled side mirrors
- Power antenna
- Map pockets on the back of the front seats
- Rear seat cigarette lighter
- Delayed dome light shut-off
- Engine compartment light
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster
- 12-outlet heating and ventilation system
- Day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts
- Centrally controlled power door-locking system
- Speakers mounted in front doors
- Rear seat arm rest
- Lighted glove box with remote control trunk release, vanity mirror
- Luggage compartment light

"If there's no such thing as a perfect luxury and economy car, then the GL is the most nearly perfect."

Many Americans think they've been spoiled for life. They've always owned big gas-guzzling luxury cars but nowadays, faced with spiralling car and gas prices, they know they should give them up...yet, they cling to the hope of finding a car out there somewhere that will make embracing economy as painless as possible. With any luck, perhaps they'll find themselves driving a two- or four-door Volvo GL...like you.

David E. Davis of *Car and Driver* said, "(The GL) is a paragon of North European virtue, a car that everybody in a decision-making capacity in Detroit should drive for the year."

Glance around the inside. Run through the luxury you'll hope to find. Plenty of room for five adults? Sunroof? Air-conditioning? Power windows? Plush interior and upholstery? Tachometer? Heated driver's seat? All there!

Where's the economy, then? Under the hood...

Volvo GLs, as Mr. Davis goes on to describe, "...are *four-cylinder* cars, powered by Volvo's infinitely lovable B21F engine — 2.1 liters, 107 horsepower at 5,250 rpm, and 114 pounds-feet of torque — an oversquare, overhead-cam, fuel-injected four that just seems to beg for abuse."

Understandably, there are prospective GL owners who feel shaky about reducing their standard of driving by several cylinders. For them, Davis has heartening words: "(The Volvo GL) is a genuinely amusing car to drive. It's alert, responsive, and stable. The handling, braking, and roadholding that go with that luxury are first-class, and though the ride is European, it would not offend a Pontiac driver."

For the skeptic, a test drive will prove convincing: a sensible, economical car can be a joy to own after all.

Performance, handling, durability, safety and luxury are part of the standard equipment:

- B21F four-cylinder engine, continuous fuel-injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes
- Power-assisted rack and pinion steering

- Sliding steel sunroof, with wind deflector
- Air-conditioning
- Heated driver's seat
- Power windows
- Metallic or enamel paint in selected colors
- Color-coordinated interior; plush carpeting; plush velour upholstery
- Electric tachometer
- Engine compartment light
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster
- 12-outlet heating and ventilation system
- Dual side mirrors; day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts
- Centrally controlled door-locking system (except two-door models)
- Child-proof safety locks for rear doors
- Speakers mounted in front doors
- Rear seat arm rest, with storage passage through to the trunk
- Vanity mirror in lighted glove box
- Luggage compartment light
- Power antenna





the GL Sedan

**"The GLT sedan
is a sports car in disguise..."**

The tachometer needle sweeps upwards as you downshift into second, the car settles onto its' suspension and you find yourself driving through your favorite curve quicker and smoother than ever before. A small diameter steering wheel quickens the steering response. Close at hand, the four speed stick.

The road straightens; you upshift to 3rd...4th...overdrive, the car responds as an extension of yourself.

The Volvo GLT... A car designed for the performance minded individual.

Volvo engineers have made the GLT

suspension taut, using high-rate springs and firm, gas-filled shocks, front and rear. Special front and rear stabilizer bars add the roll stiffness a sports car should have. Running on five-spoke, alloy rims fitted out with Pirelli P6 tires, the GLT is capable of embarrassing drivers who've paid twice as much for their sports cars.

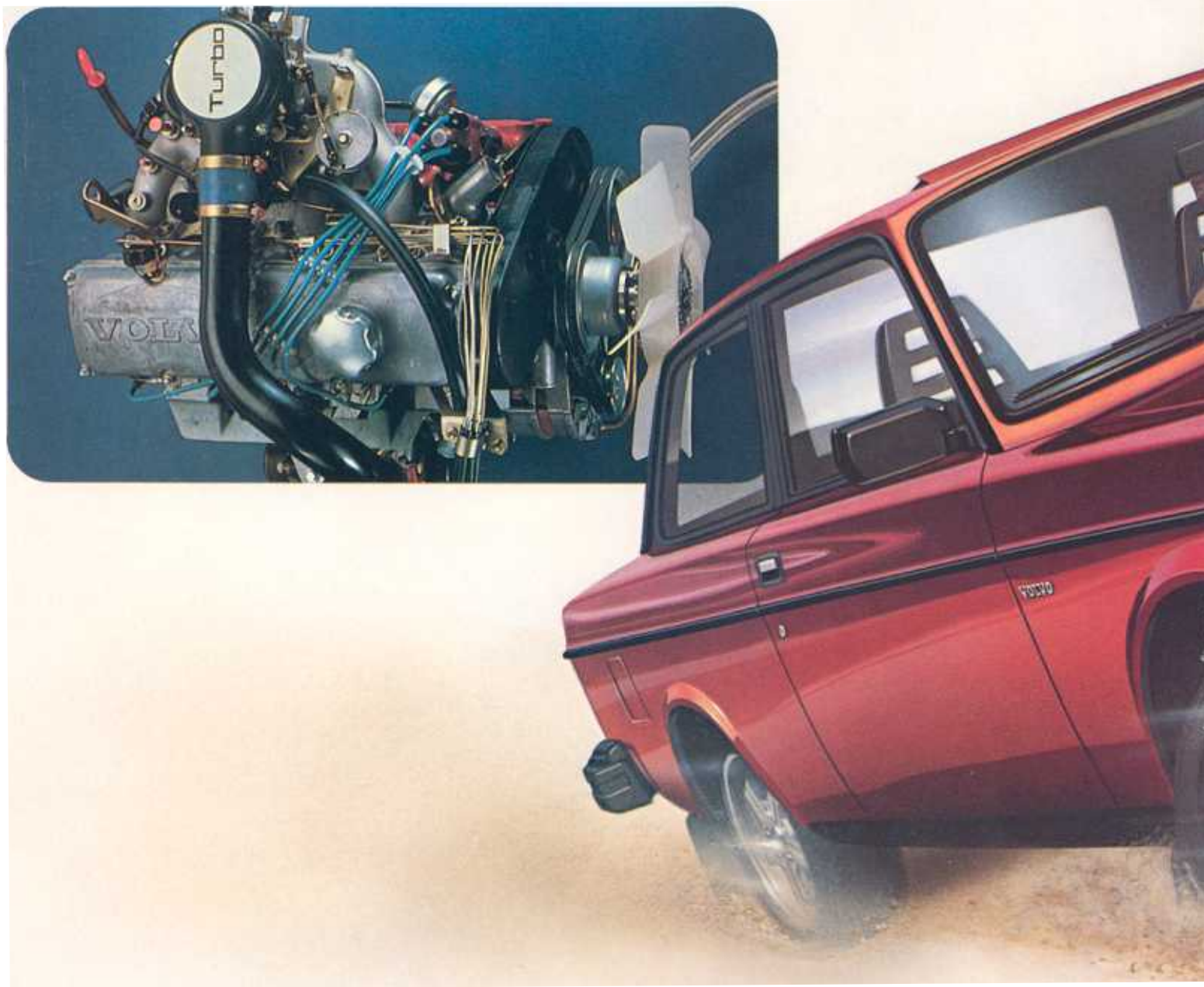
This year, in addition to the GLT powered by the standard four cylinder engine, Volvo offers a special GLT with a turbocharged four cylinder overhead cam 2.13 liter that performs like a 3 liter. This exhaust-driven turbo delivers a torque increase of over 30% through the power range.

To help you monitor the behavior of the engine, a tachometer, turbo boost gauge, oil pressure gauge and voltmeter are standard equipment.

Specially designed seats, covered in a plush silver velour, are exclusive to the GLT Turbo. They provide you with additional lateral support for more enthusiastic driving.

Amenities such as power windows, air conditioning, dual remote control power mirrors, and a sunroof are standard on the GLT Turbo.

Turbocharged or not, the GLT is a Volvo for sports car buffs who want more sport *and* more car for the money.



Performance, handling, durability, safety and luxury are part of the standard equipment:

- B21F four-cylinder engine, *OR* the B21F-Turbo, both with continuous fuel-injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, *OR* three-speed automatic transmission (Turbo available only with overdrive)
- Power-assisted four-wheel disc brakes, with ventilated front discs
- Power-assisted rack and pinion steering
- High performance Pirelli P6 tires on five-spoke alloy rims
- Taut suspension, with high-rate springs and firm gas-filled front and rear shock absorbers
- Special front and rear stabilizer bars
- Small-diameter steering wheel

- Custom interior upholstery; plush carpeting
- Front spoiler
- Electric tachometer
- Engine compartment light
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster
- Dual remote controlled side mirrors; day/night rear view mirror
- 12-outlet heating and ventilation system
- Adjustable front bucket seats, with adjustable lumbar support

- Heated driver's seat
- Four three-point, self-adjusting safety belts
- Speakers mounted in front doors
- Storage compartment in front doors
- Rear seat arm rest, with storage passage through to the trunk
- Vanity mirror in lighted glove box
- Luggage compartment light
- Power antenna
- Turbo models have in addition:*
- Tachometer, turbo boost gauge, oil pressure gauge, voltmeter
- Special seats, covered in plush velour
- Power windows
- Air-conditioning
- Sliding steel sunroof with wind deflector
- Dual electrically controlled side mirrors



the GLT Sedan

the GLT Wagon



**"Ummm...
what we have here is a
wolf in sheep's clothing."**

There isn't a sports car driver alive who hasn't, at one time or another, yearned for all the cargo space of a wagon. But to actually own one, instead of a sports car? Out of the question. Or so you think...

Explore the new GLT wagon.

| | The GLT Sedan | The GLT Wagon |
|-----------------|---------------------|---------------------|
| Overall Length: | 192.5" | 192.5" |
| Overall Width: | 67.3" | 67.3" |
| Overall Height: | 56.2" | 57.5" |
| Turning Radius: | 32'2" | 32'2" |

Like the GLT sedan, the GLT wagon is powered by the B21F four-cylinder engine. It has a small-diameter steering wheel to quicken the steering response, an electric tach, and a deliberately taut suspension. It's balanced by special front and rear stabilizer bars and runs on five-spoke, alloy rims fitted out with Pirelli P8 tires. When you go out for a test drive, be forewarned: the GLT wagon doesn't handle like a wagon.

As a reminder, you may have to look behind you. With the rear seat down, the cargo area measures roughly six feet long, four feet wide,

and three feet high — seventy-six cubic feet. (When the rear seat is raised, you still have a cargo space that's nearly four feet long — forty-one and a tenth cubic feet.) Three tie-down rings on each side make it easy to secure movable objects. The tailgate is almost square, and hinged at the top — a most intelligent design — and gas-filled springs enable you to open it with one hand. To get something into the back, you only have to raise it twenty-three inches off the ground. You can even pull as much as 2,000 lbs. before needing to modify the suspension.



Now, if that's not a wolf in sheep's clothing, then at the very least it's a wagon to do a sports car owner's heart proud.

Performance, handling, durability, safety and luxury are part of the standard equipment:

- B21F four-cylinder engine, with continuous fuel-injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes, with ventilated front discs
- Power-assisted rack and pinion steering
- High performance Pirelli P8 tires on five-spoke alloy rims
- Taut suspension, with high-rate springs and firm gas-filled front shock absorbers
- Special front and rear stabilizer bars
- Small-diameter steering wheel
- Color-coordinated interior, velour or leather upholstery, plush carpeting
- Front spoiler
- Electric Tachometer
- Engine compartment light
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster, rear window washer/wiper
- Dual remote controlled side mirrors; day/night rear view mirror
- 12-outlet heating and ventilation system
- Adjustable front bucket seats, with adjustable lumbar support
- Heated driver's seat
- Four three-point, self-adjusting safety belts
- Centrally controlled power door-locking system including cargo door
- Child-proof safety locks for rear doors and tailgate
- Speakers mounted in front doors
- Storage compartment in front doors
- Rear seat arm rest
- Vanity mirror in lighted glove box
- Lockable storage space in the cargo area
- Cargo compartment light
- Power antenna

"There wasn't just one thing that made us get the Volvo..."

It's tough to pinpoint only a single virtue when the sum of the parts equals the DL sedan. The basic Volvo is far from plain, or stripped-down; in fact, "I don't believe it!" is a common reaction when people realize that their money can buy so much car.

Walk around the DL. A four-coat paint process above the beltline, and a five-coat process below, accounts for the rich, durable enamel finish.

Open and close a door. That's how *solid* sounds.

Get in behind the wheel. You're sitting in one of Volvo's adjustable front bucket seats — in the opinion of experts, the best seats offered in a regular production car. Take a test drive. The excellent handling and performance is standard.

"Comfortable? It's a pleasure to ride in. Long trips don't wear me out..."

Even in the back seat there's room for three adults to assume the normal sitting position; no knees tucked under chin.

The upholstery is soft, yet durable cloth. Carpeting extends throughout, including the trunk. Extras? If you wish, you can choose air-conditioning, a sunroof, power-assisted steering, power-windows or an AM/FM cassette radio...we have an Accessory Brochure which lists available options.





You can also select a four-speed manual transmission with overdrive or a three-speed automatic.

Volvo's basic four-cylinder B21F engine is rugged, dependable, and gives the DL plenty of power without squandering fuel. The B21F-MPG, available only on two-door DL models without a sunroof, has a new electronic ignition system that helps increase fuel economy.

When you get right down to the sticker price, the DL — basic Volvo — is positively luxurious. And when a car appeals to your heart as well as your head, you might be moved to add a bumper strip to the car's exterior motif — one that reads "I Love My Volvo."

Performance, handling, durability, safety and luxury are part of the standard equipment:

- B21F four-cylinder engine, with continuous fuel-injection, transistorized ignition, and Lambda Sond® emission control system (The B21F-MPG, with a new electronic ignition system that increases fuel economy, is available only on the two-door DL without a sunroof)
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes
- Rack and pinion steering
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Full interior and trunk carpeting; cloth upholstery
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle
- electric rear window defroster
- 12-outlet heating and ventilation system
- Remote control side mirror; day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts
- Centrally controlled door-locking system (except two-door models)
- Child-proof safety locks for rear doors
- Speakers mounted in front doors
- Storage compartment in front doors
- Rear seat arm rest, with storage passage through to the trunk
- Vanity mirror in lighted glove box
- Luggage compartment light

the **DL** Sedans

**“With every Volvo wagon,
you get a sedan at no extra
cost.”**

Of course the DL wagon has a decided advantage over any other wagon you might know. Except that the shape of its back-end creates its cargo capacity, the DL wagon is virtually a DL sedan:

| | The DL Sedan | The DL Wagon |
|-----------------|-----------------|-----------------|
| Overall Length: | 192.5" | 192.5" |

A wagon doesn't have to be as big as a boat, or feel like it floats down the road to be a good wagon. As the DL proves...

Despite its un-wagon-like dimensions, the DL wagon has an enormous capacity to haul things. With the rear seat down, the cargo area measures roughly six feet long, four feet wide and three feet high...nearly at right angles. Even with the rear seat up, you still have a cargo space that's almost four feet long.

To make it easy to get things into the back, the tailgate is nearly square, and hinged at the top so it's never in your way; gas-filled springs enable you to open it one-handed. The distance from the ground to the floor of the cargo area is only twenty-three inches.

While it's intended to be practical, the interior of the DL wagon is not at all spartan. And the truth is, when you're behind the wheel you'll swear you're driving a Volvo sedan, especially when you're snaking through heavy traffic, or into an "I-think-I-can-make-it" parking space. Frankly, the reason such attributes are missing from other wagons remains a mystery to us.

**“Why spend more for a
wagon that's going to last
half the amount of time that
a Volvo wagon will?”**

That's another very good question.

Performance handling, durability, safety and luxury are part of the standard equipment:

- B21F four-cylinder engine, with continuous fuel-injection, transistorized ignition, and the Lambda Sond® emission control system
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes
- Power-assisted rack and pinion steering

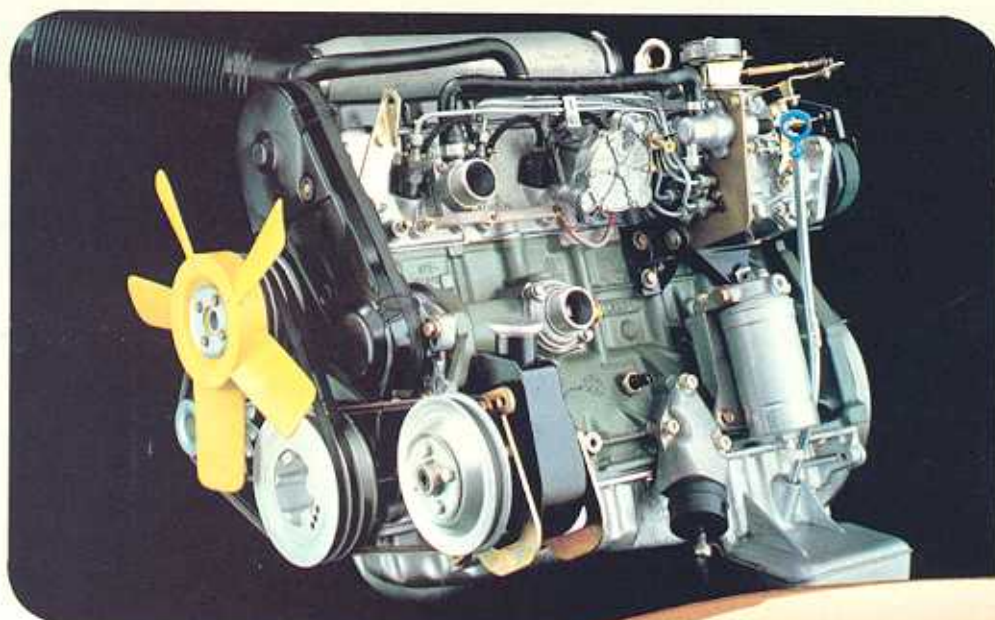
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Full carpeting, including cargo area; vinyl upholstery
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts
- Windshield wipers with intermittent cycle; electric rear window defroster
- 12-outlet heating and ventilation system
- Remote control side mirrors; day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts
- Centrally controlled door-locking system including tailgate
- Child-proof safety locks for rear doors and tailgate

- Speakers mounted in front doors
- Storage compartment in front doors
- Rear seat arm rest
- Lockable storage space in the cargo area
- Vanity mirror in lighted glove box
- Cargo compartment light

the DL Wagon







"If Volvo would only (bring out) a diesel... that would be a real bonanza."

Volvo does offer diesel sedans and wagons now — So — "Move over Mercedes and General Motors. Diesel Volvos are here, bringing value and performance at a sensible price," (*Diesel Motorist Magazine*, Summer, 1980).

In the past, if you wanted the benefits of a diesel, you had to accept its infamous idiosyncracies: underwhelming power, unforgettable noise, and plenty of shake, rattle and roll.

No longer...

To quote *Diesel Motorist Magazine*



the **Diesel** Sedan
& Wagon

(Summer, 1980), "Driving the car, one feels the quick response, lack of any sluggishness associated with 'stiffer' engines such as those with push-rod/rocker arm or cam-finger/followers... Because of fewer reciprocating parts, there is much less valve noise and hence, Volvo's claim of a new diesel quietness, is true... On the open road, the Volvo Diesel is right at home, with its sporty-firm suspension, excellent high-speed cornering and passing ability."

The six cylinders make all the difference, increasing performance, decreasing noise, and smoothing out vibrations.

Volvo diesel sedans and wagons pump out 76 hp @ 4800 rpm (S.A.E.) with a maximum torque of 98 @ 2800 (S.A.E.) Combine that with Volvo's overall engineering excellence and what do you have?

A diesel, and a Volvo in the bargain. You couldn't ask for more.

Volvo Diesel sedans and wagons are not available in California.

Performance handling, durability, safety and luxury are part of the standard equipment:

- D24 six-cylinder diesel engine
- Four-speed manual transmission with overdrive, OR three-speed automatic transmission
- Power-assisted four-wheel disc brakes, with ventilated front discs
- Power-assisted rack and pinion steering
- Steel-belted radial tires
- Halogen high-beam headlights
- Tinted glass, with dark tint band along the top of the windshield
- Full interior and trunk carpeting;
- Trip odometer; light integrity sensor; quartz crystal clock; warning buzzer for key, headlights, and safety belts

- Windshield wipers with an intermittent cycle; electric rear window defroster
- 12-outlet heating and ventilation system
- Dual remote controlled side mirrors; day/night rear view mirror
- Adjustable front bucket seats, with adjustable lumbar support
- Four three-point, self-adjusting safety belts;
- Centrally controlled power door-locking system including the tailgate on wagon
- Child-proof safety locks for rear doors (and tailgate on wagon)

- Speakers mounted in front doors
- Storage compartment in front doors
- Rear seat arm rest, with storage passage through to the trunk (sedan only)
- Vanity mirror in glove box
- Luggage compartment light
- Power antenna

Diesel Wagons have in addition:

- Rear seat arm rest
- Rear window washer/wiper
- Lockable storage space in the cargo area
- Cargo compartment light



Why Volvos are cars people swear by. Not at.

Building a car means making choices. At Volvo our philosophy governs the overall integrity of our product, and separates Volvos from all other cars.

What follows are highlights of the Volvo philosophy at work. (For more details, please read "The Driver's Car," intended to accompany this brochure.)

The longer Volvos are made, the longer they last.

Volvo has always paid particular attention to protecting its cars against corrosion, leading the way in the use of galvanized parts, multi-coat paint protection, and rust proofing. According to the Swedish Motor Vehicle Inspection Bureau, Volvos last an average of 17.9 years... longer than any other car on the road in Sweden, much longer than Mercedes-Benz, BMW, Volkswagen, Peugeot, or Audi (in that order).

The engine in your Volvo is the perfect engine for your Volvo.

You can buy a car from a manufacturer who'll let you pick the engine size you want, regardless of the model. Some car buyers believe this is an advantage. At Volvo, we don't.

In our opinion, horsepower alone does not equal performance. Performance is an equation that balances ample engine power and economy; the car's handling, steering and braking; its ride; its safety characteristics. That's why Volvo engineers assume all the responsibility for matching a particular engine with a particular model. Their goal is to give you optimum performance — Volvo-style.

Volvo engineers give you only one choice to make that affects your engine: whether to select the four-speed manual transmission with overdrive, or the three-speed automatic transmission.



A variety of engineering decisions ensure that your Volvo will respond the same way in a crisis as it does normally.

If professional test drivers were the only people who bought Volvos, they might be built another way. But Volvos are built with the *average* driver in mind, a driver who may not have the skills to compensate for what a car might do in a crisis. Many cars that are easy to drive under normal conditions become erratic and unpredictable in a moment of panic. Volvos are built to do their very best to keep you out of trouble in the first place. Active safety features are designed into your Volvo. For example:

ONE

All Volvos have rack-and-pinion steering. Considered by automotive experts to be the most precise steering system that can be built into a car. The car responds positively and quickly, and gives you a consistent "feel" for the road.

TWO

All Volvos have power-assisted four-wheel disc brakes. Disc brakes tend to resist brake fade better than conventional drum brakes. Better still, Volvo's disc brakes, unlike any others sold in America, have Volvo's pioneering dual triangular split brake circuit system. Each circuit controls two front brakes and one rear brake, so that if one should fail, braking action on the remaining circuit maintains approximately 80 percent of normal braking effectiveness. For additional safety, Volvo's exclusive stepped-bore master brake cylinder maintains near normal pedal pressure even if one brake circuit should malfunction.

THREE

All Volvos have a suspension that gives the driver precise steering control that



doesn't sacrifice comfort. Each front wheel is independently suspended by a McPherson strut, which incorporates a coil spring and a shock absorber into one unit. Volvo engineers selected a "live" rear axle (not independent suspension) because it does a better job of maintaining constant rear track and of keeping the tires perpendicular to the road. Put simply, that means better traction... especially on wet or slippery roads.

FOUR

All Volvos are built to counteract the tendency to roll in a turn. Volvos are fitted with front and rear stabilizer bars, which noticeably diminish the actuality as well as the sensation of "leaning" when Volvos corner. (The automatic load-leveling system replaces the rear stabilizer bar on the GLE wagon.)

FIVE

All Volvos have steel-belted radial tires. People don't always know that the right tires can make a huge difference in how a car drives. Through the tires you know what's going on — on the road. So Volvos are equipped with tires that best combine performance, safety, and durability.

In case you can't avoid an accident, Volvo's passive safety features will help protect you. An all-steel, unitized body provides the foundation, creating a "safety cage" that surrounds the passengers on all sides. Front and rear crumple zones — areas designed to give themselves up in the event of a crash — minimize impact on the cage. Each door is reinforced with a tubular steel bar that is attached to the door frame by a process Volvo patented. The door locks are nearly unburstable, in order to maintain the car's structural integrity. Three-point, one-piece safety belts, with inertia reels and Volvo's patented slip-joint anchors, protect the two front-seat passengers *and* the two outside rear





passengers. (A lap belt is included to protect the middle rear-seat passenger.) Comforting information.

Every Volvo is a study in the science of ergonomics — making machinery more comfortable, more efficient, and safer for people to use.

It shows up everywhere, from the moment you open the door of a Volvo.

The door opens wide, to an angle of nearly 80 degrees. High seats and a properly positioned steering wheel also help eliminate the contortions you may be going into to get in and out of your present car.

The front seats themselves are famous: they're comfortable because they're orthopedically designed and adjust nine different ways to accommodate almost every conceivable human shape and size. (In fact, 90 percent of America's adult population.) The unique, adjustable lumbar support enables you to relieve back tension and driver fatigue. Be sure to climb into the back seat. You'll find another welcome surprise: leg room.

Driving can be a pleasure if the car and its instrumentation don't get in the way. Accordingly, all Volvo sedans and wagons have excellent *all-around* visibility from the driver's seat. The front door pillars, for instance, are not wider than the distance between your eyes, so you look around them, not through them. You can operate the Volvo turn indicator, headlight dimmer, and windshield wiper/washer without taking your hands off the steering wheel. All the dials, gauges, and switches are easy to see, day or night, and are easy to reach. To reduce muscle tension and provide a more stable driving position, Volvos have a *left* foot rest, so both the driver's feet are on the same plane.

A twelve-outlet ventilation and heating system rapidly distributes air, with minimal hot and cold spots, throughout the Volvo. It effectively eliminates conditions that could make you or your passengers uncomfortable.

Ergonomics even extends to the trunks of Volvo sedans. They're deep with flat floors so you can set luggage up vertically, and get it in and out easily.

In the Volvo virtually nothing has been overlooked — to the everlasting delight of its owners.



Accessories for your Volvo.

Absolute necessities are standard equipment on Volvos. Options are those items that concern personal preference, life-style, or the weather conditions where you live. So your Volvo can be outfitted to serve you better, a complete line of accessories is available, including:

ONE

Comfort and convenience accessories — cruise control, leather steering wheel cover, power windows, a variety of optional gauges...

TWO

Audio systems — AM/FM stereo cassette, AM/FM stereo cassette micro-processor, AM/FM stereo, rear speakers, Modular CB...

THREE

Weather accessories — air-conditioning, engine block heater, sunroof wind deflector...

FOUR

Performance accessories — road-handling kit, steering wheel, alloy wheels, tachometer, separate R Sport catalog, to prepare your Volvo as a rally car...

FIVE

Safety and security accessories — lockable gas cap, lockable wheel nuts, reflector bumper stripes...

SIX

Towing, load carrying, and travel accessories — trailer hitch and wiring harness, a variety of load-leveling systems, steel cargo guard.

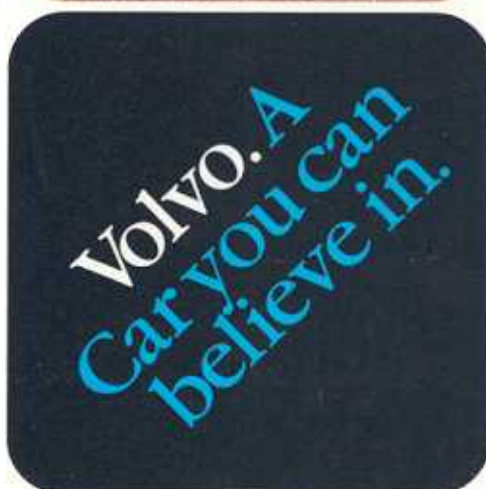
SEVEN

Care and maintenance accessories — a variety of protective floor and trunk mats, service manuals. Ask your Volvo dealer for specific information.

Volvo offers better value for the money than any other car. Period.

An industry-wide survey of new car buyers was recently conducted by an independent research organization. (September, 1979 New Car Buyers Survey conducted by Beta Research Corporation.) One of the questions owners were asked was how they rated their new cars on "Value for the Money." In response to that question, fully 95.9% of the Volvo owners rated their cars in the three top categories of "Excellent" (51%), "Very Good" and "Good." No other make even came close — except Mercedes-Benz.

Your dealer has a flyer which contains more details. Ask to see a copy.



THE 1981 VOLVOS AT A GLANCE.

DIMENSIONS AND WEIGHTS

| | | |
|------------------------|---------------------|-----------|
| Wheelbase | With Power Steering | 104.3 in. |
| Overall Length | | 192.5 in. |
| Overall Height, Sedans | | 56.2 in. |
| Wagons | | 57.5 in. |
| Coupe | | 53.9 in. |
| Legroom, Front, All | | 39.8 in. |
| Coupe | | 40.2 in. |
| Legroom, Rear, Sedans | | 36.6 in. |
| Wagons | | 36.4 in. |
| Coupe | | 33.5 in. |
| Trunk Capacity, Sedans | 13.9 cu. ft | |
| Coupe | 13.7 cu. ft | |
| Cargo Capacity, Wagons | 41.1 cu. ft | |
| Rear Seat Down | 76.0 cu. ft | |
| Approx. Curb Weights | | |
| DL, GLT & GL Sedans | 2891-3065 lbs | |
| GLE & Diesel Sedans | 3120-3149 lbs | |
| Coupe | 3111-3123 lbs | |
| DL & GLT Wagons | 3129-3262 lbs | |
| GLE & Diesel Wagons | 3230-3263 lbs | |

BODY

Unitized. Central passenger safety cage with energy absorbing front and rear ends. Rustproofing includes use of galvanized steel in susceptible areas; anticorrosive coating inside doors, rocker panels, etc; extensive undercoating and special stone chip resistant paint. Aluminum tailpipe and muffler.

B21F ENGINE: DL, GLT, GL MODELS

Fuel injected in-line four, cast iron block with light alloy "cross-flow" cylinder head. Overhead camshaft. Lambda Sond® emission control. Displacement: 130 cu. in. Compression ratio: 9.3:1. Horsepower: 107 @ 5250 (S.A.E.) Torque: 114 @ 2500 (S.A.E.) Sealed Cooling System: 9.9 qts. Fuel tank: 15.8 gallons, unleaded 91RON

B21F MPG ENGINE is available on 2 door DL models.

This version of the B21F is equipped with a breakerless electronic ignition system with computer controlled spark advance — which in combination with a low rear axle ratio helps

provide improved mpg. Horsepower: 98 @ 5000 (S.A.E.) Torque: 112 @ 3000 (S.A.E.)

B21F T: GLT TURBO MODEL

Fuel injected, in-line four, cast iron block with light-alloy "cross-flow" cylinder head. Overhead camshaft. Lambda Sond® emission control. Exhaust-driven turbo-compressor. Displacement: 130 cu. in. Compression ratio: 7.5:1. Horsepower: 127 @ 5400 (S.A.E.) Torque: 150 @ 3750 (S.A.E.) Sealed Cooling System: 9.9 qts. Fuel Tank: 15.8 gallons, unleaded 91RON

B28F ENGINE: COUPE, GLE MODELS

Fuel injected V-6 with light-alloy cylinder heads and block; wet steel cylinder liners. Overhead camshafts. Lambda Sond® emission control. Displacement: 163 cu. in. Compression ratio: 8.8:1. Horsepower: 130 @ 5500 (S.A.E.) Torque: 153 @ 2750. Sealed Cooling System: 11.5 qts. Fuel Tank: 15.8 gallons, unleaded 91RON

D24 ENGINE: DIESEL MODELS*

In-line, overhead cam, six-cylinder diesel with indirect fuel injection into swirl chambers. Displacement: 145 cu. in. Compression ratio: 23.0:1. Horsepower: 76 @ 4800 (S.A.E.) Torque: 98 @ 2800 (S.A.E.) Sealed Cooling System: 11.5 qts. Fuel Tank: 15.8 gallons

ELECTRICAL SYSTEM

12 V, solid state ignition. 55 amp alternator (70 amp alternator on GLE and Coupe models). 70 amp hour battery on six-cylinders; 60 amp on four-cylinders and 90 amp on diesels.

DRIVETRAIN

Manual: Four-speed fully synchronized transmission. Electrically operated overdrive which automatically releases when you shift from 4th to 3rd gear. Gear ratios: 1st 4.03:1 (GLE & Coupe 3.71:1), 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1, Overdrive 0.80:1. Final drive ratio: B21F, B21FT and B28F 3.73:1, D24 and B21F MPG 3.54:1, B21F (GLT) 3.91:1.

Automatic: Three-speed with a floor-mounted shift lever, with an illuminated PRND21 pattern. Final drive ratio: B21F 3.73:1, B21F MPG and B28F 3.54:1; D24 3.31:1.

STEERING SYSTEM

Rack-and-pinion gear. Servo-assist is standard on all models except DL sedans with overdrive and without a sunroof. Turning circle 32'2". Turns lock to lock: 3.5 (4.3 without power-assist).

SUSPENSION SYSTEM

Front: McPherson struts incorporating coil springs and telescopic shock absorbers. Stabilizer bar. GLT's have larger diameter stabilizers and gas-filled shocks.

Rear: Rigid "live" axle located by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers. Stabilizer bar. The GLT sedan has a larger diameter stabilizer and gas-filled shocks. The GLE wagon has an automatic rear load leveler; no stabilizer bar.

Tires: Steel-belted radials. Size: DL sedans 175SR14; GL, GLE sedan, Coupe and Diesel sedan 185/70SR14; DL, GLE and Diesel wagons 185SR14; GLT sedan 195/60HR15; GLT wagon 185/65-TR15.

BRAKE SYSTEM

Self-adjusting disc brakes on all four wheels. Tandem type power-assist. Ventilated front discs are standard on the GLT, GLE, Coupe and Diesel models. Each circuit of the dual triangular-split hydraulic brake system connects both front wheels and one rear wheel. Stepped-bore master cylinder maintains near-normal pedal effort should one circuit fail. Hand-brake operates mechanically on separate rear wheel drums.

VOLVO

The factory reserves the right to make changes at any time, without notice, to prices, colors, materials, standard equipment, specifications and models and also to discontinue models. Roof racks are optional equipment.

VOLVO