

# VOLVO MUSEUM



**VOLVO**

# VOLVO



# MUSEUM

**Welcome to a journey through time. From the end of the roaring 1920s until the present dynamic age of IT, Volvo's products have offered millions of people worldwide the freedom and mobility which are one of man's most important driving forces.**

During the roaring 1920s, the human race emerged from the dark shadows cast by the First World War, Louis Armstrong brought jazz from New Orleans and people danced the Charleston in their drawing-rooms. Per Albin Hansson became the father of his people in what was known as the Swedish Welfare State.

The 1920s were characterised by optimism and industrialism gathered speed. In 1924, Assar Gabriëlsson, an economist, and Gustaf Larson, a technician, joined forces to realise a joint concept - a Swedish car for Swedish roads.

A test series of ten cars was produced in 1926 and, on 14 April 1927, the first car, known as the ÖV4, rolled out of the factory at Lundby on the island of Hisingen in Göteborg, Sweden.

### **Building cars the Volvo way**

Gabriëlsson and Larson coined the expression "building cars the Volvo way". As different from the automotive industry at that time, Volvo drew and designed the parts for its products itself and then commissioned suppliers to produce them according to detailed specifications. Many competitors simply purchased ready-made components which they then assembled.

Volvo's model laid the foundations for Volvo's quality - a cornerstone upon which Volvo has always based its operations and a guiding star which still shines just as brightly at the current high-tech company.

### **Unusual exhibits and prototypes**

In this folder, you can follow Volvo's development as it is described at our museum, from the first OV4 to the current cars, trucks, buses and other products. The museum also contains many exciting exhibits, including Gabriëlsson's and Larson's joint desk from the pioneering years.

As you tour the museum, you will also encounter a PV444, the car which more than any other symbolises Volvo's success. It was the first popular car in Sweden, when the economy started to flourish again after the Second World War.

The prototypes include Philip, a US-inspired giant with a V8 engine, plus a number of concept vehicles, like the VESC, which inspired the high safety level of the 240 Series, the first electric car, an experimental taxi for New York and some fascinating environmental studies, such as the lightweight LCP, the ECT concept truck and the ECC hybrid car, whose language of design lives on in refined form in the Volvo S80.

### **So much to see**

A special section at the Volvo Museum is dedicated to Volvo's success in international motor sport. From the PV models which made Tom Trana, G-M Skogh and Gunnar Andersson rally legends to the racing cars which are so frequently the first to pass the black-and-white finishing flags in today's touring car championships.

Needless to say, you will also find a display of Volvo Aero's and Volvo Penta's products. Pentaverken was producing engines 20 years before the first car saw the light of day. It then went on to present world firsts like the Aquamatic and Duoprop. The Volvo Aero display includes a radial engine from 1939, next to the RM5B, a jet engine with an afterburn chamber.

We are extremely pleased and proud to be able to present all these vital parts of Volvo's development and success under one roof at Arendal, in buildings which are imbued with the shipbuilding history and traditions of Göteborg.

We are convinced that the new knowledge

you acquire of our company's history will play an important part in helping you to understand how classical values have been refined to make Volvo one of the world's most powerful and respected brand names in the world.

## **PICTURES**

1. Volvo's founders', Assar Gabriëlsson and Gustaf Larson, joint desk from the pioneering years.
2. Volvo's first vehicles, the OV4 in the foreground and the LV4 in the background, together with four-cylinder engines developing 28 horsepower from Pentaverken, which went on to become Volvo Penta.
3. One of the first buses from 1928.
4. Three classics, from left to right: the PV654, PV704 and the streamlined PV36, also known as the Carioca.
5. A fire-engine from 1934 - the boys' favourite.
6. A PV61 from 1949 (left) and the Swedish Nobel prizewinner Selma Lagerlöf's black PV56.
7. In the foreground, a PV61, with a P56 behind it, followed by the Volvo P1900 convertible, of which only 67 were produced. To the far right, the people's car, the PV444.
8. Volvo's racing history in a nutshell. In the foreground, the Volvo 850 Racing and, in the background, highly-tuned versions of the Volvo 343, Volvo P120 (Amazon) and Volvo PV.
9. A journey through time with Volvo Penta. From the Pentaverken's early models to modern Aquamatic and Duoprop engines.
10. A collection of old Volvo trucks, with an LV83 in the foreground.
11. A Volvo 480 Convertible in an elegant lilac version. A beautiful car which never made it to series production.
12. Volvo Aero has been producing aircraft engines since 1930. Here we see a radial engine from 1939 and two jet engines with afterburn chambers. The aircraft is a J35 Draken.
13. Best-sellers from the 1960s and 1970s - the Volvo 144, Volvo 164 and, on the far right, the PV544. The road signs symbolise the change from left-hand to right-hand traffic that took place in 1967.
14. Modern classics from left to right: the Volvo 262C Bertone, the Volvo 740, the Volvo 780 and, in the foreground, a red Volvo 240 Turbo.





# Quality, safety and environmental concern

Volvo's three core values are natural parts of the company's concern and respect for human beings and the environment in which its products operate.

Quality and safety were already an important part of the company's philosophy when Assar Gabrielsson and Gustaf Larson developed their first models. Volvo's first environmental policy was written back in 1972 and, in recent years, environmental issues have been given increasingly high priority.



## Quality

By imposing rigorous demands on its own operations and those of its suppliers and conducting gruelling tests at proving grounds and in extreme conditions, Volvo has always been one of the leaders when it comes to reliability, service life and high trade-in values.

At the present time, the concept of quality also includes a systematic commitment to customer care. This means surpassing the customer's expectations of the products and services we offer.

## Safety

It is a well-known fact all over the world that Volvo stands for safety.

In 1959, we introduced the three-point safety belt, a system which is used in every car nowadays and is regarded as one of the innovations that have saved most lives over the years. In recent years, new features such as ABS brakes, airbags, the SIPS side impact protection system, side airbags or SIPS bags and special seats which

counteract neck injuries have all helped Volvo to maintain its leading position in this area.

## Environment

Volvo has also been a pioneer when it comes to the environment.

In 1976, the three-way catalytic converter with the Lambda sensor was introduced in the USA. A technology which was literally ground-breaking in the pursuit of harmful vehicle emissions and which currently forms the basis of the emission control technology all car manufacturers use.

On the heavy side, Volvo is one of the leaders in the development of increasingly clean and fuel-efficient diesel engines.

The exhibits at the museum give you the opportunity to study what we have achieved in detail and to see how we are constantly striving to improve in these important areas which affect both us as manufacturers and you as human beings.



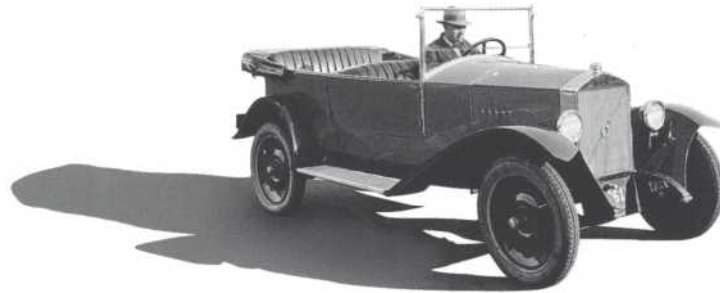
# VOLVO-WORLD-FAMOUS BRAND NAME

Volvo - the largest industrial company in the Nordic countries - began operating as a car manufacturer in 1927 and currently runs extensive operations within the transport equipment industry. These operations comprise cars, trucks, buses, construction equipment, propulsion systems for marine and industrial use, plus the development, production and maintenance of aircraft engines.

In addition to production in Sweden, Volvo produces cars, trucks and buses within the EU, has a complete truck operation in the USA, together with truck and bus production in Brazil and production facilities in countries including Poland, Australia, Malaysia and Thailand.

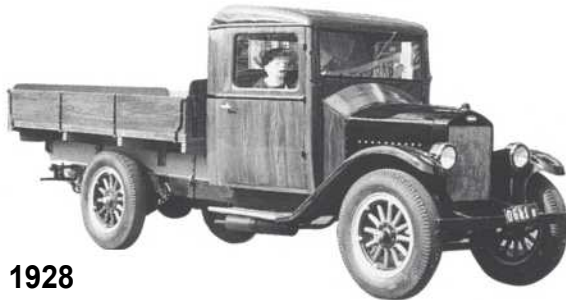
The Volvo Group has a worldwide organisation for marketing and service. More than 85% of sales are made on markets outside Sweden.

Volvo is one of the world's most powerful brand names. It stands for quality, safety and environmental concern.



**1927**

Volvo's first car, the ÖV4. This is a prototype from the first test series of 10 cars which were built in 1926.



**1928**

The LV40. Trucks and buses dominated Volvo's product range during the first decades.



This engine, the Penta U22, was produced and sold between 1922 and 1978.

**1930**

Volvo purchased a majority shareholding in Pentaverken in Skövde in Sweden and, in 1935, Volvo Penta was set up in Göteborg.

**1935**

The PV36 - the Carioca. A challenging, streamlined car whose nickname came from a South-American dance in fashion at the time.



**1944**

The PV444/544 was an enormous success for Volvo.



**1941**

The year in which Volvo acquired a majority shareholding in Svenska Flygmotor AB.

**1946**

The PV60, 'the Yankee car'



**1937**

The LV83 - a modern truck concept in pre-war packaging. This truck could be specified to match customer requirements.



### 1953

The Volvo Duett (PV445) - famed for its load capacity.



### 1956

"The lines suggest a taste of the USA with a touch of Italy" was one critic's description of the Volvo Amazon (P120) when it was introduced.



### 1959

The P1800- a heavenly sports car with room for a saint.



### 1956

Farmer Rydegren's red Volvo T-24 from 1956.



### 1959

The Aquamatic - a revolutionary combination of an inboard engine and an outboard drive.



### 1973

The N12, the first modern normal-control truck, of which some 50,000 were produced between 1973 and 1989.



### 1966

The Volvo 144 saw the introduction of body lines which remained in fashion for several decades.



### 1974

The Volvo 240 Series - a logical step towards increasingly safe cars.

### 1979

Volvo Aero, then known as Volvo Flygmotor, produced the power unit for the JA37B Viggen aircraft.



### 1982

Volvo Penta attracted well-deserved interest and attention with its Duoprop drive.



### 1982

The Volvo 760 was given its first showing at nine different places in Europe.



### 1987

The Volvo F16 - a truck in the heavy-



### 1991

The Volvo 850 was a newly-designed model with classical lines.