

VOLVO WORLD

A QUARTERLY NEWSLETTER FOR VOLVO OWNERS • FALL-WINTER 1961-62

New "B-18 Series" Sedans Offer 90 H. P., 12-Volts, Disc Brakes

Well here they are—the first major changes in the Volvo sedan line in many a moon. New engines, new electrical systems, disc brakes on the 122-S, and a host of other improvements, all, needless to say, in the guts of the cars.

To the undiscerning eye, next year's Volvos will look just about like last year's, and those of the years before, with the exception that a B-18 emblem has been added to the front grill and rear of each car.

B-18 Series

The symbol designates these new cars as B-18 Series models—the latest quality products from the Volvo factory.

Heading the list of improvements in these B-18 Series Volvos is an all new 90 h.p. engine that adds five horses to the already impressive Volvo stable and brings the torque up from 87 ft. lbs. to 105 ft. lbs. while reducing gas consumption. As Fred and Charlie, our comic Volvo radio and TV personalities are fond of pointing out, "The Swedes have done it again."

If you thought, along with the majority of automotive experts, that the Volvo 85 h.p. engine was one of the wonders of the world from the point of view of efficiency, durability and out-and-out horse (power) sense, wait'll you try this one.

90 Horsepower

Like its predecessors, the new 90 h.p. B-18D engine is an in-

(Continued on page 3)

A Note of Thanks to Volvo Owners From the President of Volvo Import

It has been extremely gratifying to me to see the steady, almost overwhelming flow of owner's questionnaires from the last issue of the Volvo World arriving at Volvo headquarters for tabulation and evaluation.

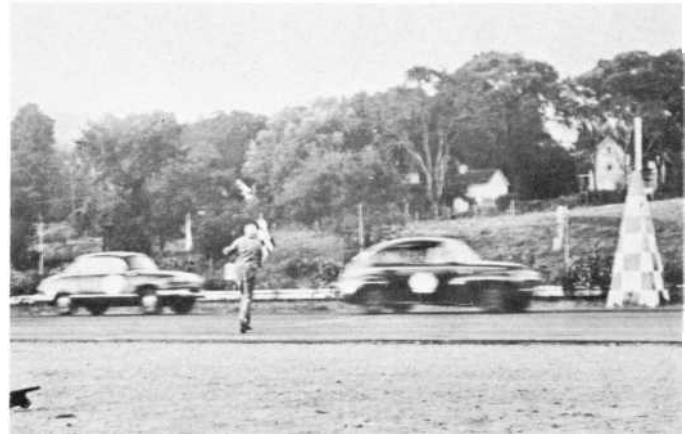
This is particularly true since I have only recently taken over direction of Volvo activities in the United States and these questionnaires represent one of my first contacts with you, the Volvo owner.

I would like to take the opportunity here to extend my personal thanks to all of you who sent in completed questionnaires or are planning to do so.

Your response to this questionnaire, in combination with our tremendous current sales rate, has served to make my first few months here extremely encouraging and satisfying.

Once again, my sincere thanks, and my best wishes for a happy and prosperous new year.

*Hans Larsson, President
Volvo Import, Inc.*



Art Riley's Volvo No. 83 is shown crossing the finish line as the winner of this year's "Little Le Mans" endurance race at Lime Rock, Conn. on Sept. 30. Although it appears in this photo as though the Riley-Rutan Volvo just won the eight-hour event by a nose, the winning Volvo actually finished seven full laps of the 1.5 mile course ahead of the second place car.

Volvo Wins "Little Le Mans" And Marlboro 12-Hour Race

If anyone ever had any doubts about Volvo speed, maneuverability or toughness, the results of the recent eight-hour "Little Le Mans" endurance race at Lime Rock, Conn., and the 12-hour Endurance Race for Sedans at Marlboro, Md., should certainly put an end to them once and for all.

By winning both these races in grand fashion, Volvo once again established itself as the top endurance racing car in the country, in spite of pretty fair competition at Marlboro from some well-prepared Detroit machinery.

Open to almost all imported and domestic compact sedans, these events rank high among the toughest tests of automobiles and drivers held anywhere in the world.

Double Victory

Not only did Volvos win both events, but Volvo also took second place at Marlboro and fourth at Lime Rock.

Starting off this year's Volvo victory chain was the eight-hour "Little Le Mans" held in the heart of the Berkshire foothills on Sept. 30.

Nineteen cars were lined up for the Le Mans start as the miniature cannon was fired at 10 a.m. By the time the winner's flag was dropped only 10 cars were still running, two of them Volvos and a '60 Volvo driven by Art Riley, of Port Washington, N. Y., and Bill Rutan, of Essex, Conn., was the winner by seven laps over the second place car.

Svensson Leads Off

Volvo got off to a substantial lead right from the start of this event with car no. 81, driven by Rune Svensson and Charlie Rainville, showing the way.

The Svensson-Rainville Volvo retained the lead for almost

(Continued on page 3)

VOLVO AT THE RACES -An Oft Repeated Tale

Lime Rock



The winning Volvo at this year's "Little Le Mans," No. 83, driven by Art Riley and Bill Rutan, is shown handily passing a BMW on the backstretch of the 1.58-mile Lime Rock, Conn. course. The Riley-Rutan Volvo finished seven laps ahead of the second place car for a total of 543 miles during the event's eight-hour running period.



Fourth place at Lime Rock was taken by this white Volvo two-door, shown leading a Saab out of a turn during the early part of the race. The Volvo was driven by Gunnar Engellin and Dr. Reed Pepin



Rune Svensson, piloting No. 81 Volvo, signals his intent to enter the pits at about the half-way mark of "Little Le Mans" after leading the event for almost four hours. The Svensson-Rainville Volvo ultimately retired from the race with a broken half shaft. Svensson made up for this bad break by winning at Marlboro.



Le Mans winners Rutan and Riley are a happy pair as they accept congratulations of Patty Stross, wife of the event's race chairman, following awarding of trophies. The trophy Miss Stross is holding is for first place. Riley, also won a trophy for fastest lap of the day.

Marlboro



The Svensson-Tattersall Volvo that won the Marlboro 12-Hour Endurance Race for Sedans leads a Tempest and Saab out of a hairpin curve during the early stages of the torturous event. Note the slippery condition of the course, caused by the steady drizzle that fell throughout most of the day.



Second place Volvo pilots Art Riley (outside car) and Bill Rutan hold a hasty conference during a fuel stop. Although they led the race for the first six hours, a troublesome radiator cost them so many pit stops that the best the "Little Le Mans" winners could do was finish second in this event.



Crossing the finish line after several hours of night driving the Svensson-Tattersall Volvo had a nine-lap lead over the second place Volvo, which in turn was five-laps ahead of the third place car. The Svensson car led the race for most of the last six hours.



Project Hope president, Dr. William B. Walsh (center), presents Rune Svensson with the HOPE International Trophy at ceremonies held in Washington, D.C. the day after the race. Looking on at right is Lester Fowler, a member of the victorious Volvo pit crew. Proceeds from gate receipts will be used to help finance a trip of the HOPE hospital ship to Latin America.

Race Victories (Cont.)

the entire first four hours of the race with second and third place changing hands between Volkos driven by Art Riley and Bill Rutan and Art Tattersall and Dewey Piche.

First casualty in the event, incidentally, was the lone U.S.-made entry, a Chevy Corvaire, that dropped out fifteen minutes after the start with ignition failure.

Not long after the three-hour mark, Art Riley brought his second place Volvo into the pits with clutch trouble.

A similar problem had caused Riley's disqualification in the 1959 "Little Le Mans" when unauthorized persons helped him get his car started again.

Riley Moves Up

This time he got the car moving again with the starter and re-entered the course. Seventeen laps later, when the Svensson-Rainville Volvo was forced to retire because of a damaged half-shaft, the Riley-Rutan car took the lead and held it for the remainder of the day.

Finishing in fourth place was a Volvo driven by Gunnar Engellin and Dr Reed Pepin.

Fastest Lap

In addition to winning the race, Riley also recorded the fastest lap of the day-without even trying. Fastest lap was based on the running period between 2 : 00 and 2 : 30 p.m. When Riley's pit crew informed him that the half-hour was getting under way, he signaled back that he wasn't going to try for the record in view of his broken clutch.

Nevertheless, he took the trophy for official fastest lap of the day with a time of 1 minute, 18 seconds. This added a note of irony to the day's proceedings, since both he and Svensson had been turning laps of better than 1:17 frequently during the early part of the race.

This was the third "Little Le Mans" victory for the Riley-Rutan team since the event was inaugurated five years ago, and brought the Volvo batting average at Lime Rock to .600.

Marlboro 12-Hours

It looked for quite a while as though Riley and Rutan were going to make it two-in-a-row this year by also taking the winner's flag at the Marlboro, Md., 12-Hour Endurance Race on October 22nd.

Breaking loose from a field of 26 entries on the very first lap Riley put his Volvo in the lead spot and held it there for the first eight hours of the race. An unscheduled pit stop shortly thereafter, to remove the protective tape from his front lights caught his pit crew off guard, however, and dropped his car into second place, which was where it reluctantly remained for the remainder of the race.

Svensson Takes Lead

While Riley's Volvo had been leading the way for the first eight hours, the ultimate winning Volvo, driven by Rune Svensson and Art Tattersall, had been steadily working its way through the front runners so that when Riley made his surprise pit stop the Svensson car was lying second and took the lead.

The Svensson Volvo held the lead for the remainder of the race with Riley's car nipping its heels for a very hectic hour or so during which both cars were lapping the 1.7 mile course at times as fast as 1:51.5.

A subsequent 18-minute pit stop to replace a radiator that had picked up an unwelcome stone when Riley wandered off the course during the chase, pretty much ended his chances of ever catching the "Swedish Wonder," however.

From that point on it was Svensson's race all the way, with he and his teammate racking up an eventual nine-lap lead over the Riley-Rutan Volvo, which still finished the race five laps ahead of the third place car.

Conspicuous among the starters in this event was a factory supported team of three Pontiac Tempests, plus one private entry Tempest. Other Detroit marques represented were Cor-

(Continued on page 9)



The B-18 symbol of the rear trunk lid and front grill identify this as a new 90 h.p. B-18 Series Volvo. Other exterior changes on the 122-S shown above include a narrower center post and wider front grill mesh for more rapid cooling, and addition of an amber directional flasher in combination with the front parking lights.

New "B-18 Series" (Cont.)

line, four cylinder, overhead valve engine. But from there on out its 90 horses of a very different color.

To begin with, the new engine features five main bearings. This is an engineering detail generally found only in racing cars or luxury vehicles in astronomical price ranges. The additional support provided for the crankshaft by two more bearings insures quieter, vibrationless operation which greatly improves power output over the complete speed range and also adds considerably to the life of the engine.

Other innovations marking the new 90 h.p. B-18D engine include the addition of two intake ports, bringing the total number of ports to four, and also serving to produce a quieter operating engine. This is another feature normally not found in four-cylinder engines.

Machined Combustion Chambers

Contributing to lower fuel consumption, in spite of a horsepower increase, is the complete machining of all combustion chambers. In addition to eliminating carbon deposits and subsequent pre-ignition of fuel, with the resultant fuel economy, the fine machining of the combustion chambers also aids in assuring smoother, more responsive acceleration.

Also included in the list of improvements in the new engine are: a new wax-controlled cooling system thermostat that assures a constant engine temperature regardless of operating conditions; redirection of water flow in the cooling system to assure direct flow of cool water to exhaust valve seats, spark plug seats and other vital parts of the engine; addition of a newly developed full-flow oil cleaner and many additional minor refinements.

12-Volt System

Turning from the new engine to other areas of improvement in the Volvo B-18 Series sedans, we note that the complete line will now have a 12-volt electrical system, which will provide easier cold starting, particularly during winter, plus more powerful illumination at all times.

In support of this new electrical system, Volvo has increased the power of its starting motor to one horsepower and added a 360-watt dynamo, which is one of the most powerful on the market.

The new Volvo engine and electrical system, along with numerous other refinements, have been included in both the

(Continued on page 4)

New "B-18 Series" (Cont.)

Volvo 544 two-door sports sedan and the 122-S four-door sedan.

Disc Brakes

One major change which is being incorporated in the Volvo four-door sedan, but is not presently included in the two-door sedan, is the addition of disc brakes in front.

Of the same type as those on the Volvo P-1800 sports coupe, the disc brakes on the new 122-S provide the rapid cooling characteristics for which this type of brake is famous, with resultant elimination of brake fade.

Larger Clutch

Common to both the new models is an increase in clutch size from the previous eight inch diameter to eight and one-half inches, which adds considerably to the ruggedness of this highly essential component.

Contributing to the achievement of higher maximum speeds in various gears while lowering fuel consumption is a new rear axle ratio of 4.10:1 on all Volvo sedan models.

Combining with the increase from a six to 12-volt electrical system on both models is an increase in the output of the heater and ventilator fan motors which in turn increases the already considerable capacity of the Volvo heating system.

Over 100 M.P.H.

In line with the increased horsepower of the new B-18D engines, instrumentation of both Volvo sedan models has also undergone some changes. Heading up the list is increased calibration of the speedometer to cover speeds up to 120 m.p.h. Top speed of both cars is now in excess of 100 m.p.h. Fuel consumption is in the 25-30 m.p.g. range.

The warning lamp color system on both cars has also been changed so that the oil pressure warning lamp now flashes red and the direction indicator lamp green.

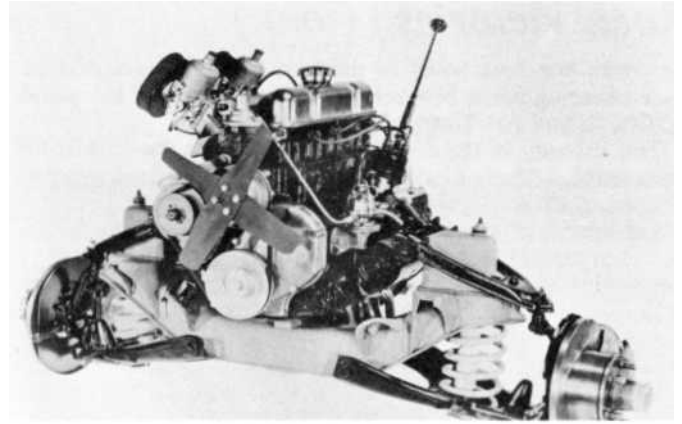
In addition, a combination windshield wiper and windshield washer control has been introduced on the four-door 122-S model. The new control has three positions, the first two of which regulate wiper speed. The third position actuates the windshield washer, which is an inexpensive option.

Exterior Changes

While exterior changes in both the two-door and the four-door sedans will probably not be noted on quick inspection, there have been several modifications.



The new B-18 Series 122-S four-door sedan combines extra comfort with its 90 hp. engine, disc brakes and 12-volt electrical system, as this picture of the rear passenger area illustrates. Note the extra leg room achieved by indenting the rear of the front passenger seats.



Shown above is the new 90 h.p. Volvo B-18D engine which is now standard on all Volvo sedans. Also shown in this photo is the front end of the new B-18 Series 122-S sedan, featuring disc brakes. The new engine has five main bearings, fully machined combustion chambers and other engineering features which combine to reduce fuel consumption while increasing torque from 87 to 105 ft. lbs. Top speed on both sedans is now in excess of 100 m.p.h.

To begin with, all Volvo sedans will now be available in a wider range of colors including: red, white, slate blue, mist green, fawn, black and gray. All colors will be solid, eliminating the two-color combinations on the 122-S of last year.

The front grill of the 122-S has been enlarged by fitting a narrower center pillar and narrowing the chrome rim around the grill. On both models the grill itself now has a larger mesh to facilitate cooling.

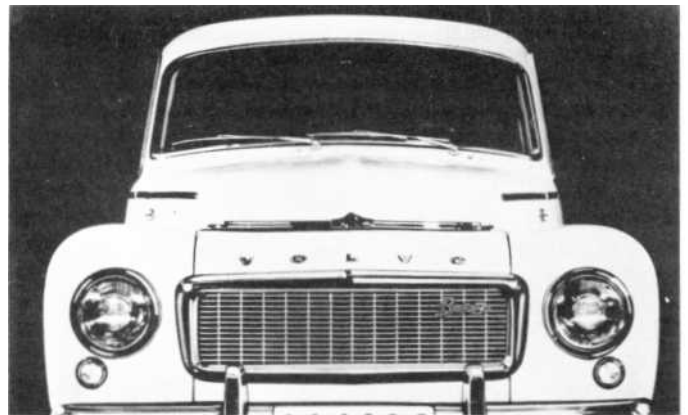
The front direction indicator lights have also been improved on both models. This improvement has taken the form, on the two-door model, of moving the lights slightly outward on the fender and providing more robust fittings.

Amber Directional Flashers

On the four-door, the directional lights have been made larger and have been modified to provide amber light for the directional flashers and white light for the parking lights, another addition to the long list of built-in safety factors for which the Volvo is famous.

Interior changes include a new easily washable plastic interior roof, new upholstery color combinations, more robust ventilation window locks, sturdier door handles and various other minor refinements too numerous to list here.

The new cars are already available in your local dealer's showroom. If you'd like to see for yourself what the addition of five Swedish horses means, and experience how the disc brakes on the 122-S keep them under control, drop by and test drive the new Volvos. We assure you it will be a worthwhile experience.



Exterior changes on the PV-544 sports sedan include movement of the front directional and parking lights further out on the fender and providing them with more robust fittings, plus enlargement of the ventilation grill mesh to provide for more rapid cooling. B-18 symbol in the upper right hand corner of the grill identifies the car as belonging to the new Volvo B-18 90 h.p. Series.



Typical of the Volvo chain of parts warehouses throughout the United States is this ultra-modern facility in North Hollywood, California, which houses the Volvo Western Distributing parts headquarters serving 13 western states, including Hawaii and Alaska. The parts storage area of this building alone occupies over 29,000 square feet of floor space.

VOLVO PARTS AND SERVICE ... A Story of Growth

Ask any Volvo owner, or for that matter, anyone familiar with automobiles in general, about the durability of the Volvo and he will probably tell you unhesitatingly that Volvo is one of the strongest, ruggedest, most indestructible automobiles in the world.

Volvo has built its reputation on the fact that the great majority of Volvo owners never have need of a major repair job on their cars, barring collisions, from the time they buy them to the time they sell them, give them to their wives as second cars, or trade them in on a different model (usually also a Volvo).

As a case in point, one of Volvo's largest dealers recently reported at a regional meeting, the fact that in the four years he had been a Volvo dealer his service department had never had to make a major overhaul of a Volvo engine. And this dealer has sold almost eight hundred Volvos! !

Why Expand?

Why, then, is Volvo expanding and re-organizing its parts and service operations in the United States?

Quite frankly, the reason for this is nature-both human nature and nature in the form of trees, boulders, etc.

While the Volvo, when well cared for and kept out of contact with objects harder, larger or moving in other directions than itself, is practically indestructible, these conditions are, unfortunately, not always met.

A recent survey of Volvo spare parts and service operations throughout the United States showed that over 90 percent of all parts and service requirements were the result of collisions, other types of accidents, or breakdowns resulting from failure to perform the basic maintenance checks required for the efficient operation of any automobile.

Sales Increasing

Keeping in mind that nature, both human and otherwise, remains pretty constant, and that Volvo sales throughout the United States are increasing at a rapid pace-plus the fact that Volvo has recently introduced the P-1800 sports coupe, and the B-18 series sedans to these shores-Volvo management recently

ordered a major expansion and reorganization of its parts and service operations here.

The first step along these lines has been the elevation of the national service manager's post to top executive level by the appointment of Joachim Wedde, Volvo's national service manager in the U.S., to the position of Vice President of Volvo Import, Inc.

National Parts Manager

This was shortly followed by the appointment of a national parts manager. Named to that post was Lars Samuelsson. Mr. Samuelsson has as his assistant, Mr. Don Black, former parts manager for Volvo Distributing Inc., East Coast distributor of the Volvo.

Since both Volvo Import and Volvo Distributing make their headquarters in Englewood Cliffs, N. J., Mr. Wedde, Mr.



National parts manager Lars Samuelsson (left), and assistant parts manager Don Black work out a distribution problem together at Volvo's national parts headquarters in Newark, N.J. Mr. Samuelsson and Mr. Black are in charge of Volvo's new expansion and re-organization program for its parts operations throughout the United States.



The Volvo factory in Gothenburg maintains a steady flow of parts directly to Volvo's three main warehouses in Newark, N.J., Houston, Texas, and North Hollywood, California. A warehouseman is shown above stacking a shipment of recently arrived parts in the receiving area of Volvo's Newark warehouse. The parts will then be unpacked and placed in racks or bins for easy accessibility.



Smaller parts are stored in boxes and on shelves, all of which are clearly marked to enable parts department personnel to fill orders from dealers with a maximum amount of speed and efficiency.



Richard Brodie, Volvo Western Distributing, Inc., parts manager, and Sam Mitchell, executive vice president and general manager of the distributorship, discuss Volvo parts operations for the 13-state western U.S. area for which they are directly responsible.

Samuelsson and Mr. Black also serve in their respective capacities for the eastern distributing organization.

In order to maintain a steady and reliable flow of parts to its dealers throughout the United States, Volvo maintains three fully stocked parts warehouses throughout the country. These warehouses provide parts service to dealers in each of the three major distributorships into which the country is divided.

Newark Warehouse

Serving the more than 200 Volvo dealers in the 28-state eastern area covered by Volvo Distributing, Inc., of Englewood Cliffs, N. J. is a 42,000-square foot warehouse in Newark, N. J.

Dealers in the thirteen western states, including Alaska and Hawaii, covered by Volvo Western Distributing, Inc., of Sherman Oaks, California, are supplied by a 29,000 square foot warehouse in North Hollywood, California.

Volvo dealers in nine southwestern states are supplied by another large parts warehouse in Houston, Texas, home of Volvo's third U.S. distributor, Swedish Motor Imports, Inc.

West Coast Expansion

As part of Volvo's new expansion program, the Volvo Western warehouse recently added 76 bulk storage racks for parts. As a result, the inventory level there has jumped from a three to four-month parts supply to a level of six to eight months supply of parts constantly on hand.

Another recent improvement in parts operations at the North Hollywood warehouse has been the installation of a \$100,000 electronic recording and reporting division which controls the massive inventory through a system of punch cards that not only facilitate the rapid filling of orders from dealers, but also keep a constant control over the parts inventories, enabling warehousemen to anticipate shortages long before they exist.

Electronic Recording System

A similar system, based on a recently completed one and one-half year study, will soon be installed at the Newark warehouse and should be in operation by Spring of 1962.

In addition, a complete re-organization of warehousing and shipping facilities is currently underway at Newark with completion timed to coincide with the start of operations of the electronic control system.

When this expansion and re-organization in Newark is completed, it is anticipated that that warehouse will be able to process at least double its current average of orders for approximately 17,000 parts or accessory items per month.

The system installed at the North Hollywood warehouse already has a capacity far exceeding today's demands.

Dealer Parts Supply

Supplementing the huge stocks of spare parts at the three major warehouses is an inventory of parts maintained by each of the over 400 Volvo dealers throughout the country as a part of their franchise agreements.

Before a dealer can acquire a Volvo franchise he must place a minimum order with the nearest warehouse for a spare parts supply that will enable him to meet most of the service requirements he can normally be expected to encounter in his day to day service operations.

The dealer is required to constantly build-up his stock in accordance with his business growth.

Traveling Service Reps

A team of traveling factory service representatives, supported by Volvo's regional managers, is constantly making visits to dealers to assure that this parts requirement is lived up to.

As part of the new expansion program, this field force will soon be augmented by an extensive training program in the field for dealer parts personnel, not only to assist them in maintaining an adequate parts supply, but also to aid them in setting up accounting and other systems which will enable the dealers to



Bird's eye view of a section of the Volvo West Coast warehouse shows storage bins, special racks for large parts, etc., from which warehouseman at left is selecting parts to fill an order. This picture shows only a portion of the storage area in the California warehouse, which is one of three major parts warehouses maintained by Volvo in the United States.

anticipate parts shortages and improve the general efficiency of their parts and service operations.

While a dealer may maintain the necessary supply of parts required to meet normal service requirements, it is always possible that an extraordinary situation will arise—such as one in which two owners break rear axle housings in one week—when he will find himself short of a required part.

In such a situation the dealer has the option of telephoning, telegraphing or teletyping the nearest warehouse, where his order will be treated on an emergency basis.

Emergency Orders

An emergency order of this type is generally filled and shipped on the same day it is received and may arrive at the dealership as early as 24 hours after it was issued if the Volvo dealer requests extra-fast air freight service.

Should, by some combination of circumstances, the desired part be out of stock at the distributor's warehouse, the order becomes an extra high priority item. All dealers in the distributors region are queried to see if they have the part. Meanwhile, the other two main warehouses are also queried.

Normally this procedure turns up the desired part somewhere and it is shipped by air freight directly to the needy dealer.

If all efforts to locate the part in the U.S. are unfruitful, the factory parts warehouse in Sweden is then teletyped and the part is put on the next flight to the United States.

Routine Orders

Life is not always as exciting as that at the Volvo parts warehouses. The great bulk of activity there is devoted to filling the steady flow of routine inventory replacement orders from dealers.

These orders are normally processed, picked, packed and shipped within 72 hours of their arrival at the warehouses.

Another major innovation planned by Volvo as part of its new expansion and reorganization program will even reduce this time significantly, and will certainly speed up handling of emergency orders.

This innovation involves the pre-packaging in Sweden of almost all parts shipped to the United States.

Pre-Packaging

What this would mean is that a great majority of the spare parts arriving in this country would be stored in their original containers ready for immediate shipment upon receipt of an order, thus eliminating the time-consuming step of re-packing each individual item here for shipment to the dealer.

While pre-packaging may seem on the surface to be a relatively insignificant step in the movement of parts, it involves considerable re-organization of packaging, shipping and storing procedures on both sides of the Atlantic, and, when put into operation, will represent a major breakthrough in auto parts warehousing procedures.

It has always been the guiding philosophy of Volvo to build cars that require a minimum amount of service. The world-wide reputation for quality and durability enjoyed by Volvo testifies to the company's success in this effort.

It has also always been a Volvo policy to provide efficient and reliable parts service to its dealers and owners, wherever they may be. For this reason no effort is being spared by Volvo in its current program for expanding and improving its parts operations in the United States.



Nerve center of the Volvo Western Distributing parts operation is this electronic recording and tabulating room consisting of equipment valued at more than \$100,000. The machines serve the double function of controlling the warehouse's massive inventory and speeding up orders, billing and other processes necessary to the efficient operation of the department. An even larger electronic center is soon to be installed at Volvo's Newark warehouse, which serves both as Volvo national parts headquarters and as headquarters for parts operations in the 28 states covered by Volvo's eastern distributor.



Fenders and other large body sections are hung on special racks at Volvo warehouses to facilitate storage and handling. Here a Volvo warehouseman removes a fender for shipment to a dealer.



Highly experienced packing crews assure that every part that leaves a Volvo warehouse will arrive at the dealer's service department in good condition. Under a new, soon-to-be-initiated program a large number of Volvo spare parts will arrive in the U.S., prepackaged for shipment to dealers, thus speeding up the filling of parts orders.



Another highly trained crew at each Volvo parts warehouse sees to it that orders of replacement parts from dealers are shipped by the fastest and most direct means possible. Air freight is used for all emergency orders.



Rear axle units also receive special treatment at Volvo warehouses. Use of these special racks not only aids in handling and storage, but also prevents corrosion which might occur if the units were stored on floors or shelves on which the protective coatings in which they are shipped could be rubbed off.



Efficient offices, also play an important role in keeping the Volvo parts and service operations moving swiftly and efficiently. This one is located at the headquarters of Volvo's western distributor near Los Angeles.

New Executive Appointments for Volvo Import And Distributors

A number of recent appointments to top managerial posts in the Volvo Import, Inc., and the Volvo East and West Coast distributor organizations should be of interest to owners throughout the U.S.

Heading the list is the appointment of Stig Jansson, formerly controller of Volvo Import, Inc., and Volvo Distributing, Inc., as Executive Vice President of Volvo Import and Treasurer of both Volvo Distributing and Volvo Western Distributing, Inc.



Stig Jansson



Joe Wedde

Also named to a new executive post in Volvo Import was Joachim Wedde, formerly Volvo's National Service Representative in Canada, who has now been named Vice President and National Service Manager of Volvo Import, Inc., and Service Manager of Volvo Distributing, Inc. (see parts story beginning on page 5).

Beesley, Mitchell Named V.P.'s

Appointed to new posts in the Volvo East and West Coast distributor organizations were: Dave Beesley, former sales manager of Volvo Distributing, who is now Executive Vice



Dave Beesley



Sam Mitchell

President and General Manager; and Sam Mitchell, former general manager of Volvo Western Distributing, who has been named Executive Vice President and General Manager of that organization.

Con Kardash has also been named Assistant Secretary of both Volvo Import and Volvo Distributing.

In addition, Hans Larsson, whose appointment as President of Volvo Import, Volvo Distributing and Volvo Western Distributing was announced earlier this year, has also been named Chairman of the Board of Directors of the latter two corporations.

Race Victories (Cont.)

vair, Valiant and Buick Special.

In all, only 18 of the 26 starters were around for the conclusion of this event. The best any of the Detroit cars could do was 12th place, which was taken by the Buick Special. Two of the Tempests also managed to struggle across the finish line in 16th and 17th positions with the aid of a battalion of GM mechanics

VOLVO GROWS TO THIRD LARGEST SELLER IN IMPORTED CAR FIELD

It should come as an extremely satisfying, if not too surprising, bit of news to all Volvo owners to learn that for the last three months of 1961 for which official registration figures are available Volvo has been the third largest selling imported car in the United States.

As many of you undoubtedly know, Volvo finished last year as tenth largest seller in the imported car field. Prior to August, the first month in which it hit third place, the highest Volvo had ever ranked on the imported car sales chart was fifth.

This, then, represents a record and a major achievement for Volvo.

Inspiring Testimonial

We are sure you will agree that it also represents a rather inspiring testimonial to the quality of the car you own.

There are over 50 imports marketed in this country today. To be third largest seller here is no small accomplishment.

Since Volvo has a relatively small advertising budget, compared with many of the other imports, (Volvo puts its money into improving its cars) it is evident that one of the major impetuses to increased Volvo sales has been the strong recommendation satisfied Volvo owners have made to prospective car buyers.

For this the entire Volvo organization thanks you. Keep up the good word.

P-1800 Makes Screen Debut

Those of you who have not had the opportunity to see the new Volvo P-1800 sports coupe at any of the many auto shows it has appeared in or at your dealer's showroom will be able to do so soon at your local movie theater.

Just released by Paramount Studios is a 17-minute color short entitled "Spring in Scandinavia" in which the new sports coupe appears in all its streamlined glory, along with all the other splendors of Scandinavia in springtime.

Wide Distribution

The film will be shown in some 10,000 Paramount movie theaters throughout the United States during the next year. It will also be shown in an additional 25,000 theaters in other parts of the world.

According to Paramount, some 40 to 50 million people throughout the world will see the film. So, keep your eye out for "Spring in Scandinavia."

and a truckload of spare parts.

In all, only 18 of the starters were around for the conclusion of this event, which was run for the most part under a fine drizzle.

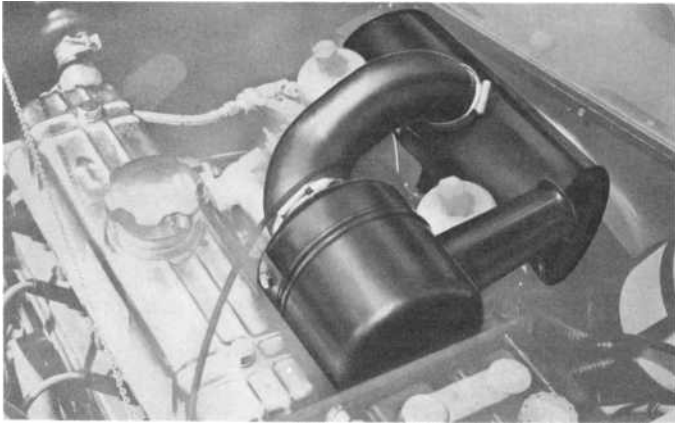
The best any of the Detroit cars could do at Marlboro was 12th place, which was taken by the Buick Special. Two Tempests managed to struggle across the finish line in 16th and 17th positions with the aid of a battalion of GM mechanics and a truckload of spare parts.

Detroit No Threat

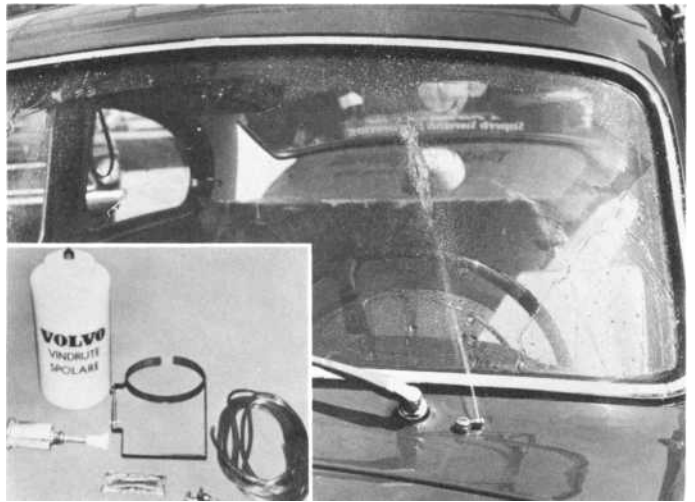
Appearance of what was obviously a G M factory team at Marlboro this year would seem to indicate that there will be considerably greater competition from domestic marques on the endurance race circuit in 1962.

But this year's results prove that Volvo is still the car to beat when it comes to high performance operation over the long haul. And, we're betting the story will remain unchanged come this time next year.

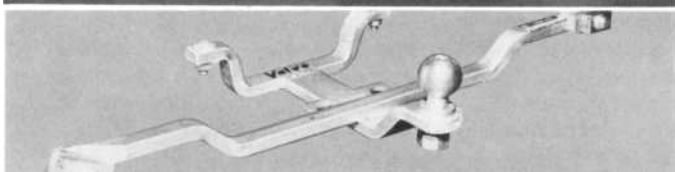
Accessories Page



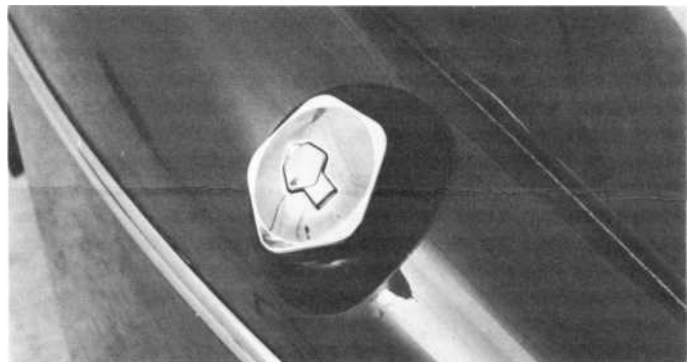
AIR INTAKE SILENCER-A complete kit, including special jets for carburetors, is available for both the PV-544 and the 122-S. Installation of this silencer reduces engine noise levels considerably with minimum effect on the operation of the engine. The complete kits ready for 15-minute installation are priced at \$16.50 and \$23.00 for the two-door and four-door models respectively. Parts numbers are 279891-2.



WINDSHIELD WASHER-Truly a washer that does not need frequent re-filling, the Volvo windshield washer kit includes a large one-quart reservoir that permits up to 100 washings, plus all the brackets, tubing and pump equipment to keep installation time to about 20 minutes. Price is only \$5.95. Parts number is 279381.



TRAILER HITCH-Trailer hitches especially designed for the Volvo are available for both the PV-544 and the 122-S. Shown above is a trailer for the two-door sports sedan as it arrives at the dealership and as installed. These hitches, which fasten to existing bumper supports on your Volvo, are priced at \$10.95 for both sedan models. Parts numbers are 279904 and 279947, for the PV-544 and the 122-S respectively.



LOCKING FUEL CAP-Since the key cannot be removed from this cap unless it is locked into position, the Volvo fuel cap offers assured protection of your fuel supply. High quality chromium on brass, it is priced at only \$5.50. Parts number is 279716.



WIRE BASKET-Continued popularity of this inexpensive, catch-all basket has resulted in an improved version with two bottle holders, as shown above. The baskets, which are specially designed to fit your Volvo, are priced at \$2.80. Parts number is 279141.



BACK-UP LIGHT-An inexpensive bit of assurance against dented fenders or other night parking hazards, the Volvo back-up light provides complete illumination of areas behind your car, as illustrated above, at nominal cost. Price of the Volvo back-up light is only \$6.15. Parts number is 279251.

ALWAYS ASK FOR GENUINE VOLVO PARTS AND ACCESSORIES

EUROPEAN DELIVERY ...Still A Good Deal

While it may seem to some a bit early to be talking about summer vacations, the experts tell us that wise travelers are, in fact, already beginning to make vacation plans for next summer, particularly if they are considering going to Europe.

This being the case, it might not be a bad idea to outline once again the advantages of purchasing any of the Volvo models for delivery in Europe.

Price Advantages

To begin with, here are the price advantages of picking up 1962 Volvos either in Gothenburg, Copenhagen or Oslo:

<i>Model</i>	<i>U.S. Price*</i>	<i>European Price</i>	<i>Saving</i>
PV-544	\$2,295	\$1,750	\$545
122-S	2,595	2,075	520
P-1800	3,995	3,250	745

**East Coast P.O.E.*

The European price includes preparation charges, registration fees and membership in the Volvo Travel Club, which has facilities in all major European cities.

Other Delivery Points

Because of the transportation costs involved in shipping Volvos specially prepared for the U.S. market to other areas of Europe, a charge of \$50.00 must be added to the above prices for delivery in the following cities:

Stockholm, Helsinki, Hamburg, Frankfurt, Munich, Bremerhaven, Amsterdam, Rotterdam, The Hague, Brussels, Antwerp, Lausanne, Basel, Paris and London.

Deliveries in Vienna or Marseilles will cost an extra \$125; in Barcelona or Rome an additional \$150; and in Lisbon or Athens an extra \$175.

Shipment of the cars back to the United States will be handled by Volvo from any port in Europe. If you wish to return your car to Gothenburg for shipment, Volvo will ship your car back to New York for as little as \$100 on the same vessels it ships its cars to the U.S. for delivery to dealers. Shipment to West or Gulf Coast ports is slightly higher.

A Real Bargain

This Gothenburg to New York delivery service includes the price of documentation and full insurance coverage, and is truly a bargain. Shipping costs from other ports are higher.

The only other additional basic costs to those wishing to take

delivery of their cars in Europe are those of insurance, which averages about \$13.50 per month for general liability coverage, and the 8¹/₂ percent used-car duty on the car based on its mileage at the time of its entry into the country.

As can be deduced from the above information, the economy-minded traveler can realize a saving, exclusive of duties, of between \$416.50 and \$636.50 on the purchase of a Volvo for delivery in Gothenburg, Copenhagen or Oslo, including all insurance and documentation, if he also ships it back to the U.S. from Gothenburg.

Off-Season Rates

Since off-season excursion rates for round-trip air transportation to Scandinavia are as low as \$425, it is also easy to see that the same economy-minded traveler going to Europe during the off-season period will make a sufficient saving on the cost of a Volvo sedan, exclusive of duty, to just about cover the expense of his round-trip transportation.

If he purchases the P-1800 under this plan he will save enough to also cover the duty charge, with a little to spare.

Although net savings will vary for those on a less strict budget and time schedule, depending on where they pick up their cars and from what port they have them shipped home, the convenience of having a car to use in Europe, plus the considerable savings to be accrued even under the most expensive delivery and ocean shipment plan, are worthy of serious consideration.

Easy to Order

The mechanics of purchasing a Volvo for delivery in Europe are quite simple. Any Volvo dealer will be happy to take your order at the European delivery price. Not only will the dealer accept your order for exactly the model, color and delivery and re-shipment plan you desire, but he will also arrange for all insurance and documentation.

In addition, the dealer will also provide you with the same warranty and service guarantee, once you return from Europe with your car, as he does for cars delivered here.

Additional Information

As a final point it should be noted that a valid drivers license from any state in the U.S. is now acceptable in Europe, thus eliminating the inconvenience of acquiring an international driver's license.

Further information on the Volvo European Delivery Plan may be obtained by returning the coupon provided below.

European Delivery Dept.
Volvo World
P.O. Box 205
Murray Hill Station
New York 16, N.Y.

Please send me detailed information on the Volvo European Delivery Plan for 1962.

My address is:

Name _____
(Please Print)

Address _____

City _____