

1987 RANGE

S A L O O N S

THE VOLVO 200 SERIES



The Volvo 240 goes from strength to strength. For many years now, it has set the standards of what the ideal car ought to be. It is engineered so well that tales about it motoring happily past 100,000 miles are legion.

The Volvo 240's record for safety is such that in certain parts of the world, it has been used to encourage other manufacturers to include many of its protective features.

And, after you have enjoyed year after year of quiet and comfortable motoring, your Volvo 240 still has one pleasant surprise left to offer. It will realise the sort of resale price that owners of other cars will envy.

Better Than Ever

At Volvo, though, even a car with the 240's impeccable pedigree is still liable to improvement – as the 1987 specification proves.

The output of the 2.3 litre engine has now been uprated to 115 hp. Yet, despite this, the inclusion of Exhaust Gas Recirculation and Exhaust Emission Control mean that it is also environmentally cleaner.

Around the car you will find other changes; some small, some not so small. But all of them there to make a good car even better.



The 240 GLE now has electric windows and sun roof as standard.



The 240 GL now has CD wheel covers.



Sturdy bumpers like these can absorb the force of collisions up to 2½ mph. (4 km/hour).

E S T A T E S



The capacious boot also has a hatch for long articles.



The GLE now has a choice of plush or leather interior.



The new 240 DL Estate. Central locking, power assisted steering, tinted glass, remote control door mirrors and rear seat arm rests. An inexpensive way to get a lot of Volvo features.

240

S A L O O N S

THE VOLVO 300 SERIES



Only by Volvo standards is the 300 series a small car. In reality it is a generously proportioned car, lavishly equipped with all of the refinements today's motorist demands.

Most of all, though, the Volvo 300 series offers choice – an opportunity to take a proven, reliable car and tailor it to suit both your needs and the amount you wish to spend.

Do you want hatchback or saloon? Three doors, four doors, or five?

A 1.4, 1.7 or a 2 litre engine – perhaps with fuel injection?

And just what level of equipment are you going to specify?

With so many models to consider, as well as a whole range of options you'll be able to choose exactly the car you want.

360 GL Hatchback

Rev. counter, radio cassette player, illuminated ignition switch, rear wash/wipe, heated front seats, front head restraints with cushions, metallic paint, plush upholstery, 2 litre engine, 5 speed gearbox.

360 GLE Saloon

Plus rear head rests, electric front windows. 2 litre engine, 5 speed gearbox.

360 GLT Hatchback

Plus front and rear spoilers, front fog lights, interior light time delay, alloy wheels, low profile tyres, 2 litre fuel injected engine, 5 speed gearbox.

360 GLE Injection Saloon

2 litre fuel injected engine, 5 speed gearbox. Plus coachlines and rear headrests.

340 DL Hatchback

Rear fog lights, internally adjustable doors mirrors, front and rear seat belts, locking fuel cap, electronic ignition, radio cassette player, rear wash/wipe*, 1.4 litre engine. Three door model available with automatic gearbox.

340 GL Saloon or Hatchback

Plus tinted glass, central rear seat armrest, gear shift indicator, 1.4 or 1.7 litre engine, 5 speed gearbox, central locking°, heated front seats. Five door model available with automatic gearbox.

340 GLE Saloon or Hatchback

Plus coachlines, electric front windows, rear headrests°, rev. counter, metallic paint, 1.7 litre engine and 5 speed gearbox.

*Hatchback only. °Saloon only.



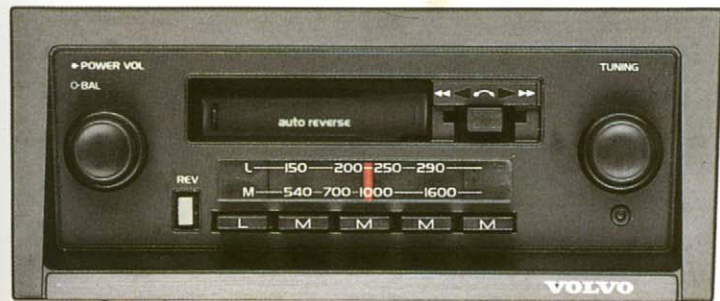
Generous leg room leaves you space to relax.



Clear, comprehensive instrumentation with ignition switch illumination now standard on the 340 GL and 340 GLE.

All 300 series Volvos now come with 2 band radio and cassette player as standard.

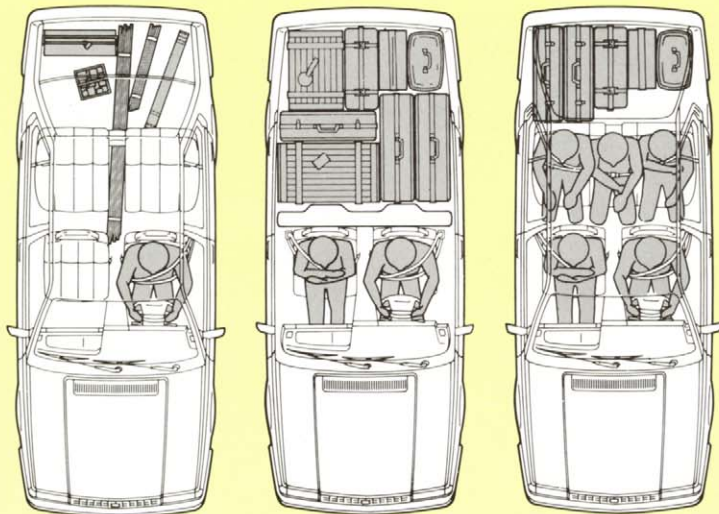
H A T C H B A C K S



In the worst weather, the standard rear wash/wipe will provide a clear view behind.

340

Excellent visibility is a feature of all Volvos.



Three different seat/storage configurations make the 360 hatchback particularly versatile.



The 360 GLE injection was voted Towcar of the Year by The Caravan Club. Like all Volvos its engine has superb torque, providing power to spare even on the steepest hills.





The large tailgate lifts easily on gas filled struts. Lower the rear seat and you have 40 cubic foot of space. In 30 seconds you can remove the rear seat to carry items up to 3 metres long.

All 300 series Volvos can now use lead-free 95 octane fuel.



360

S A L O O N S

THE VOLVO 700 SERIES



The driver's seat on all 700 series Volvos can now be adjusted for height, as well as rake and distance forward and back.

Recent though the launch of the Volvo 700 series was, it has already found its place in automotive history. These refined and sophisticated vehicles have managed to reconcile the requirements of a large and roomy car with today's more responsible attitude towards fuel efficiency.

The range has now been augmented by a 740 diesel estate and 740 turbo in both saloon and estate car versions.

The addition of these models further expands a range which now offers exceptional standards of luxury and spaciousness.

Volvo's policy of continual improvement has been applied even to a range as new as the 700 series.

For 1987, ABS braking will be standard on the 760 Turbo saloon and an option on many other models. This innovation avoids brake-lock during an emergency stop.

The 760 GLE now has what most people would have thought impossible – an engine which is both smoother and quieter than its predecessors. It is also more powerful, with a 10% increase in torque and horsepower.



The illuminated boot on all 700 series saloons can hold almost 17 cubic feet of luggage. Long items can be extended through a special hatch into the interior of the car.

All 700 series have been improved in some way. Take a look at just some of the changes on the following pages and you'll see why these cars are destined to set the pace at the top of the car market for years to come.

E S T A T E S



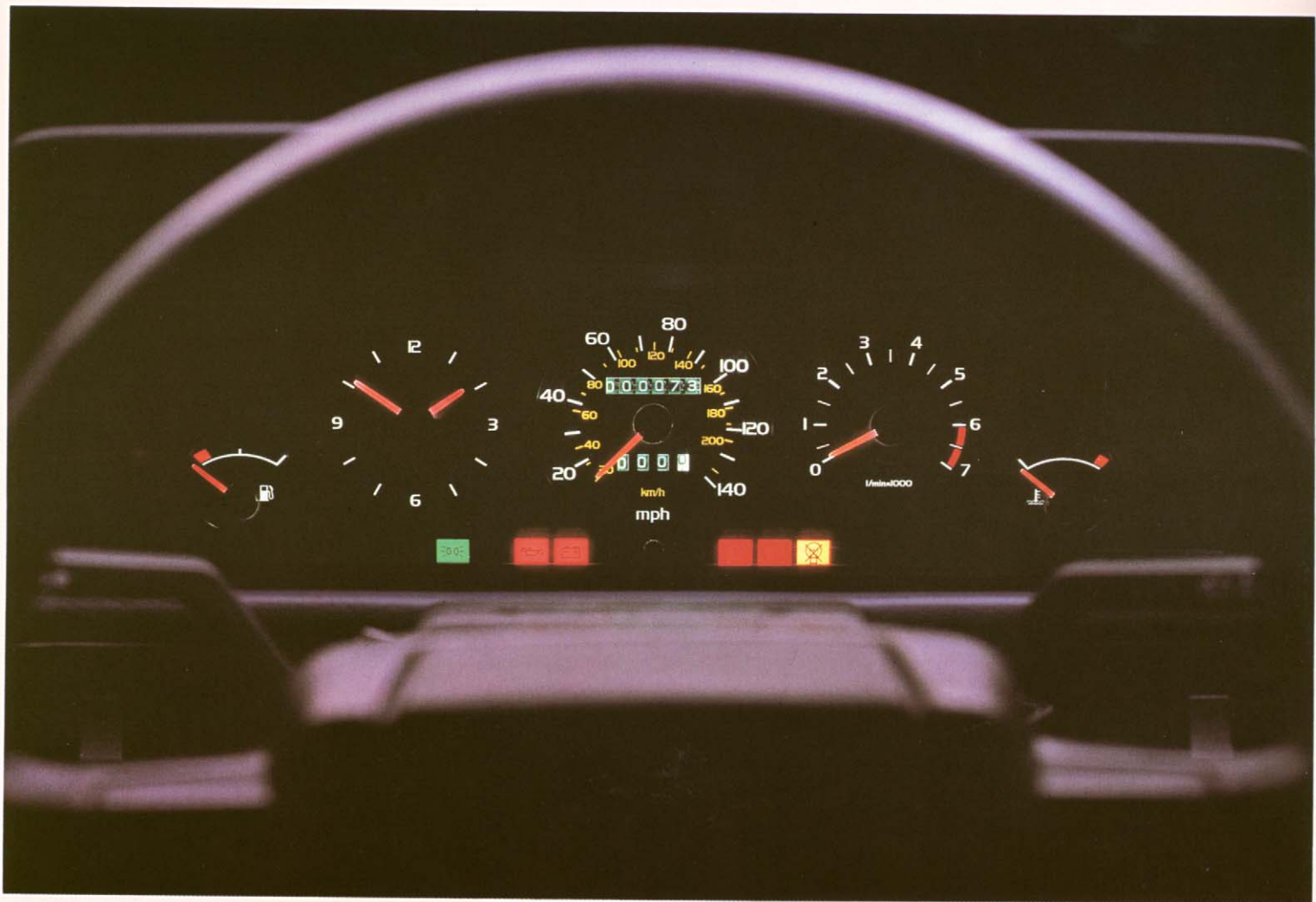
On the 740 GLE and the 740 Turbo the sun roof is fitted as a standard feature. And both now have alloy wheels and electric windows as standard.



Each car will receive 9 separate surface treatments before the multi-stage application of the top coat.



740



By angling the dashboard towards the driver, Volvo have ensured that all of the gauges can be clearly seen and the controls easily reached.



The Volvo 740 is available with either a 5 speed manual or 4 speed automatic gearbox.

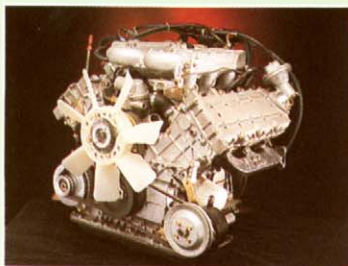
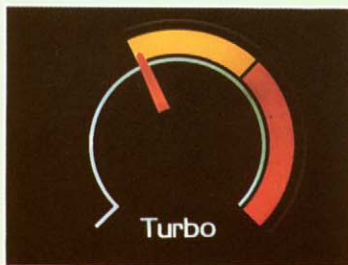


The efficient 2.3 litre engine.

740

Another addition to the range – the new 740 Turbo Diesel Estate.

The 760 series achieves the very highest standards of luxury motoring. The V6 fuel injection, turbo diesel and turbo petrol engines all power saloons or estates which offer the ultimate in automotive sophistication.





The 760 turbo saloon – powerful, luxurious with every refinement you could wish for, including ABS braking as standard.

Every Volvo has computer designed crumple zones to absorb much of the energy in a collision. The 700 series is no exception.



760





No wonder people who have never bought an estate before now own a Volvo 760. Inside you'll find every luxury, including an electrically adjustable driver's seat.

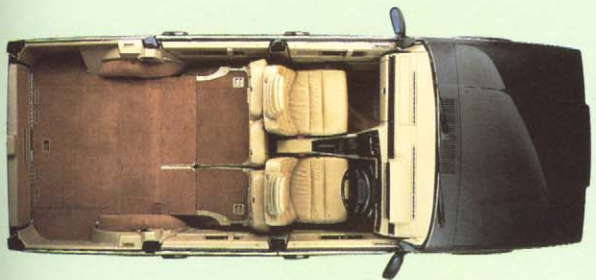


All 760s have alloy wheels as standard.



760

Volvo Estates have the flexibility to change passenger/storage configuration as you wish.



1 9 8 7

TEST DRIVE A 1987 VOLVO SOON

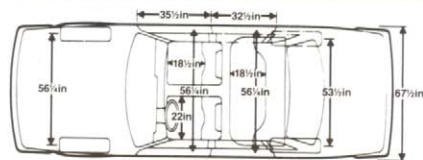
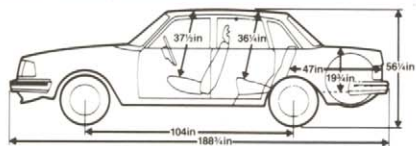
Take a look at the latest range of Volvo cars and ask to drive whichever model interests you most. Experience for yourself the care and commitment which has gone into its manufacture.

However, remember that our care doesn't end when you take delivery of your new Volvo. The commitment we have to quality, which begins right back at the design stage, applies throughout the life of your car. The attention we will pay to your car for years to come will help keep it in superb condition. That knowledge, together with the inherent strength of every Volvo, allow us to deliver your new car with a longer term view than normal warranty arrangements.

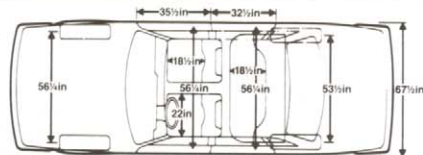
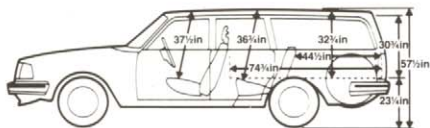
Talk to us about our Lifetime Care Commitment. You'll find what we have to say will come as a very pleasant surprise indeed.

R A N G E

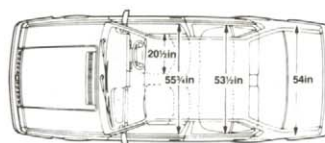
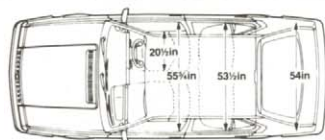
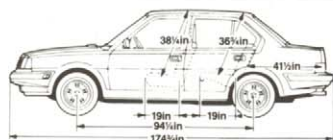
200 SERIES



Saloons and Estates

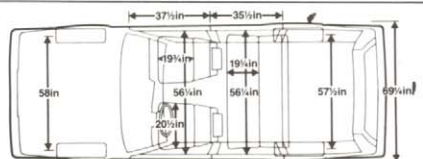
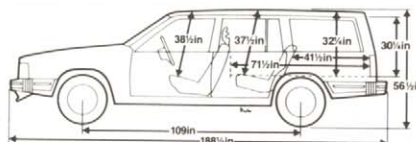
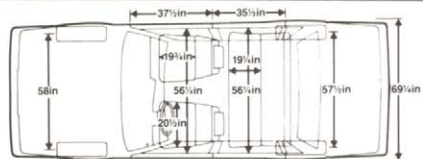
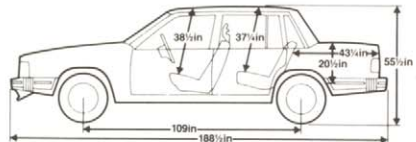


300 SERIES



Saloons and Hatchbacks

700 SERIES



Saloons and Estates

VOLVO

