

VOLVO WORLD

A QUARTERLY NEWSLETTER FOR VOLVO OWNERS

SPRING 1961

DEAR VOLVO OWNER;

This is the first issue of the new VOLVO WORLD, a publication for and about Volvo owners throughout the world.

It will be sent to you periodically as a service of your local Volvo dealer.

The purpose of this newsletter is to inform you of the latest activities of local Volvo clubs, other Volvo owners, the Volvo factory and automotive activities in general.

We hope it will serve to bring closer together the hundreds of thousands of Volvo owners throughout the world today. You can help achieve this by sending us all information about yourself, your Volvo, your neighbor's Volvo, or your local club that you feel would be of interest to other owners.

The Editors

VOLVO WORLD

P.O. Box 205, Murray Hill Station
New York 16, New York

Volvos 1st, 3rd, in Class In 4,098-Mile Canadian Rally

In the early evening of May 6th two dust and grime-laden Volvo PV 544 sports sedans arrived at Vancouver, British Columbia, completing a 4098.2-mile journey which added another hard-won victory to the long list of triumphs recorded by Volvos on the racing and rallying circuits of the world.

Piloted by two teams of Canadian drivers under the sponsorship of Volvo Canada, Ltd., the cars had just finished first and third in class (sedans under 1600 c.c.) in the British Columbia International Trade Fair Car Rally, a gruelling test of cars and drivers which had taken them from Montreal to Vancouver in seven days.

3rd and 5th Overall

In addition, the cars, handled by the driver teams of C. G. McLean and W. Leathem, and S. Nordell and T. Wilson also finished third and fifth overall, respectively, out of a group of 107 cars participating in the event.

One of the major international sporting events of the year, the cross-continent rally was the longest, most gruelling test of automobile performance ever held in the Western Hemisphere, according to its sponsors, the Shell Oil Company of Canada.

(Continued on page 7)

New Distribution Setup In U. S. Western States

Volvo owners on the U.S. West Coast can expect to see a considerable increase in activity in the near future as a result of a complete reorganization of its western distributing organization just completed by the factory, A B Volvo, Gothenburg.

On May 1, a new corporation, Volvo Western Distributing, Inc., was established in California to handle Volvo distribution in the 13 state territory, including Alaska and Hawaii, formerly covered by Auto Imports, Inc.

California Headquarters

Headquarters of the new distributing organization, which is now wholly owned and operated by the factory, will be at 12925 Riverside Drive, Sherman Oaks, California.

Almost 100 per cent of the personnel of Auto Imports will be retained within the new Volvo Western Distributing organization, with the exception that Sam C. Mitchell will head up the new company as general manager, replacing Eugene V. Klein, who was president of Auto Imports, Inc.

28 Years' Experience

A veteran automotive executive with over twenty-eight years

(Continued on page 3)

P-1800 Production Models In N.Y. Auto Show Debut

The queens of the Volvo exhibit at the International Automobile Show in New York, two production model P-1800 sports coupes, were joined on opening day by another queen, Peggy Jacobsson, Queen of New York's Summer Festival.

Miss Jacobsson, whose parents came to the United States from Gothenburg, home of the Volvo, was mistress of ceremonies at an official unveiling of the sports coupe for the press.

Slight Changes

Differing only slightly in appearance from the prototype shown at last year's show (the rear bumper has been modified), the P-1800 was enthusiastically received by all who saw it, including the automotive and general press.

Latest reports from the factory indicate the sports coupes now are arriving in limited quantities in Sweden from England, where they are being assembled.

First shipments to the United States are expected in August with the flow of cars increasing steadily in September.

Powered by a four cylinder, 1,780 c.c. (108.5 cu. in.) engine with overhead valves and twin-horizontal carburetors, the new Volvo sports coupe is rated at 100 horsepower and 5,500 r.p.m. and has a top speed of more than 100 m.p.h.

Overdrive Available

It is equipped with a four-speed, fully synchronized transmission with a floor mounted shift. An electrically-operated overdrive is available as an optional extra.

The car has disc brakes on the front wheels and drum-type servo brakes in the rear.

Interior appointments include leather bucket-type seats, padded instrument panel and sun visors, fully carpeted floor and occasional seats in the rear.

Many "Extras"

As is the case with the sedans, the Volvo P-1800 offers a wide variety of features which are normally considered as "extras" on other automobiles. Included in this category are: electric windshield wipers, heater and defroster, turn signals, radiator blind and undercoating.

Suggested retail price of the new sports coupe is \$3,795, East Coast P.O.E.

Dual Volvo Owners Win Trip To Miami Johansson-Patterson Bout

Winners of the Volvo Winter Carnival contest in the Boston area during March were Mr. and Mrs. Charles Wright, who own not one, but two, Volvos.

The Wrights won an all-expense-paid trip to Miami, Florida, plus ringside seats for the Johansson-Patterson championship fight. They won the contest by making the closest guess on the total number of miles recorded by eighteen demonstrators used by the nine cooperating Boston-area dealers during the period of the contest.

Total mileage was 9,736.9. The Wrights came within 16.9 miles of guessing the exact total.

Similar contests are now being conducted in the New York and Philadelphia areas.

Other Volvo contests are scheduled throughout the U.S. and Canada. So, why not stop in at your dealer's for further details.



NEW YORK SUMMER FESTIVAL QUEEN, Peggy Jacobsson, cuts a ribbon officially unveiling the first production model of the new Volvo P-1800 sports coupe to arrive in this country at the New York International Automobile Show in April.

Volvo "Winter Carnival" Rally Draws 117 cars In Boston Area

Prior to Sunday, March 12, if someone had said that 117 Volvo owners in the Boston area out of a total of some 400 would show up for a Volvo fun rally on only two-week's notice one might have had reason to be skeptical.

But, that's exactly what happened on that cold and sunny Sunday.

What's more, the 117 Volvo owners brought their families and friends, raising total participation in the rally to over 300 persons.

It all started out with the organization of a "Volvo Winter Carnival" by ten dealers within a 50-mile radius of Boston. The Winter Carnival consisted of a round of parties for Volvo owners at their dealers' showrooms, a contest based on a test drive of a new model, and other events.

Great Enthusiasm

At one of the first parties such a tremendous interest in rallying was shown that a special Volvo rally was organized on the spot.

Invitations were sent out by the dealers, starting and check points arranged and assistance in running the rally obtained from Volvo Import in Englewood Cliffs, N. J.

In order to accommodate all Volvo owners in the area, three different starting points were set up—one in East Greenwich, R. I., another in Newton Center, Mass., and the third in Haverhill, Mass.

The rally, which was of the "Information Please" type, started at 1 p.m. By 5 p.m. the finishers and their friends were enjoying free refreshments at the terminal point, the Beacon Hotel in Brookline.

Trophies were presented to the winners of the three different rally sections and, all in all, a great old time was had by everyone.

Seat 13, In Thirteenth Row Of Section 13, On March 13

Dave Beesley, sales manager for Volvo Distributing, Inc., isn't ordinarily the superstitious type, but he paid twice to see the Johansson-Patterson fight because of the number 13, in fact, four thirteens in a row.

Dave joined several southern Volvo dealers and representatives in Miami for the fight in March. Among those present were: Bill Spreen, West Palm Beach; Paul Gilbert, Daytona Beach; Harley Wadsworth, Orlando; T. Downing, Atlanta; Ed Parrish, Jacksonville; C. D. Harrison, Sarasota; and Mac Mruz, Volvo's southeast regional manager.

Four Thirteens

When they picked up their ringside tickets Dave drew seat 13, in the 13th row of section 13. The fight, of course, was on March 13.

This proved to be too much for even a level-headed guy like Dave. Nobody in his party wanted to use that ticket. So Dave bought another one.

"Jinxed"

The problem still remained of what to do with the "jinxed" ducat. Giving it to a stranger didn't seem to be the right answer.

Being a personal friend of the Swedish challenger, Dave had been invited to the weighing-in ceremonies on the morning of the fight.

While there, the answer came to him.

Why not let Ingemar destroy the ticket as a good luck gesture? And that's exactly what happened.

Said Dave after the fight, "You know, for the first five rounds I thought it was going to work."

New Canadian Distributorship, Volvo (Canada) Ltd., Established

Establishment of a new firm, Volvo (Canada), Ltd., to handle the importation and distribution of Volvo automobiles in Canada was completed recently.

The new company, which will be headed up by D. W. (Pat) Samuel, general manager, has replaced Auto Imports (Swedish) Ltd., which has been the Volvo distributor in Canada since 1957.

President of Volvo Canada is Bertil Bengtsson.

In announcing establishment of the new distributing organization, Mr. Bengtsson said:

"The first step to be taken by this new organization will be the expansion of our dealer network, which we hope will be doubled by the end of the year."

Coordinating activities of the activities of Volvo (Canada), Ltd. on the west coast will be Jan Nytzen, who has been appointed manager of the company's west coast operations.

Volvo owners in Canada can, therefore, expect to see a considerable growth in dealers and service facilities in the near future.

Western Distributor (Cont.)

in the domestic and imported car field, Mr. Mitchell was formerly with Renault, and has previously been associated with the Chrysler Corporation for over eleven years and with International Harvester for over five years.

Efforts are currently being made to expand the Volvo dealer network in the West and to strengthen the existing dealer organization.

In addition, steps are being taken to improve parts and service facilities in the area and to support expansion of Volvo owners' activities.



VOLVOS, VOLVOS, VOLVOS. up and down the main thoroughfare of Brookline, Mass.-that's the sight that greeted passersby on March 12. Shown are only a few of the 117 Volvos that participated in a gigantic rally for Volvo owners in the Boston area. The owners of these parked Volvos and their guests were inside the famous Beacon Hotel at the time this picture was taken, partaking of refreshments provided by a group of cooperating Volvo dealers.

VOLVO 122S For'61 Features New Transmission, Interiors

A new, smoother-handling standard transmission and completely redesigned interior appointments for the four-door Volvo 122S sedan mark it as the car to watch in 1961.

In addition, the 122S is now also available with a semiautomatic, clutchless transmission as an optional extra.

Designed especially for the North American market, the new standard transmission, called the M-40, features smoother acceleration and deceleration resulting from equalization of the spacing between gears.

For the technically minded, the transmission change involved increasing the ratios of first and second gears to 3.13 and 1.99 respectively, and lowering the third gear ratio to 1.36 to one. Fourth gear remains one-to-one, and reverse 3.25 to one.

New Interiors

Retaining the Continental styling, unitized body and sturdy 85 h.p. engine which have brought it such great popularity in this country, the new 122S also features new interior appointments highlighted by raised contour bucket seats in front and a new contoured bench-type back seat with a fold-out center arm rest.

In addition, the backs of the front seats have been hollowed out to give rear seat passengers more legroom.

The seats and interior side trim on the new 122S are made of attractive and durable leatherette with custom saddle-making finish.

Saxomatic

Called the Saxomatic, the new 122S semi-automatic transmission combines the versatility of a four-speed gear box with the comfort of clutchless driving.

Carrying the theme of comfort one step further, the factory has designed a bench-type front seat for all Saxomatic-equipped four-door sedans, making it a true six passenger car.

Price of the 122S with the clutchless transmission is \$2,620 East Coast P.O.E.

Incidentally, if it seems you are noticing a great many more Volvo four-door sedans on the road of late, your eyes aren't deceiving you. During the past six months sales of the 122S have been almost neck-and-neck with the PV-544.

VOLVO BRIEFS...

VOLVO GUIDE

A 150-page VOLVO GUIDE has been published by Sports Car Press, 419 Fourth Avenue, N.Y.C. Price of the guide is \$1.95. Written by Bill Carroll, noted automotive writer, the book contains an extensive history of the development of the Volvo, chapters on improving performance of the cars and tips on maintenance and service procedures.

FLAT RATE SERVICE MANUAL

Volvo is one of the few imported car manufacturers that provides its dealers with a Flat Rate Service Manual which tells them the amount of time required to perform normal service operations. This manual assures Volvo owners throughout the country of standard time charges for service, although hourly wage rates may vary from area to area.

Order Backlog For PV-544 Sports Sedan In Eastern US.

A six-week order backlog for delivery of the Volvo PV-544-08 sports sedan in the eastern U.S. was reported on April 8 by Volvo Import, Inc.

Although the shortage has been alleviated somewhat since then, there are still waiting periods of up to six weeks in some areas.

Therefore, those of you in the area who have friends planning to buy a Volvo sports sedan for use this summer would be doing them a favor by urging them to get their orders in immediately.

First Backlog

Noting that this was the first time there was an announced waiting period for delivery of the Volvo since its introduction here in 1955, Ake Hogman, president of Volvo Import, said:

"Dealer orders and retail sales of Volvos during March and the first week of April have been so great that we have exhausted the supply of sports sedans in the eastern part of the United States."

"During March sales on the East Coast alone increased almost 50 per cent," he said. "In the first week of April dealers here have delivered three times as many cars as the similar period last year," he added.



NEW 122-S INTERIOR features contoured bucket seats and newly styled door interiors, including map pockets. Other highlights of '61 four-door Volvo include a new, smoother-handling transmission and an optional clutchless transmission.

DON'T FORGET VOLVO'S EUROPEAN DELIVERY PLAN THIS SUMMER ... SEE YOUR VOLVO DEALER



RADIO CITY MUSIC HALL is the scene of this tableau featuring a new Volvo P-1800 sports coupe. The P-1800 is playing a major role in this scene from the famous showplace's current show. The show will be seen by approximately 25,000 people daily for a six week period, making a total of over 1,000,000 exposures for the new queen of the Volvo line.

Volvos Featured In Show At Radio City Music Hall

Volvo owners visiting New York's popular Radio City Music Hall during May and the first week of June have a pleasant surprise waiting for them.

Featured in the elaborate stage show, for which Radio City is justly famous, are two Volvos—a P-1800 and a one-of-a-kind Volvo plastic-bodied convertible.

The convertible, which is one of the few remaining experimental convertibles produced by AB Volvo a few years ago, belongs to Mr. Gunnar Engellau, president of the company, and was brought to the United States especially for the show.

The P-1800 is one of two production models exhibited at the International Automobile Show.

Both cars play important roles in major scenes of the show during which they are driven onto the stage by members of the cast. The cars have been fitted with specially sealed one-gallon fuel tanks for the occasion to meet safety regulations.

State Legislatures Begin To Push Auto Seat Belt Laws

With both public and official interest in the use of safety belts in automobiles on the increase, Volvo owners can be grateful that safety belt fittings are standard equipment on all Volvos sold in this country.

Several state legislatures, including that of New York, are currently considering bills making installation of safety belts mandatory. As a result, some of the major domestic auto manufacturers will begin providing fittings in their 1962 models.

Both the N. Y. TIMES and the N. Y. WORLD TELEGRAM & SUN, two of the nation's largest newspapers ran pictures of the unique Volvo cross-the-shoulder safety belt in their special automobile show editions this year.

In addition, this past April was designated "National Seat Belt Month" by Commerce Secretary Luther H. Hodges who

Mammoth Volvo Rally Run On May 21 in N.Y. Area

A mammoth "fun" rally for Volvo owners and their guests from the entire New York metropolitan area was held on Saturday, May 27th.

Starting at separate points in Westchester County, northern New Jersey and Long Island, the rally terminated at Bridgehampton Race Course in time for that first race of a National SCCA program scheduled for the weekend.

Over 200 cars participated in the event.

At the famous road racing course rally participants had the opportunity to drive around the famous road racing course and to visit the Long Island Automobile Museum, which was the final check point of the rally.

Poker Rally

Organized and directed by rally experts, Art Peck and Dave Hebb, the rally was dubbed the "Volvo Dealer's Choice" by its sponsor, Volvo Distributing, Inc., of Englewood Cliffs, N.J., as it followed the basic outlines of a standard poker rally.

Pennants, plaques and lunch at the course were provided to all rally participants by the sponsors.

Trophies were awarded to the rally winners from each of the three starting points.

Similar rallies are currently being planned for other areas as part of Volvo's continuing program of helping owners get more fun out of their cars.

You can expect to hear from your local dealer or distributor concerning further details of these and other events in the near future.

announced he had installed seat belts in his own sports car. He also ordered the safety devices installed in the 2,000 vehicles used by the Commerce Department at field offices around the country.

Volvo safety belts cost \$14.75 each. Installation time is less than 10 minutes. They are a wise investment.

WHAT'S NEW IN ACCESSORIES?



SAFE AND SOUND is pert Babs Claire, of Livingston, N. J., as she demonstrates the Volvo over-the-shoulder safety belt. Volvos have been equipped with safety belt fittings for many years, anticipating recent moves by Detroit manufacturers. The Volvo safety belts are reasonable in cost and simple to install.



VOLVO FOG AND CURB LAMPS, such as the one shown here, are made by the famous lighting equipment manufacturer, Bosch, and will provide many years of trouble-free service. They can be equipped with clear or yellow lenses and are priced from u \$20.95.



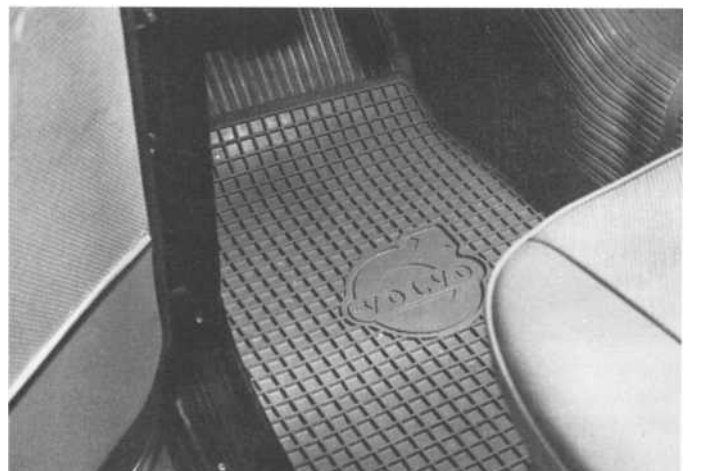
ACCESSORY LIGHT CONTROL PANEL, above costs only \$4.35 and provides a handy master control panel for fog, parking and other extra lighting fixtures added to your Volvo. Swedish markings add extra touch of romance to the car.



ONE OF THE BEST BUYS among Volvo accessories is this collapsible luggage rack. Priced at only \$32.00, the rack is zinc or chrome coated and folds up into an easily storable package 3' x 4½" x 4½".



A HALVA SPEED PILOT, such as this one, is a prime requisite for Volvo rallyists. Including a clock, tripmeter, a pilot and average speed setting, this precision instrument is priced at \$89.95 and is easily installed.



VOLVO FLOOR MATS serve a double purpose. In addition to helping you keep your car clean, their strongly dimensioned surface patterns make them ideal for use in getting out of mud, snow, sand or other areas where your wheels cannot get a firm grip. They are priced from \$4.00.

New Volvo, Plus 32 Days In Northern Europe, for \$2994

Thirty-two all-expense-paid days in northern Europe, plus a new Volvo—for \$2,944.

That's the summer travel package being offered by the American Automobile Association and Volvo Import, Inc.

Including jet transportation to and from Europe from New York, a 1961 Volvo 544 Special de Luxe 2-door sedan, insurance, European registration, hotels, all meals, tips, tour guides, baggage handling and the cost of return shipment and payment of U.S. custom duties on the car, the tour will take its members to London, Copenhagen, Stockholm, Oslo and dozens of towns and villages throughout Scandinavia.

So, if you or your friends are planning to buy a new Volvo, why not take advantage of this bargain package and spend 32 days in Europe for less than a thousand dollars more. Remember, round-trip tourist class fares to Europe alone are approximately \$450.

Another advantage of this type of tour is that you will have the opportunity to "really see" Europe by means of your new Volvo and will have the benefit of the guidance of a tour director well versed on road conditions, service, hotel, restaurant and sanitary facilities along the way.

For the benefit of the true automobile buff, arrangements have also been made through A/B Volvo, Gothenburg, for membership of tour participants in the famous Royal Swedish Automobile Club, and for badges from the Royal Danish and Royal Norwegian Automobile Clubs.

In addition, the Volvo, which is the export model sold in the U.S., will be covered on return to this country by the same six-month service warranty applicable to cars purchased here.

The next tour runs from August 4 through September 4.

Arrangements can be made at your local Volvo automobile dealer or local AAA Club, or by writing to Volvo Import, Inc., 452 Hudson Terrace, Englewood Cliffs, New Jersey.

Canadian Rally (Cont.)

International Event

Top drivers from five countries competed in the event, among them: G. Bengtsson, from Sweden; H. Ingier and N. Hagen, from Norway; R. W. Smith, Art Riley, P. Manor, from the U.S.A.; and E. Danziger, C. Bick, K. Pearce, D. Bedford, G. R. McMillan, G. D. Bendiksen, K. Lubja and I. Leith, of Canada; all of whom were driving Volvos.

Of the nine Volvos entered in the rally, all completed the event, which took them over some of the world's toughest mountain terrain.

The cars followed a course that took them from Montreal to Toronto during the first day of the rally, and on to Port Arthur, Winnipeg, Regina, Penticton, Calgary, and finally to Vancouver.

Volvo Dependability

Commenting on the results of the rally, D. W. Samuel, general manager of Volvo Canada Ltd., said he felt the Volvo showings proved once again the "tremendous dependability" of the cars.

"Among other entries, many of the non-finishers resulted from mechanical failures," he said, "but our vehicles came through the gruelling test without difficulty."



CANADIAN RALLY CLASS WINNER, *Grant McLean*, is shown checking in with officials at final check point of 4,098-mile traps-Canadian rally. His rally partner, *Bill Leathem*, meanwhile accepts congratulations of onlooker. The *McLean-Leathem Volvo* won first in class honors and came in third overall, out of 117 starters in the gruelling rally.

VOLVO CLUB NOTES

One of the best ways to increase the enjoyment of driving your Volvo is to join your local Volvo owners club.

These clubs, which are located in many parts of the country, maintain a constant program of rallies, gymkanas, races and a wide range of social events.

For most owners their Volvos play an important part in their lives, and many fine friendships have been established through these clubs on the initial basis of mutual Volvo ownership.

While local Volvo clubs are quite widespread, there are many areas of the country in which clubs have not yet been established.

If you live in such an area and would be interested in joining or starting a Volvo club, we would be happy to be of assistance in putting owners in contact with each other and in helping with the organization of the club.

If you belong to an existing club, we would like to hear more about your activities in order to report them in the VOLVO WORLD.

The form below has been prepared to assist you in letting us know more about you. Simply cut it out, paste it on a postcard and mail to: Volvo World, P.O. Box 205, Murray Hill Station, New York 16, New York.

VOLVO WORLD
P.O. Box 205, Murray Hill Station
New York 16, New York

GENTLEMEN:

There is no Volvo club in my area. However, I am interested in starting, joining one. Please send further information — or

Information on the Volvo club in this area follows:

NAME: _____

ADDRESS: _____

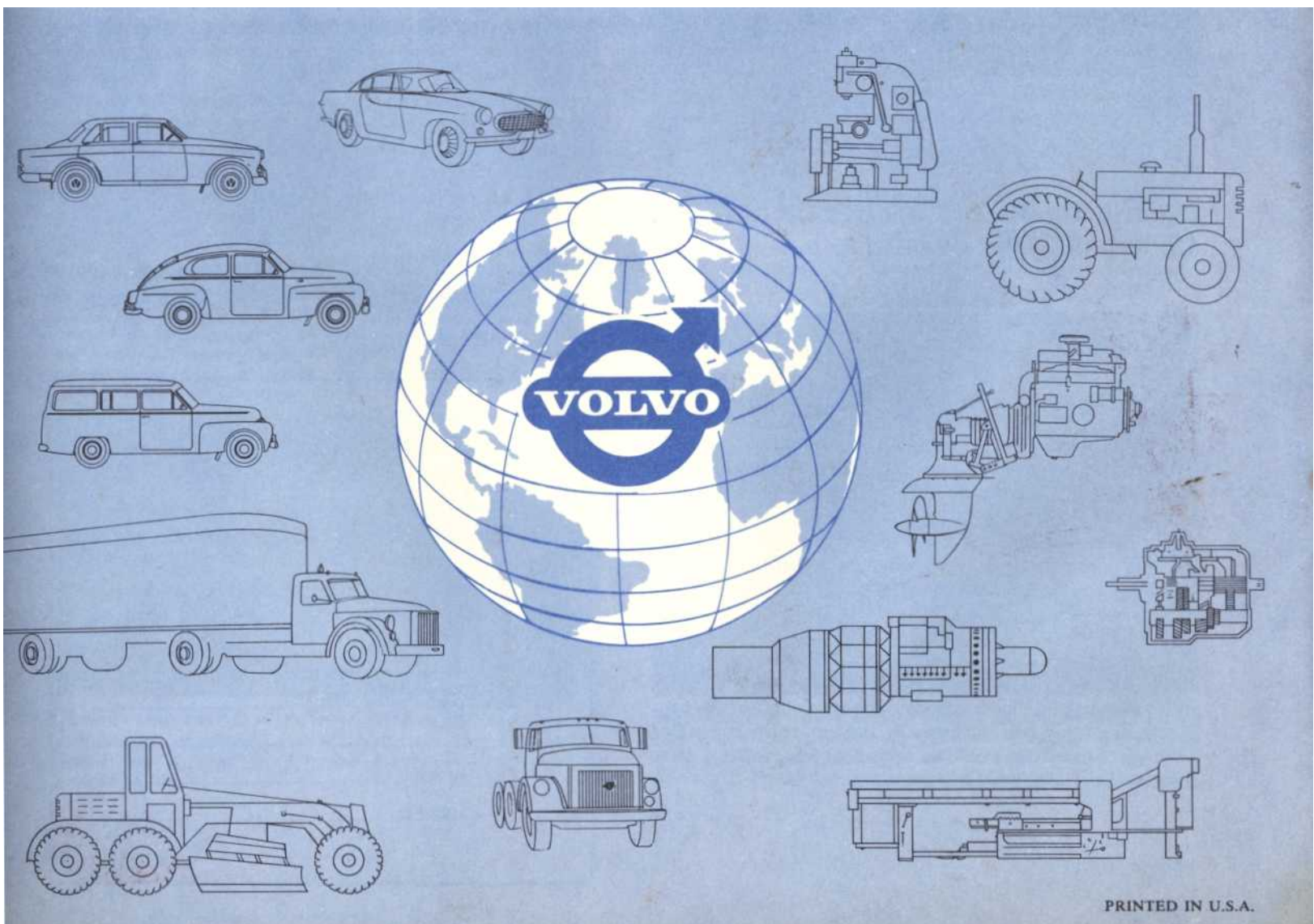
OFFICER TO BE CONTACTED: _____

SIGNED: _____

ADDRESS: _____

P.O. Box 205, Murray Hill Station
New York 16, New York

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