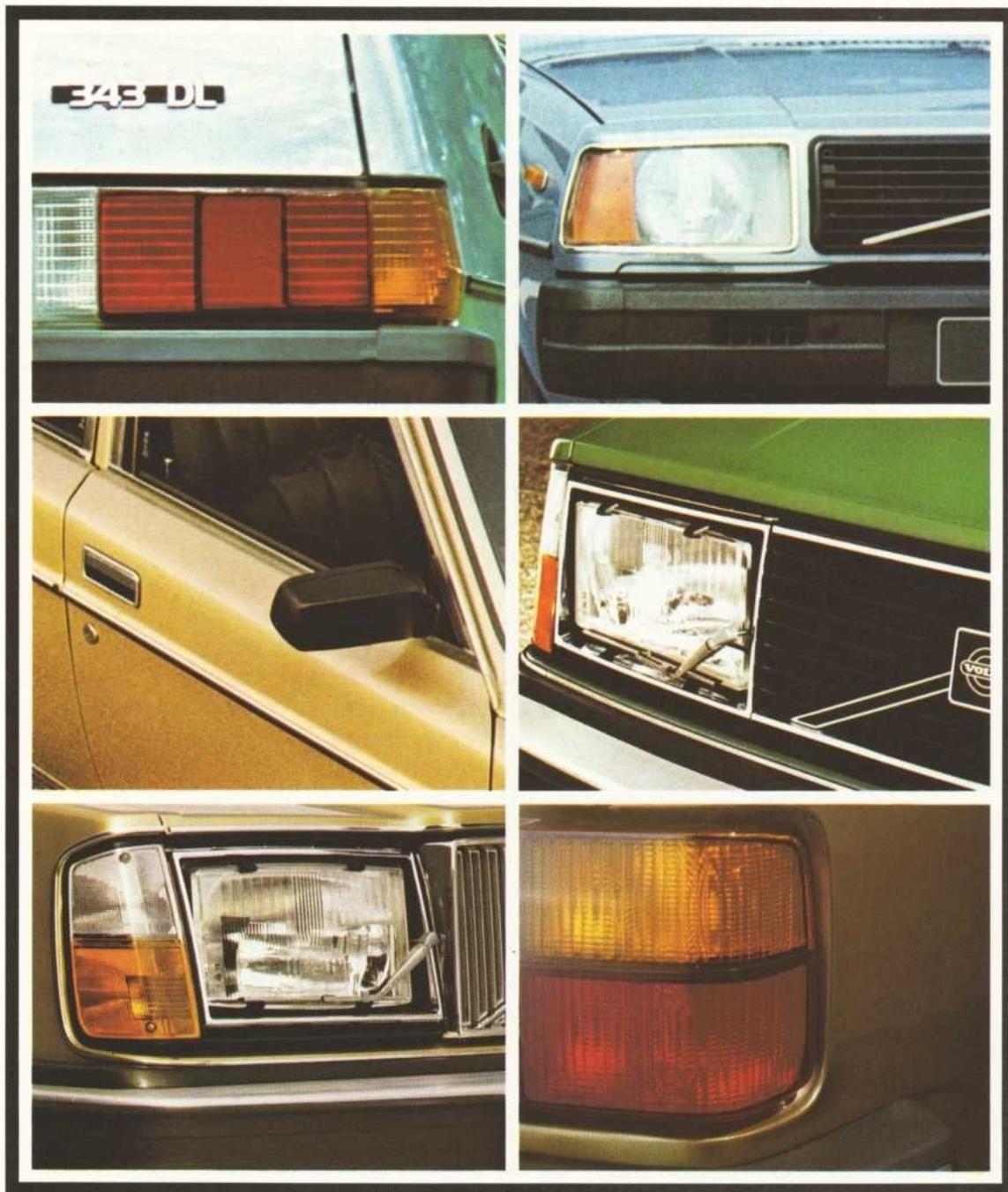


VOLVO

1979



Volvo 1979

This year Volvo is celebrating its 51st year of building quality cars. During this period the Volvo Company has acquired the experience and expertise which has allowed it to become the largest engineering concern in Scandinavia. Today, this skill has been translated into a quality of design and a standard of workmanship which makes the Volvo range of cars unique in a world of mass production. The 1979 Volvos again demonstrate Volvo's singular commitment to providing the motorist with products that are built to withstand the test of time whilst offering outstanding value-for-money.

The Volvo philosophy of product development is not one of change for change's sake. Quite the contrary, Volvo believe that quality, safety, reliability and comfort are more important than merely being fashionable. Thus, Volvo make strong demands on their component suppliers. There are exacting quality control procedures. Rigid inspections at the factory gate and continuous quality control checks at every stage of production. (Incidentally AB Volvo is the United Kingdom's biggest overseas customer for automotive parts. In 1977 alone Volvo purchased £72 million of material from over 230 UK companies.) Behind the supply and production lines Volvo carry out a continuous programme of research and development. This is to ensure that Volvo products meet not only today's safety standards but those likely to exist in ten years time. There are over 1000 technicians and researchers at the Volvo Technical Centre whose sole function is to ensure that the Volvo customer receives the highest possible standard of engineering.

For 1979 we have a comprehensive product range. The Volvo 343DL in both manual and automatic versions. The Volvo 244 saloon range, offering a wider choice of engine and specifications through the 244DL, the new 244GL and 244GLE. Then there are the famous Volvo estate cars-the 245DL and 245GLE. At the top of the Volvo range are the luxurious 260 Series Cars-the 264GL and GLE saloons ; the 265GL and GLE estate cars. The new exclusive limited edition 262 coupe is added for 1979.

To help you choose your Volvo we have prepared a standard equipment check list illustrating the outstanding specifications Volvo offer in 1979. Full technical data is provided at the end of the brochure.

While this brochure illustrates and describes the new models, only a personal inspection of the cars and a test drive will convince you of the exceptional qualities Volvo offer in 1979. Your local dealer will be pleased to assist you.

Standard Equipment

	343DL	244DL	244GL	244GLE	245DL	245GLE	264GL	264GLE	265GL	265GLE	262C
Fitted Carpets	●	●	●	●	●	●	●	●	●	●	●
Head Restraints—front	●	●	●	●	●	●	●	●	●	●	●
Seat belts—front and rear	●	●	●	●	●	●	●	●	●	●	●
2 speed wipers/electric washers	●	●	●	●	●	●	●	●	●	●	●
Luggage compartment lighting	●	●	●	●	●	●	●	●	●	●	●
Laminated Screen	●	●	●	●	●	●	●	●	●	●	●
Halogen Headlights	●	●	●	●	●	●	●	●	●	●	●
Heated rear screen	●	●	●	●	●	●	●	●	●	●	●
Seat belt reminder	●	●	●	●	●	●	●	●	●	●	●
Radial ply tyres	●	●	●	●	●	●	●	●	●	●	●
Reversing lights	●	●	●	●	●	●	●	●	●	●	●
Cigar Lighter	●	●	●	●	●	●	●	●	●	●	●
Clock	●	●	●	●	●	●	●	●	●	●	●
Glovebox lighting	●	●	●	●	●	●	●	●	●	●	●
Door mirror	●	●	●	●	●	●	●	●	●	●	●
Safety cage construction	●	●	●	●	●	●	●	●	●	●	●
Side impact protection	●	●	●	●	●	●	●	●	●	●	●
Collapsible steering system	●	●	●	●	●	●	●	●	●	●	●
Dual circuit brakes	●	●	●	●	●	●	●	●	●	●	●
Day-running lights	●	●	●	●	●	●	●	●	●	●	●
Hazard warning lights	●	●	●	●	●	●	●	●	●	●	●
12 months unlimited mileage warranty	●	●	●	●	●	●	●	●	●	●	●
Mud Flaps	●	●	●	●	●	●	●	●	●	●	●
Rear Foglight	●	●	●	●	●	●	●	●	●	●	●
Reclining Seats	●	●	●	●	●	●	●	●	●	●	●
Tripmeter	●	●	●	●	●	●	●	●	●	●	●
Day/Night rearview mirror	●	●	●	●	●	●	●	●	●	●	●
Brake failure warning	●	●	●	●	●	●	●	●	●	●	●
Cloth upholstery	●	●			●						
Leather upholstery			●	●		●	●		●	●	●
Plush upholstery				●				●			
Wrap-around rear lights	●	●	●	●			●	●			●
Tachometer		●	●	●	●	●	●	●	●	●	●
Headlight wiper/washers		●	●	●	●	●	●	●	●	●	●
Adjustable front seat lumbar support		●	●	●	●	●	●	●	●	●	●
Driving seat height adjustment		●	●	●	●	●	●	●	●	●	●
Intermittent operation windscreen wipers		●	●	●	●	●	●	●	●	●	●
Bulb failure warning		●	●	●	●	●	●	●	●	●	●
Courtesy light operating on rear doors							●	●	●	●	●
Ignition/lights buzzer warning		●	●	●	●	●	●	●	●	●	●
Tinted glass			●	●		●	●	●	●	●	●
Metallic paint	●		●	●		●	●	●	●	●	●
Overdrive (manual gearbox)			●	●		●	●	●	●	●	●
Rear window wipe/wash					●	●			●	●	
Intermittent facility for rear wipe/wash						●			●	●	
Electrically heated driving seat	●		●	●		●	●	●	●	●	●
Power steering							●	●	●	●	●
Engine bay light							●	●	●	●	●
Sunroof	(option)	(option)	●	●			●	●			
Air conditioning								●		●	●
Fuel injection				●		●	●		●	●	●
Electric Windows								●		●	●
Electrically controlled door mirrors								●		●	●
Rear window sun blinds								●			
Stereo speakers in front doors										●	●
Rear head restraints								●			
Cruise control											●
Alloy wheels											●
Electric aerial											●
Rear Seat Spotlights											●

Automatic transmission is available for all models.

*Power steering is available as an option on all 240 series cars.

Volvo 343

The Volvo 343 embodies the results of years of research and development. Some of this work can be seen easily. The luxury specification, the comprehensive instrumentation and well laid out fascia. The high quality finish. Some cannot be seen so easily-they can only be experienced. The amazing roadholding based on a 50/50 weight distribution and DeDion rear axle. This is the result of hundreds of thousands of miles of test driving under the most extreme conditions of climate and road.

The 343 displays the traditional Volvo virtues of quality, reliability, safety, comfort and space. The 343 may look new but the whole history of Volvo is behind it.

For further details see the separate brochure "Volvo 343".



Volvo 244

The Volvo 244 is one of the best selling executive cars in the United Kingdom. It isn't difficult to see why. Volvo's standard of construction, reliability and durability are world famous combined with an extremely comprehensive

standard specification and fine finish to give cars which offer outstanding value for money when compared with other cars in this class. Volvo 244s are designed with individuals in mind. Comfortable, reliable and safe-while remaining ex-

tremely prestigious. Within the range there is a choice to satisfy your most demanding requirements. For 1979 there are three Volvo 244s - the 244DL; the new 244GL and the 244GLE.

DL



GL



GLE



244DL

2.1 litre 4 cylinder carburettor engine, 107hp (DIN). Specification includes halogen headlights, headlight wiper/washers, tachometer, day-running lights, rear fog lights, wrap-around rear lights.

244GL

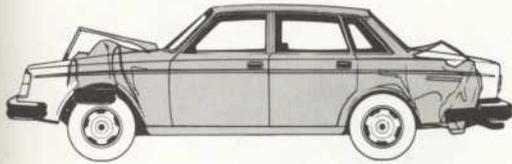
Identical engine and performance to 244DL but with a higher specification which includes metallic finish, sunroof, leather or plush upholstery, tinted glass, overdrive on 4th gear, heated drivers seat.

244GLE

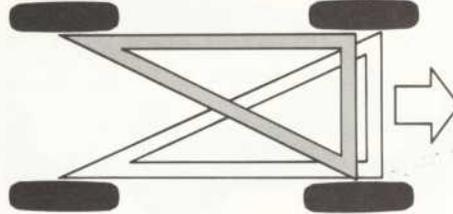
The high performance 244-2.1 litre fuel injected 4 cylinder engine 123hp (DIN). Transistorised ignition, specification includes colour keyed interior, carpeted boot, special badging.

For further details see separate brochure "Volvo 240 Series".

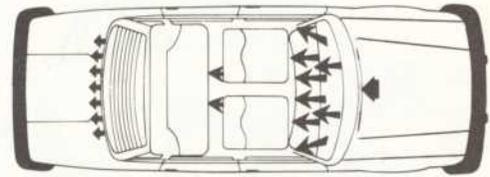
Crumple zones



Reliable, triangle-split braking system



Efficient heating and ventilation system



Volvo 262/264

The 260 series offers you exclusive luxury cars. The 260s are the top of the Volvo range and as such are unrivalled for their standards and specification. They have been designed for the truly discerning individual who appreciates the

traditional Volvo virtues of quality and reliability but also wants 'something extra' to make his car distinctive.

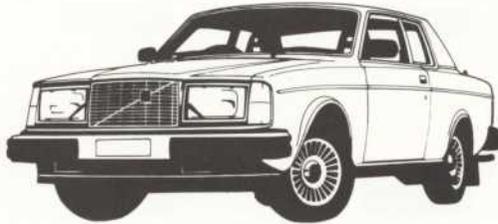
The Volvo 264GL-2.7 litre 6 cylinder fuel injected engine, developing 148hp (DIN). Specification includes leather up-

holstery, headlamp washers/wipers, metallic finish, sunroof, tinted windows, electrically heated driving seat, overdrive on 4th gear, tachometer, power steering, boot and engine compartment light, integral rear fog lights.

GLE



C



TE



The Volvo 264GLE-identical engine and performance to 264GL, but the super luxury specification includes air conditioning, electric windows, electrically operated door mirrors, rear head restraints, rear window sunblinds, stereo

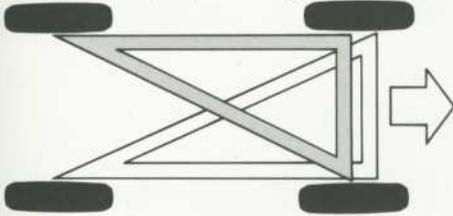
speakers in front doors.

The Volvo 262C--a limited edition exclusive 2 door luxury coupe designed in collaboration with the Italian Designer -Bertone. Specification includes-wood inlaid door panels, pure leather seats

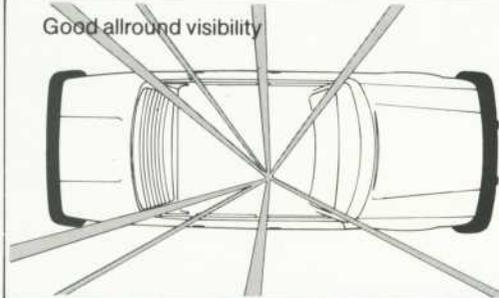
and interior trim, deep pile carpeting, rear seat spotlights, cruise control, electric aerial, air conditioning, electrically operated door mirrors, electric front windows, alloy wheels, special grille.

For further details on 264GL/GLE and 262C see brochure "Volvo 260 Series".

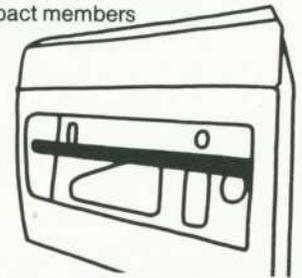
Reliable, triangle-split braking system



Good allround visibility



Side-impact members



Volvo 245/265 Estate Cars

DL



GLE



GL/GLE





The Volvo 200 series estate cars are world famous.

All models carry five people in supreme comfort and still carry all the luggage in the 43 cu. ft. of space behind the rear seats. With the rear seat folded, there is 70 cu. ft. of

space and a platform over 6' long.

There are four estate car models to choose from, all with identical carrying capacity. Vinyl upholstery is optional on all models.

Volvo 245DL

2.1 litre carburettor 4 cylinder engine, 107hp (DIN). Fully carpeted, cloth upholstery, with matching cargo area carpeting. Specification also includes halogen headlights, headlamp wiper/washers, rear wiper/wash, tachometer.

Volvo 245GLE

2.1 litre fuel injected 4 cylinder engine. 123hp (DIN). Specification includes metallic paint, leather upholstery, colour keyed interior, tinted glass, heated driver's seat, overdrive on 4th gear, special badging, intermittent rear wiper/wash.

Volvo 265GL

2.7 litre 6 cylinder fuel injected engine. 148hp (DIN). Specification includes metallic paint, power steering, tinted windows.

Volvo 265GLE

Identical engine and performance to 265GL, but the luxury specification includes air conditioning, electric windows, electrically operated door mirrors.

For further details see separate brochure "Volvo 245/265".



Technical Data

	343 DL	244 DL	244 GL	244 GLE	245 DL	245 GLE	264 GL	264 GLE	265 GL	265 GLE	262 C
Engine											
Type	B14	B21A	B21A	B21E	B21A	B21E	B27E	B27E	B27E	B27E	B27E
No. of Cylinders	4	4	4	4	4	4	6	6	6	6	6
Capacity (cc)	1397	2127	2127	2127	2127	2127	2664	2664	2664	2664	2664
Max. output hp at rpm (DIN)	70/5500	107/5500	107/5500	123/5500	107/5500	123/5500	148/5700	148/5700	148/5700	148/5700	148/5700
Max. output kW at r/s (DIN)	51/92	79/92	79/92	90/92	79/92	90/92	109/95	109/95	109/95	109/95	109/95
Max. torque kpm at rpm	11/3500	17.3/2500	17.3/2500	17.3/3500	17.3/2500	17.3/3500	22.2/3000	22.2/3000	22.2/3000	22.2/3000	22.2/3000
Compression ratio	9.5:1	9.3:1	9.3:1	9.3:1	9.3:1	9.3:1	9.5:1	9.5:1	9.5:1	9.5:1	9.5:1
Carburation	carb.	carb.	carb.	CI system	carb.	CI system					
Cooling system											
Capacity (litres/pints)	6/10.6	9.5/16.6	9.5/16.6	9.5/16.6	9.5/16.6	9.5/16.6	10.9/19.2	10.9/19.2	10.9/19.2	10.9/19.2	10.9/19.2
Electrical system											
Battery	12V/36Ah	12V/60Ah	12V/60Ah	12V/60Ah	12V/60Ah	12V/60Ah	12V/70Ah	12V/70Ah	12V/70Ah	12V/70Ah	12V/70Ah
Alternator	50A	55A	55A	55A	55A	55A	70A	70A	70A	70A	70A
Fuel tank											
Capacity (litres/gallons)	45/9.9	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2	60/13.2
Tyres											
Steel belted radial ply	155SR	175SR	185/70SR	185/70SR	185SR	185SR	185/70HR	185/70HR	185SR	185SR	185/70HR
	13	14	14	14	14	14	14	14	14	14	14
Wheels	5J 13"	5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"	5.5J 14"

	343	244	245	264	265	262C
Exterior Dimensions						
Overall length (cm/inch)	420/165	488/192	488/192	488/192	488/192	488/192
Overall width (cm/inch)	166/65	171/67	171/67	171/67	171/67	171/67
Overall height (cm/inch)	139/55	143/56	146/57	143/56	146/57	137/54
Wheelbase (cm/inch)	239/94	264/104	264/104	264/104	264/104	265/104
Turning circle (m/ft)	9.2/30' 2"	9.8/32' 2"	9.8/32' 2"	9.8/32' 2"	9.8/32' 2"	9.8/32' 2"
Load Accommodation						
Maximum width (cm/inch)	137/54	155/61	135/53	155/61	135/53	159/60
Volume, rear seat in use approx. (m ³ /cu. ft)	0.4/14.1	-	1.2/42	-	1.2/42	-
Volume, rear seat folded, approx. (m ³ /cu. ft.)	1.2/42	-	2.15/70	-	2.15/70	-
Weights						
Kerb weight, approx. kg/lb		1270/2794	1320/2904	1370/3014	1430/3146	1400/3080
	1090/2398	1305/2871	1335/2937	1425/3135	1465/3223	
Gross laden weight, approx. kg/lb	1400/3080	1780/3925	1950/4299	1900/4180	1950/4299	1900/4180
Permissible trailer weight, kg/lb	700/1544	1500/3307	1500/3307	1500/3307	1500/3307	1500/3307

Warranty

Twelve month warranty irrespective of mileage.

The factory reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models.