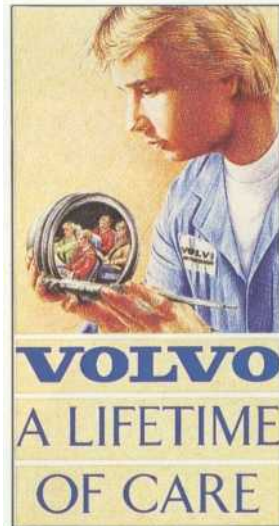


VOLVO 1988



VOLVO



Think for a moment about what you really want from a car. Do you want a versatile, yet cavernous estate that can swallow even the largest of everyday objects? Are you looking for the ultimate in motoring safety, where everything possible has been done to protect you and your family?

What about reliability? Maybe your choice would take you towards a family saloon you know you can depend upon. Or what about a prestigious luxury saloon or an exciting, sleek sports tourer.

Whatever you decide is your kind of motoring you'll find it in the 1988 Volvo range.

Every car has the specification and the inherent quality you'll find impressive. But there's more.

With each of our latest models comes the promise of a lifetime of care.

Lifetime Care.

Lifetime Care is not an open-ended warranty covering all parts of your car for ever. How could it be? Natural wear and tear limits the life of many automotive components. However, it is a very valuable commitment on our part. Briefly, what we say is that, providing your Volvo is looked after properly and

very much upon trust between both Volvo Concessionaires Ltd and Volvo owners. That, as many people can testify, is something that there is in plenty.

CareLine.

An integral part of Lifetime Care is CareLine.



serviced by Volvo Dealers on a regular basis, there is no reason why those parts not due for renewal should suddenly fail.

If they should, and if you have kept your side of the bargain, then we promise to replace them. This applies regardless of the age of your Volvo, or the mileage it has covered.

Obviously, such a system depends

CareLine brings you a complete range of motoring services. These include:

- *Membership of the RAC.
- Route planning service.
- 24 hour roadside assistance.
- Traffic and weather reports.
- Overnight accommodation and onward travel (24-hour car hire/train/taxi) if necessary.

CareLine only remains operative as long as your car is serviced at the correct intervals by recognised Volvo dealers and genuine Volvo parts are used.

Providing it is, then those valuable benefits are yours free. All you have to do is call the number on your CareLine card whenever you want assistance.

THE 240 RANGE



The Volvo 240 has collected more safety awards than any other car. During the last 14 years it has evolved into what, for many people, is the perfect vehicle.

1988 brings further improvements to a model which will deservedly be part of the Volvo range for years to come.

The instrument panel is Volvo practicality at its best. Clear and concise with instruments easy to read and controls easy to reach. Items of radio equipment shown are genuine Volvo accessories.

75 cubic feet of space, combined with high roof clearance, make the Volvo 240 estate one of the most effective load carriers around.

A rigid steel safety cage protects all of the occupants inside. Intrusion bars in the doors also help minimise the effect of impact from the side.

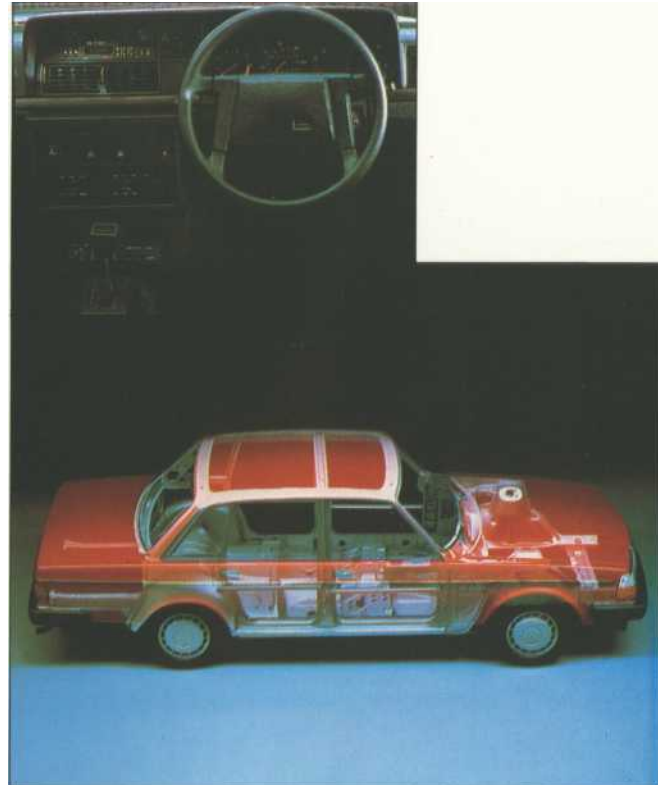


240 DL Estate.

Central locking, power assisted steering, tinted glass, internally adjustable mirrors, headlamp wash/wipe, cloth upholstery, heated front seats, tailgate wash/wipe*, 2.3 litre carburettor engine, 4-speed manual gearbox.

240 GL Saloon and Estate.

As 240 DL Estate plus electric front windows, tachometer, CD wheel covers, trico interior, rear head restraints', 2 litre fuel injection engine, 5-speed manual or 4-speed automatic gearbox.



240 GLT Saloon and Estate.

As 240 GL plus metallic paint, alloy wheels, electric front and rear windows, sunroof^o electrically adjustable mirrors, plush or leather interior, 2.3 litre fuel injection engine, 5-speed manual or 4-speed automatic gearbox.

'Saloon only

* Estate only

THE 300 SERIES



People new to Volvo are often surprised to discover that the 300 series offers precisely the same exceptional standards and many of the features that are found in larger Volvos. The reason for this is simple. At Volvo, reliability, safety and durability are designed into the initial concept of the car. This preoccupation with quality continues with the 1988 range, along with extra features which add to the value for money the 300 series represents.

340 DL Hatchback.

Rear fog lights, internally adjustable door mirrors, heated front seats, headlamp wash/wipe, front and rear seat belts, locking fuel cap, electronic ignition, 3 band stereo radio cassette, rear wash/wipe°, Tweed upholstery, 1.4 litre engine.

340 GL Saloon or Hatchback.

As 340 DL plus tinted glass, central rear seat armrest, 1.4° or 1.7 litre engine, 5-speed gearbox, central locking. 1.4° litre model available with automatic gearbox.

340 GLE Saloon or Hatchback.

As 340 GL plus coachlines, electric front windows, central locking, rear headrests*, rev counter, plush upholstery, metallic paint, 1.7 litre engine and 5-speed gearbox.



360 GLE Saloon or Hatchback.

Rev counter, 3 band stereo radio cassette, electric front windows, central locking, tinted glass, illuminated ignition switch, rear wash/wipe° heated front seats, front and rear head restraints* metallic paint, plush upholstery, 2 litre carburettor engine, 5-speed gearbox.

360 GLT Saloon or Hatchback.

As 360 GLE plus front and rear spoilers, front fog lights, interior light time delay, alloy wheels, low profile tyres, sunroof, 2 litre fuel injected engine, 5-speed gearbox.

° Hatchback only.

* Saloon only.

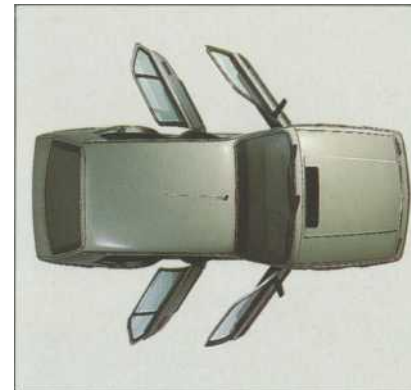
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All Volvos have a particularly even torque curve which makes them superb for towing.

On GL models and above, there is extra storage space for long items.

The doors on all 300 series Volvos open more widely than is usual. This makes getting in and out far easier.



Like every other Volvo model, the 300 series receives at least 13 layers of rust resistant surface treatment.



Logically placed, all of the controls can be reached without taking your eyes off the road.



The interior has been designed to keep you relaxed and comfortable on the longest of trips.

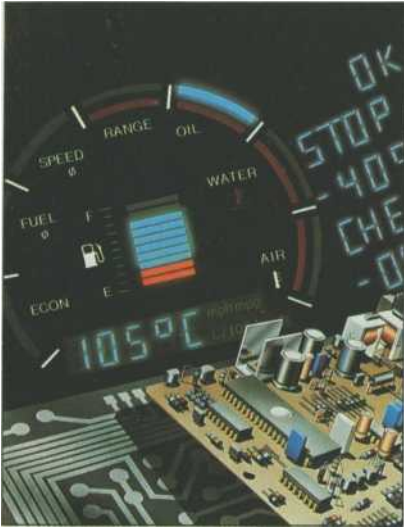
THE 480 ES



The new Volvo 480 ES is unique. No other car combines such exhilarating driving pleasure with Volvo's renowned commitment to safety.

Within its eye-catching, aerodynamic shape is a spaciousness both driver and passengers will appreciate. Everywhere are examples of innovative thinking. The 480 ES is modern technology applied to traditional principles.

Advanced electronics produce great accuracy from the instrumentation.



The 5th gear drops the engine speed by 24%, lowering engine noise and improving fuel efficiency at the same time.

The 1721cc injection engine produces 109 bhp and a top speed of over 118 mph and accelerates from 0-60 mph in under 9.5 seconds.

The split rear seat turns this 4 seater into a load carrying 2 or 3 seater.



Volvo's first front wheel drive car displays excellent roadholding.

The smooth lines of the 480 ES allow it to slip through the air quietly, quickly and economically.

The body shape is not sensitive to cross winds. At motorway speeds it is exceptionally stable.



Front wheel drive, power assisted steering, heated front seats, servo assisted disc brakes, central locking, burglar alarm, power windows, electrical adjustable exterior mirrors, all electronic information centre, headlight jet wash, long-range lights, rev counter, roll bar, 1.7 fuel injected engine, 5-speed manual gearbox, 3 band stereo radio cassette.

THE 740 RANGE



The Volvo 740 embodies all the traditional Volvo virtues. It protects its occupants with the rigid steel safety cage Volvo owners have come to expect.

The 740 is also a car to enjoy, producing exceptional performance from a range of fuel efficient engines - and offering a level of comfort that shortens even the longest journey.

740 GL Saloon and Estate.

Electrically operated front windows and mirrors, central locking, power assisted steering, front and rear head restraints, self-levelling* headlamp wash/wipe, 2 litre fuel injected engine, 5-speed manual or 4-speed automatic gearbox.



740 Turbo Diesel Saloon and Estate.

Electrically operated front windows and mirrors, central locking, power assisted steering, front and rear head restraints, self-levelling* headlamp wash/wipe, 2.4 litre 6 cylinder turbocharged diesel engine, 4-speed manual with overdrive or 4-speed automatic gearbox.

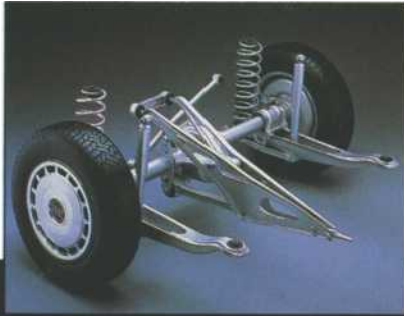
740 GLE Saloon and Estate.

As 740 GL plus sunroof, electric front and rear windows, plush or leather upholstery, alloy wheels, metallic paint, 2.3 litre fuel injected engine, 4-speed manual with overdrive or 4-speed automatic gearbox.

740 Turbo Saloon and Estate.

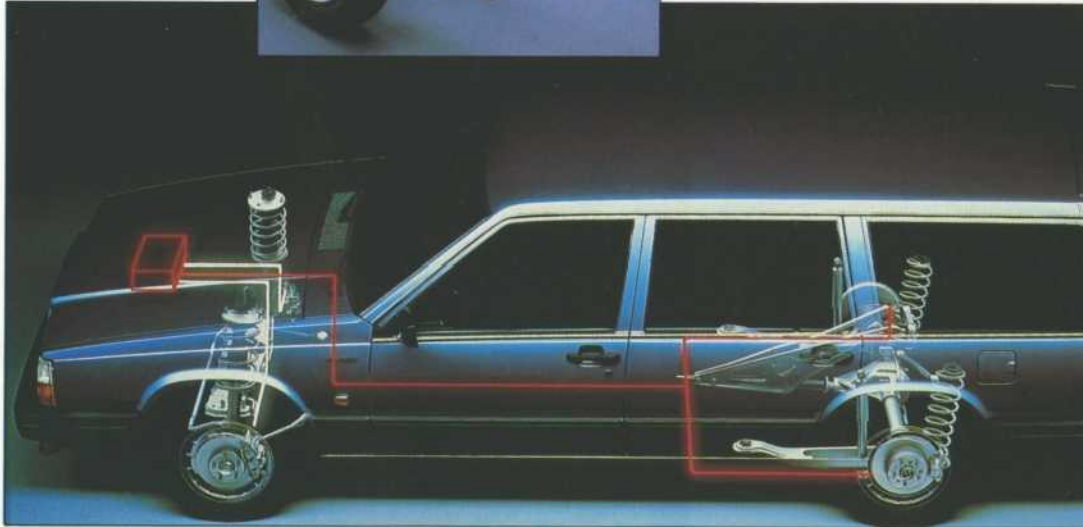
As 740 GLE plus front fog lamps, special plush and leather interior, 5 spoke alloy wheels, 2.3 litre turbocharged engine, 4-speed manual gearbox with overdrive, or 4-speed automatic gearbox.

*Estate only.



Self-levelling suspension is now standard on all 740 estates.

The new multi-level heating and ventilation system is more efficient than ever.

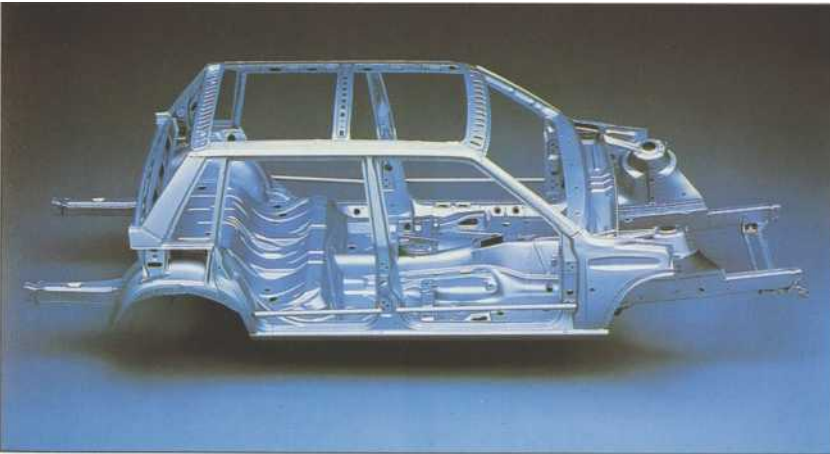


ABS braking is now an option on all 740 models.



Besides the 17 cubic feet boot, the 740 saloon has extra storage space in all doors, the front seat backs and in the illuminated glove box.

Spacious interior provides comfort for even the tallest occupant on a long journey.



Crumple zones front and rear and a rigid steel safety cage result in the ideal form of protection for everyone inside the car.

THE NEW 760



The Volvo 760, the car which captured the motoring public's imagination when it was originally introduced, now has a significant number of design changes which have taken it even closer to becoming the ideal car.

Outside, the front has been restyled, giving a sleeker, more



aerodynamic shape. There are new alloy wheels and new metallic finishes. ABS braking is now fitted as standard to all 760 models.

Inside, the fascia has been redesigned and temperature and ventilation are regulated by a sophisticated electronic climate control system.

The new Volvo 760. Estate or saloon? In its class that's the only choice you have to make.

The 760 Estate is the most practical luxury car available. Different seating configurations allow you to increase an already impressive 42 cubic feet of storage space until it becomes a platform almost 6 feet in length capable of holding 75 cubic feet.



Lower bonnet line, redesigned fascia, new multilink rear suspension, new alloy wheels, ABS braking, Electronic Climate Control, new plush or leather upholstery, electric sunroof, electrically heated front seats, electrically adjustable driver's seat, tinted glass.

The 760 GLE.

6 cylinder 2.8 litre fuel injected engine.
4-speed automatic gearbox.

The 760 GLE Turbo Diesel.

2.4 litre Turbocharged Diesel engine.
4-speed automatic gearbox.

The 760 Turbo.

2.3 litre Turbocharged Intercooler engine. Four speed automatic or 4 speed manual gearbox with overdrive.

'Saloon only.



The new bonnet line curves gently over the windscreen wipers improving the 760's aerodynamics. Foglights and spotlights are incorporated in the headlamp cluster.



The saloon version of the new 760 has a new split multi-link rear axle for increased comfort and roadholding. The estate version retains the live rear axle which is better suited to carrying heavy loads.



Some things never change. Like all Volvos the 760 undergoes a 22 programme anti-corrosion treatment that currently gives Volvo cars a life expectancy of 20.7 years, according to independent statistics.



The boot on the 760 saloon holds almost 17 cubic feet of luggage in addition to long articles, which can be fed through into the car's interior.



The new interior combines luxurious comfort with traditional Volvo practicality. Note the ease with which all controls can be seen.

The seats provide firm support. The driver's electronically adjustable in all directions.

