



# VOLVO

FROM

CREATIVE PR, INC., 130 EAST 59TH STREET, NEW YORK 22, NEW YORK MURRAY HILL 8.5811

Ty Jurras, TY JURRAS PUBLICITY, 521 N. La Cienega Blvd., Los Angeles 48 Olympia 2-9660 - West Coast Director of Public Relations and Publicity, Anderson & Cairns, Inc., New York, Creative PR, Inc., New York.

FOR: Auto Imports, Inc., 13517 Ventura Blvd., Sherman Oaks, California

RELEASE AT WILL

THE SWEDISH CAR WITH THE LATIN NAME

VOLVO automobiles were first made in 1926 when ten experimental models were hand-crafted to determine the feasibility of car production in Sweden. It was felt that there would be a demand for cars that could meet the ruggedness of the roads and climate and that the superiority of Swedish steel and craftsmanship would be significant assets in automobile production.

Encouraged by the ten "pilot" models, Volvo began commercial car production of 100 units and the first completed 4-cylinder open tourer came off the assembly line in 1927.

Subsequent growth has always been paced to the availability of skilled labor and the strict limits of precision engineering. To date, production has not kept pace with demand although 70,152 units were completed in 1958.

(more)

Exports to North America have tripled since they began three years ago. Unit figures are, 1956, 5,050; 1957, 10,414; 1958, 15610.

The word "Volvo" is from the Latin and means, "I roll." Automotive engineers and sports drivers are lavish in their praise of the car and consider it to be outstanding in durability, workmanship, and performance. Power and speed are achieved through a ratio of 1 horsepower for every 25.2 pounds of automobile weight. With non-premium gasoline, the compression ratio is 8.2 to 1.

In the grueling annual Little Le Mans race over the tortuous Lime Rock (Conn.) course in 1958, Volvos ran 1, 2, 3. In 1957 Volvos won the first five places.

The same Volvo was first both years, whipping through the course in 1958 for 10 straight hours at better than 60 mph.

In the chilling 3-day Rally to the Midnight Sun through the Arctic Circle, Volvos again garnered the first five places.

One of the most brutally demanding performances asked of Volvo was a recent non-stop run that touched 48 states, Canada, and Mexico in which the engine ran continuously for 8 and one-half days. The 196-hour-plus run, in which all traffic laws were faithfully observed, covered 9,261 miles at an amazing average speed of 47 mph with the Volvo delivering an average of 27 miles per gallon.

Experts do not attribute these amazing performances to any startling engineering design discoveries by the makers of Volvo; the key reason engineers advance is the superb quality of materials and skills used in manufacture of the car. It is not an assembly-line automobile in the accepted sense of the word.

Beginning with Swedish steel and incorporating more expensive alloys and metals, Volvo craftsmen work to critical tolerances and time-consuming standards of perfection.

The sturdy and safe "unit body construction" commonly regarded as a major automotive advance this year has been featured by Volvo since 1940.

No car is completely perfect, and some criticisms of Volvo have been made.

One, primarily of interest to racing drivers, is the distance between third and fourth gears when shifting. Over-simplified, this means that a certain amount of power is lost during this shifting o gears.

Some Americans, accustomed to the increasing trend toward wide expanses of glass around the perimeter of US cars, initially feel some loss of rear-view vision in the Volvo.

Styling is a matter of discussion, too. Some feel that the relatively unchanging lines of Volvo are not as handsome as other available models. This feeling is being counteracted

since the introduction of the four-door 122S, which features an attractive divided grille and contemporary styling. In the near future, Volvo will also make available a breathtakingly beautiful sports coupe.

Current Volvo styling is preferred by owners of the car who term the design "honest." And, as with many other imported car owners, Volvo owners claim the relatively unchanging body style "keeps the car looking new longer" and makes depreciation less from year to year.

The Volvo group of industries also manufactures gasoline and deisel trucks and buses, marine engines, tractors, graders, and farm equipment, lathes and other industrial machinery, jet airplane engines, and printing presses.