

Marketing Public Relations  
P.O. Box 1015  
5700 MC Helmond  
The Netherlands  
Phone (0)4920 - 66111  
Telex 51982  
Telefax (0)4920 - 36995

---

## Press Information

---

### THREE ACTION MODELS HERALD THE ARRIVAL OF THE MILLIONTH VOLVO 300

Three action models, endowed with an extra attractive and high-level equipment specification, will add lustre to the production of the millionth car in the Volvo 300 Series in March. In order to underline and retain the exclusive character of these cars, they will be built in a very limited number.

#### LUXURY

Star of the action models is the 'Millionaire'. This model, based on the 340 GLE 4-door sedan, is representative of what Volvo Car B.V. has to offer in the way of luxury, ride comfort and quality.

Depending upon the market variant, an engraved plate will be mounted on the dashboard showing the serial number, the number of cars built in this limited series and the date of manufacture.

While the standard specification provides for a 1.7-litre engine, this may vary from country to country. The exterior colour is smoke silver metallic with a special silver-grey striping. Equipment includes colour-matched bumpers and petrol filler cap, 13" alloy wheels, wide body side protection mouldings, padded head restraints at front and rear, a three-band radio/cassette unit with digital readout, two loudspeakers (one in each front door), central locking, electrically operated front door windows, a rev counter and oil pressure and temperature gauges.

#### REDLINE FAMILY

The other two action models have been named 'Redline' and will be available in two variants: Redline Family and Redline Sporty. The family version - based on the 340 DL 5-door hatchback - will have a 1.7-litre engine in the standard specification, although here again this may vary from country to country. Our choice of exterior colour is blue metallic but other colours are available upon request (graphite, black, smoke silver - all metallic). Equipment includes tinted glass, a special red striping, black bumpers with bright decor moulding, special wheel covers, wide body side protection mouldings, padded head restraints, an extended tunnel console and a three-band radio/cassette unit with digital readout and two loudspeakers (one in each front door).

#### REDLINE SPORTY

The third action model is the Redline Sporty, based on the 340 GL 5-door hatchback. Here too, the engine type may vary from country to country but in the standard specification a 1.7-litre engine is fitted. Black metallic is our proposal for the exterior colour, but graphite metallic and smoke silver metallic are also possible. The standard equipment package includes a special Redline decal, black grille, rear spoiler, black bumpers with red decor moulding, large wheel covers, wide body side protection mouldings, grey GLT seat covers with red piping, padded head restraints, a three-band radio/cassette unit with digital readout, two loudspeakers (One in each front door), central locking and a rev counter.

Marketing Public Relations  
P.O. Box 1015  
5700 MC Helmond  
The Netherlands  
Phone (0)4920 - 66111  
Telex 51982  
Telefax (0)4920 - 36995

---

## Press Information

---

### MILLIONTH VOLVO 300 MERELY ANOTHER MILESTONE ALONG THE ROAD

On 19 February 1976 the 'best kept secret' of the Volvo organization was revealed. For many, the introduction of the Dutch developed and Dutch manufactured Volvo 343 came as a complete surprise. On 8 March 1988 the millionth variant in the 300 series will drive off the assembly line at Volvo's Born plant in the South of Holland. And that is equally surprising.

The fact that after 12 years in production, a car is still so popular that it will continue to be manufactured into the 'nineties.

Individuality, consistent innovation and expansion of the range undoubtedly lie at the root of this ongoing popularity. Each year has seen the introduction of product improvements, fine-tuning of the production process and a greater variation in the model line-up.

### ACTION MODEL

The Volvo 'Millionaire', exhibited here at the international Geneva Motor Show, symbolizes the road travelled by the Volvo 300. This special action model, of which only a limited number will be built, exemplifies what has been achieved in the Volvo 300 Series in terms of luxury, ride comfort and quality. The possible combinations of body styles, engines, transmissions, equipment and trim levels, colours, upholstery choice, options and market variants is at the present time virtually inexhaustible. For the nearly sixty countries where the 300 Series is sold, Volvo manufactures on a customer oriented basis - which amounts to making what the consumer demands. In practice this means that a selection of more than 80,000 variants is actually manufactured.

### INTERNATIONAL BOW

It is not without reason that this 'millionaire' is on the Volvo stand at Geneva. The first Volvo 343 made its international bow here in March 1976, introducing a hatchback which represented a totally new concept in terms of styling.

The aerodynamics of this styling, for example, helped to keep the rear window clear when driving in bad weather. Another outstanding characteristic was the roadholding - the result of a perfect front/rear weight distribution. By installing the engine at the front and the cluck/gearbox/final drive/differential at the rear (transaxle design) in combination with a de Dion rear axle, it was possible to achieve a low unsprung weight for this rear wheel drive car. Other praised features included the comfortable interior, the complete equipment package, the large, variable load-carrying capacity and the high levels of active and passive safety.

### GREAT LEAP FORWARD

After this positive reception, the many possibilities offered by this strong concept were developed further. In 1979 the 5-door variant was introduced as the Volvo 345. A year earlier a manual four-speed gearbox variant joined the model line-up, alongside the automatic variant (CVT) which, until then, had been the standard transmission in the 300 Series. In 1980 the power choice was expanded with a 2-litre variant, characterized by a high torque over a wide engine speed band. This team mate to the 1.4-litre engine represented a great leap forward - certainly for people looking for caravan pulling power.

Marketing Public Relations  
P.O. Box 1015  
5700 MC Helmond  
The Netherlands  
Phone (0)4920 - 66111  
Telex 51982  
Telefax (0)4920 - 36995

---

## Press Information

---

### INDEPENDENT

In 1981 - when Volvo Car B.V. became financial independent company within the Volvo group - the first step along the road to a new future was the presentation of a different front end on the 300 models. Apart from enhancing the appearance, this facelift also helped to reduce fuel consumption by considerably lowering the drag coefficient of the car. In September 1982 the first 360 GLT came off the assembly line - a car with a fuel injection engine and extra sporty appeal. A year later Volvo Car B.V. introduced the 340/360 Sedan and firmly established a third main model in the range. Top-of-the-line variant became the exclusive 360 GLE.

### CLEAN POWER UNITS

In December 1983 there was another cause for celebration when the hundred-thousandth 300 of that year was produced. In 1984 Volvo Car B.V. launched the 340 Diesel, followed a year later by the 340 with a 1.7-litre petrol engine (B 172). In the mean time a manual five-speed overdrive gearbox had become available. With the arrival of the 1.7-litre engine, the 300 Series also underwent a number of external modifications which made it even more up-to-date. Since 1985 the emphasis has been on further enhancing the luxury and comfort; on the introduction of environmentally friendly engines; and on perfecting the smallest details. The 2-litre engines (B 200 range) meet the EEC requirements for clean power units even without a catalytic converter. All the same, they run on all grades of petrol - leaded and unleaded, normal and super. The engines equipped with Pulsair, EGR and catalytic converter systems are models of environmental topicality

### INNOVATION

Inspired by the increasing number of export countries in (sub)tropical regions, significant innovative work has been accomplished, as witness inter alia the development of an air-conditioning system which offers optimum performance even in the most extreme conditions. Another result of the company's export efforts was the start (in 1985) of CKD operations. Since the import of road-ready cars in some countries is curtailed by import restrictions, the decision was taken to supply these markets with cars in kit form. In Malaysia these 'Completely Knocked Down' cars are assembled by local labour.

### INTERIM RESULT

Of course, history is not an unending string of highlights. History is feast and famine. The 300 Series has also had its setbacks. But without this evolution and refining process, the interim result of 1,000,000 Volvo 340/360's - which includes exclusive action models, police patrol cars in The Netherlands, Switzerland and Malaysia and the 340 that won the European Rallycross title in 1980 - would probably not have been achieved.