



THE NEW VOLVO STATION WAGONS -
MORE VERSATILITY AND EVEN BETTER COMFORT

Station wagons of the 760 and 740 Series now introduced on all markets.

Introduction of the 740 GL Station Wagon.

Design and comfort improvements to the 240 Series and 740 Turbo.

Better rustproofing on all models.

In short, these are the most important new features of the 1986 model year Volvos. The most attractive and comprehensive model programme ever launched by Volvo.

- The new generation of station wagons will form a natural complement in the up-market class to our successful 240 Station Wagon, says Dan Werbin, Executive Vice President of the Volvo Car Corporation.

- Volvo now markets a programme of station wagons which covers every need, from down-to-earth transportation to the exclusive touring comfort of the 760 GLE Station Wagon.

- This breadth of variants provides us with an entirely unique position among manufacturers of station wagons and further-strengthens our position in the marketplace.

Complete 700 programme

The 700 family has completed its introduction phase and is now selling worldwide in all of Volvo's markets. The 760 and 740 Series now account for close to 60% of the total production of the Volvo Car Corporation.

Thanks to the introduction of the station wagons, the 760 and 740 Series are now fully complete and within a year or two, the Volvo 780 will be ready for its introduction to most markets. This is the most attractive and comprehensive model programme which Volvo has ever been able to offer its customers.

Although station wagons account for only 5% of the West European market segment in which Volvo competes, slightly more than one third of the Volvo Car Corporation's production is made up of station wagons. In Europe, the volume increase by Volvo station wagons has been about 20% per year since 1980. During the same period, the market in large has increased only by a couple of percentage points per year. Volvo now sells twice as many station wagons as its closest competitor, and in some countries, Volvo holds 50% of the market sector which the British call "luxury estate cars".

Broad model programme

The new series of station wagons being introduced in Europe and Volvo's other markets is available with the same range of engine and equipment alternatives as the equivalent sedans, from the 740 GL Station Wagon, which will be the volume model, to the exclusive 760 GLE Station Wagon.

The 760 and 740 Station Wagons share the same basic bodyshell. Exterior differences are noticeable in brightwork, rims, radiator grille, etc, in the same manner as the sedan versions.

The standard of interior trim and the level of comfort are fully comparable between the sedans and station wagons -°the latter of course providing, in addition, a very spacious cargo area which is also fully trimmed with textile carpeting and very well sound insulated.

To protect valuable items from prying eyes, there is a cavity in the cargo area floor which can also be used for the installation of a rearward-facing safety seat which can fold down into the cavity.

Split-back rear seat

The rear seat is by no means a compromise as it often is in other makes of station wagon. Generously padded and upholstered, it is ideally contoured for comfort and also has armrests and head restraints.

The backrest can be divided (1:2) which allows a great many combinations of passengers and cargo. In addition, the rear seat cushion can be quickly and easily lifted out of the car to provide extra cargo space (+ 9 centimetres in length).

The straight lines of the rear of the station wagon provide for maximum load height over practically the full length of the floor. The rear styling also means that the pressure centre acting on the car is further to the rear which is beneficial to directional stability and also reduces drag.

In addition to low drag, low weight is very important to a car in order to keep fuel consumption to a minimum. The large tailgate of the Volvo 760 and 140 Station Wagons is an all-aluminium pressing.

High standard of comfort

Quite a common problem in station wagons is the temperature difference which arises between the front and rear areas of the car. In the 760 and 740 wagons, the problem has been solved by placing the air outlets as low as possible in the floor of the cargo area which means that heated air is blown out across the surface of the floor thus providing this part of the car with warmth and ventilation.

The sound level in the new Volvos is comfortably low since wind road and road and tyre noise have been reduced thanks to detailed work on the styling of the body and exceptionally good sound insulation. The chassis, engine and transmission of the 760 and 740 Station Wagons are identical to those of the Sedans and give exactly the same handling and performance - which was also one of the prime objectives when designing this new series of five-door cars.

Sliding steel sun roof

Nor are there any differences between the four and five-door cars concerning the range of options and extras. This means, for example, that the station wagons can now be specified with a sliding steel sun roof (manual or powered).

A roof-mounted ski-box which harmonizes perfectly with the lines of the car and is available in the same colours, is an example of the new accessories.

Volvo 240 - a safe and secure investment

Up to now, more than two million cars of the Volvo 200 Series have been built. It is now a classic in the marketplace and has been steadily improved and refined over the years.

The changes made to the Volvo 240 for 1986 are the most extensive since the 1979 model. Above all, Volvo has concentrated on improvements to design, comfort and even better quality.

In matters of styling and design, the 240 now has a new front, a new engine bonnet and a new boot lid. Full-width hub caps are also new as are the streamlined door mirrors which, together with closer fit-up between components, helps to reduce wind roar and the drag coefficient.

A wide border along the flanks of the car and integrated mudflaps at the rear improve the protection against flying stones, road grit and salt.

On the inside, the improvements mostly concern comfort with new seats which are more deeply contoured and have higher backrests. In addition, both front seats now incorporate electric heating units in the cushion and backrest. The 240 is now fitted with the same type of head restraints as the cars of the 700 Series,

Door panels are textile-upholstered and the lower section of the fascia is colour-coded to the rest of the trim.

In the station wagons, the entire cargo area is textile-upholstered and sound insulation has been significantly improved.

Tinted glazing is standard on all models and the remote-controlled door mirrors are now easier to adjust.

An engine compartment lamp and a new lock on the boot are examples of smaller improvements.

740 Turbo with a profile of its own

The Turbo version of the Volvo 740 has for the 1986 model year been given a profile of its own in the form of five-spoke aluminium alloy rims, a new grille, and twin, black tailpipes. The interior of the car also mirrors its Turbo character with new upholstery of checker plush, or leather in black or beige. The seats are more deeply dished and head restraints, which are standard both front and rear, are now upholstered to match the trim.

The Volvo 760, of which about 30,000 are built each year, accounts for a growing share in the prestige segment of the market. With the introduction of the five-door version, Volvo will be able to strengthen its position in the segment still further.

Investments in better rustproofing

For a considerable number of years, Volvo has steadily improved the rustproofing of its cars. Extensive pre-treatment of the body and chassis components and the much more extensive use of zinc-coated sheet steel with extra efficient sealing of body joints are a few examples. The Volvo cars of today have a finish which is built up of four-five different coats of paint, with five below the waistline.

Volvo has proof of the fact that this long-term work has given the desired results. This year, the rustproofing process has been improved still further and even more zinc-coated sheet steel is used. To the customer, this means greater security of ownership and of course a better used value through lower depreciation.