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**1986**

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**VOLVO**

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### A Dazzling New Look for a Star Performer: The 240 DL

With the introduction of the 740 Series last fall, many thought it was farewell to the venerable 240 DL. But this entry level Volvo Series has returned boasting a new Euro-contemporary look and numerous interior improvements. Unchanged, however, are the traditional Volvo value features. The 2.3 liter fuel injected 240 DL comes standard with power assisted rack and pinion steering, four-wheel power assisted disc brakes, tinted glass, air conditioning, orthopedically designed front bucket seats, central locking and much, much more.

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#### 740 Turbo wagon: "Best in Tow"

Trailer Boats Magazine recently awarded the Volvo 740 Turbo wagon its "Tow Vehicle Award" naming it the best in the 2,000-3,500 lb. Class II towing category. Trailer Boats' editor said the 740 Turbo wagon was "an outstanding automobile in many ways." with its 3,300 lb. towing capacity and a 2.3 liter turbocharged intercooled four-cylinder engine, "its premise is based on performance, with extra luxury and unusual comfort." Trailer Boats' editor goes on to say, "It's without a doubt the finest station wagon of its size we've ever driven." we think you'll agree.

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# VOLVO

# NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

VOLVO 1986: A LOOK AT THE TARGET FROM THE BULLSEYE'S POINT OF VIEW

ROCKLEIGH, N.J. -- Car marketing people frequently speak of "targeting" their product at a specific market segment. If in fact the automotive marketplace can be compared to a giant dartboard, then Volvo may be said to have scored a bullseye in the upscale family segment.

Occupying a spot squarely in the center of the marketplace may be very desirable, but it also attracts the efforts of competitors who would like to share, or if possible take over, that position. According to Joseph L. Nicolato, president and chief executive officer of Volvo Cars of North America, other manufacturers are now building cars that are "Volvo like" both in size and in their attempt to combine performance and fuel economy. "The average new car sold today," he explains, "is closer in wheelbase, engine size and weight to Volvo than at any point in history."

When Volvo first came to North America 30 years ago, its product line consisted of a single sedan model called the 440. Only slightly larger than a Volkswagen, this rugged little car helped Volvo establish its reputation for durability, reliability, safety and comfort.

Not believing in change for the sake of change, Volvo introduced very few new platforms during the next several decades. The most significant development was the introduction in 1968 of the 140 Series which provided the fundamental platform and componentry for almost half of the Volvos sold today. Although today's Volvos are nearly the same size and configuration as the original 140, they are

much closer to the center of the market in terms of dimension, engine output and fuel economy -- not because Volvo has moved closer to the center, but rather because the center has moved closer to Volvo. This shift is a result of domestic car downsizing and most imported cars upsizing.

Consumers today demand the kind of rational car concept which Volvo pioneered decades ago, and manufacturers from around the world are working to satisfy that demand. Obviously, the market for Volvo-like cars is growing, which increases Volvo's market opportunities. At the same time, the number of competitors vying for each customer is also increasing.

This kind of pressure does not frighten Mr. Nicolato. "We feel the competition will help us do even better," he says. "We have always worked to give our customers the best car for the dollar. Today we are working harder than ever to add style, performance and prestige to our already competitive package,"

Typifying Mr. Nicolato's comments is the redesigned Volvo 240 DL, the model which has long provided the volume base for Volvo's North American sales. The 1986 DL has a lower, more aerodynamically efficient front end and, on sedan models, a new trunk deck with a more distinctly convex cross-section for decreased drag. The contemporary aerodynamic appearance is further enhanced by chip-resistant lower body side moldings and new flush hubcaps. The 240 DL is powered by one of Volvo's famous 2.3 liter low friction fuel injected engines.

Sharing the 240 DL's mechanical componentry and body shape is the 240 GL, Volvo's first luxury four-cylinder offering. Premium features found as standard equipment on GLs include 25-spoke light alloy wheels, velour upholstery (leather in wagons), power windows, tachometer, and a sliding steel sunroof in sedan models.



With the introduction of the 740 GLE and 740 Turbo in 1985, Volvo opened the door to an entire new segment of buyers: those who appreciated the contemporary appearance of Volvo's top-of-the-line 760 Series but were not yet ready to move up to its price class. The 740 GLE is powered by Volvo's efficient 114 hp fuel injected four-cylinder engine and includes velour upholstery, air conditioning, sun roof, and aero styled light alloy wheels. For the segment of the marketplace desiring cars that are exciting as well as practical, Volvo offers the 740 Turbo with its 160 hp turbocharged, intercooled engine. From the outside, the 740 Turbo may be distinguished by its black eggcrate grille and sporty five-spoke light alloy wheels, as well as by its ability to streak from 0-60 in the neighborhood of eight seconds. On the inside the Turbo displays its own richly upholstered leather-faced seats with cloth inserts, and a fully instrumented dashboard. The 740s are available in both four-door sedan and station wagon models.

At the top end of the Volvo spectrum, though still in the center of the marketplace, is the 760 GLE. Offering a level of luxury and standard equipment never before seen on a Volvo, the 760 GLE sedan quickly earned Volvo membership in the personal luxury car club. Not willing to rest on its laurels, Volvo subsequently introduced a wagon version of the 760 GLE which can only be described as one of the most luxurious and versatile cars offered for sale anywhere in the world. Volvo has positioned its 760 as the practical personal luxury car.

There are certain characteristics which are common to all Volvo models, from the entry level 240 DL to the top-of-the-line 760 GLE. At the very heart there is a welded all steel unitbody with roll cage-type center section and front and rear crumple zones. Then there's Volvo's unique brake system which features disc brakes on all four wheels, power assist, and two triangularly split circuits each operating both front wheels and one rear. And there is Volvo's power assisted

rack and pinion steering for easy maneuverability and good road feel. Finally, all Volvo models are covered by one of the most comprehensive and customer oriented limited warranty packages in the industry, providing coverage for defects in materials and workmanship for 36 months with no mileage limitation and a 72-month corrosion protection limited warranty.

Volvo's focus is on the customer, according to Mr. Nicolato. All of Volvo's refinements to its products and services, he says, have one principal aim: customer satisfaction. "Our objective for 1986 is to see that we generate the greatest possible number of satisfied customers," Mr. Nicolato declares. "That -- not our wheelbase or horsepower or weight -- is what will keep Volvo squarely in the center of the marketplace."

# VOLVO

# NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

## DO YOU HAVE TO BE A YUPPIE TO DRIVE A VOLVO?

ROCKLEIGH, N.J. -- It seems almost any magazine you pick up today has an article about Yuppies in which the name Volvo is prominently mentioned. You might find yourself asking if it's really possible that a majority of the young, upwardly mobile, professional community can drive only one make of car. Or, for that matter, is it possible that an entire car company's fortunes could rest on a group whose identity hadn't even been discovered a mere two years ago.

Volvo automobiles are marketed in the United States by Volvo Cars of North America, a division of Volvo North America Corporation, headquartered in Rockleigh, N.J., about 20 miles northwest of New York City. The president and chief executive officer of Volvo Cars of North America is Joseph L. Nicolato who has been with Volvo throughout the vast majority of its entire 30-year history here in the United States. Reflecting on the Volvo/Yuppie connection, Mr. Nicolato indicated that its significance to the company is vastly overrated.

"There is absolutely no doubt that Volvo has been the beneficiary of a great deal of media exposure, thanks to its recent association with the Yuppies," explained Mr. Nicolato. "On the other hand, we were selling more than 60,000 Volvos a year before anyone realized that there was such a thing as a Yuppie."

It would appear that even if Yuppies don't make up the majority of Volvo customers, they do fit neatly into Volvo's typical demographics. The



company's research indicates that their typical buyer is approximately 38 years old, married, has a household income of about \$60,000 a year, and is employed in top management or other professional positions. Volvo buyers typically list among their reasons for buying the product durability, reliability, safety, comfort and value for the dollar. The purchase decision for Volvo cars tends to be rational rather than emotional and Volvo buyers frequently exhibit an almost uncanny amount of knowledge about the product they plan to buy.

According to Mr. Nicolato, you can be fooled by the averages. "While we can give you a statistically average picture of the Volvo buyer, I have yet to personally meet the family with 1.7 children," he stated. "Likewise, it's not necessary to be a college graduate to buy a Volvo. The greatest common factor among Volvo buyers isn't their age or income or education. I believe it's their family orientation and their desire to make a rational choice where transportation is concerned."

Statistics seem to bear this out. Over 85 percent of all Volvo buyers are married, and nearly one-third of all Volvos sold are station wagons. Known for their maneuverability, versatility and safety, the wagons are very popular with young families. In fact, statistics show about three-quarters of all Volvo wagons have women as their principal drivers.

If you separate the Volvo statistics by model, the top-of-the-line 760 GLE seems to break out of the typical Yuppie profile. In this group we find more self-employed people like doctors and lawyers who tend to be a bit older, have matured in their careers, and are now looking for a car with the emphasis on luxury and comfort. These people are no less practical than they were in their youth, still seeking good value for the money, and the kind of durability for which Volvo has become famous. Many have owned 200 series Volvos at an earlier stage in their lives. Others have switched over from top-of-the-line

domestic cars which failed to live up to their expectations. The breadth of Volvo's model line today allows the customer to stay with the Volvo nameplate as his automotive requirements change during the years.

"We're always pleased to see the name Volvo associated with successful, professional people," exclaimed Mr. Nicolato. "And we certainly hope that the people who are today categorized as Yuppies will continue to buy Volvo cars. But we don't want to limit our market to them, nor do we want to give the impression that they are the only people who buy Volvos. In 1985 more than 100,000 people from all walks of life will be buying our cars and we fully expect that to increase in a measured fashion over the years to come."

What does all of this mean? Well, for those of you who are not wearing New Balance running shoes, eating Granola bars, and dressing from the L. L. Bean catalog. ..don't worry, Volvo is perfectly willing to sell you a car.

# VOLVO

# NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

## VOLVO WAGONS HAUL CHILDREN, GROCERIES, BOATS, AND TOP HONORS

ROCKLEIGH, N.J. -- For years people have appreciated Volvo station wagons because of their compact exteriors and roomy interiors. Now another of the Volvo wagon's virtues is being honored. The editors of Trailer Boats Magazine have selected the Volvo 740 Turbo wagon as the winning automobile in their Class II towing category. Automobiles competing for recognition in this class were towing trailers between 2,000 and 3,500 pounds, and were evaluated on the basis of overall performance and fuel economy.

Most people don't realize that one of the byproducts of downsizing is a significant reduction in the towing ability of most vehicles. All 1986 Volvo models are capable of towing 3,300 pounds with only the addition of an appropriate trailer hitch and wiring connector. No supplemental cooling package or heavy duty brakes and suspension package are required. All of the major systems on every new Volvo are dimensioned to deal with the additional stresses imposed by trailer towing. In fact, Volvo dealers even offer factory designed hitches and wiring connectors through their parts departments.

Trailers and station wagons seem to go together like hand and glove. This is probably due to the space needed for the gear that supports whatever hobby it is you happen to have on your trailer. In Volvo's 240 Series wagons, even with the rear seat up providing seating for five, there is over 41 cu.ft. of storage space. In the 700 Series wagons, like the award-winning 740 Turbo, a one-third/two-thirds split rear seat provides an even more versatile in-car

storage capacity. When you're towing, another critical consideration is maneuverability, and the short 32.2-foot turning circle common to all Volvo models takes the worry out of parking in tight quarters.

Maybe you're not a boater today. Maybe you don't think you'll ever want to pull a camping trailer. It's always possible that you could change your mind, and if you're already driving a Volvo all you'll have to buy is a hitch, not a new car. And what if you never need to tow a trailer? In that event, you can relax, knowing that the suspension, brakes, and other vital systems in your Volvo are designed to handle demands in excess of anything you're likely to encounter.