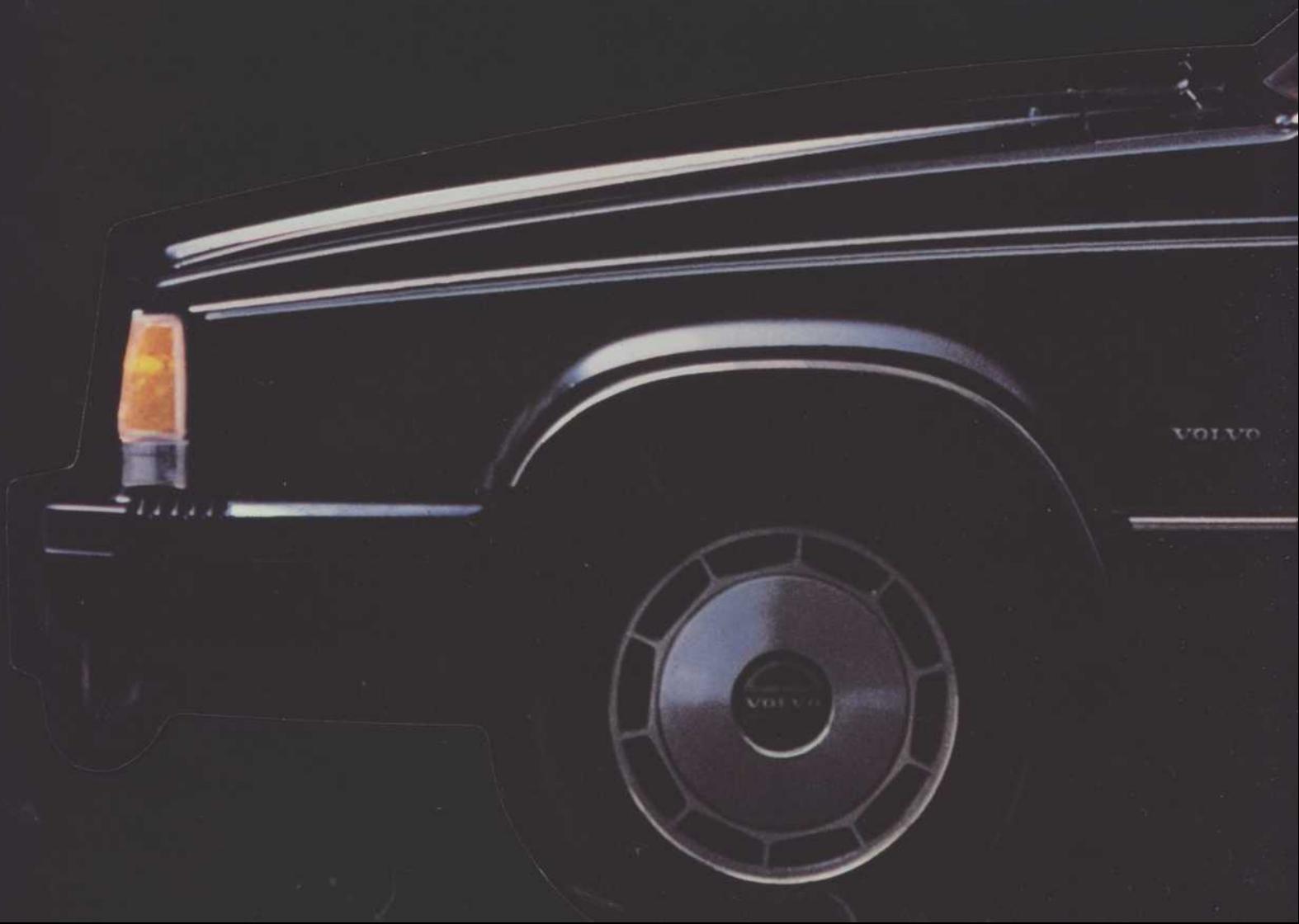


VOLVO
700 SERIES...





The 760 GLE Five-Door: More than a Sedan

For many years the Volvo station wagon has been the official car of the upwardly mobile family. The new 760 GLE wagon extends this mobility even further upward. It is gratifying to note that the comfort, quietness and ride quality found in Volvo's luxurious 760 GLE four-door sedans are also standard equipment in the wagon. The 760 GLE five-door will be available with either Volvo's 2.3-liter turbocharged intercooled four-cylinder gasoline engine or a high mileage 2.4-liter six-cylinder turbodiesel engine. Other features found on all 760 wagons include power sunroof, power windows, climate control, leather-faced seats, light alloy wheels and an AM-FM digital stereo cassette sound system. Like all Volvos, the 760 wagons will have four-wheel power assisted disc brakes with dual triangular circuits, power assisted rack and pinion steering and radial tires. (P705-1)



740 Turbo Wagon: Born to Run

The 740 Turbo wagon from Volvo sets a new standard, not only for station wagon performance but for comfort, handling and quietness as well. Powered by a 160 hp turbocharged intercooled 2.3-liter engine, coupled to either a four-speed automatic transmission or a four-speed manual transmission with electrically operated overdrive, the 740 Turbo wagon is a real driver's car. It has a panoramic dashboard instrumented with large gauges with white numerals on black faces for easy reading. The driver and front passenger will sit comfortably in orthopedically designed leather-faced bucket seats. Up to three rear passengers will sit on a 60/40 split seat also covered in leather. A large fifth door provides easy access to the voluminous cargo area of this near supersonic transport.



A Very Accommodating Car

With only part of its rear seat folded, Volvo's 700 Series station wagon is able to accommodate a full load of luggage, including such long items as skis, as well as two rear passengers. With the rear seat up, there is 39 cubic feet of luggage space, capable of holding enough groceries to fill two refrigerators. And with the rear seat folded completely, the luggage bay can hold items over six feet long and offers a total volume of 75 cubic feet. The split folding seat makes the new five-door the most versatile member of Volvo's highly regarded family of upscale sedans and station wagons. Its entire cargo area is fully carpeted and color coordinated, providing a handsome and durable surface. If it is necessary to transport even more cargo than can fit in the spacious interior, the wagon can tow a 3,300-lb. trailer as well. (P705-6)



Volvo wagons we have known and loved: (Top left) The practical 210 sold from 1960 to 1969 was almost van-like in capacity. (Top right) The 120 brought sedan style comfort to Volvo wagons in the '60s. (Center left) The neo-classic wagon version of the Volvo 180 was built from '73 to '75. (Center right) In 1982 the Volvo Turbo wagon became known as the world's fastest baggage handler. (Bottom) The 760 GLE wagon is the worthy heir to a long line of versatile and innovative Volvo wagons. (P705-9)

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

NEW VOLVO WAGON AIMED AT SEDAN BUYERS

ROCKLEIGH, N.J. -- Volvo has introduced an entirely new family of station wagon models which they believe will be bought by people who have traditionally bought luxury sedans.

Joseph L. Nicolato, president, Volvo Cars of North America, outlined the company's plans for the new car. "When Volvo engineers designed the 740 and 760 wagons, they realized that the competition for these vehicles would be found in the luxury sedan market not in the station wagon market," Mr. Nicolato explained. "This meant that our objectives for performance, handling, comfort and interior noise level would have to be on a par with the best sedans of the world. The cars we have just introduced represent the successful achievement of these most challenging goals."

A quick look at the automobile market in the U.S. shows the validity of Volvo's theory that the competition will be luxury sedans. In the segment of cars priced at \$15,000 or more, a mere three percent are station wagons, the vast majority being four-door sedans. With its present line of station wagons Volvo enjoys nearly 50 percent of today's premium station wagon market. Obviously, any significant growth will, of necessity, have to come from those people who are today buying sedans.

Is this a reasonable expectation? "No one has ever doubted the versatility of a station wagon," commented Mr. Nicolato. "The problem has always been

that to gain the cargo space of a wagon one was forced to endure compromised handling, high interior noise level, and a general lack of the quality normally found in prestige cars. The 760 and 740 Volvo wagons demonstrate clearly that you can build a wagon in every respect equal to a premium sedan, and in some areas superior!"

On the outside the new Volvo wagons have the same sloping nose and steeply raked windshield as the 760 and 740 sedans, but the roof line has been extended to the rear bumper and terminates in a large one-piece tailgate. The car appears very solid but airy, thanks to vast expanses of tinted glass. The cargo volume is 128 percent greater than that of the sedans, yet the overall length of 188.4 inches and wheelbase of 109.1 inches are identical. To optimize passenger and cargo capacity, the rear seat of the wagon has a one-third/two thirds split, allowing only a portion to be lowered when extra storage space is required. All passengers in the new Volvo wagons sit comfortably on deeply contoured leather faced seats. In the front Volvo's famous orthopedically designed buckets may be easily adjusted to fit like a favorite chair.

Buyers of 760 wagons will have their choice of a 160 horsepower turbo charged intercooled four-cylinder gasoline engine or a high mileage 106 horsepower turbo diesel. Standard luxury features include a power operated sunroof with tilt and slide positions, automatic climate control, electrically operated remote controlled rear view mirrors with defrosters, and a superb sound system consisting of an AM-FM digital stereo cassette radio with two power amplifiers, graphic equalizer and four door speakers.

The 740 executions of the wagon are just a touch more modest in their appointments. The standard engine in the 740 wagon is Volvo's rugged 2.3 liter four-cylinder gasoline engine or, optionally, the 106 horsepower Volkswagen-built turbo diesel engine. Other 740 wagon features include manually operated sunroof with tilt and slide positions, power windows, air conditioning, and an AM-FM

digital stereo cassette radio with power amplifier and four speakers. Like all Volvos, the new wagons are equipped with power assisted disc brake systems with triangularly split dual circuits. Radial tires, tinted glass and central locking are also standard.

Volvo's confidence in the new product line is underlined by its new car limited warranty which provides 36 months of coverage with no mileage limitation. The people at Volvo believe this warranty backs up their product's reputation for durability and reliability in a very tangible way. For the driver who anticipates accumulating high annual mileage, this warranty offers virtually unequalled protection.

In addition to the basic limited new car warranty which covers repairs due to defects in materials and workmanship, Volvo also offers coverage for minor adjustments (excluded from most warranties) for a period of six months or 7,500 miles. Other warranty coverage on 1985 model year Volvos includes a 60-month seat belt limited warranty and a 72-month corrosion protection limited warranty. The corrosion protection warranty works as follows: For 36 months the vehicle will be free of surface corrosion, for 60 months the vehicle will be free of body section perforation, and for 72 months the vehicle will be free of structural corrosion damage. No mileage limitations apply to the corrosion protection warranty, but a free annual inspection is required.

"The new family of Volvo wagons offers the traditional Volvo values of durability, reliability, safety and comfort," stated Mr. Nicolato. "And I must point out that we haven't overlooked performance either. Without a doubt, the most unique offering in our new wagon series is the 740 Turbo wagon with its 160 horsepower turbocharged, intercooled four-cylinder engine, high performance suspension system, and distinctive sporty trim package. Here is a car that is perhaps as versatile as any single automobile has ever been -- or can ever be for that matter. It is powerful, comfortable and stylish."

The new Volvo station wagons join the 700 Series sedans and the familiar Volvo 240 Series sedans and wagons in Volvo dealerships across America. Manufacturer's suggested retail prices for the 740 GLE wagon start at \$19,360. Suggested retail prices for the 760 Turbo gas wagon start at \$23,440. All of the 100 Series wagons come with such a comprehensive package of standard equipment that there are few, if any, accessories one would care to order. It is obvious that Volvo has taken seriously the challenge of creating a wagon that can compete on a par with the world's finest sedans, and has met this challenge with great success.

VOLVO

NEWS & INFORMATION

Contact: Bob Austin

For Immediate Release

VOLVO EXPANDS THE CIRCLE OF ITS WAGONS

ROCKLEIGH, N.J. -- Station wagons are important to Volvo. Nearly 30 percent of all Volvos sold in North America last year were wagons. They offer durability, reliability, safety, comfort and practicality. They even serve as the unofficial car of the young, upwardly mobile professional set. If you doubt this for even a minute, just take a look at the parking lot at your nearest country club, racquetball court, health spa, or Ivy League college campus. Today, Volvo is adding a new family of five wagons, based on its sophisticated 100 Series platform, which promises to further expand Volvo's dominance in the upscale station wagon market.

At the top of the new station wagon family is the 760 GLE wagon. Its wedge shaped nose, large glass areas, and aero-styled light alloy wheels provide a distinctive and contemporary appearance. Design objectives for the new wagon required ride quality, performance, comfort and noise levels equal to those found in the prestigious 760 sedans. Interior appointments duplicate the luxury found in the sedans as well, including leather seats, automatic climate control, power sunroof, power windows, electrically operated remote control mirrors with built-in defrosters and an AM-FM digital stereo cassette radio with two power amplifiers, graphic equalizer and four speakers. A 160 horsepower turbocharged intercooled four-cylinder gasoline engine with either automatic or manual transmission, or a 2.4 liter six-cylinder turbocharged diesel engine with automatic transmission, provides impressive performance in both city and highway environments.

The 740 GLE Wagon shares the same crisp exterior sheetmetal, leather interior, and power windows with the 760. Fourteen-inch alloy wheels with radial tires, a manually operated sunroof, air conditioning, and an AM-FM digital stereo cassette radio with power amplifier and four speakers are all standard on the 740 GLE. Either Volvo's rugged 2.3 liter fuel injected four-cylinder engine or the Volkswagen-produced 2.4 liter turbo diesel model provide excellent performance and good fuel economy.

All of the new family of wagons feature power assisted rack and pinion steering, four-wheel power assisted disc brakes with triangularly split circuits, and Volvo's unique Constant Track rear suspension system. While all versions of the new Volvo wagons offer an extensive package of standard equipment, Volvo has worked hard to see that some typical station wagon features are most assuredly not available. Squeaks, rattles, poor handling and lack of maneuverability are among the items that Volvo engineers have successfully engineered out of their newest offerings.

If you still believe that station wagons are basically grocery getters, Cub Scout carriers or lumber luggers, we'd like to call your attention to the Volvo 740 Turbo wagon. Perhaps the most distinctive wagon ever built, its combination of 160 horsepower 2.3 liter turbocharged four-cylinder engine, high performance suspension and handling package, and distinctive blacked out trim package add up to a wagon that even a hard core sports car enthusiast would be proud to drive.

Versatility is the watchword when it comes to the new family of 100 Series wagons from Volvo. They are handsome, comfortable, quiet and roomy. They offer seating for five adults, and a one-third/two-thirds split rear seat allows the optimum mix of cargo and passenger capacity. These are cars that would be at home in any environment where a prestige car would be appropriate. They offer everything a Volvo 760 sedan offers and more...just about 12 percent more cargo space.

Say, you're asking yourself, does this spell the end for the venerable Volvo 240 Series wagon? Absolutely not! The Volvo 240 Series wagon in its DL and GL trim levels will continue to be the rugged mainstay of Volvo's station wagon program. ..at least through the end of the decade. The dependability and utility of these wagons has made them more popular today than ever. During 1985 Volvo plans to sell approximately 10,000 of the new 700 Series wagons in addition to approximately 25,000 240 Series wagons. With almost a third of its sales in station wagons, Volvo is committed to making the best even better. If this sounds boastful, a test drive at your nearest Volvo dealer will allow you to decide for yourself.