



PRESENTING THE

VOLVO

P-1800

SPORTS COUPE

THE CAR for the DISCRIMINATING DRIVER

The AUTOMOTIVE WORLD

talks about The

VOLVO P-1800

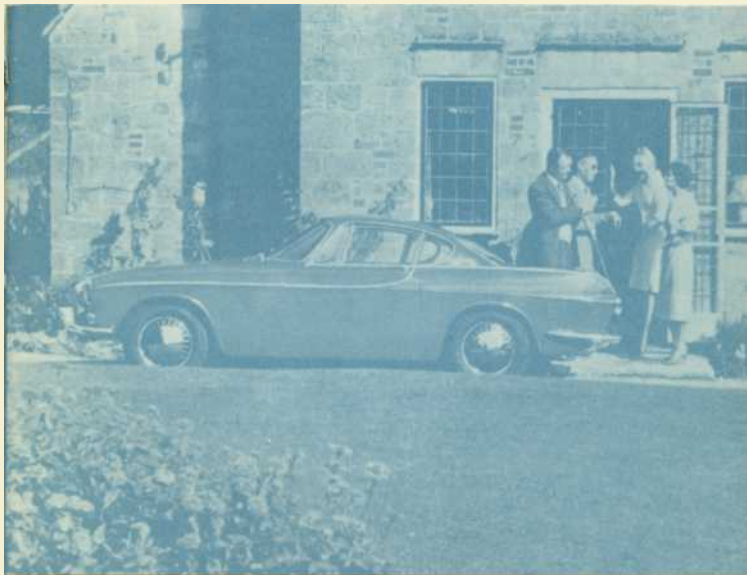
ROAD and TRACK says:

"Volvo's P-1800 is a sports car of a type we can expect to become extremely popular. It is nothing like the traditional wind-in-the-face sports car of years past, which was good sport and all that, but had a tendency to wear on one at times. The 1800 is, rather, a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type already much in the news these days-but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay.

When driving the car, one is immediately impressed with the fact that it has been designed mostly for tractability, rather than racing, for it is possible to plug along in top gear at just about any speed. The engine has a long, flat torque curve and there is no thudding or thumping; even if one bangs the throttle wide open at anything over idle speed the accelerating characteristics of the car have a sort of electric-motor feeling. Just apply the accelerator and the car pulls smoothly, if not too vigorously, up toward its top speed of just over 100 mph. We might mention that Volvos development engineers have gotten several runs with this pre-production prototype that average out to about 105 mph, with a best run of 107. They expressed the opinion that after the kinks are smoothed out, the version that reaches the market will be capable of about 110-enough to satisfy most people. Actually, this car is not designed for short bursts of speed of over 100 mph, but rather for the long stretches at about 95-100. It will, in the overdrive version, run almost indefinitely at its top speed, but not too many people will want to drive that fast for any distance."

The ECONOMIST says:

"Another consequence of Volvo's recent concern with standard car racing-for the good of the business-is the development of a flashy Italianate sports car, the P-1800, with exciting specifications. It is provided with a new four-cylinder 100 hp engine delivering 56 hp (SAE) per litre."



PRESENTING THE

VOLVO P-1800

A RENAISSANCE of QUALITY

Take the precious ingredients of a fine automobile; luxury, styling and performance. Blend them with superb engineering, skilled teams of old world craftsmanship and the best of construction materials and a distinctive car like the Volvo P-1800 is inevitable.

This is the car for the man who "has seen and driven them all." The community leader who recognizes quality of design, engineering and workmanship.

This is the man who thrills to a smooth, efficient machine, enjoying but restraining himself from letting its full and mighty power surge down the asphalt strip. He is master of the controls as he sits in evident luxury and comfort.

This is the Man who chooses and drives the superb Volvo P-1800.

1



A SYMBOL TO REMEMBER

This is the nameplate on the front of the new Volvo P-1800 Sports Coupe. You'll recognize Volvo's familiar circle-and-arrow symbol. As you know, this has been a sign of real quality in cars for a long time. Now, on the Volvo P-1800, this circle-and-arrow symbol takes on new meaning. Not only is it still a sign of unsurpassed quality, but it is now also the emblem for an unusual car, a beautiful car, a high-performance car, a car specially designed and engineered for discriminating owners who love to drive, who want to travel anywhere and everywhere, and who want to get there rapidly, comfortably and in great style.

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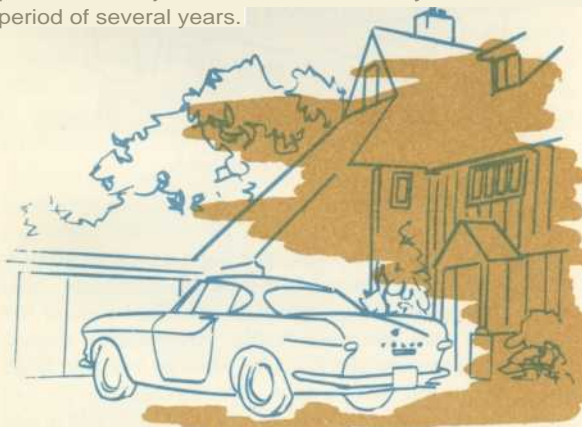


Here's the car we're talking about—the new Volvo P-1800 Sports Coupe. Note the beautiful aerodynamic styling. It's by Frua of Italy. As every automobile enthusiast knows, Italian styling is the best and the most imitated in the world. The P-1800's distinctive design immediately sets it apart above everything else on the road. This styling is so cleverly conceived that it will remain modern for years to come. So you don't have to worry about trading in every year to keep up with the Joneses. Not only will you keep up with them, you'll be way ahead of them, not only this year, but also next year, and the year after that, and the year after that for years to come.



A PERFECTION OF ENGINEERING WITH STYLE

The beautiful Italian styling of the P-1800, so obviously apparent in this shot of the car's profile, is combined perfectly with the superb Swedish engineering for which Volvo has been world-famous for generations. The car was completely detailed and engineered by Volvo technicians in Sweden. In addition, Volvo supplies all the mechanical components such as the engine, radiator, gearbox, rear axle, brakes and steering system. Before being approved for use in the car, every one of these parts was subjected to severe tests by Volvo over a period of several years.



A COMBINATION OF SUPERB SKILLS

The coupe is superbly beautiful from any angle. The body is manufactured to Volvo's specifications in England by The Pressed Steel Company Limited, one of Britain's leading auto body builders. Then the car is assembled, under Volvo's supervision, by another well-known British car firm-Jensen Motor Limited.

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The completed car is truly a product of superb Swedish engineering. It's styled in Italy, it's engineered in Sweden, it's assembled in England and-finally-it's shipped to the United States for the discriminating driver who's at home in any country, but demands the world's best when it comes to motor cars.

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HERE'S LOOKING AT YOU

Now let's take a closer look at some of the details of the P-1800. Here's a head-on view of the car. The frontal area has purposely been kept as small as possible to cut down on wind resistance. The wide, one-piece, curved windshield gives an excellent view of the road. This view has been further improved by sloping the hood downward in a graceful curve so the road close ahead of the car can be seen. The air-intake grille has been kept low and unobtrusive so that it does not in any way interfere with the view. Set into the fenders are sealed-beam headlights and combination parking and directional-signal lights. The distinctive radiator grille is made of heavy aluminum. The upswept bumpers protect this grille from damage. Finally, despite the fact that the frontal area has been kept low, it is obvious that there is adequate ground clearance to carry you safely over the roughest roads.

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Readily apparent at the front end of the P-1800 is the beautiful way in which the headlights, parking lights and radiator grille are faired into the body. Also visible are the upswept bumpers. These provide protection against damage from bumpers of other cars of all sizes without either the necessity or the expense of resorting to those unattractive, tacked-on "extras" called bumper guards.

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The bumpers are wrapped around the front fenders to provide more-than-adequate protection from high curbs, narrow garage doors, inconveniently placed trees and other obstructions. Additional protection to the body is afforded by a contoured chrome rub railing that terminates in a dramatic upward sweep.

9



Wide windows and narrow pillars make visibility in all directions superb. Oversize twin two-speed electric windshield wipers keep the front window swept clear in even the most driving of rainstorms or the most blinding of snowstorms. Twin electric windshield washers, operated by the same control knob that activates the wipers, quickly remove all traces of insects and dirt. Fluid for the washers comes from a one-quart container under the hood.

10



THE VIEW AS IT ZOOMS BY

Massive chrome hubcaps add greatly to the over-all rich feeling of the P-1800. The rear bumper wraps around the back fender to guard it from knocks and scrapes of all sorts. Note that the bumper is made sufficiently massive to provide protection also for the taillights. The fairing of the taillight housing is carried forward to meet the chrome rub railing before it begins its dramatic upward sweep. This forms a strong horizontal styling line along the entire length of the car that ties the diverse units into one continuous, homogenous unit. This line thus has much to do with the sleekness of the styling.

11



A DISTINCTIVE REAR VIEW

The P-1800 demonstrates how carefully positioned chrome trim can highlight the styling lines of a car. Note how the chrome has been used to outline the wide rear window, the classic fins and the two double taillights. Note, also, such added chrome touches as the lock for the lid to the fuel tank, the combination handle-lock for the trunk lid, the bumper and license-plate holder, the horizontal deflector over the license-plate light and the name VOLVO, which proudly identifies your car.



INSIDE... PLANNED COMFORT

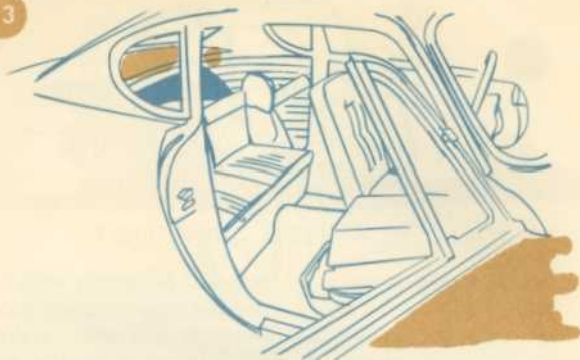
Access to the coupe is by means of extremely wide but well-balanced and easily operated doors. Both doors are equipped with broad armrests and with no-draft ventilating windows. A drip molding over each door opening provides all-weather comfort. An aluminum kick plate on each door sill keeps your shoes and paint job scuff-free and clean. And note that, despite the fact that the car has a wrap-around windshield, there is no knuckle or elbow protruding into the door opening to impede entry or egress. This makes the car easy to get into or out of. The accepted manner of climbing aboard a car of this sort is simple. A man puts his right foot in first, slides into the seat and draws his left foot in after him. A woman sits down backwards, lifts her legs a bit and pivots smoothly and primly into driving position. Once in place, you'll be delighted with the comfort and firm support provided by the bucket-type seats. Each seat can be moved backward or forward and the angle of each seat back can be adjusted to suit individual requirements.

Besides the two bucket seats, interior appointments include two seats in the rear, a fully carpeted floor and a large, recessed parcel shelf behind the rear seats. Each of the bucket-seat backs folds down completely out of the way for access to the rear seats, which are large and comfortable enough for steady use by children up to high-school age and for occasional use by adults of all but the largest proportions.



Standard equipment includes safety harnesses for both of the bucket seats. Each harness consists of a belt that goes around your waist and a strap that passes over one shoulder and diagonally down across your chest to the opposite hip. Safety engineers universally recommend that you don your harness as soon as you get into any car.

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SUPERB APPOINTMENTS AND INSTRUMENTATION

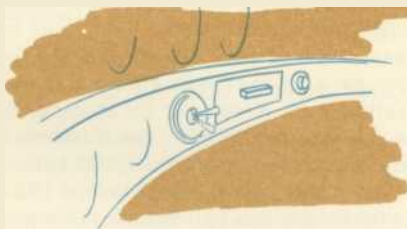
Here's a driver's-eye view of the accommodations. Plainly evident are the window controls and latch on the righthand door, the righthand map locker. (There's a duplicate locker on the lefthand side), the centrally located sports-car type four-speed-and-reverse gear-shift lever, the padded dashboard and sun visors, the dazzle-free rear-view mirror and the position occupied by the optional radio if one is installed. The interior is roomy. The seats are comfortable and placed so that you have a good view out in all directions. All of the controls are conveniently located.

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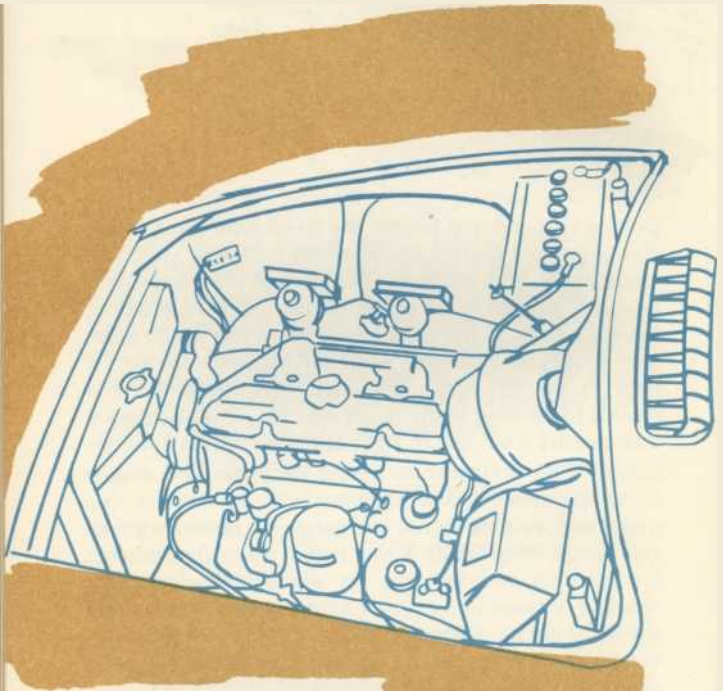


Grouped around and behind the Nardi-type competition steering wheel there's an unusually complete supply of instruments and controls. The normal horn button is, as usual, located in the center of the wheel. In addition, there's a lever to the right under the wheel which operates a special loud-tone horn for highway driving. A lever to the left under the wheel sets the directional signals to blinking in the usual manner. The dashboard instruments from left to right are a revolution counter; combination temperature gauge for water and engine oil temp.; speedometer equipped with mileometer, trip meter and warning lights; fuel gauge; oil-pressure gauge and clock. Aligned in a row below these instruments are controls and switches for windshield wipers and washers, interior and exterior lights, choke, ignition and starter, heating, defrosting and ventilation. At the right-hand end of this row are an ash tray and a cigarette lighter.

15a



Also included in the row is a flip switch to engage overdrive. Overdrive is an optional feature that in effect provides a fifth forward speed. The four normal forward gears are used for acceleration and the overdrive is employed as a "cruising gear." The clutch does not have to be depressed when engaging overdrive since it is activated electrically merely by flipping the switch.



UNDER THE HOOD... A SURPRISE IN POWER

Here's the heart of the car. Note every part is positioned for easy accessibility. The engine is a four-cylinder symphony with overhead valves and twin SU horizontal carburetors. Electricity for starting, ignition and lighting are provided by the 12-volt battery at the upper right. The engine displaces 1,780 cubic centimeters, or 108.5 cubic inches, and develops 100 horsepower at 5,500 revolutions per minute. This produces a top speed of rather more than 106 miles per hour and an acceleration time from zero to 60 miles per hour in the neighborhood of 12.8 seconds. The single item about the engine that is worthy of the most attention is the fact that the crankshaft is carried in five main bearings, which is two more than the usual number. This is extremely important because it guarantees that the engine will enjoy a long, trouble-free life. The oil cooler prevents the oil temperature from reaching excessively

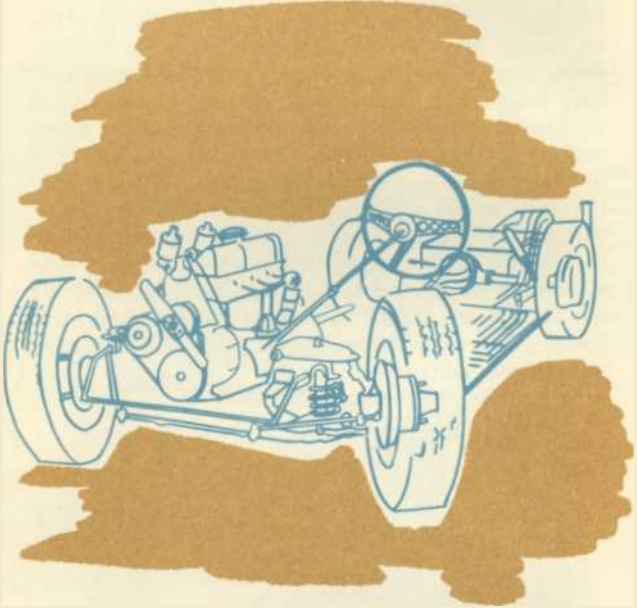


high levels. It also means more rapid warming up of the oil when driving in very cold weather, counteracting sludge formation in the oil. Volvo's engineers have tested this to their own satisfaction by running an engine under full throttle and full load on a test bed for 500 hours non-stop. This is the equivalent of running the car non-stop more than two times around the world at 100 miles per hour. This was only a minor part of the test program. During the years it took to develop the engine, many thousands of hours of wear tests were run on the test beds in addition to purely functional tests. At the same time, engines were road-tested over a total distance of almost 620,000 miles in Sweden, Germany and England.



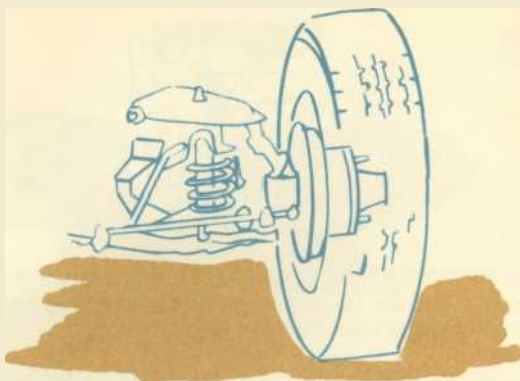
FOR THE CONSTANT TRIP-MAKERS

Luggage room in the P-1800 is particularly spacious compared with other sports cars. For neatness and cleanliness, the spare tire is covered. Also carried in this compartment are a hefty scissors jack and a tool kit for minor repairs and tune-ups. When you get a chance to look at the luggage compartment in an actual car, you'll be able to make a simple test to prove to yourself the high quality of the P-1800. All you have to do is slam the lid closed. It drops into position with a solid chunking sound. Compared to the average car, this satisfying sound is as reassuring as the deep-throated bark of a St. Bernard dog compared to the shrill yap of a Pomeranian.



THE BEST ON WHEELS

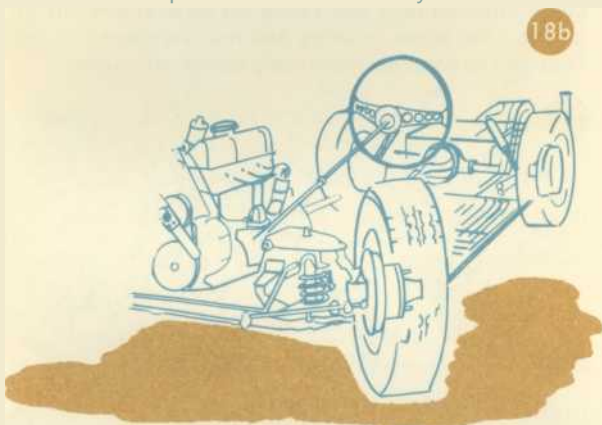
The P-1800 has 15-inch wheels and 5:90-15 low-profile Pirelli Cinturato tires with specially reinforced treads for sustained high-speed operation. These tires give an outstanding grip on the road under all conditions and contribute materially to the car's stability. Their secret is that they are of the "belted" or "radial ply" type. When a tire is subjected to stress in taking a curve, it is deformed. This deformation is normally taken up by the tread, which is relatively soft compared with the stiff sidewalls. Since the tread is deformed, it does not have perfect contact with the road surface. These Pirelli tires overcome this by incorporating belts beneath the treads which brace them forcing the sidewalls to take up the deformation. The result is better contact with the road surface, allowing greater stresses to be absorbed when cornering, accelerating and braking. In addition, tire squeal during cornering is almost eliminated and tire life is considerably extended.



18a

BRAKING WITH DISCS AND POWER

The car's brakes are hydraulically activated and are designed to stop it smoothly and quickly at any speed without weaving or wheel-locking. The front wheels are fitted with three-cylinder disc brakes and the rear wheels have V-type drum brakes. The vacuum-servo system (power) that activates them has a pedal pressure so low that even the tiniest woman can "step on the brakes" in complete comfort and safety.



18b

UNIQUE SUSPENSION AND CHASSIS DESIGN

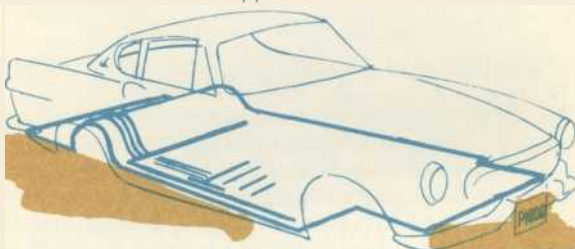
The suspension system is outstanding at both low and high speeds. It consists of coil springs at all four wheels and a special Volvo development on the rear axle made up of support arms and a track bar in connection with shock absorbers which are of a special type embodying a freon-filled nylon cell so that they stand up to high temperatures without sacrificing any of their damping qualities.

18c



The straight-neck filler pipe behind the left rear wheel makes filling the 12-gallon fuel tank a simple operation with no trouble from trapped air.

18d



The chassis design benefits considerably from Volvo's long experience with unitized construction. The one-piece, stressed floor pan keeps out all dust and foreign matter. The inner paneling and roof combine with the floor pan to form an immensely strong structure.

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LIGHT TO YOUR TOUCH... BIG ON THE ROAD

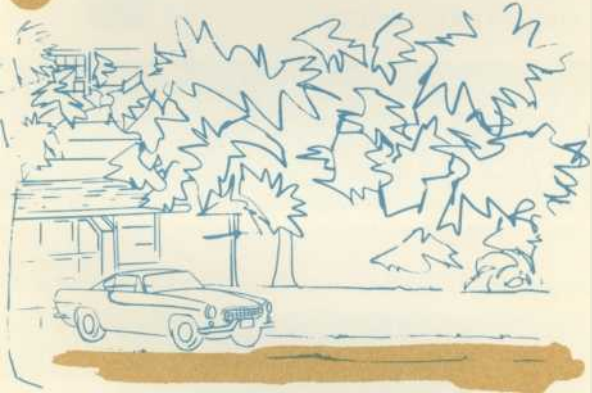
Now it's time for you to take the wheel. Note how the car "handles small, drives big!" Note the absence of engine, road and wind noise. As you pass road signs, respect them of course, but press onward briskly, secure in the knowledge that this is a car which will carry you through the sharpest corner in safety and obey your slightest whim. Shift up through the gears. All four forward speeds have synchromesh. Note that the ratios

19a



are perfectly spaced and that the synchromesh is unbeatable no matter how fast you move the shift lever. Also note that the foot pedals are widely enough spaced so that even the most big-footed driver has no difficulty in moving smoothly from pedal to pedal. And finally note that the car has been designed for tractability as well as high performance. It's possible to plug along in top gear, if you wish, at almost any speed. Gas mileage to be expected is approximately 26 to 35 mpg, depending on overdrive and type of driving.

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THE PRIDE OF OWNERSHIP

Now drive the car home, park it in your driveway. In no time at all, every man, woman and child in your neighborhood will appear on the scene to admire the coupe and to envy your good sense and taste for having purchased it. Even your wife will for the first time in your married life pay more attention to the garage than to her kitchen. And you'll be the proudest man in the land because you've bought the ultimate—the Volvo P-1800 Sports Coupe.



THE SYMBOL THE HIGHWAYS WILL REMEMBER

So we come once again to the familiar Volvo symbol. We know you'll now agree that on the P-1800 it stands for effortless, sparkling performance both in crowded city traffic and on the open highway, for relaxed safety and for complete reliability. Let's go out now and take a drive in the P-1800. You'll find that it's truly an exhilarating experience.





VOLVO P-1800

COMPARISON

of SPECIFICATIONS

and PERFORMANCE

COMPARISON of SPECIFICATIONS and PERFORMANCE

SPECIFICATIONS	VOLVO P-1800	ALFA ROMEO Super-Spider	AUSTIN HEALY 3000	PORSCHE Super 90	MERCEDES BENZ 190SL	DAIMLER SP 250
List Price	\$3,995.	\$3,887.	\$3,395.	\$4,195.	\$5,244.	\$3,842.
Engine Type	4 cyl./OHV	4 cyl./DOHC	6 cyl./OHV	Flat 4/OHV	4 cyl./SOHC	V-8/OHV
Horsepower	100	103	137	102	120	140
Displacement Cu. in.	108.5	78.7	177.6	96.5	115.7	155.5
Torque lb./ft.	108 @ 4000	86.8 @ 4500	175 @ 3000	89 @ 4300	105 @ 3200	155 @ 3600
Compression Ratio	9.50	9.50	9.00	9.00	8.50	8.20
Accell. — 0 to 60	12.4	11.0	9.8	12.5	14.2	9.1
Engine Revs. per mile	2720	3240	2535	3020	3240	2830
Top Speed	105.0	112.5	112.5	117.0	106.0	122
Piston Travel ft./min.	1430	1593	1480	1465	1780	1300
Oil Cooler	yes	no	no	no	no	no
Gear Box	4 spd. syn.	4 spd. 2-3-4 syn.	4 spd. 2-3-4 syn.	4 spd. syn.	4 spd. syn.	4 spd. 2-3-4 syn.

Total Drag at 60 mph.	147 lb.	82 lb.	105 lb.	103 lb.	112 lb.	146 lb.
Overdrive	yes	no	yes	no	no	yes
Disc Brakes	yes	no	yes	no	no	yes
Power Brakes	yes	no	no	no	yes	no
Road & Track Wear Index	38.9	51.6	37.5	44.3	57.6	36.8
Normal Range Mileage	22/26	22/28	17/22	18/28	16/21	19/26
Turning Circle	30	32	35.5	36	36.1	34
Weight Dist.	51/49	55/45	48/52	44.5/55.5	50/50	50/50
Fiberglas Body	no	no	no	no	no	yes
Unitized Construction	yes	no	no	no	no	no
Sun Visors & Padded Dash	yes	no	no	no	yes	yes
Occasional Seats	yes	no	yes	yes	yes	yes
Safety Belts	yes	no	no	no	no	no
Windscreen Washer	yes	no	yes	no	no	no
Clock	yes	no	no	no	yes	no
Heater & Defroster	yes	yes	yes	yes	yes	yes
Locked Gas Cap	yes	no	no	no	no	no



A REMARKABLE AUTOMOBILE
by a
RENOWNED MAKER of the FINEST



Volvo is one of the world's most important automotive companies. Its vast, modern engineering and industrial facilities cover many fields including the building of jet aircraft engines.

This is a nation which produces more engineers per capita than most other countries; where inventiveness, craftsmanship and mechanical skills are handed from father to son for generations.

The Volvo P-1800 is born of these proud, traditional characteristics and avenerable record of quality performance.

Truly, the Volvo P-1800 is another fine contribution to the automotive world, again by superb Swedish engineering.



A PRODUCT OF SUPERB SWEDISH ENGINEERING