

VOLVO





RICHELIEU RED DL WAGON
WITH OPTIONAL ROOF RACK.

9 OUT OF 10 VOLVO OWNERS ARE HAPPY WITH THEIR CARS

According to recent statistics, new Volvo owners are especially happy with their cars in five areas.

Three of them are: overall *quality of workmanship* which reportedly was an important source of satisfaction. Interior *roominess and comfort*. And *maneuverability*. The latter received particularly high marks—which is not at all surprising considering the ease with which Volvos park and steer.

Statistics also indicate that Volvo owners drive with a sense of well-being. They attribute this feeling to Volvo's reputation for *crashworthiness*. And to their driving experience with Volvo's predictable handling—which allows them to steer clear of trouble in the first place.

Value is the fifth area. Surveyed Volvo owners believe that their car is worth what they paid for it. In this day and age, that makes them exceptional. To say nothing of the car.

If you're looking for an automobile with a reputation for excellent handling, safety, comfort and durability; choose a Volvo. We offer five different classes of cars: the DL Series, a GT performance sedan, our new GL sedan, the luxurious GLE Series and a personal luxury car, the Bertone Coupe.

CASCADE WHITE
FOUR-DOOR
DL SEDAN.





CARLSBAD YELLOW FOUR-DOOR DL SEDAN
WITH OPTIONAL FOG LIGHTS.

DL SEDANS AND WAGONS

People don't buy our least expensive Volvos because they're least expensive. Volvo DL models are built for families with better things to spend their money on than a new car every 36 months.

Like all Volvos, they're built to last. Thousands of spot welds (each strong enough to support the weight of the car) fuse the body panels into one solid chunk of steel. Evidence of this solidity comes from Volvo owners who report a noticeable absence of rattles. Volvo rust-proofing starts in areas you'll never see. For example: areas particularly susceptible to corrosion are made of hot-dipped galvanized steel. And special rust-preventive fluids are injected into nearly 50 body sections.

Each Volvo DL two-door, four-door and station wagon model is a complete car with an extensive list of standard equipment: steel-belted radial tires; front and rear stabilizer bars; power-assisted four-wheel disc brakes; a responsive, overhead cam, fuel-injected four cylinder engine with Lambda Sond® emission control and a four-speed manual transmission. You can add overdrive or substitute a three-speed automatic.

Inside, you'll find Volvo's legendary comfort and attention to driver environment: ergonomically designed instrumentation; orthopedically designed seats with adjustable lumbar support in front, a center armrest in back. Side door pockets. Trunk light. Rear defroster. And a rear wiper/washer on the wagons. All standard.

That's why people buy our least expensive Volvos in the first place. When they buy a car, they want to come away with a complete car.



MYSTIC SILVER METALLIC GT.

THE VOLVO GT

The Volvo GT is an automobile intended for the serious driver. One who enjoys every nuance transmitted from the road through high-performance Pirelli radial tires and beefed-up suspension—right on through the small diameter GT steering wheel.

Standard equipment includes a four-cylinder, overhead cam, fuel-injected engine with Lambda Sond® emission control. A short throw four-speed stick with overdrive. 15" GT wheels. Vented front disc brakes for faster cooling. An electric tachometer. Grille-mounted fog lights. Front spoiler. Silver metallic paint with striping and a special black corduroy interior.

The Volvo GT was designed to respond with agility in almost any driving situation . . . with an end result you can learn to expect, rather than pray for. Because one element of handling and performance neglected by many other car manufacturers was built into the GT by our engineers. Predictability. Which means you don't have to be a race car driver to know what your car is going to do.

The Volvo GT can give you an edge on the open road. And you won't have to sacrifice your standard of living to own one—because a Volvo GT won't leave your budget in the dust.

BLACK
CORDUROY
UPHOLSTERY WITH
RED STRIPING.





THE NEW CLASS OF VOLVO:

MYSTIC SILVER METALLIC GL SEDAN.

GL

From the outside, people will think you're driving our most expensive four-door Volvo sedan—the GLE. But under the hood, the resemblance to our least expensive DL model is startling.

Actually, the GL is a combination of both cars. It has the exterior look of our luxury sedan. Grille, headlight and taillight assemblies are identical. Even your choice of colors—rich metallics and enamels—is the same.

But economy rules in the engine compartment. A four-cylinder, fuel-injected engine is standard. With four-speed manual transmission and overdrive. Or automatic at no extra cost. Lambda Sond® emission control is also standard.

And you'll appreciate the velour-faced seats, the heated drivers seat, the increased color coordination of the interior and central door locking (which is now standard on all Volvo models except the GT and the two-door DL). Air conditioning is also a standard feature of the GL. So is a sunroof. So if you're determined to save gas and do without air conditioning, you can always turn on your roof.

The GL sedan is just right for the family that requires the economy of a four-cylinder engine—outward appearances to the contrary.

**BEIGE VELOUR
UPHOLSTERY IS STANDARD
ON KINGSMERE GREEN
METALLIC GL SEDANS.**





MYSTIC SILVER METALLIC GLE SEDAN.

THE LUXURIOUS GLE SEDANS AND WAGONS

A luxury car is supposed to give you the luxury of sitting back and getting a long list of comfort and convenience features as standard equipment.

In this regard, the Volvo GLE sedan is indeed luxe.

The suggested list price of the car includes Volvo's largest engine, a 130 hp, fuel-injected V-6. Your choice of transmissions: four-speed manual with overdrive or a three-speed automatic. Power-assisted braking and steering. Power windows with driver's armrest controls. A sliding steel sunroof. Metallic paint. Two electrically operated remote control side mirrors. Leather-faced seating. And for those who dread the cold, a heated driver's seat. (A special Diplomat Black sedan has plush grey velour upholstery—and additional equipment.)

The list for our companion GLE station wagon is almost identical. Differences: only leather-faced seating is available. And there's a wiper/washer on the back window.

On all Volvo GLE sedans and wagons, luxury is standard; not added on.

KINGSMERE GREEN
METALLIC GLE WAGON
WITH OPTIONAL ROOF RACK.





THE BERTONE COUPE

THE BERTONE COUPE IN CORONADO GOLD METALLIC.

The Bertone Coupe is a personal luxury car. It is the product of Volvo engineering and the classic Italian craftsmanship of one of Europe's most distinguished coach builders, Bertone of Turin.

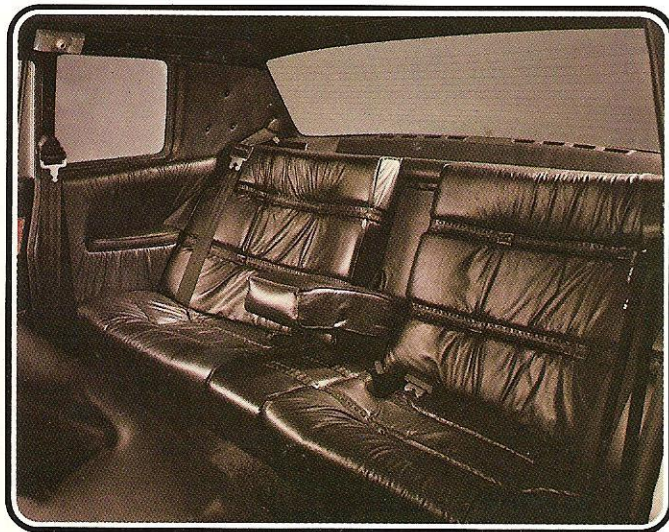
Volvo's 2 + 2 touring car is masterfully assembled under the exacting eye of Nuccio Bertone. In the leather-working shop, craftsmen cut the soft selected hides of furniture-grade Italian leather. Handstitch them together to cover every seat. To trim the door panels and to cover the sun visors. Master cabinet-makers painstakingly shape and finish the genuine elm veneer that forms part of the door panels.

When you drive your Bertone Coupe, you will experience the quick response of a light-alloy, fuel-injected 130 hp V-6 engine. And a suspension that enhances your sense of complete control, personal safety and comfort.

For the comfort of driver and passengers, we have included cruise control, heated bucket seats up front, a power radio antenna, dual swivel map lights and a rear seat cigarette lighter. All standard.

The production of these remarkable automobiles is limited. If you have a serious interest in this car, we suggest that you talk to your Volvo dealer soon.

**CUSTOM BLACK
LEATHER UPHOLSTERY AND
INTERIOR TRIM IS STANDARD ON
GLACIER BLUE METALLIC MODELS.**



THE 1980 VOLVOS AT A GLANCE

DIMENSIONS AND WEIGHTS

Wheelbase		104.0 in.
Overall Length		192.5 in.
Overall Width		67.3 in.
Overall Height,	Sedans	56.3 in.
	Wagons	57.5 in.
	Coupe	53.9 in.
Legroom, Front,	All	40.7 in.
	Coupe	40.2 in.
Legroom, Rear,	Sedans	36.6 in.
	Wagon	36.4 in.
	Coupe	33.5 in.
Trunk Capacity,	Sedans	13.9 cu. ft.
	Coupe	13.7 cu. ft.
Cargo Capacity,	Wagons	41.1 cu. ft.
	Rear Seat Down	76.0 cu. ft.
Approx. Curb Weights		
DL, GT and GL Sedans		2891-3065 lbs.
GLE Sedans		3120-3149 lbs.
Coupe		3111-3123 lbs.
DL Wagons		3129-3162 lbs.
GLE Wagons		3230-3263 lbs.

BODY

Unitized. Central passenger safety cage with energy absorbing front and rear ends. Rustproofing includes use of galvanized steel in susceptible areas; anticorrosive coating inside doors, rocker panels, etc.; extensive undercoating and special stone chip resistant paint. Aluminum tailpipe and muffler.

B28F ENGINE: COUPE, GLE MODELS

Fuel injected V-6 with light-alloy cylinder heads and block; wet steel cylinder liners. Overhead camshafts. Lambda Sond® emission control.

Compression ratio: 8.8:1

Displacement: 2849cc

Horsepower: 130 @ 5500 (S.A.E.)

Torque: 153 @ 2750

Sealed cooling system: 11.5 qts.

Safety Fuel tank: 15.8 gallons, unleaded 91RON

B21F ENGINE: DL, GT, GL MODELS

Fuel injected in-line four, cast iron block with light-alloy "cross-flow" cylinder head. Overhead camshaft. Lambda Sond® emission control.

Displacement: 2127cc

Compression ratio: 9.3:1

Horsepower: 107 @ 5250 (S.A.E.)

Torque: 114 @ 2500

Sealed Cooling System: 9.9 qts.

Safety Fuel tank: 15.8 gallons, unleaded 91RON

ELECTRICAL SYSTEM

12V, solid state ignition. 55 Amp. alternator, 70 amp hour battery (60 amp on 4-cylinder models). Starter motor output 1.1 hp.

DRIVETRAIN

Manual: Four-speed fully synchronized transmission. Electrically-operated overdrive is standard on certain models. Gear

ratios: 1st 3.71:1, 2nd 2.16:1, 3rd 1.37:1, 4th 1.00:1, Overdrive 0.80:1. Final drive ratio: 4 cylinder 3.91:1; 6-cylinder 3.73:1.

Automatic: Three-speed with a floor-mounted shift lever, with an illuminated PRND21 pattern. Final drive ratio: 4-cylinder 3.73:1; 6-cylinder 3.54:1.

STEERING SYSTEM

Rack-and-pinion gear. Servo-assist is standard on all models except DL sedans with manual transmission without overdrive. Turning circle 32'2". Turns lock to lock: 3.5 (4.3 without power-assist).

SUSPENSION SYSTEM

Front: McPherson struts incorporating coil springs and telescopic shock absorbers. Stabilizer bar. GT has a heavier stabilizer and gas-filled shocks.

Rear: Rigid "live" axle located by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers. Stabilizer bar. GT has a heavier stabilizer. The GT, GLE sedan and the coupe have gas-filled shocks. GLE wagon has an automatic rear load leveler instead of a stabilizer.

Tires: Steel-belted radials. Size: DL sedans 175SR14; GL, GLE sedan and coupe 185/70SR14; DL and GLE wagons 185SR14; GT 195/60HR15.

BRAKE SYSTEM

Self-adjusting disc brakes on all four wheels. Tandem type power-assist. Ventilated front discs are standard on the GT and GLE models. Each circuit of the dual triangular-split hydraulic brake system connects both front wheels and one rear wheel. Stepped-bore master cylinder maintains near-normal pedal effort should one circuit fail. Handbrake operates mechanically on separate rear wheel drums.

STANDARD EQUIPMENT:

DL SEDANS AND WAGONS

Cloth upholstery; tinted glass; 12-outlet heating and ventilation system; intermittent windshield wipers; dual outside mirrors with remote control levers; electric rear window defroster; full interior and trunk carpeting; reclining front bucket seats with lumbar support and height adjustment; four three-point, self-adjusting safety belts (one rear lap safety belt); childproof rear door locks; quartz crystal clock; vanity mirror; day/night rearview mirror; trip meter; light integrity sensor; rear seat center armrest; warning buzzer for key, headlights and safety belts; luggage compartment light; stereo door speakers; radio antenna and central door locking (except on the 2 door).

Wagons have in addition: vinyl upholstery; electric rear window wiper/washer; twin tailgate gas cylinders and a storage space under the cargo area

floor. The tailgate is controlled by central locking.

STANDARD EQUIPMENT:

GT

DL Series equipment plus: Special exterior trim and Mystic Silver metallic paint; custom interior upholstery and trim; grille-mounted fog lights; front spoiler; sliding steel sunroof available; GT suspension/handling package; engine compartment light; electric tachometer; GT steering wheel; special Pirelli P6 tires on light-alloy GT rims. No central door locking.

STANDARD EQUIPMENT:

GL SEDAN

DL Series equipment plus: metallic paint (and selected enamel colors); plush velour upholstery; sliding steel sunroof; tachometer; air conditioner; power windows and heated driver's seat.

STANDARD EQUIPMENT:

GLE SEDANS AND WAGONS

DL Series equipment plus: sliding steel sunroof on sedans; metallic paint (and selected enamel colors); distinctive light alloy wheels on sedans; leather-faced color-coordinated interiors; heated driver's seat; tachometer; map pockets on front seat backs; delayed switch off of dome light; power windows; power remote-controlled rear view mirrors; air conditioning and engine compartment light. Volvo's special Diplomat Black GLE sedan has in addition: grey velour upholstery; power antenna; rear headrest; front and rear headrest covers; AM/FM stereo radio and rear speakers.

Wagons have in addition: Twin tailgate gas cylinders; electric rear window wiper/washer; automatic load leveler in the rear and a storage space under the cargo area floor.

STANDARD EQUIPMENT:

BERTONE COUPE

GLE equipment plus: custom leather and genuine elmwood panel interior by Bertone; cruise control; heated passenger seat; deluxe interior map lights and power antenna. No sunroof.

VOLVO

The factory reserves the right to make changes at any time, without notice, to prices, colors, materials, standard equipment, specifications and models and also to discontinue models. Hub caps on all DL models have changed from those appearing in this publication.

(FRONT COVER)

CARLSBAD YELLOW FOUR-DOOR DL SEDAN WITH OPTIONAL WHEELS

KINGSMERE GREEN METALLIC GLE WAGON WITH OPTIONAL ROOF RACK

SCOTIA BLUE TWO-DOOR DL SEDAN