

# VOLVO 544

SPORT DE LUXE



# color combination



A product of superb Swedish engineering

	<p>Light blue leatherette upholstery</p>		<p>Light grey</p>		<p>Light green leatherette upholstery</p>
	<p>White</p>		<p>Light green</p>		<p>Black</p>
	<p>Slate blue</p>		<p>Light brown leatherette upholstery</p>		<p>Red</p>



**AB VOLVO**  
SALES DEPARTMENT  
GÖTEBORG  
SWEDEN

Importers:  
**VOLVO IMPORT, INC.**,  
492 Hudson Terrace,  
Englewood Cliffs,  
New Jersey  
Distributors:  
**VOLVO DISTRIBUTING, INC.**,  
492 Hudson Terrace,  
Englewood Cliffs,  
New Jersey  
**SWEDISH MOTOR IMPORT, INC.**,  
3201 West 12th Street,  
Houston 24, Texas  
**AUTO IMPORTS, INC.**,  
12925 Riverside Drive,  
Sherman Oaks, Calif.

In Canada:  
**AUTO IMPORTS (SWEDISH) LTD.**,  
Head Office:  
1130 W. Georgia St.,  
Vancouver 5, B. C.  
Branch Office:  
440 Conestock Road,  
Scarborough  
(Toronto), Ont.

**Engine**  
Four-cylinder, overhead valve, type B16B  
**Bore**  
3.125"  
**Stroke**  
3.15"  
**Displacement**  
98 cu. in. (1.58 litres)  
**Compression ratio**  
8.2:1  
**Output**  
85 b.h.p. at 5,000 r.p.m.  
**Torque**  
87 lb. ft. at 3,500 r.p.m.  
**Oil filter**  
Full-flow.  
**Carburetors**  
Twin SU horizontal.  
**Transmission**  
Four-speed fully synchronized.  
**Rear axle**  
Hybrid type. Axle shafts carried in taper roller bearings. Ratio 4.58:1

**Front suspension**  
Individual suspension with coil springs and control arms. Double-acting hydraulic, telescopic shock absorbers. Stabilizer.  
**Rear suspension**  
Coil springs. Rear axle carried on two rubber-mounted support arms, two torque arms and a track bar. Double-acting hydraulic, telescopic shock absorbers.  
**Foot brakes**  
Self-centering hydraulic Duo-Servo brakes.  
**Total brake lining area**  
157 sq. in.  
**Hand brake**  
Mechanical operation on rear wheels only.  
**Wheels**  
Pressed steel disk type. All wheels balanced.  
**Tires**  
Tubeless, low pressure 5.90-15".  
**Body**  
All-welded, integral construction steel body. Thoroughly rust-proofed.  
**Instrumentation**  
Padded instrument panel containing combined instrument with fuel gauge, temperature gauge,

speedometer, mileometer. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beams.  
**Heater, defroster and fresh air system**  
Controls grouped to the left of instrument panel.  
**Safety belt fittings**  
Fittings for VOLVO type safety belts.  
**Wheelbase**  
102 1/2"  
**Overall length**  
175"  
**Overall width**  
62 1/4"  
**Height**  
61 1/2"  
**Tread, front**  
51"  
**Tread, rear**  
51 1/2"  
**Weight**  
2,202 lbs. (incl. fuel, oil, water).  
**The factory reserves the right to modify designs and equipment.**