Do you know why cars are new! new! new! new! every year?
Neither do we.

It seems to us that most car manufacturers either aren’t satisfied with what they’ve been making... or they’re trying to convince you that you’re not satisfied with what you’ve been driving.

We happen to have a car that’s very satisfactory all the way around. Its name is Volvo, it’s a compact, and we haven’t come out with a new! new! new! model in over 8 years and that was mostly to give our 20-year-old model a running mate. We’re continually perfecting both (you can do a lot of perfecting in 20 years) but we’re not continually changing them. Here’s why.

**Volvo has a strong body.**

Many people think that Volvos are made of heavier steel than other cars. It’s not heavier enough to be worth bragging about. We’ve simply avoided flat surfaces. We rounded the fenders, rounded the hood, rounded the roof and rounded the trunk because rounded surfaces are stronger than flat surfaces.

Then for additional strength and safety we weld—not bolt—everything together to form a single, rigid, rattle-free unit.

**The Volvo engine doesn’t require constant tinkering and tuning.**

It’s a simple, basic engine, free of gimmickry and “advancements.” As Sports Car Graphic magazine wrote, “Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe tests we have ever put a Project engine through. Perhaps the foremost bit of education we acquired was learning that the Volvo B-18 engine is one of the most, if not THE most, reliable, rugged and unbreakable car engines being built today.”

(Sports Car Graphic would have found out something even more interesting if they had tested the engine in the car: Volvos out-accelerate other popular-priced compacts in every speed range, yet get over 25 miles to the gallon like the little economy cars.)

**The body will not rust out before you make the last payment.**

Contrary to logic, the rust that damages your car most does not start on the outside of the body. It starts on the inside. From condensation. To prevent this we bond an asbestos composition to all large metal surfaces inside the Volvo body. (This makes for a quieter car, too.)

Outside, the body is completely rust-proofed with zinc phosphate then six—that’s right, six—coats of paint (2 prime, 1 undercoat, 3 hand-rubbed enamel) give it a remarkably tough hide.

**Volvo steers and handles like a car should.**

If you turned the wheels of the car you now own from extreme left to extreme right, it would probably require five complete turns of the steering wheel. With a Volvo you can do it in 3 3/4 turns of the steering wheel.

You get no mushy, floating feeling when you drive a Volvo. You have intimate control of the car at all times. On straightaways. Around curves. In case of emergency. Power steering? You don’t need it with a Volvo.

**Drive it all day without feeling whipped.**

Volvo has chair-high bucket seats that are contoured to fit your body. Pull a lever and you change the angle of the back rest. Flick a handle and you move forward or backward. You can even raise or lower the seats if you wish.

The Volvo steering wheel is placed more vertically than in
most cars. Like the steering wheel of a race car. Both hands rest on
it with ease. It requires less effort and arm movement to maneuver
the car. If you're a Sunday driver, Volvo will make a Monday
through Saturday driver out of you, too.

Volvo start on cold mornings.

In Sweden winter temperatures often drop to 30° below. So we
put an oversized electrical system in the Volvo. It's a 12-volt sys-
tem with a 60-amp. battery, 60-amp. batteries are usually reserved
for 200-horsepower engines. The Volvo compact has a 90-horse-
power engine. One more thing you'll appreciate: the Volvo choke
is manual. Just pull it out and push it in. No complicated mecha-
nisms to get fouled up.

Volvo is a safe car.

Over-the-shoulder safety belts are standard equipment. Padded
sun visors and dashboard are also standard. Even the steering
column is special. It's designed to break away under severe impact.

The 122S and 1800S Volvos have disc brakes on the front
wheels. Sooner or later every car will have disc brakes. Disc brakes
stop you straight and true. They do not fade (lose their stopping
power) even after repeated emergency stops. And they're less ex-
pensive to maintain than regular drum brakes.

Options? You may want to add a radio.

Those extra-cost features that add up to a shock on other cars
come as standard equipment on Volvo. Bucket seats, vinyl uphol-
stery, undercoating, heated-defroster, trip odometer, arm rests,
backup lights, four speed synthesomesh transmission (that trans-
mision is a story in itself), electric windshield wipers, dual car-
buretors that open and close like a camera shutter to adjust to the
driver's demands (there's another story), even the whitewall tires.
Not a penny extra for any of them.

A word about our 15-inch wheels.

They make sense. Big wheels go around fewer times to get you
where you're going. The fewer revolutions the wheels make, the
fewer revolutions the engine makes and the longer it lasts. Tires
last longer, too. Getting 50,000 miles out of a set of tires on a Volvo
isn't at all unusual. And you get better traction in mud and snow.

Our new automatic transmission deserves a para-
graph of its own.

A lot of people who would otherwise be driving Volvos aren't
doing so because Volvo hasn't been available with automatic trans-
mision. We've held back from offering an automatic until we
could develop one that wouldn't cut gas mileage and performance
as most automatic transmissions do. We think we've come as close
as anyone ever will. With Volvo automatic you'll still get over 25
miles to the gallon. And you'll get very nearly the same acceler-
ation that you'd get with the Volvo standard shift. The loss in per-
formance is so slight that some of the more avid Volvo fans claim it
isn't noticeable.

We do make changes—when there's a reason.

But change for the sake of change? Not when you've got a car
that goes like Volvo goes, gets the gas mileage a Volvo gets and lasts
an average of 11 years in Sweden where 80% of the roads are un-
paved and there are no speed limits on the highways.

Buy one and keep it a long time. Then you can
blow your money on something besides car payments
for a change. See the Yellow Pages for the dealer nearest you. Overseas delivery available.

This is the Volvo 544 compact. We introduced it in 1944 and it
hasn't had a major body change since. It's won more durability
and speed races than any compact ever made. Notice how its
rear slopes away in a smooth, unbroken line. That's called a
fastback. It's one of the "newest" things being offered by some
car makers this year.

This is the Volvo 122S compact. It's an offshoot of the 544 and
performs just as well. In fact the 122S is the current World
Rally Champion. It's also available as a 2-door sedan and a 4-
door station wagon. Like all Volvos, it gives you a choice of sen-
sible colors: Black, Red, Light Blue, Dark Blue, Grey, Sand,
and White.

This is the Volvo 1800S. It's obviously not a compact. If we
told you how good the 1800S is you wouldn't believe us. So
here's what Road & Track, an automotive magazine, wrote
about it: "The 1800S is a very civilized touring car of the type
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." You pay over $3,000 for a Ferrari or Aston Martin. You
pay $3,995 for the Volvo 1800S. West Coast slightly higher.