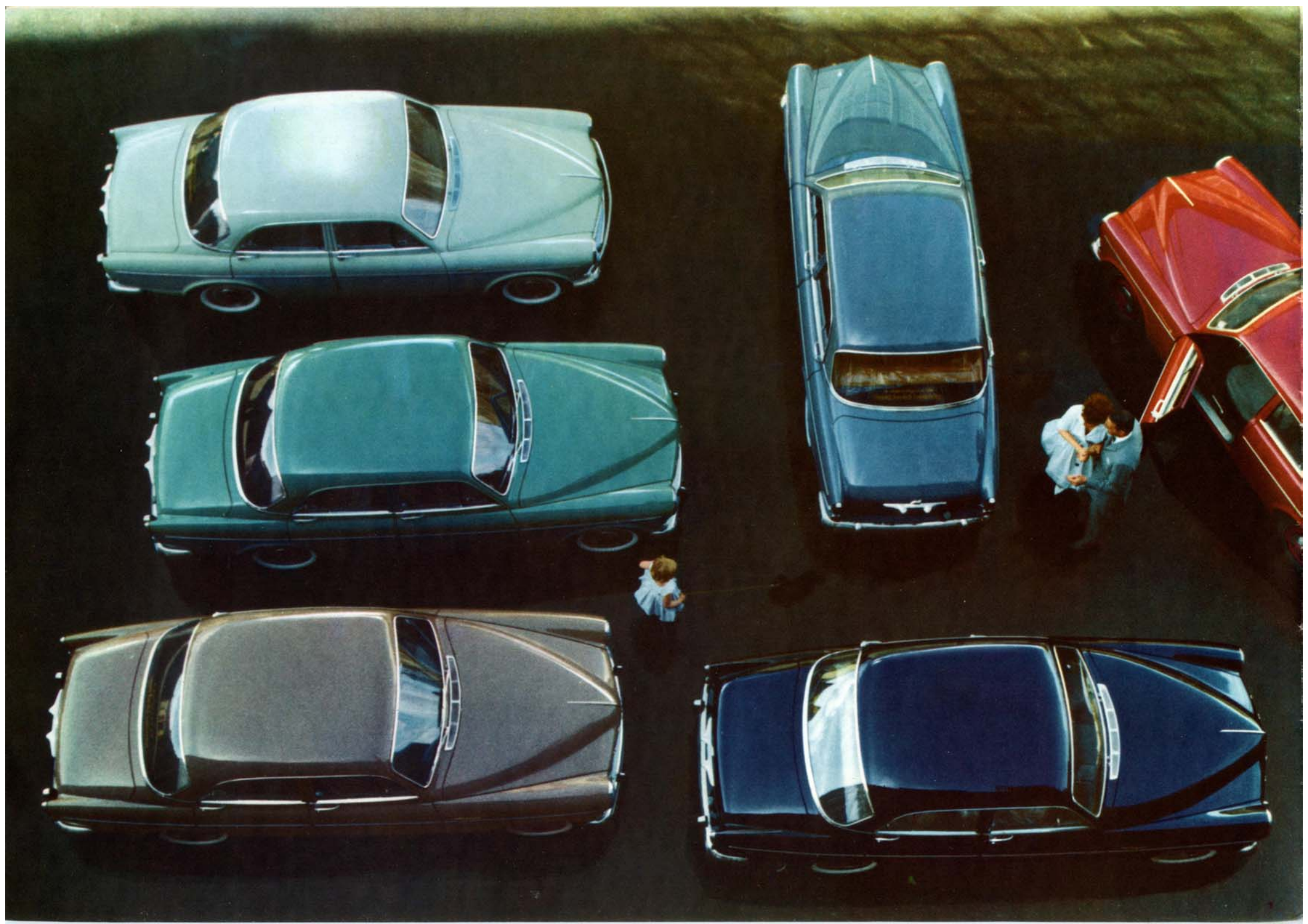




VOLVO 122





VOLVO 122

The Volvo 122 is a smart car with outstanding performance. The new, powerful engine, the comfort of the interior appointments and the comprehensive standard equipment make motoring a stimulating experience. The Volvo 122 is very easy to drive and has outstanding roadability. It is an ideal car for those requiring a smart and representative vehicle in which they can drive long distances with the minimum of strain.

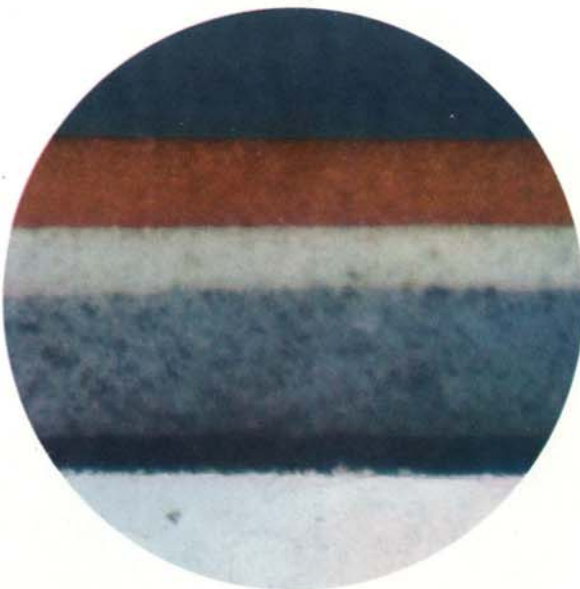
In spite of its spacious interior, the Volvo 122 has compact external dimensions. Women drivers appreciate particularly its flexible performance in heavy traffic and the ease with which it can be parked even in confined spaces.

The Volvo 122 is a car designed for safety. Disk brakes on front wheels are standard. The brakes function effectively even with low pedal pressure. The sturdy, all-welded steel body is of the integral construction type, i.e. the frame and body are in one unit. This makes the body particularly strong and resistant to torsional stresses. The dashboard and sun visors are padded and standard equipment includes attachments for safety belts on front and rear seats.

The Volvo 122 is designed for the severe Scandinavian climate. It is effectively rust-proofed and has a generously dimensioned heater system. A 12-volt battery has sufficient capacity for immediate starting, even in extremely cold weather.

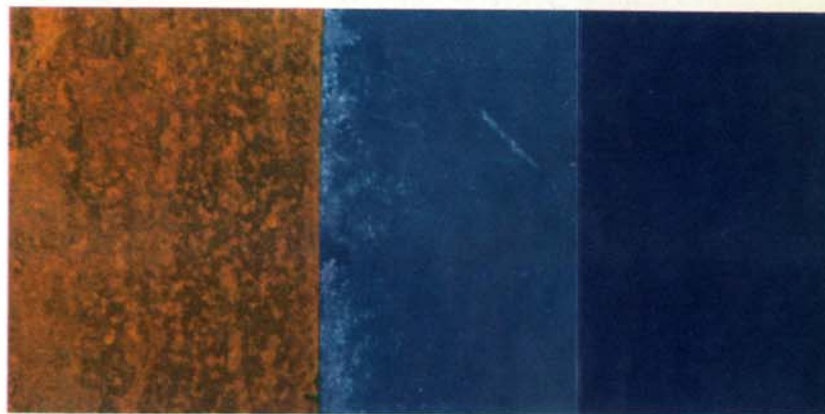
Volvo cars are renowned all over the world for their high quality. Their high second-hand value depends on the unvarying precision used by Volvo in the design, selection of material, manufacture and inspection.

The Volvo 122 with its durable, economical engine, its modern design and high quality is a car its owner can be truly proud of as well as being a car that always attracts great attention.



Cross-section of quality

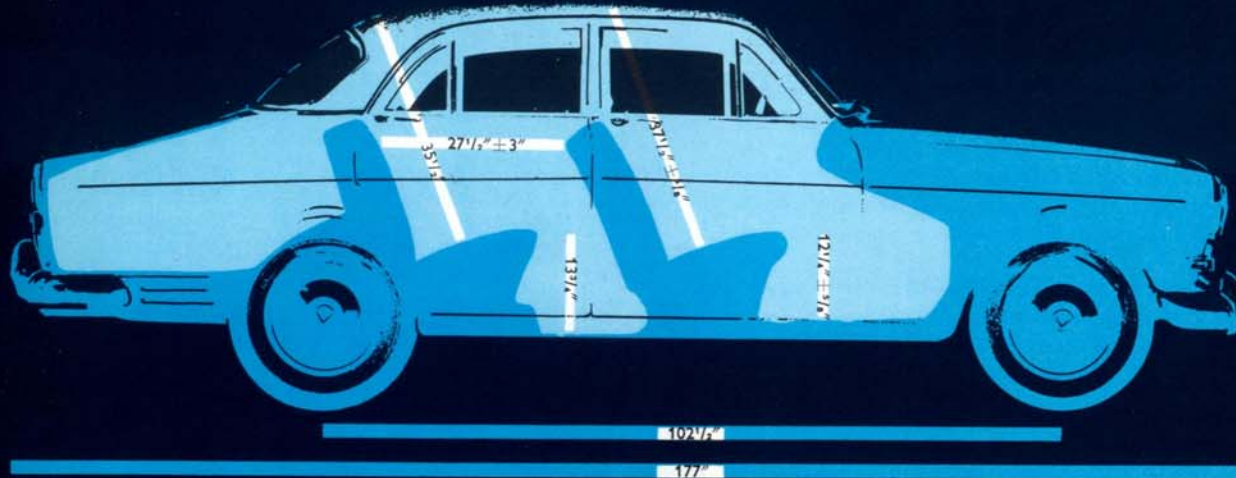
Body finish. A cross-section of the body finish magnified 500 times gives some idea of the high standard maintained on Volvo cars. Four coats of paint are applied to the phosphated sheet-metal — the white lower part in the circular illustration. The bodies are first dipped in durable rust-proofing paint which penetrates effectively into all joints. The primer is applied over this and then an intermediary coat and the surface finish are sprayed on and dried in ovens. Between the various operations, the surfaces are ground and checked extremely carefully to ensure that the final surface finish is up to the high standards demanded by Volvo. The complete process makes the body sheet-metal both extremely resistant and attractive in appearance.



Rust-proofing. The Volvo 122 is designed to stand up to the severe Scandinavian climate. A 122 stands up to outdoor parking all the year round in all weather due to the effective and thorough rust-proofing.

The rust-proofing includes several operations. The bodies are taken through a phosphating plant where they are first cleaned extremely thoroughly. They are then sprayed with certain chemical solutions which "etch" the body sheet-metal to a slight extent. This etching effect increases the adhesion of the paint and prevents the occurrence of rust damage. An experiment shown in the oblong illustration above clearly shows the differences in resistance to rust damage between a completely untreated sheet-metal surface, a sheet-metal surface with a "normal" rust proofing and a surface which has been treated according to Volvo methods. The untreated surface (left) can represent a body joint into which no rust-proofing agent has penetrated. The centre illustration shows a phosphated and normally primed surface and the right-hand shows a surface which has been through the extensive and thorough Volvo treatment. The differences in rust-resistance are obvious. This is one of the explanations for the high second-hand value of Volvo cars. The enduring advantages of thorough rust-proofing first become obvious after many years of constant and demanding use.





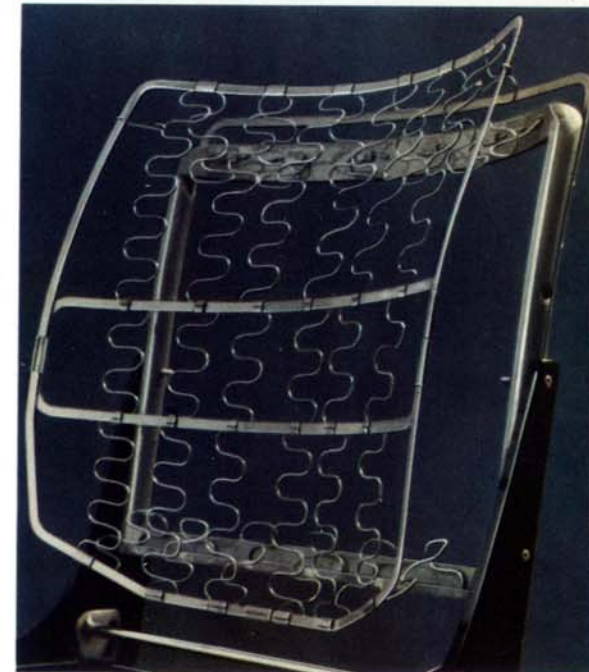
More than smartness

A comfortable car interior is always the result of careful and thorough planning. If you sit behind the steering wheel in a Volvo 122 you will notice immediately how carefully the driving position has been designed. In order to ensure relaxed driving, a seat cushion must have the correct level and angle and the driver's back should also be supported from the hips up to the shoulder blades. The front seats in a Volvo 122 are designed in this way. This prevents fatigue and discomfort even when driving very long distances. The slightly concave design of the backrest and seat cushion hold the body in position even when cornering at high speed. The angle of both the backrest and seats can be adjusted and the height of the seats above the floor can be modified for individual requirements.

The rear seat in a Volvo 122 is also designed for relaxed comfort. The seat itself is constructed in accordance with the same principles as the front seats with a slightly concave design. Rear seat passengers sit in comfort even when the car is being driven along winding roads. The rear sides of the front seat backrests are also swept inwards to ensure good leg room in the rear seat.

All the backrest and seat springs are well matched to the suspension of the car itself. They iron out the effect of any residual road surface unevenness without being too soft.

The luggage accommodation of a Volvo 122 is very generous. The depth and capacity of the luggage compartment means that it can take a large number of cases. A further advantage is that there is no high threshold to prevent loading and unloading of heavy and bulky packages.





Well-planned comfort

The interior appointments on a Volvo 122 are both smart and robust. The upholstery is in the form of durable and easily cleaned leatherette material. The floor is covered with neat and practical rubber mats. There are pockets on the front doors. The colors of the interior appointments are in perfect harmony with the various surface finish colors available and the upholstery has been cut and sewn with great care.



Metal fittings such as door handles, window lifts, etc. are robustly designed and easy to operate. There are ideally located armrests on all doors.

The heater and ventilating equipment is of the high-output type. It is designed for Scandinavian climatic conditions and ensures comfortable living-room comfort in the car independent of weather conditions. The defroster keeps the windshield completely free from ice and misting. The effect of the defroster can be further increased by using the ventilator fan. This has two different speeds. The heater and ventilator controls are conveniently located on the dashboard and are



illuminated for night driving. An unusual detail here is that the heater supply system is thermostat controlled. This means that the temperature maintained remains at exactly the level adjusted and is practically independent of driving conditions and weather.

The fresh air intake is located immediately in front of the windshield and this ensures that no exhaust gases from cars in front are sucked in.

Completely weather-proof

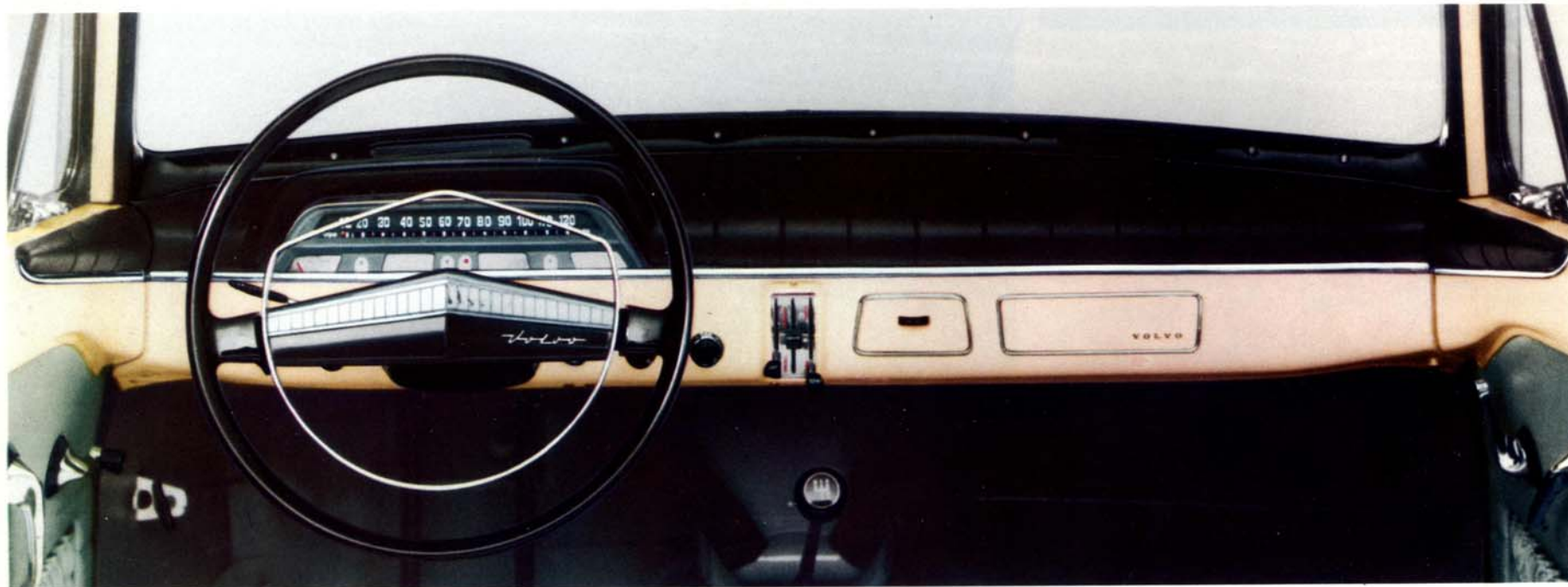
During warm summer days not many people think of the advantages of having a draught-proof and comfortable car when bad winter weather arrives. The Volvo 122 is designed to stand up to severe climatic conditions. It is built for warmth and comfort even in the coldest weather.

The Volvo 122 is effectively protected from corrosion in the factory itself. In addition to phosphating and dipping, closed sections of the bodywork are rust-proofed in accordance with the ML method and the whole floor is treated with rust-proof oil.

All Volvo cars are tested for leakage by being subjected to an intense water spray from all directions through which even the slightest leakage can be detected. *Comparative tests with about 20 cars of the same size and class show that the Volvo 122 is in a class of its own in this respect.*

A Volvo 122 is always comfortable to travel in, no matter what the weather may be like.





Comfortable driving



It is not sufficient merely to sit correctly and comfortably in a car. The instruments must also be clearly visible and vision must be good. For this reason the Volvo 122 has a well-planned and safe interior. The dashboard has a smooth, padded top coated with reflection-free material, while the lower edge is softly rounded off. There is plenty of leg room under the dashboard and there are no controls or other hard projections which can cause injuries. The sun visors are fully adjustable and can even be swung around to the side windows. They are also, naturally, padded. The windshield is of laminated glass and does not become opaque if damaged by gravel thrown up by other cars.

The combined instrument shows the speed, temperature and amount of fuel. The speedometer is fitted with a mileometer and a trip meter. Clearly visible warning lamps light up if charging should cease for some reason or if the oil pressure

should fall below the permitted level. Other warning lamps show when the headlights are full on and when the direction indicators are being used. The instrument lighting is rheostat-controlled.

The Volvo 122 has a safety type steering wheel inclined at the ideal angle for comfortable, exact and safe steering. The turning circle of the car is very small — only 32 ft.

The Volvo 122 has electric windshield wipers of the two-speed type. Since they clear a large continuous area, vision is excellent even in rain or snow. Standard equipment includes nozzles for a high-effect, electric windshield washer, the washer itself being an optional extra. If the windshield wiper control is pulled all the way out, the windshield is washed clean in a moment. This is a vital safety factor in overtaking when the car in front is throwing up mud.



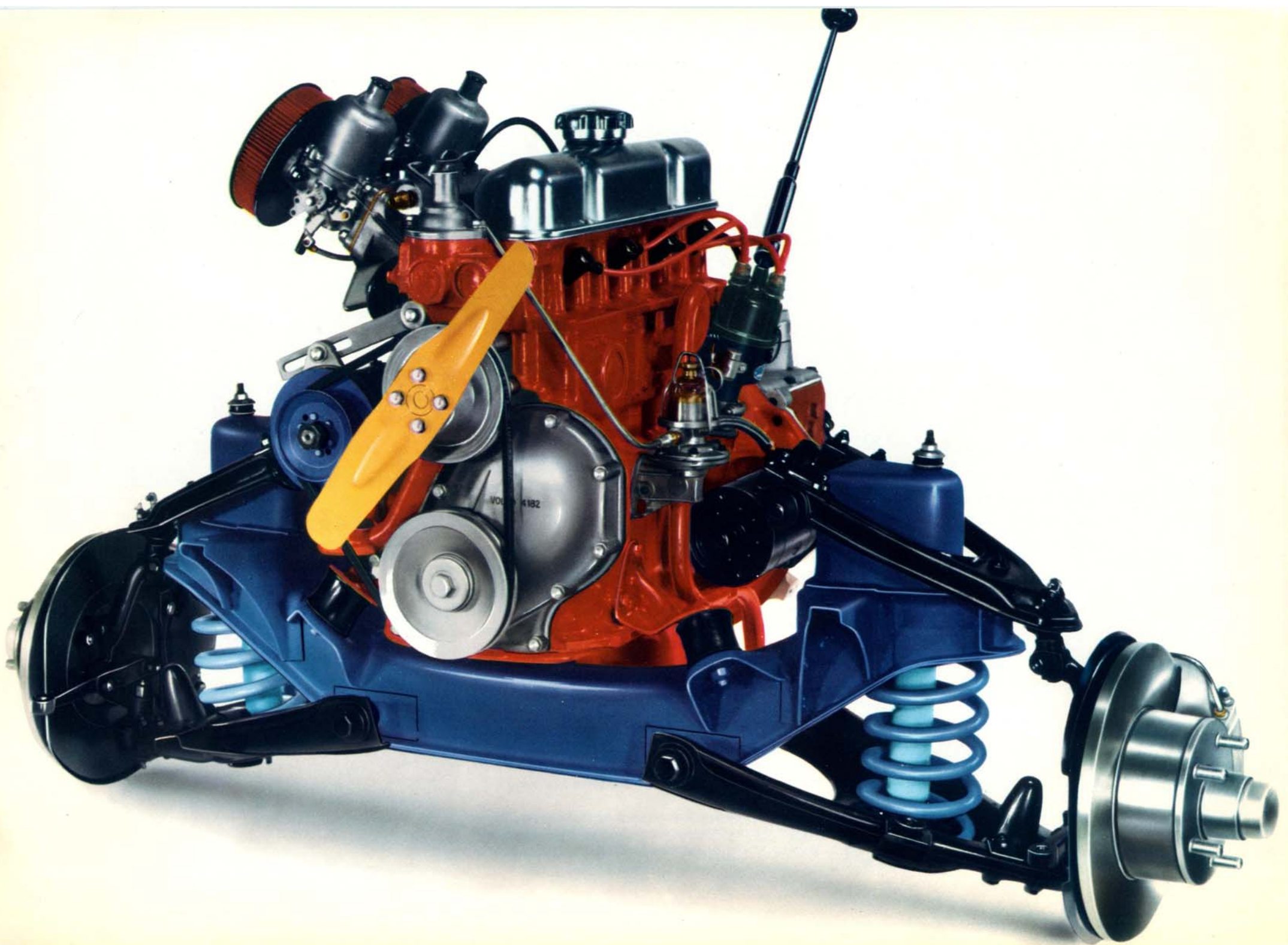
Travel in safety

The high average speeds at which modern cars travel mean that the demand made on safety equipment has also become more severe. Volvo has been a pioneer as far as safety is concerned and thus fitted all Volvo cars with safety belt attachments. When the bodies are manufactured, robust attachments are built in for the safety belts in both the front and rear seats. This guarantees that the belt attachments are fitted in the most convenient way and that they become integral with the robust body.

Volvo safety belts (extra equipment) stand up to a loading of more than 3 tons and the belt attachments have been designed to stand up to this loading. This ensures that neither the safety belts nor the attachments can fail.

Volvo safety belts are of the three-point type, this means that there is both a diagonal shoulder belt and a waist belt, with three attaching points. The catch on the belt is easy to operate with one hand.





The engine for everyday motorists and connoisseurs

Technically minded motorists may be interested to know that the newly designed 90 b.h.p. (SAE) engine is quite a sensation. It consists of a straight, water-cooled, four-cylinder unit with a capacity of 1,780 c.c. The crankshaft is carried in five bearings for quiet and vibration-free operation. Fully finished combustion chambers decrease the risk for carbon deposits and subsequent glow ignition as well as other running interruptions. The engine has two horizontal carburetors, each feeding two cylinders through separate induction ports. This means a higher degree of volumetric efficiency and improved fuel economy. The electrical system has a voltage of 12 volts and this means easier cold starting.

It is a great advantage to know that this engine permits speedy and safe driving with minimum fuel consumption. But car running economy consists of more than merely fuel economy. The following factors contribute to a great extent towards reliable running, resistance to wear and minimum maintenance:

Crankshaft carried in five bearings for quiet and vibration-free operation. Large bearing surfaces for dependable running under extremely difficult conditions.

Fully machined combustion chambers for more even combustion and decreased carbon deposits.

Full-flow filter through which all engine oil passes. This makes an important contribution to oil economy and decreased engine wear.

Liberally dimensioned cooling system. Direct cooling of exhaust valve seats and spark plugs. Thermostat-controlled by-pass type valve. The engine rapidly attains its correct working temperature and this temperature remains constant — independent of driving conditions.

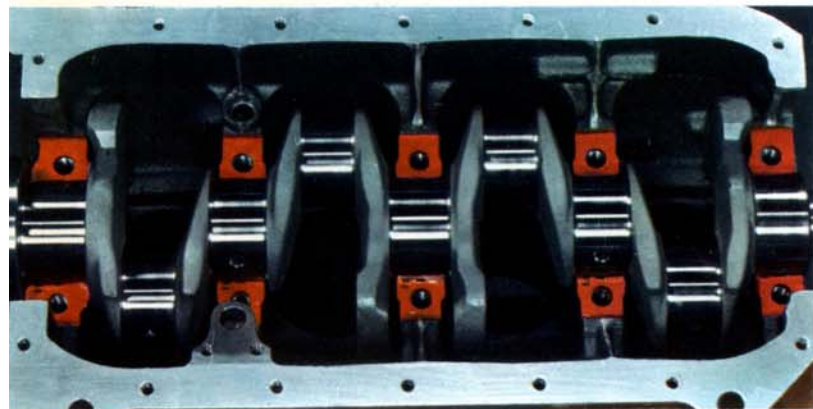
Robustly dimensioned 12-volt electric system with 1 h.p. starter motor and 360 W generator output. This ensures easier cold starting, better lighting and increased resources available for extra headlights, radio, etc.



At the same time as the engine for the Volvo 122 has been modified, a great deal of attention has been paid to safe and comfortable suspension. This picture shows how the effective suspension and springs on the Volvo 122 iron out a bad road surface. The car has been driven in front of the camera and the results is shown in the form of two curves.

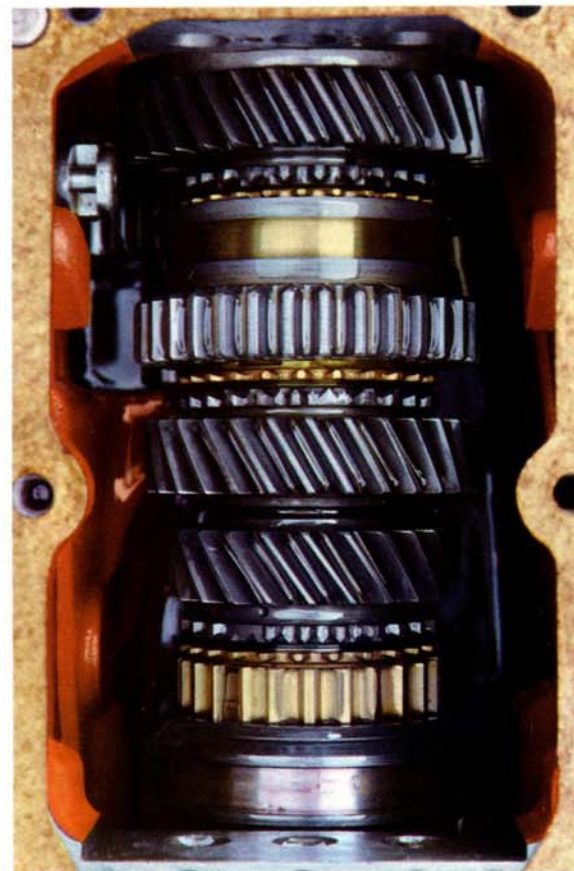


The red line shows a red light fitted in the centre of one front wheel. The yellow line shows a corresponding yellow light fitted at the same level as the steering wheel on the body. The picture clearly shows how the springs function and result in safe driving and maximum comfort.

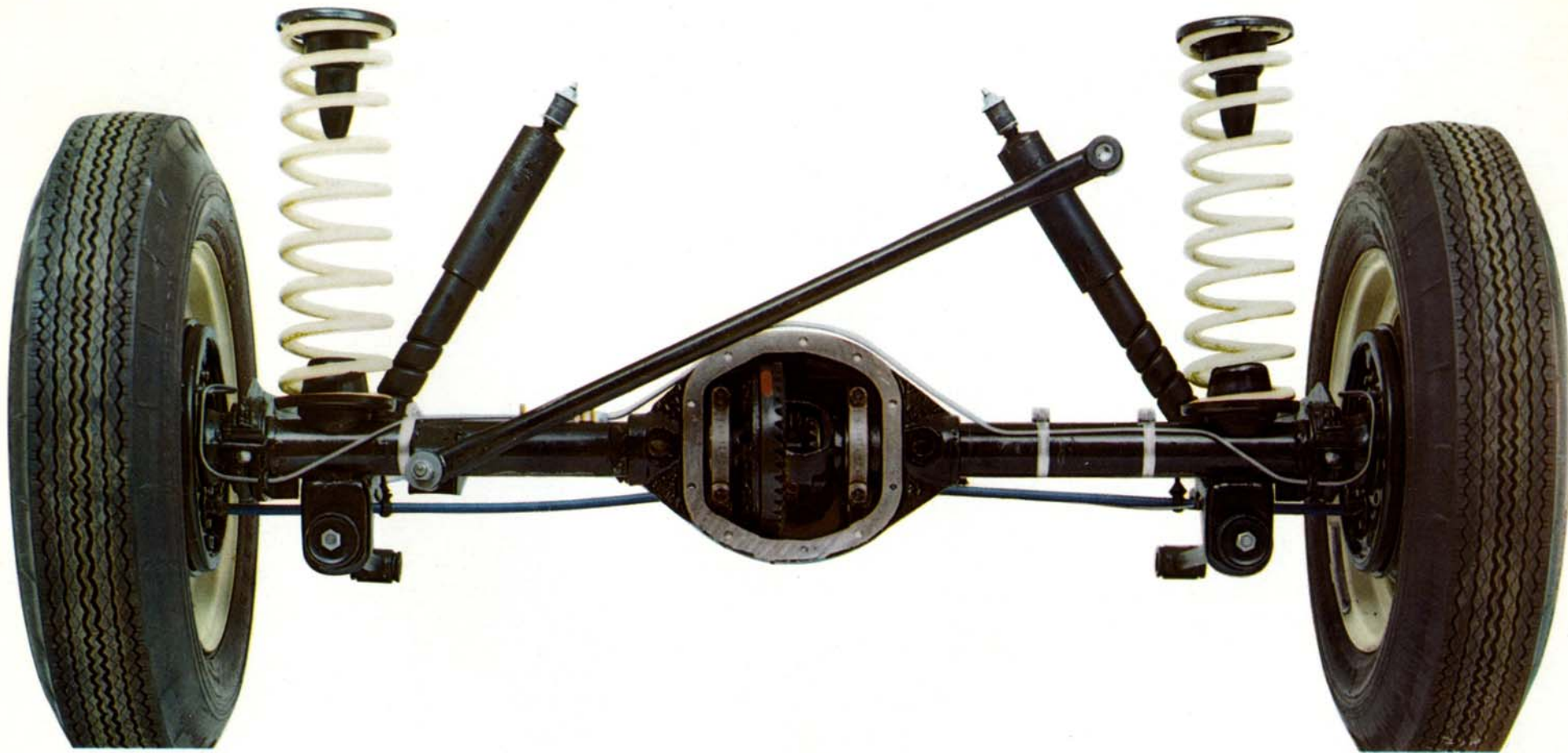


The crankshaft in its five bearings contributes towards smooth running and minimum vibration. It is also more resistant to stress. The combined bearing surface is very large and this means that relative pressure is therefore low under all conditions of running. The durability and life of the crankshaft, and thereby the engine, have thus become greater.

The Volvo 122 is supplied with *disk brakes* on the front wheels. Disk brakes ensure a rapid and effective braking action. They are less sensitive to heat development when braking during hard driving. The disk brakes are open but well protected inside the front wheels. They are easily accessible for inspection.



The Volvo 122 is supplied with a four-speed transmission. This transmission is fully synchronized — right down to 1st speed — and is very easy to operate since the individual gear positions are clearly differentiated. Robust synchronizing ensures speedy changing up and changing down. The various ratios have been carefully selected to ensure the best acceleration and speed under all conditions of loading. This results in safe overtaking.



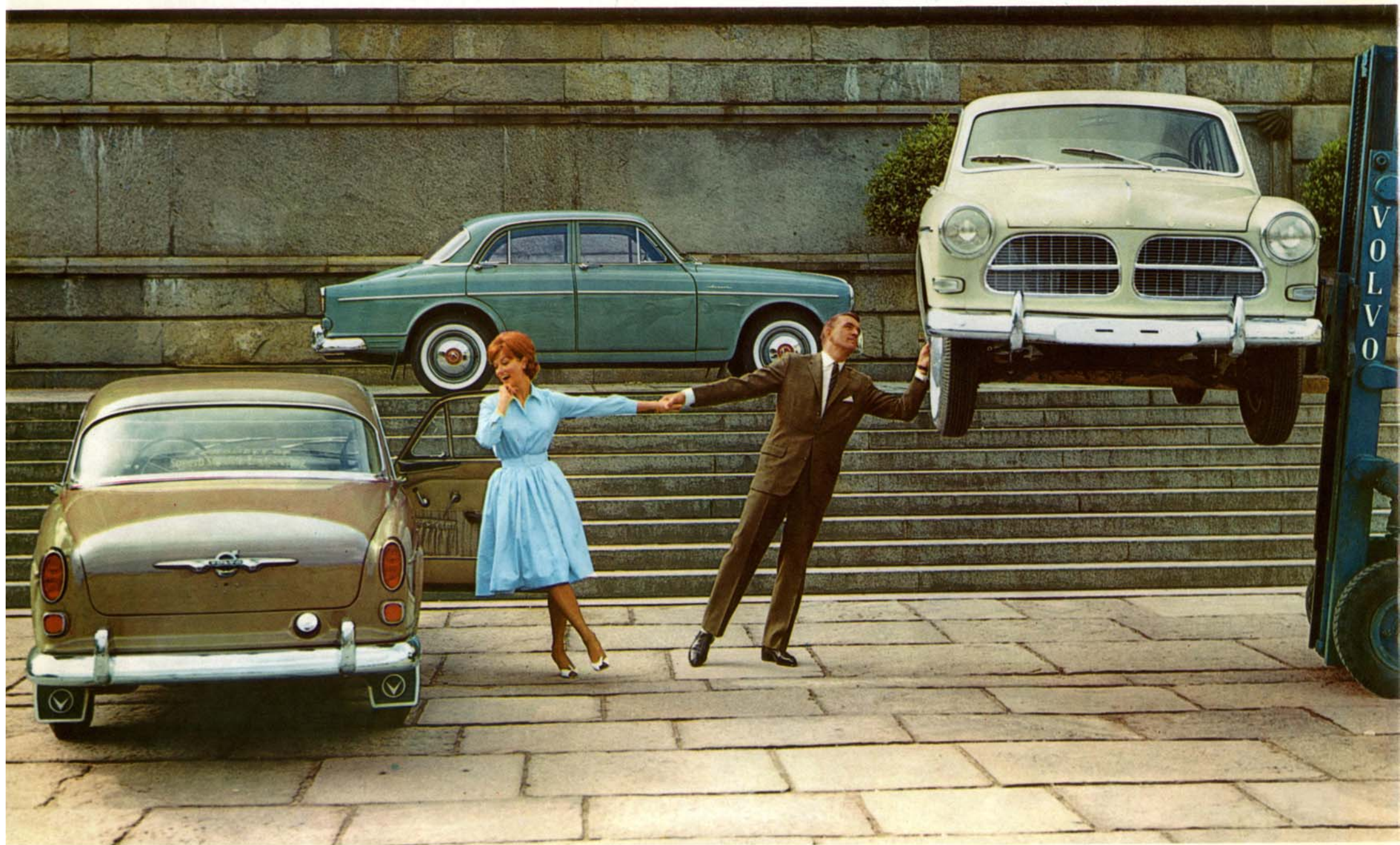
Exceptional rear axle

The outstanding driving characteristics and speed resources of the Volvo 122 make it particularly suitable for smooth and comfortable long-distance runs. The excellent vision, small turning circle, flexible engine performance and easy gear-shifting make the Volvo 122 extremely convenient for city traffic.

The Volvo 122 is an everyday car — but a fast and smart everyday car. Only pure sports cars have similar safe but sporting characteristics. This is no random coincidence since, in addition to its powerful engine and outstanding transmission, the Volvo 122 has a rear axle suspension system which makes an important contribution to its unique road-holding and precision steering. A rear axle suspension has three important tasks: it must guide, spring and damp the movements of the rear axle. On the Volvo 122 these functions are taken care of by various units. The springing consists of

robust coil springs, the rear axle is located by means of support arms and a track rod and damping is taken care of through double-acting telescopic shock absorbers. All the component parts of the suspension system are carefully matched with each other and this results in first-class road-ability and extra safety.

The steering characteristics of a Volvo 122 are truly outstanding. The smooth return of the steering wheel after taking a curve is a pleasure in itself.



The Volvo 122 is robust, versatile and an excellent buy

EXCELLENT BUY

Modern design with high demands concerning quality in selection of material, manufacture and inspection. The Volvo 122 gives you high quality and renders trouble-free service for many years.

ECONOMICAL

High quality in all details, low rate of wear, low running costs and few maintenance operations. The Volvo 122 has a very high second-hand value.

SAFE

Robust design, excellent engine performance, sturdy brake equipment, outstanding roadholding and carefully planned safety equipment. The Volvo 122 always ensures safe driving.

SPEEDY

Completely new and more powerful engine, outstanding transmission and safe road holding. The Volvo 122 has fast acceleration for safe overtaking and permits high average speeds.

EASY TO DRIVE

Compact external dimensions, precise and easy steering, well-located and easily operated controls. The Volvo 122 is very easy to drive — particularly appreciated by professional drivers.

COMFORTABLE

Well-balanced suspension, spacious and comfortable seats, high-effect heater and ventilator, extensive standard equipment. The Volvo 122 is well-appointed and comfortable.

ATTRACTIVE LINES

Restrained style, modern design, smart and highclass finish and tasteful interior appointments. The Volvo 122 is always a source of pride.

The Volvo Group of Companies



AB Volvo, Gothenburg. The car factory in Gothenburg, which is also the head office of the Volvo Group of Companies, is the end of the long journey from the drawing board to the finished product. All Volvo cars and station wagons, truck and bus chassis are built on the four assembly lines in the Volvo factory. About half the total products of Volvo are exported.

AB Volvo, Skövdeverken, Skövde. This company is responsible for the manufacture of all the engines for Volvo cars, trucks and buses and also supplies engines to AB Bolinder-Munktell for tractors and to AB Volvo Penta, Gothenburg for marine and stationary use. The engine factory and foundry in Skövde are amongst the most modern in Europe.

AB Volvo Penta, Gothenburg. World-renowned for the manufacture of marine engines ranging from 5 h.p. to 185 b.h.p. The production programme also includes auxiliary marine units, generator sets, industrial engines, etc. The greater part of the production programme is made up of Diesel engines which are manufactured in Skövde and then converted for marine and industrial use at the plant in Gothenburg.

Volvo-Köpingverken AB, Köping. This firm manufactures transmissions for Volvo as well as final drives and tractor gears. The workshop has a floor area of approx. 320,000 sq.ft. The heat-treating department is one of the largest and most modern in Europe. Every day it handles more than 30 tons of gears and shafts, most of the work being carried out in semi-automatic units.

AB Volvo is the Parent Company of the second largest industrial concern in Sweden — the Volvo Group of Companies.

The Group companies have an extensive and high-class technical production.

They also supply the most vital parts of Volvo cars.

Köpings Mekaniska Verkstad AB, Köping. Through intensive design work, improved production methods and workshops with ultra-modern equipment, this firm has developed to be one of the leading Swedish producers of machine tools, mainly lathes and milling machines as well as specially-built machine tools for series production.

AB Bolinder-Munktell, Eskilstuna. The leading manufacturer in Sweden of tractors, combine harvesters, road graders, stationary and marine diesel engines. The production programme also includes front axles for Volvo.

Arvika-Thermænius AB, Arvika and Katrineholm. A leading manufacturer of agricultural machinery, especially tractor ploughs, drills and mowing machines of various types.

Svenska Flygmotor AB, Trollhättan. Volvo owns the share majority in this firm and it is therefore included in the Volvo Group of Companies. The manufacturing programme consists of the highly specialized precision manufacture of aircraft engines.

Grafiska Maskin AB, Trollhättan. A daughter company to Svenska Flygmotor AB. The production programme includes many types of printing presses, including the world-renowned GMA Tifring and Viking letterpress units.

Specifications

Engine 90 b.h.p. SAE

Four-cylinder unit with overhead valves and crankshaft carried in five bearings.

Bore	3.313"
Stroke	3.15"
Capacity	1.78 litres
Compression ratio	8.5:1
Max. output	90 b.h.p. (SAE) at 5,000 r.p.m.
Max. torque	105 lb.ft. (SAE) at 3,500 r.p.m.
Carburetors	Two SU horizontal carburetors

Full flow oil filter

Cooling system

Effective radiator. Thermostat-controlled water circulation with by-pass valve.

Battery

Voltage	12 V
Capacity	60 amp. hours

Generator

Fan-cooled with automatic voltage control.
Capacity Max. 30 A

Starter motor

Output 1 h.p.
The starter is built into the ignition switch which also has an extra position where all the electrical equipment can be used while the engine is not running.

The ignition switch and the ignition coil are connected by means of a tamper-proof armored cable.

Clutch

Hydraulically-operated 8½" single dry plate clutch

Transmission

Fully synchronized and quiet running.

Ratios:	1st speed 3.13:1
	2nd speed 1.99:1
	3rd speed 1.36:1
	4th speed 1:1
	Reverse 3.25:1

Propeller shaft

Divided for vibration-free operation. The center bearing is mounted in sound and vibration-dampening rubber blocks. The center bearing ball bearing requires no servicing.

Rear axle

Hypoid type
Ratio 4.1:1

Steering gear

Cam and roller type
Steering box ratio 16.5:1
Left lock — right lock 3¼ turns of steering wheel
Turning circle Approx. 32 ft.

Suspension, front

Independent suspension with coil springs and control arms are carried in rubber bushings and ball joints.
Stabilizer.

Suspension, rear

Fixed longitudinal support arms and torque rods.
Track bar.
Coil springs.

Shock absorbers

Double-acting, hydraulic telescopic shock absorber front and rear.

Footbrakes

Front:

Hydraulic disk brake of the three-cylinder type. Splash-protected and self-adjusting.
Disks 10⅞" × ½"
Brake friction area on each front wheel 14½ sq.in.

Rear:

V-type drum brakes. Hydraulic and self-centering.
Brake friction area on each rear wheel 32½ sq.in.

Handbrake

Operates separately on rear wheels.
Handbrake lever located beside driving seat.

Wheels and tires

Pressed disk wheels. All wheels balanced. Tubeless 5.90—15" tires.

Body

Integral construction, all-welded steel body, fully rust-proofed by modern methods.

Fuel tank

Located at rear.
Capacity 12 US gallons.

Lighting equipment

Flasher direction indicators front and rear with optical and acoustic warning signals.
Combined stop and tail lights.
The inner lighting goes on when either of the front doors is opened.
Instrument lighting is rheostat-controlled.
Map-reading lamp.

Instrumentation

Combined instrument with speedometer, fuel gauge and water temperature gauge.
Mileometer and trip meter.
Warning lamps for charging, oil pressure, full headlights, direction indicators.

Other equipment

Horn ring on steering wheel.
Foot dimmer switch.
Direction indicator lever with automatic return.
Heater and ventilation equipment.
Thermostat-controlled heater. Low-speed fan with two speeds.
Electric windshield wipers with two speeds and automatic return.
Nozzles for windshield washer.
Double padded sun visors.
Dazzle-free rear view mirror.
Space available for fitting of radio and loud-speaker.
Pockets on front doors.
Cigarette lighter.
Ashtrays front and rear.
Tool kit and jack.
Spare wheel.

Safety belt attachments

Safety belt attachments for front and rear seat belts.

Main dimensions and weight

Wheelbase	102½"
Track, front	51¾"
Track, rear	51¾"
Overall length	175"
Overall width	63¾"
Overall height, unloaded	59¼"
Curb weight	2405 lb.

The factory reserves the right to modify prices, design and equipment.



AB VOLVO
GÖTEBORG SWEDEN

Importers:

VOLVO IMPORT, INC.,
452 Hudson Terrace, Englewood Cliffs, New Jersey

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SWEDISH MOTOR IMPORT, INC.,
3301 West 12th Street, Houston 24, Texas

VOLVO WESTERN DISTRIBUTING, INC.,
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