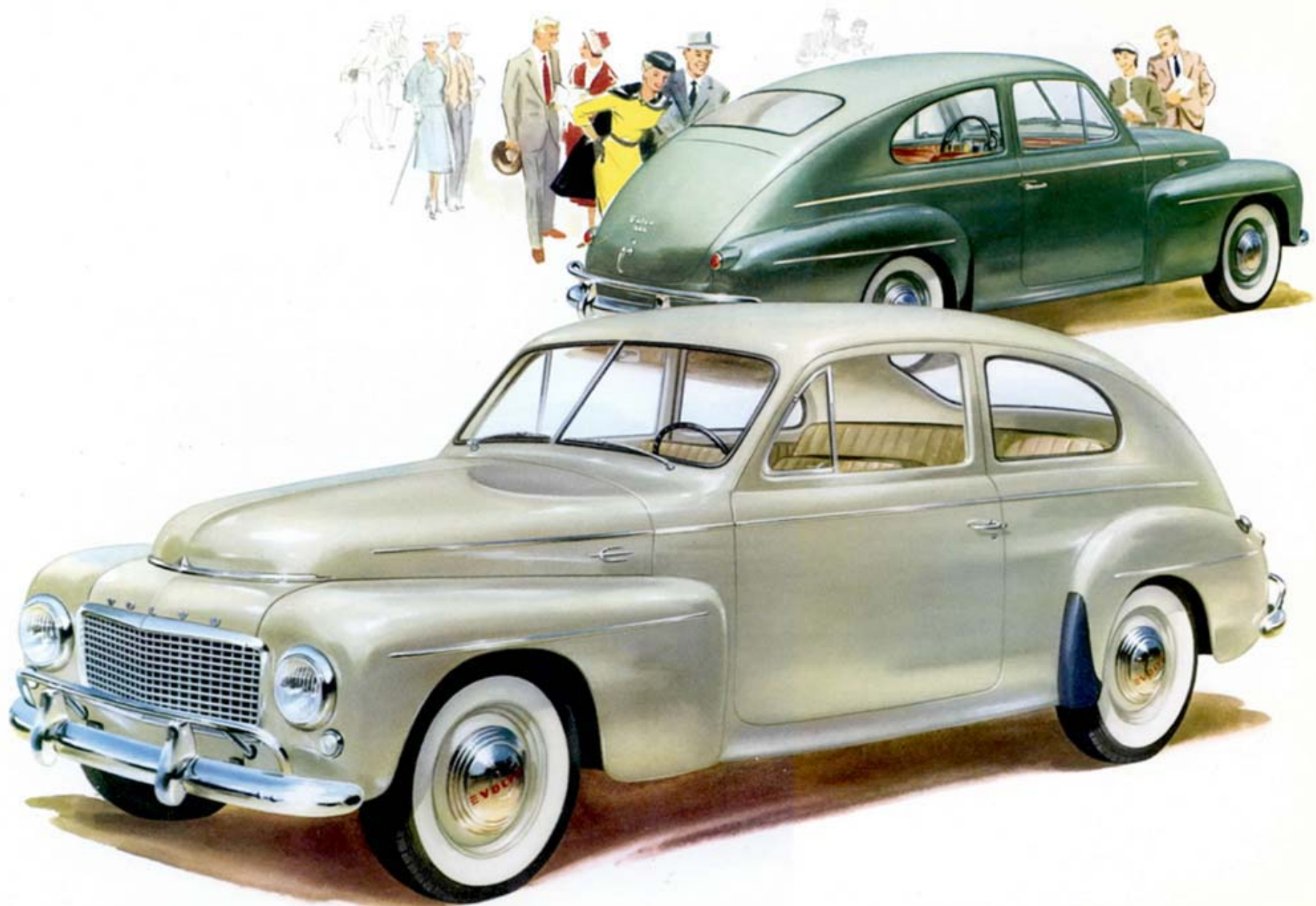


VOLVO



*"The car with
the sparkling performance"*





Individual Driving Position

You sit in deep-cushioned comfort when you drive the Volvo PV 444. Both the front seats can be instantly adjusted for individual requirements. You do not need to sit in a cramped position either since there is legroom in plenty even for the tallest people.

The elegant simplicity of the comprehensive instrument panel just below the line of road-vision means that you can read all the instruments at a glance. There is rheostat-controlled, variable-intensity lighting, too, hooded to prevent irritating windshield reflections during night driving. Powerful headlamps for safe night travel without eye-strain. Combined ignition and starting switch with thief-proof armored cable to ignition coil. Compact heater and ventilation control panel at left.



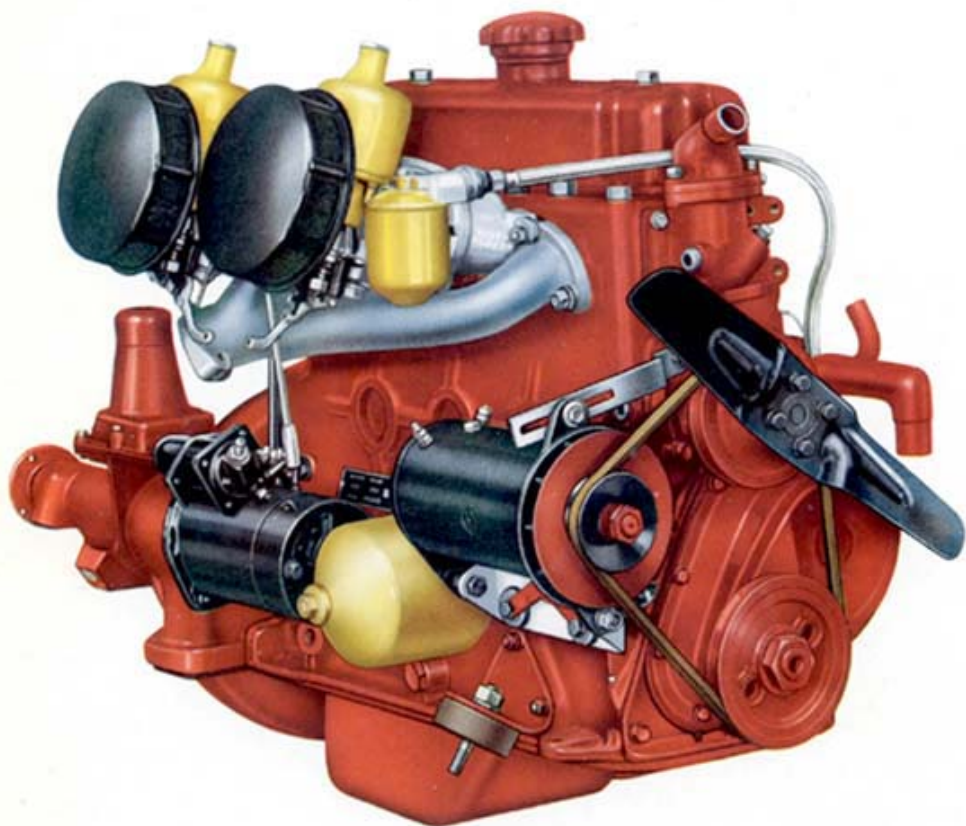
No need to worry if all the hotels are booked up. It only takes a few moments to convert the PV 444 into a really comfortable sleeper. There is plenty of room for two - even if they are both six-footers.



Drawings by
Frank Wootton

New Dynamic 85 HP

Twin-Carburetor Engine



The B16B is the brilliant 1.6 liter, overhead-valve engine behind the flashing acceleration of the PV 444.

Careful balancing and matching of the precision-made internal parts are the secrets in the smooth running of this engine at all speeds up to 95 m.p.h.

Only first-class design can result in this combination of complete dependability and practical fuel economy.

Requiring only a minimum of service, this sturdy power plant is built for really hard driving.

Parking in a confined space is no problem for the PV 444. Its compact design, tight turning circle and instant low gear response mean that it can be eased snugly into a space too small for a larger car.



The thermostatically-controlled heater and windshield defroster system is highly effective ensuring maximum driving safety and indoor comfort, even in the coldest weather. The heater warms up rapidly after the engine is started and press-button controls regulate the supply of fresh, outside air and its temperature.

The specially-designed, draft-free ventilation system ensures a constant supply of cool air on hot summer days.



UP TO 35 MILES TO A GALLON • 0-60 MILES IN 17 SECONDS • TOP SPEED: 95 M.P.H.

**The Volvo PV 444: Stock model winner in
its class at Palm Springs, Santa Barbara,
Torrey Pines and other competitive trials!**

The Family Sports Car

The Swedish Volvo PV 444 combines the power and high-speed performance of a sports car with the safety and comfort of the ideal family car; it is a shining example of Swedish precision engineering at its best.

More than just a sports car, it has been designed for real safety while the smooth suspension in combination with armchair comfort ensures relaxed, carefree driving.

The PV 444 is exceptionally easy to handle. In dense town traffic its compact design and tight turning circle are great advantages especially as far as parking is concerned.

Out on the open road, the economical twin-carburetor engine gives you sparkling high-speed performance. But no matter how fast you drive you always have a smooth controlled ride due to the ideal weight distribution and superb roadability.

Built to stand up to outdoor parking in all weather, the complete body has been rust-proofed by bonderizing while the surface finish consists of glossy but tough and durable synthetic enamel.

There are main spare part depots at several points in the US and, from these, a network of stations for service and spares is being developed.

Safe stopping in any situation is ensured by oversized, self-centering brakes with a lining area of 135 sq. in. per ton vehicle weight – more than most other cars in the same class.



Luggage compartment is spacious with generous storage allowance for every car occupant. Spare wheel is stowed upright within arm's reach yet out of the way of bags, etc. Tail-light lamps are removable for lighting compartment interior when needed.

The dependable safety and strength of the PV 444 lies in the all-welded, rattle-free integral steel construction. This means absolute security for the passengers since they are surrounded by a continuous steel shell.





SPECIFICATIONS

Engine: Type B16B four-cylinder, overhead-valve engine. Bore 3.125 in., stroke 3.15 in., displacement 97 cu.in., compression ratio 8.2:1. Output 85 b.h.p. at 5,500 r.p.m., torque 87 lb.ft. at 3,500 r.p.m. Twin SU horizontal carburetors. Flame-hardened alloy cast-iron camshaft with chilled cast-iron tappets. Silent-running valve mechanism. Aluminum pistons with oval-ground skirts and chromed compression rings. Replaceable tri-metal main and connecting rod bearings. Hardened crankshaft. Fullflow oil filter. Capacity of lubricating system including filter $7\frac{1}{4}$ U.S. pints.

Clutch: Spring-loaded single dry disk clutch. Friction area 52.7 sq.in.

Transmission: Three forward speeds and reverse. Ratios: Low 3.13:1, Second 1.62:1, High 1:1, Reverse 2.66:1. An inspection cover facilitates inspection without any disassembly being necessary.

Propeller shaft: Divided propeller shaft for vibration-free operation. The centre bearing is mounted in vibration-free, sound-insulating rubber blocks.

Front suspension: Independent front wheel suspension with coil springs and control arms. Double-action hydraulic shock absorbers.

Rear suspension: Rear axle with rubber-mounted support arms, traction rods and track rod. Double-action hydraulic shock absorbers.

Rear axle: Sturdy axle shafts in taper roller bearings. Hypoid final drive. Axle ratio 4.55:1.

Steering: Worm and roller. Ratio 13.9:1. Three turns of wheel left lock to right lock.

Brakes: Self-centering, hydraulic brakes with automatic adjustment. Handbrake operates independently on rear wheels. Lining area 135 sq.in. per ton vehicle weight.

Wheels and tires: Steel disk wheels with rugged projections for hub plate attachment. Tubeless, low pressure, whitewall, tires 5.90-15".

Gasoline tank: Located at rear under luggage compartment. Capacity $9\frac{1}{4}$ U.S. gallons.

Electrical equipment: Thief-proof armored cable between the ignition switch and the ignition coil. Starter switch built into ignition switch. Fan-cooled generator (40 amp.). Powerful sealed-beam headlamps, foot-operated control. Warning system for directional signal lamps. Battery, 6-volt, 85 amp.hr. capacity. Courtesy light switch contact on left door.

Instruments and controls: Combined instrument in front of driver, consisting of oil pressure gauge, ammeter, fuel gauge, speedometer with mileometer. Rheostat-controlled variable-intensity instrument lighting hooded to prevent windshield reflections.

Plastic-rimmed steering wheel with horn ring. Self-cancelling directional indicators (flasher type) with fingertip switch under wheel. Pullout type handbrake lever. Central gear-shift lever.

Standard equipment: Double electric windshield wipers. Two sun visors. Ashtrays above instrument panel and in rear seat armrests. Comprehensive tool kit and jack. Spare wheel stowed vertically in side of luggage compartment.

Dimensions and weight: Wheelbase $102\frac{1}{2}$ ", over-all length 177", front tread 51", rear tread $51\frac{1}{4}$ ", over-all width $62\frac{1}{2}$ ", height $60\frac{1}{4}$ ". Weight, including fuel, oil and water 2,140 lb.

The Volvo Company reserves the right to change specifications, designs and prices.



DEALER:

VOLVO

