



**WELCOME HOME**





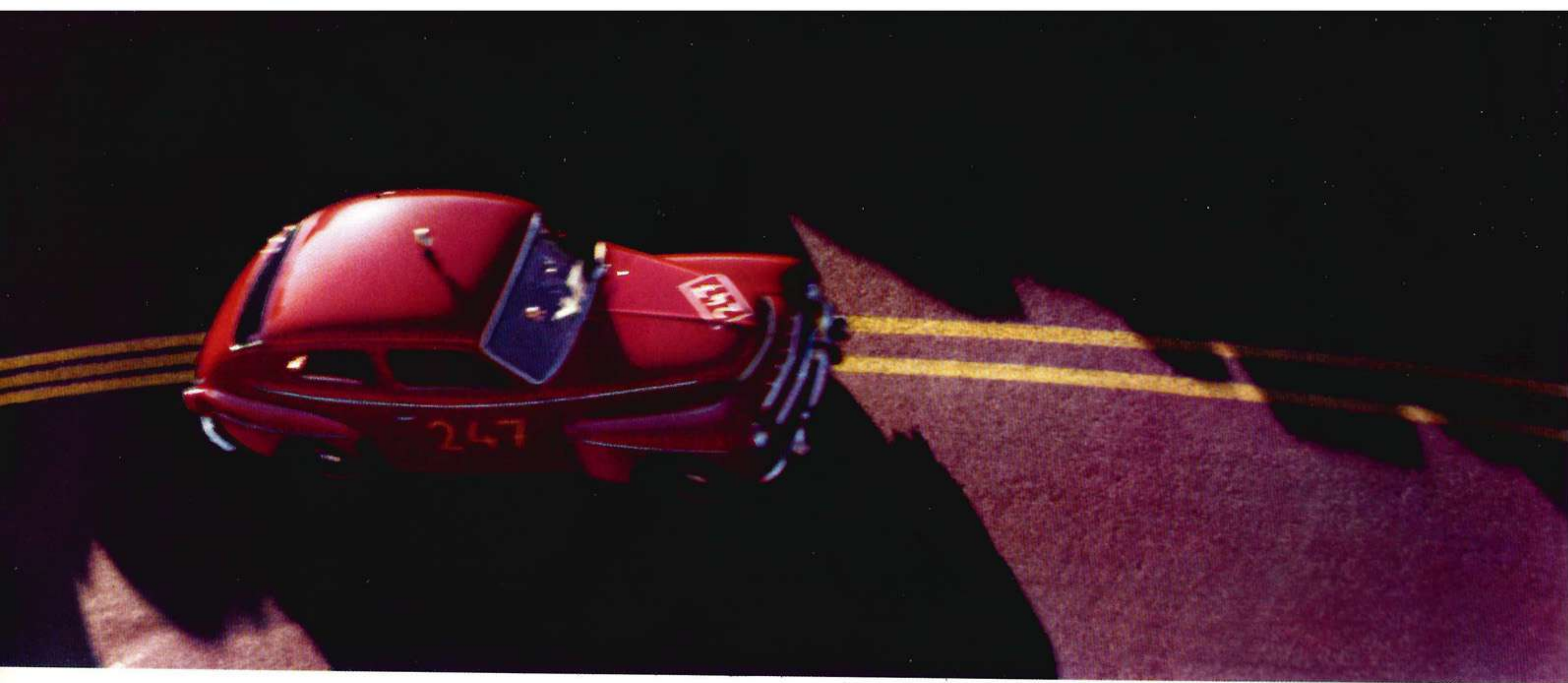


## **THE FAMILY SPORTS CAR**

This is the car designed for your family, the car that is so easy to drive and so easy to park in confined spaces—outside the supermarket, on a busy street—and, in addition to this, easy on your budget. This is the car that is just as ideal for family picnics as it is in daily stop-and-go traffic.

The PV 544 is the complete compact car. It seats five passengers comfortably, averages 30 miles per gallon on the open road and provides many features that cost you nothing extra: heater-defroster, directional signals, rust-proofing, white-wall tires, padded dash, cigarette lighter and more are all standard equipment.

Swedish styling, outstanding quality down to the smallest detail and economy in use are the hallmarks of this fine car. The precision engineering incorporated in the Volvo PV 544 has also resulted in its outstanding reputation in races and endurance tests all over the world. Only a Volvo combines the qualities of a racing thoroughbred with those of a safe, economical and comfortable family car.



## **The winner...**

Few cars have won so many victories in international rallies and endurance trials as Volvo. Under the most gruelling conditions, where the car has been forced to perform in a way that the average car-owner would never believe possible, it has demonstrated its superb endurance and perfect roadability.

The performance of the engine is far above the average for other cars in the same class; the acceleration alone is much better than many "pure" sports cars.

The PV 544 combines the thrill of sports-car driving with the comfort and safety of a real family car.

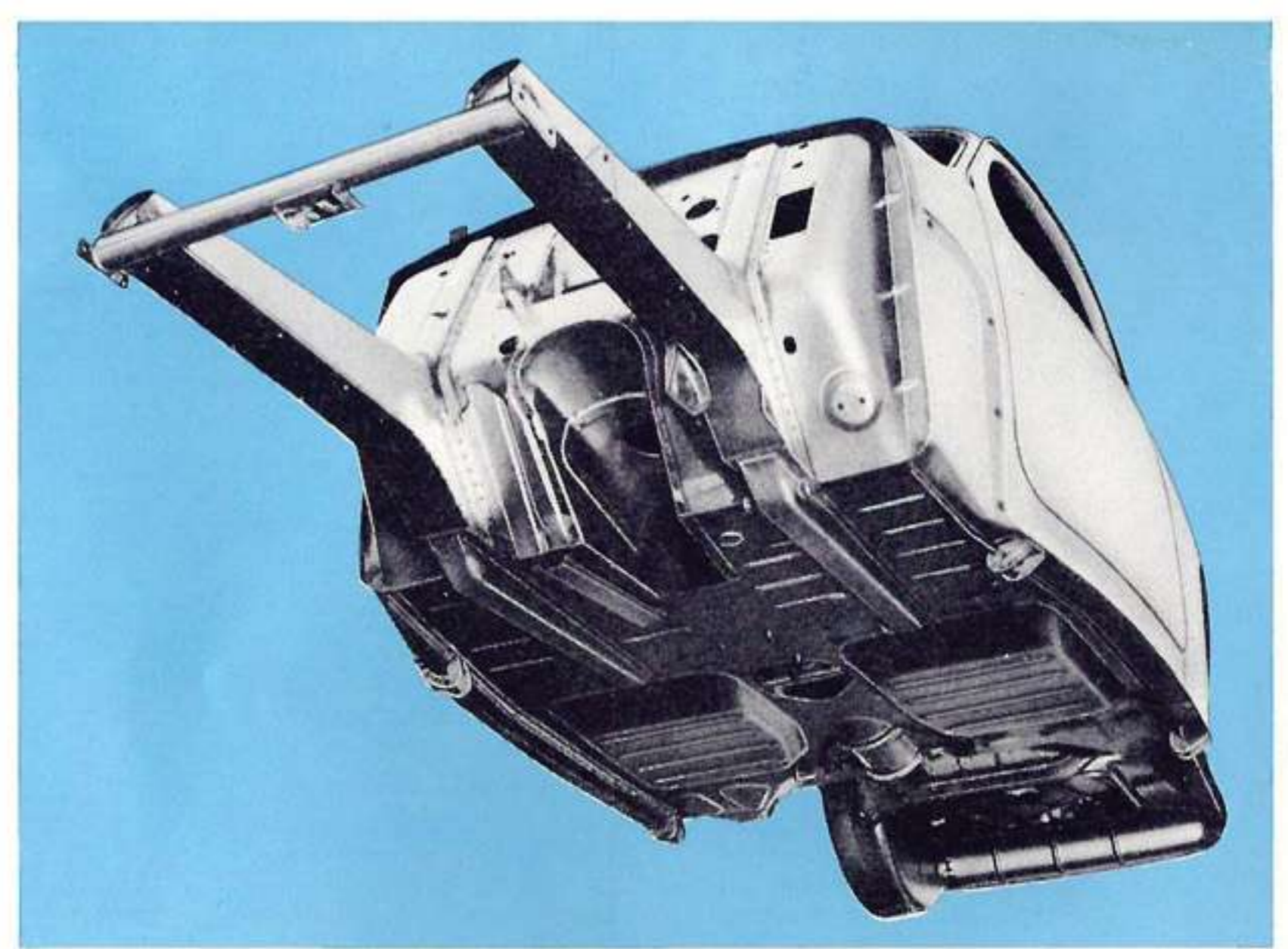
When you have driven more than 20,000 miles, it is then that Volvo durability really begins to show. The PV 544 is an **experienced** car. No untested design features, no "teething troubles". If you own a Volvo there is no need to have your car laid up in a workshop at regular intervals. The necessary servicing is limited to routine inspections. You will be surprised how far you can go on a tank full of gas; fuel consumption is as low as about 30 miles per gallon for normal driving.

The Volvo PV 544 is designed and built for the Swedish winter climate; this makes outstanding material quality an absolute necessity. The body is also effectively rust-proofed. This means that your PV 544 can stand up to outdoor parking in all weather—all the year round. It is absolutely free from drafts and an effective heater system means rapid warming-up even on

sub-zero winter days. Another small but significant feature is the radiator blind which helps you to get engine temperature up to the right level quickly and conveniently. *The PV 544 is the best investment for the car purchaser of today.*

#### **Integral construction steel body**

The Volvo PV 544 has an all-welded steel body surrounding you and your family with a strong shell of absolute safety. The body is of integral construction design. There is no frame as such, but instead the complete body is in the form of one single unit which is strongly resistant to torsional stresses and onto which the suspension is fitted. An added advantage is that the body is much more stable, which contributes to the outstanding roadability of the PV 544.



**... is a product of superb Swedish engineering**



#### **Effective brakes**

The Volvo PV 544 is fitted with powerful self-centering hydraulic brakes of the Duo-Servo type insuring effective and positive braking effect with only low pedal pressure. The handbrake is located between the front seats for convenient accessibility.



#### **Hyper-effective suspension**

The precision-designed suspension of a Volvo guarantees you really smooth riding. The illustration shows how the red lamp on the wheel follows the uneven surface of the specially-built Volvo test track, while the green lamp on the body demonstrates the smooth and comfortable riding even on such a rough surface.





Volvo is big enough for a family of five and all the vacation baggage needed. Small enough for real fuel economy, easy parking, and the thrill of sports-car driving.

In addition to this, the car has a neat and distinguished appearance. Look, for example, at the attractive and durable surface finish.

**Volvo European Delivery Plan**

See *Europe by Volvo* and save money by taking the car back home. Volvo is available to overseas visitors at special tax-free prices. Special low return freights to the USA, no excise tax and low custom duty. For further information contact your nearest Volvo dealer or AB Volvo, EDP Department, Göteborg, Sweden.

About 325 dealers in USA.



#### **The Volvo finish**

Take a good look at the surface finish on a PV 544. Run your hand over the hard surface and feel how perfectly smooth and even it is. This is the result of advanced technical achievement backed up by skilled manual work: each body is carefully ground and adjusted by hand at the factory. This work, which is carried out by specialists, makes it possible for the workers in the paint plant (above) to obtain this outstanding finish.

#### **Water test**

Precision design has given the Volvo PV 544 a body that is really tight. You can feel this by closing one of the doors with all the windows closed. All cars are also taken through a water test in which they are sprayed with an amount of water five times more intensive than the worst tropical storm.

#### **Luggage accommodation**

There is plenty of luggage accommodation in a Volvo PV 544 since the spare wheel is arranged vertically on the right-hand side for convenience and to save space. The luggage compartment also contains a comprehensive tool kit and jack.







## **Ride in comfort**

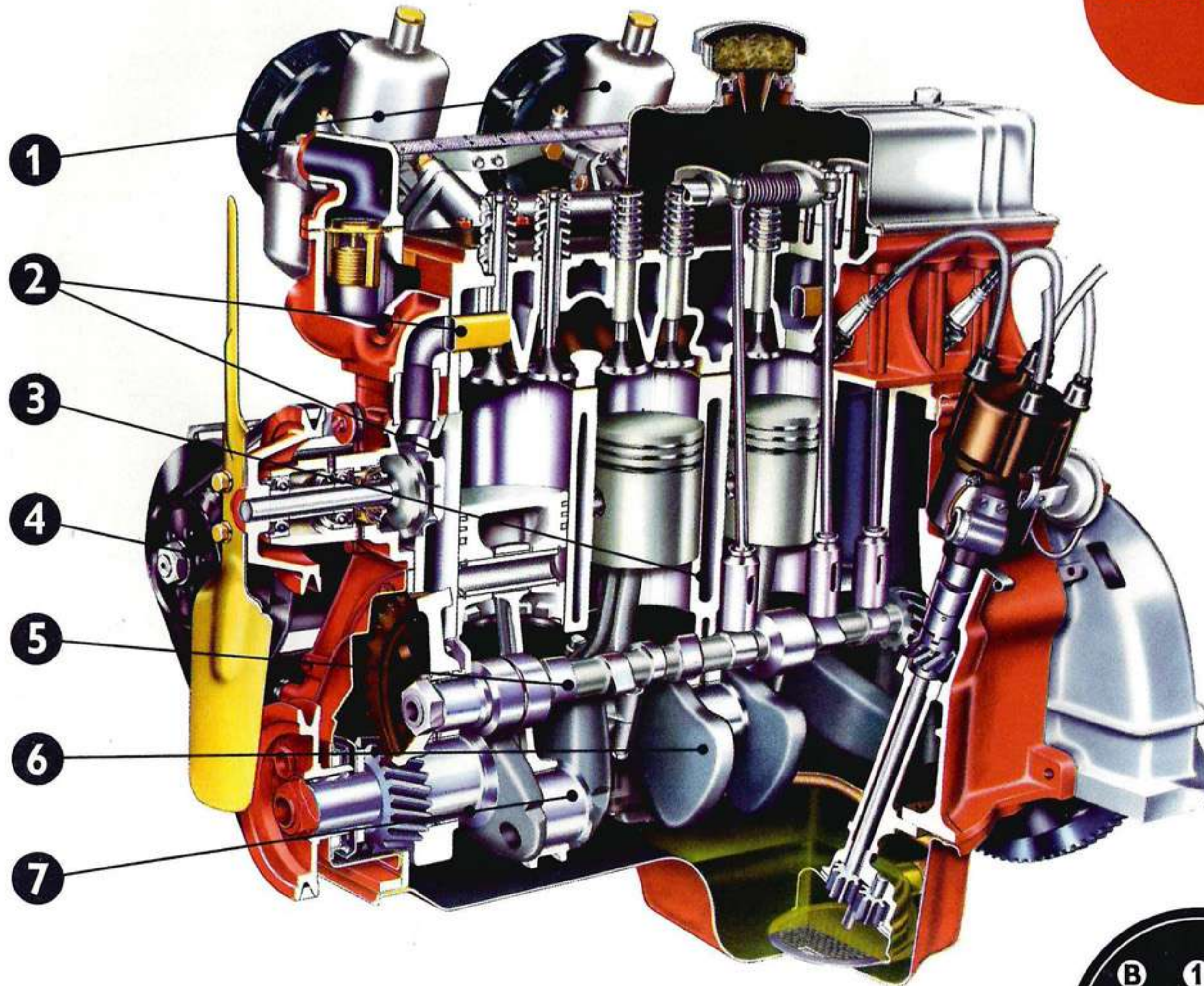
Your wife always feels relaxed and safe in a Volvo PV 544. The two-door design means absolute security for the youngsters in the back and the steel body has attachments for safety belts which are becoming more and more popular. She knows that no matter what may come up, she always has the situation completely under control. Important, too, is incredibly swift acceleration for quick and safe overtaking. The separate front seats also stop you sliding about even in tight curves.

To ride in a Volvo PV 544 is to feel at home. The interior is fitted out with dirt-repellent special material in tastefully attractive colors. Many other small features contribute to safety and comfort: padded sun visors, padded dash, cigarette lighter, ashtrays, internal lighting and rubber mats.

The heater system is designed for sub-zero weather, while the ventilating system is fine even for a vacation in Florida.

This makes Volvo quality your best investment for comfort and safety.

**85 B.H.P.**



The Volvo PV 544 is powered by the fantastic 1.58 liter B 16 B sports engine which develops 85 b.h.p. (SAE) at 5,500 r.p.m. The torque is 87 lb.ft. at 3,500 r.p.m. and the compression ratio is 8.2:1.

This is the engine that has given Volvo its many race and rally victories all over the world. But in spite of its outstanding performance, this engine also gives you real fuel economy.

### Engine features

- 1. SU Carburetors with Paper Air Cleaners** ensure perfectly balanced fuel feed over a wide range, contribute to both economy and performance.
- 2. Thermosyphon Action Cooling of Engine Block.** The cylinders rapidly attain their working temperature since the water round them "stands and simmers". The water pump takes the cooling water directly to the cylinder head where a distributing tube directs the water at the exhaust valves.
- 3. Fullflow Oil Filter** (not visible). From the oil pump all the oil passes through this filter for cleaning before it reaches the lubricating points.
- 4. Generator** with high 300 W output.
- 5. Camshaft.** The "soft" rocker arm pads contribute to quiet valve mechanism operation and eliminate valve bounce.
- 6. Crankshaft.** This is of drop-forged steel, statically and dynamically balanced, with induction-hardened bearing journals.
- 7. Main Bearings and Connecting Rod Bearings** These are of lead-bronze.



### Four-speed transmission

The Volvo PV 544 is fitted with a four-speed, easy-shift transmission which is fully synchronized — right down to first gear.

## THIS IS THE VOLVO GROUP OF COMPANIES

### Specifications PV 544

<b>Clutch</b>	Single dry disk.
<b>Transmission</b>	Type M4, fully synchronized
<b>Number of gears</b>	Four forward, one reverse.
<b>Propeller shaft</b>	Divided.
<b>Center bearing</b>	Located in sound- and vibration-insulating rubber blocks. Bearing requires no servicing.
<b>Rear axle</b>	Hypoid type. Axle shafts carried in taper roller bearings.
<b>Steering gear</b>	Cam and roller.
<b>Front suspension</b>	Individual suspension with coil springs and control arms. Double-acting hydraulic, telescopic shock absorbers. Stabilizer.
<b>Rear suspension</b>	Coil springs. Rear axle carried on two rubber-mounted support arms, two torque rods and a track bar. Double-acting hydraulic, telescopic shock absorbers.
<b>Foot brakes</b>	Self-centering hydraulic Duo-Servo brakes.
<b>Total brake lining area</b>	157 sq. in.
<b>Hand brake</b>	Mechanical operation on rear wheels only. Lever between front seats.
<b>Wheels</b>	Pressed steel disk type. All wheels balanced.
<b>Tires</b>	Tubeless, low pressure 5.90-15". White sidewalls.
<b>Body</b>	All-welded, integral construction steel body. Thoroughly rust-proofed.
<b>Fenders</b>	Undersealed.
<b>Fuel tank</b>	Located at rear. Capacity 9 1/2 US gallons
<b>Battery</b>	6-volt, 85 amp.hour.
<b>Generator</b>	50-amp., fan-cooled, automatic voltage control.
<b>Starter motor</b>	0.75 h.p.

<b>Starter switch</b>	Built into ignition switch which has an extra "radio" position for use of accessories when engine is not running.
<b>Ignition coil</b>	Connected to ignition switch by tamperproof armored cable.
<b>Headlamp dimmer</b>	Foot-operated switch. Headlamp beam warning light in instrument panel.
<b>Directional signals</b>	Flasher type front and rear, visible and audible warning signals in instrument panel. Self-cancelling control under steering wheel.
<b>Instrumentation</b>	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. Rheostat-controlled instrument lighting.
<b>Heater, defroster and fresh air system</b>	Controls grouped to the left of instrument panel.
<b>Windshield wipers</b>	Double electric wipers with automatic parking.
<b>Sun visors</b>	Double padded sun visors.
<b>Ashtrays</b>	One in instrument panel, one in front of each rear arm rest.
<b>Safety belt fittings</b>	Fittings for VOLVO type safety belts.
<b>Tools</b>	Complete tool set and jack.
<b>Spare wheel</b>	Stowed vertically in side of luggage compartment.
<b>Wheelbase</b>	102.5".
<b>Overall length</b>	175.2".
<b>Overall width</b>	62.5".
<b>Height</b>	61.5".
<b>Tread, front</b>	51".
<b>Tread, rear</b>	51.8".
<b>Weight</b>	2,140 lbs. (incl. fuel, oil, water)

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



**AB VOLVO, Göteborg**  
Founded in 1927. The headquarters of the Volvo Group of Companies. Design and assembly plant for Volvo cars and station wagons, panel trucks, gasoline and Diesel truck and bus chassis.

**VOLVO PENTA-VERKEN**

**AB VOLVO PENTAVERKEN, Skövde and Floby**  
Founded in 1868. Engine manufacturing since 1907. A member of the Volvo Group since 1935. One of the most modern foundries and engine workshops in Europe for the manufacture of gasoline and Diesel engines for motor vehicles, boats and industrial purposes. The plant at Floby manufactures brake drums.

**VOLVO KÖPING-VERKEN**

**VOLVO-KÖPINGVERKEN AB, Köping**  
Volvo-Köpingverken is a separate gear-wheel factory associated with Köpings Mekaniska Verkstad mentioned below. The products include transmissions, rear axle gears and differential units for tractors. Gear-wheels for many other purposes are also included in the production programme.



**KÖPINGS MEKANISKA VERKSTADS AB, Köping**  
Founded in 1856 and a member of the Volvo Group since 1942. Products include machine tools, primarily various types of lathes and milling machines as well as specially-built processing machines for the series production of certain parts.



**AB BOLINDER-MUNKTELL, Eskilstuna and Flen**  
Founded in 1832 and a member of the Volvo Group since 1950. Manufacturers of Volvo and Bolinder-Munkteall tractors, road graders, marine and industrial engines, combine harvesters and front axles for Volvo trucks and buses.



**AB PENTA, Göteborg**  
Started in 1935 when Volvo took over the Penta works in Skövde and now a subsidiary of Volvo in Göteborg. Manufacturers of marine and industrial engines for kerosene, gasoline, crude oil and Diesel operation. The production programme also includes the renowned "Aquamatic" inboard engine-outboard drive unit.

**Flygmotor**

**SVENSKA FLYGMOTOR AB, Trollhättan**  
Founded in 1930. Share majority taken over by Volvo in 1941. This company designs and manufactures airplane engines and jet engines for the Swedish Air Force, one of the most modern air forces in the world.



**GRAFISKA MASKIN AB, Trollhättan**  
Daughter company to Svenska Flygmotor AB. Founded in 1944. The production programme includes three types of two-revolution presses including the world-renowned GMA Tifting presses.



*With Volvo on land and sea! This is the sensational Volvo-Penta "Aquatic" — the marine engine combining the advantages of both an inboard and an outboard.*

**AB VOLVO**  
SALES DEPARTMENT  
GÖTEBORG  
SWEDEN



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