a symbol of Swedish quality and workmanship
of lasting worth

Technical data does not tell you everything about the Volvo 122S — but drive it every day and you will soon be aware of the outstanding qualities of this car that cannot be expressed merely in figures. The car is designed and built with a double purpose in mind: a speedy, safe and durable means of transportation but, at the same time, extremely smart and eminently representative.

Test reports from all over the world underline the superb characteristics of this car, its performance, running economy and road-holding. It has been described as being modern with a unique, restrained elegance. The Volvo 122S retains its full worth year after year, completely independent of passing fads.

Long-sighted technicians, skilled workers and strict inspection procedures contribute towards the outstanding character of this car. The Volvo 122S is an ideal combination of Swedish technical skill, top quality and distinguished styling.
distinguished

colors and styling

The balanced harmony between styling, colors and fittings, the unusually extensive standard equipment and the high quality clearly apparent in every component part make the Volvo 122S the natural choice for discerning people. Women motorists appreciate the smoothness and ease with which this car can be driven and parked, the sheer beauty of its lines, the luxurious appointments. Men drivers are impressed by its flashing acceleration, high top speed and superb road-holding. All who come into contact with this car appreciate the sheer joy of driving and the pure satisfaction of owning an exclusive car of the highest quality.
Interior elegance
To get into a 122S is to feel the welcome of a car designed just for you, to appreciate the smartness of custom saddle-making skill. The distinguished upholstery is in perfect harmony with the color of the finish. Practical and hard-wearing rubber matting covers the whole floor.

Comfort
The Volvo 122S is a five-seater car with separate front seats. The seat cushions and backrests are edged with specially designed raised contours for perfect comfort and outstanding "seat-holding" even when taking tight curves at high speed. The rear seat has been modified relative to earlier models - in addition to which the rear of the front seat backrests are now swept inwards to provide more knee-room for rear seat passengers. Armrests on all four doors also contribute to comfortable travelling.

Heater that can cope with arctic conditions
The heater is designed for operation under Scandinavian winter conditions and, in combination with the ventilation system, maintains a pleasant indoor temperature with plenty of fresh air.
fitted out
for your convenience

Adjustable front seats
To travel in a Volvo 122S is to travel in comfort. The driver and
front seat passenger can easily adjust the front seats to suit their
own individual requirements. The inclination of the backrest is
quickly adjusted merely by moving the lever which is directly
accessible on the outside of the seat. The seat cushion can be raised
and lowered and the inclination of the cushion can also be altered.
In addition to this the front seats can naturally be adjusted backwards and forwards.

Clearly visible instrumentation
The smart instrument panel is located right in front of the driver.
Only a quick glance is required to check speed, engine temperature
and the fuel gauge. There are also warning lamps for charging,
oil pressure, headlight beams and direction indicators as well as
a mileometer and trip meter. The instrument lighting
is rheostat-controlled.

Comprehensive equipment
Apart from the dashboard controls which are mostly concerned with
the actual driving of the car, such as lighting, choke, windshield
wiper and washer controls, there are also heater and fresh air
controls. Cigarette lighter, ashtray and specially designed radio
recess. There is also a recess for a loudspeaker in the hat shelf
under the rear window and a parcel shelf under the dashboard.
The spacious pockets on the front doors are ideal for maps,
cigarettes, etc., while there is plenty of room for small objects on
the low-level hat shelf between the rear seat and the rear window.
well-planned and built
for your safety

Generous luggage accommodation
The luggage compartment is well-dimensioned and well fitted out. A rubber mat covers the whole floor, affording protection for fragile luggage and easy to keep clean. The spare wheel is readily accessible even when the luggage compartment is full.

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. Free deliveries to most major cities in Europe. Lowest 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.
More than 450 dealers in North America.

Robust, fully rust-proofed steel body
The all-welded, integral-construction steel body is effectively rust-proofed and the entire underbody is treated with sealing compound. This means that Volvo cars are designed to stand up to outdoor parking in all weather — all the year round.

Safety equipment
The strong basic design of the car has been extended even further by having certain equipment fitted for passenger safety. The risk element of sharp corners has been eliminated and certain danger points such as the instrument panel, sun visors and the rear of the front seats are specially padded. The steering wheel has a recessed hub. The windshield is of shatter-proof laminated glass — an important safety factor.

Safety belt fittings and dazzle-free rear view mirror
Safety belt fittings on the front and the rear seats as well as a dazzle-free rear view mirror are standard components not included on many other cars. The belts are firmly attached directly in the steel body and are very easy to put on and release.

Good road vision under all conditions
The powerful defroster maintains the field of view free from frost and misting. The electric windshield wipers with two speeds have a large combined area and, in combination with the optional electric windshield washers, rapidly remove dirt from the windshield.
makes driving and parking a pleasure

Easy to park in confined spaces
The Volvo 122S is just the right size for flexible driving in tight city traffic and for easy parking in very confined spaces. It has an outstandingly small turning circle enabling the car to turn a complete circle in a street 35 ft. wide and only three turns of the steering wheel are required to go from left lock to right lock.

Easy to drive in heavy traffic
The Volvo 122S is a dependable city car. The direction indicator lever and the horn ring are so accessible that you do not need to take your hands from the wheel. The car has flashing acceleration — but can be stopped even more quickly through the powerful brakes. The transmission is synchronized on all gears, including first. This makes changing up and changing down equally easy and gives you the opportunity to use the braking effect of the lower gears.
The Volvo 122S is easy to park. Turning circle only 32 ft.

Four-speed fully synchronized transmission  Effective brake lining area 165 sq.in.

Effective brakes
Powerful self-centering hydraulic brakes of the Duo-Servo type insure effective and positive braking with only low pedal pressure. The handbrake lever is located on the left side of the driving seat for convenient accessibility.

Four-speed transmission
The Volvo 122S is fitted with a four-speed, easy-shift transmission which is fully synchronized — right down to first gear. The gear ratios selected permit speedy and smooth acceleration.
Top-quality finish
After the bodies have been thoroughly rust-proofed in a special plant they are taken over to the Volvo painting plant, one of the most modern in the world. Here they are sprayed with primer and undercoating, before being ground by hand until the surface is perfectly smooth. It is this preliminary work that results in the outstanding durability and gloss of the surface finish.

Leakage testing
Each assembled Volvo car goes through an extremely thorough inspection procedure. A new gruelling test has been introduced to test for leakage. The cars are subjected to an intensive water spray all round. Not one drop may leak in.
Excellent road-holding
The Volvo 122S is built for really high-speed driving where the roads permit this. But the superb road-holding characteristics of the car become really apparent when driving on narrow twisting roads. The sports-car type suspension and the low center of gravity are responsible for this. The suspension is robust but, at the same time, comfortable due to the powerful coil springs of Swedish steel and hydraulic telescopic shock absorbers at all four wheels. The big 15" wheels, which are balanced at the factory, mean that the car will run smoothly even on bad roads and also increase safety in the case of emergency braking.

85 h.p. engine
The Volvo 122S is powered by the fantastic 1.58 liter B16B 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 8.1:1. 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.

High quality and precision workmanship give good running economy
Great attention has been paid to the design and the selection of material. The crankshaft, which is of drop-forged steel, is statically and dynamically balanced and the bearing journals are induction-hardened.
The soft cam pads on the camshaft contribute to a quiet-running valve mechanism and help to eliminate valve bounce.
A full-flow oil cleaner filters all the oil before it goes out to the lubricating points. This means a longer interval — 3000 miles — between oil changes. This contributes towards longer engine life apart from saving oil — and money.
Standard equipment on the car includes a radiator blind which insures that the engine quickly attains its correct working temperature.

The engine compartment on the Volvo 122S is extremely well designed. The photograph shows how well everything is arranged and how accessible all the components are.
The Volvo Group of Companies

Since 1927 AB Volvo has grown to be one of the largest engineering industries in Sweden. Volvo is also the parent company in the second largest industrial concern in Sweden. Most of the important mechanical components for Volvo vehicles are manufactured by the companies in the Volvo Group but many of the member companies have also considerable production programs apart from this. Here are some of the largest companies in the Volvo Group.
### Specifications

<table>
<thead>
<tr>
<th>Engine</th>
<th>Four-cylinder, overhead valve, type 8 B 16 B.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bore</td>
<td>3.125&quot;.</td>
</tr>
<tr>
<td>Stroke</td>
<td>3.15&quot;.</td>
</tr>
<tr>
<td>Capacity</td>
<td>97 cu. in. (1.58 liters).</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>8.2:1.</td>
</tr>
<tr>
<td>Output</td>
<td>85 b.h.p. at 5,500 r.p.m.</td>
</tr>
<tr>
<td>Torque</td>
<td>87 lb. ft. at 3,500 r.p.m.</td>
</tr>
<tr>
<td>Oil Filter</td>
<td>Fullflow.</td>
</tr>
<tr>
<td>Oil capacity inc. filter</td>
<td>7 1/4 US pints (6 1/4 Imp. pints).</td>
</tr>
<tr>
<td>Carburetors</td>
<td>Twin SU horizontal.</td>
</tr>
<tr>
<td>Clutch</td>
<td>Single dry plate.</td>
</tr>
<tr>
<td>Friction surface</td>
<td>52.7 sq. in.</td>
</tr>
<tr>
<td>Operation</td>
<td>Hydraulic.</td>
</tr>
<tr>
<td>Transmission</td>
<td>Type M40, fully synchronized.</td>
</tr>
<tr>
<td>Number of gears</td>
<td>Four forward, one reverse.</td>
</tr>
<tr>
<td>Gear ratios</td>
<td>1st gear 3.13:1, 4th gear 1:1, 2nd gear 1.99:1, Reverse 3.25:1, 3rd gear 1.36:1</td>
</tr>
<tr>
<td>Propeller shaft</td>
<td>Divided.</td>
</tr>
<tr>
<td>Center bearing</td>
<td>Located in sound- and vibration-insulating rubber blocks. Requires no servicing.</td>
</tr>
<tr>
<td>Steering gear</td>
<td>Cam and roller. Ratio 15.5:1.</td>
</tr>
<tr>
<td>Turning circle</td>
<td>3 1/4 turns of steering wheel lock to lock. Turning circle 32 ft.</td>
</tr>
<tr>
<td>Rear suspension</td>
<td>Coil springs. Rear axle carried on two rubber-mounted support arms, two torque rods and a track bar. Double-acting hydraulic, telescopic shock absorbers.</td>
</tr>
<tr>
<td>Foot brakes</td>
<td>Self-centering hydraulic Duo-Servo brakes, 10&quot; drums front, 9&quot; rear. Total brake lining area 165 sq. in.</td>
</tr>
<tr>
<td>Hand brake</td>
<td>Mechanical operation on rear wheels. Lever on outside of driving seat.</td>
</tr>
<tr>
<td>Wheels</td>
<td>Pressed steel disk type. All wheels balanced.</td>
</tr>
<tr>
<td>Tires</td>
<td>Tubeless, low pressure 5.90-15&quot;. White sidewalls.</td>
</tr>
<tr>
<td>Body</td>
<td>All-welded, integral-construction steel body. Thoroughly rustproofed and completely undersealed.</td>
</tr>
<tr>
<td>Fuel tank</td>
<td>Located at rear. Capacity 12 US gallons (9 1/2 Imp. gallons).</td>
</tr>
<tr>
<td>Battery</td>
<td>6-volt, 85 amp-hour.</td>
</tr>
<tr>
<td>Generator</td>
<td>50-amp, fan-cooled, automatic voltage control.</td>
</tr>
<tr>
<td>Starter motor</td>
<td>0.75 h.p.</td>
</tr>
<tr>
<td>Starter switch</td>
<td>Built into ignition switch.</td>
</tr>
<tr>
<td>Ignition coil</td>
<td>Connected to ignition switch by tamperproof armored cable.</td>
</tr>
<tr>
<td>Headlamp dimmer</td>
<td>Foot-operated switch. Headlamp beam warning light in instrument panel.</td>
</tr>
<tr>
<td>Directional signals</td>
<td>Flasher type front and rear, visible and audible warning signals in instrument panel.</td>
</tr>
<tr>
<td>Courtesy light</td>
<td>Switches in both front doors.</td>
</tr>
</tbody>
</table>

### Instrumentation

- Padded instrument panel containing combined instrument with fuel gauge, temperature gauge, speedometer, mileometer, tripometer. Panel also contains warning lamps for battery charging, oil pressure, directional signals, headlamp beams. Rheostat-controlled instrument lighting.

- Heater, defroster and fresh air system

- Controls grouped in center of instrument panel. Air intake in front of windshield.

- Windshield wipers

- Double, two-speed electric wipers with automatic parking.

- Sun visors

- Double padded sun visors.

- Ashtrays

- One in instrument panel, one in each rear door.

- Tools

- Complete tool set and jack.

- Spare wheel

- Stocked vertically in side of luggage compartment.

- Greasing

- Greasing and oil change only necessary after every 3,000 miles.

- Wheelbase

- 102.4".

- Overall length

- 175.2".

- Overall width

- 63.8".

- Height, unloaded

- 59.3".

- Tread, front

- 51.8".

- Tread, rear

- 51.8".

- Ground clearance, unloaded

- 7.9".

- Ground clearance, four passengers

- 6.7".

- Kerb weight

- 2,400 lb.

The factory reserves the right to modify prices, design and equipment.
AB Volvo Sales Department Göteborg Sweden

DEALER:
Importers:

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

SWEDISH MOTOR
IMPORT, INC.,
3201 West 12th Street,
Houston 24, Texas

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

Distributors:

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(SWEDISH) LTD.
Head Office:
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Vancouver 8, B. C.
Branch Office:
440 Camosun Road,
Scarborough
(Toronto), Ont.

In Canada:

AUTO IMPORTS,
12723 River Side Drive,
Sherman Oaks, Calif.