Is America's love affair with the automobile coming to an end? Perhaps not. But there are rumblings of discontent that shouldn't be heard in a land of happy motorists. People are becoming fed up with the quality of the new cars they're buying. What used to be a pleasurable experience ... looking forward to the purchase of a new car ... has now, for many become a nightmare. They're convinced that they won't get their money's worth. 

One owner group, however, finds it easier to smile than frown. They drive Volvos. And recent statistics show that 9 out of 10 people who bought new Volvos are happy with their cars. 

In five specific areas, they're especially happy with their Volvos. 

1. The overall quality of workmanship- From something as apparent as the paint job and the fit of the doors to a small detail like the precise fit of the carpeting. 

Volvos are so well made that their life expectancy in Sweden is now up to an average 17.5 years, the longest in the country. We don't expect you to hold on to your new Volvo for anywhere near that long. However, the fact that Volvos go downhill slower than many other cars suggests that when it comes time for you to sell ... your Volvo should be in better shape than the model you were smart enough to pass up. 

And, accordingly, it should return you a higher percentage of the purchase price.

2. Interior roominess and comfort- Outsiders may think that Volvo is a small-ish car. Insiders know better.

3. Maneuverability- Volvo owners give high marks to its performance in city traffic and the ease with which it parked and steered. 

4. Safety- Volvo owners drive with a sense of well-being that derives from two sources. They've heard it's built to be one of the most crashworthy cars on the road. And they know from experience that it handles predictably; they can usually steer clear of trouble in the first place.

5. Value for the money- Volvo owners believe their car is worth what they paid for it. In this day and age, that makes them exceptional. To say nothing of the car.

RESPECT OLD AGE. IT'S WORTH MONEY TO YOU.

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IT'S EASY TO DECIDE ON A VOLVO. BUT WHICH ONE?

This year, Volvo offers you five different classes of cars. From our basic DL series to our GLE luxury class. There's also the GL with some of the best features of both. A GT performance sedan. And a luxury-class touring car. 

Which one lights up your eyes is a matter of individual taste. But of this you can be sure: the one you choose was built to make you happy.
We've spent millions on the interior of our cars, applying the science of ergonomics, a $2 word that means making man's use of machinery more efficient and more comfortable.

We've built our car so that you—the driver—fit into it as if you'd been designed for the part. The result is that you should become a better, safer driver. Because you'll be sitting in the optimum driving position to react faster. To see more of the road. And you'll be faced with the fewest possible distractions.

Once you're comfortably and correctly seated with a three-point safety belt tucking you in, look around. In a Volvo, you can see almost completely around the car. That's because each front roof pillar is no wider than the distance between your eyes. So you look around them, not through them. (But they're strong. Each one can support the weight of the car.) Then we give you three rear-view mirrors instead of the usual one. A special defogger for the front side windows. A defroster/defogger on the rear window. Plus, on the wagons, a rear windshield wiper/washer.

Now that you've looked around, it's time to move. You'll find all the controls within easy reach. In fact, you can operate your windshield wipers, turn signals and headlight dimmer without taking your hands off the wheel. A flick of your finger does the trick. You don't even have to reach outside to adjust your side mirrors. They're controlled manually or electrically from inside, depending on the model you select.

We've tried to take the busy work out of driving so you can concentrate on the job at hand. We've also worked hard to relieve the headaches. Tinted glass with a darker tint band at the top of the windshield is standard. The padded dash is covered with a non-reflective back matte finish. And while the interior rear-view mirror has the usual day/night adjustment, the outside mirrors are special. They're optically tuned to automatically filter headlight beams at night.

And those are just some of the steps we've taken to make you a more efficient, safer driver. The next steps are up to you. To walk back into your Volvo dealer's showroom.
The ergonomically designed instrumentation and information display provides the driver with easy to read dials and fingertip control.
THE VOLVO PHILOSOPHY OF INTERIOR DESIGN: SPARE NO EXPENSE.

CLOTH UPHOLSTERY IS STANDARD ON DL SEDANS.
The inside of a Volvo is roomy enough to comfortably seat 95% of America's adult population, up to five at a time. Behind this astounding statistic are Volvo's unique front bucket seats.

Chances are overwhelming that, regardless of your height or body proportions, you should be able to select three positions on our nine-way adjustable bucket seat that will do the following: 1) Drop your right foot naturally and comfortably onto the accelerator and brake pedals. 2) With your arms extended forward, "bend" your wrists at the top of the steering wheel. 3) Put your eyes at a level above the top of the wheel. That's the seating stance favored by professional drivers. And in a Volvo, you get a bonus: from that position, your left foot falls on a footrest that's on the same plane as your right foot. This reduces muscle tension—but also produces an even more stable driving position.

Volvo seats raise up to make short people taller. They glide backward to give long legs stretching room. They recline to make sleepyheads sleepier. And an adjustable lumbar support in each backrest provides firm pressure against the small of the back, your Achilles' heel on long trips.

The seat was the product of a collaboration between Volvo engineers and orthopedic surgeons. The doctors knew what ailed people on long trips. Volvo helped supply the cure.

As for the back seat, let's put it this way: Volvo sedans have operated for years as high-speed limousines on the highways of Europe. If the back seats weren't comfortable, the chauffeurs up front would have heard about it.

Volvo seats are covered with a variety of materials. Fabrics that breathe, vinyl that wipes clean, plush velour and genuine leather. Ask your Volvo dealer what materials go with which models.

Interior comfort is also a matter of keeping warm when it's cold and vice versa. So every Volvo model has a 12-outlet fresh air ventilation system that also distributes heated air throughout the car in winter. The air conditioner (standard on some models) also cools through the same 12 outlets.

So any adult who doesn't find comfort in a Volvo is part of either a very small (or a very large) minority of 5%.
BEFORE YOU BUY WHAT ANYBODY SAYS, TEST DRIVE IT FIRST.

THE UNITIZED BODY INCLUDES A BUILT-IN SAFETY "CAGE" WHICH SURROUNDS THE PASSENGER COMPARTMENT.
Four out of five Volvo owners were test drivers before they bought their cars. They didn't take our word for how a Volvo handled and performed.

While Volvo is built to take punishment (passive safety), it's also designed to stay out of trouble in the first place (active safety). And it's this active safety that can best be understood when the car is in motion and you're behind the wheel.

You won't be driving at breakneck speeds or making panic stops. Common sense, the local police and your insurance company are all against that kind of test drive. You'll drive normally and from that experience you'll learn something. Because a Volvo is designed to behave in panic situations exactly as it does under normal conditions.

We've studied thousands of average drivers and found that when speed is higher than normal, when a curve is sharper than expected or the road surface more slippery than usual, the average driver reacts as he would at a slower speed, on a gradual curve, on a dry pavement. And he expects his car to behave as it would under those normal conditions. Many cars that are perfectly manageable under normal conditions become erratic and unpredictable in moments of stress.

Volvo, we're proud to say, is designed and engineered for the average driver.

We have chosen rack-and-pinion steering, recognized by most automotive authorities as the most precise system anywhere.

Volvo installs a power-assisted disc brake on every wheel. (There's less heat build-up in discs so they tend to resist brake "fade" better than drum brakes.) Unlike any other car sold in America, we attach three wheels to each circuit ... not just two.

Of course, there are other elements to good handling than predictable steering and braking.

Road holding is one of them. And it has four functions. 1) Distribution of weight. The closer a car can come to an ideal 50-50 weight distribution front and rear, the more predictably it will handle. The DL sedans have a 51-49 ratio with driver. 2) Roll stiffness. Volvos are built with strong stabilizers front and rear to counter that "dipping" or roll tendency when cornering. 3) Torsional stiffness. The Volvo body is built to be rigid from front to back. The reason: when flex or elasticity is reduced, wheel angles remain more constant. 4) Wheel suspension. Our front two wheels are independently suspended by McPherson struts for precise steering control. In back, we use a "live" rear axle rather than an independent suspension because our design assures a constant wheel-to-wheel track as well as constant toe-in, caster and camber angles of the wheels.

A few words about passive safety ... or what we've done in case you can't avoid an accident.

There's a steel "cage" beneath the outer shell that surrounds the passengers on every side. Front and rear crumple zones ... areas designed to give themselves up in the event of a crash so that impact to the "cage" is minimized. And a collapsible, break-away steering column.

When the thought sinks in that a Volvo is designed to get you from here to there in one piece, you can begin to regard driving your Volvo as the pleasure it is. Because you have confidence in your car.
THE VOLVO DL:

PEOPLE DON'T BUY OUR LEAST EXPENSIVE VOLVOS BECAUSE THEY'RE LEAST EXPENSIVE.

CARLSBAD YELLOW FOUR-DOOR DL SEDAN WITH OPTIONAL FOG LIGHTS.
If you're looking for a cheap car, you can find them by the dozen. At prices that are anything but cheap.

But if you want a car with all the quality, comfort, safety and performance of a Volvo—at the lowest possible prices—then one of our two-door or four-door DL sedans is what you're looking for.

These cars are for families with better things to spend their money on than a new car every 36 months. Like all Volvos, they're built to last, Thousands of spot welds (each one strong enough to support the weight of the car) fuse the body panels into one solid chunk of steel. Evidence of this solidity comes from Volvo owners who report a noticeable absence of rattles and squeaks. Six steel pillars support the roof. They're strong enough to hold up six Volvo sedans stacked one on top of the other. So that the roof we put over your head is designed to stay over your head. (Turn *that* over in your mind.)

Even the strongest steel, however, has an enemy. Rust and corrosion. So Volvos are built with this threat ever in mind. Since rust usually starts inside a car and works its way out, our rust-proofing starts in areas you'll never see. For example: areas particularly susceptible to corrosion are made of hot-dipped galvanized steel. And special rust-preventive fluids are injected into nearly 50 body sections.

Only then is a Volvo body ready for the painting process. Not just outside but inside as well. First, the body is sprayed with zinc phosphate. It cleans and etches the metal and makes the paint adhere more tightly. Then the body is completely submerged in a bath of primer that covers every surface. Next comes a special abrasive resistant coat for the bottom rails and the floor bottom. And for the lower half of the body, a paint that accepts the chipping of stones without passing it on to the primer. Next, a surface coat is applied both outside and in. Many other manufacturers ignore the inside when applying this coat. Just as many of them also ignore a sealer coat that we apply next. Finally, the body is ready for the top coat, the enamel or metallic you've selected. In all, every Volvo gets two coats of paint inside, four coats outside above the waistline. And five below.

Standard equipment on both DL sedans includes a responsive, overhead cam, 107 hp, fuel-injected engine with Lambda Sond® emission control, a four-speed manual transmission and our four-wheel power-assisted disc brakes. You can also add overdrive or substitute a three-speed automatic transmission as an option. In either case, you get power-assisted steering as a standard.

For a comprehensive list of those features that are automatically yours once you purchase a Volvo, see the back cover of this catalog. You'd pay extra for some of them in many showrooms. And there are other features that you couldn't pay extra for if you wanted to. Which are two reasons why people buy our least expensive Volvos in the first place. When they pay their money for a car, they like to come away with a complete car.
ONE OF OUR MOST POPULAR ACCESSORIES: AN AM/FM STEREO CASSETTE RADIO. STEREO SPEAKERS ARE STANDARD EQUIPMENT.
A low rear panel provides easy access to the large trunk. Wall-to-wall carpeting is standard. So is a courtesy light.
It's obvious to everyone who drives a Volvo station wagon that they are really driving a Volvo sedan.

Up front, where drivers and passengers sit, the interior design is nearly the same. The same orthopedically designed seats; the same efficient driving environment designed to keep you comfortable and alert.

The two cars park just as easily. (They're the same length.) Their turning circles are identical. (A tight 32'2" from curb to curb.) In fact, our wagon's overall performance is sedan-like. And that should be good news for drivers, especially women, who have had to wrestle with overgrown, overweight wagons in the past.

Of course, if you need a wagon, you've got a lot to carry. And the Volvo carries it off. When the second seat is folded down, the carpeted cargo area is big enough to handle a six-foot sofa. It can also handle a crowd of seven people when you add an optional third seat in back. That seat folds down into the floor when not in use. So you can load the back with something else.

We build our Volvo wagon in two versions . . . the popular DL model and the luxury GLE. (See the GLE selection for details.) The DL is equipped with a 107 hp fuel-injected four-cylinder engine with Lambda-Sond® emission control, four-wheel power-assisted disc brakes, power-assisted steering, a heavy-duty rear suspension and a four-speed manual transmission. A four-speed with overdrive or an automatic are optional. Underneath the carpeted cargo deck, there's a large storage compartment that can also be used to hold an accessory third seat. There are also tie down points for cargo, a counterbalanced tailgate which lifts easily with one hand and a rear window washer/wiper (with a hand control on the steering column).

Since Volvo station wagons weigh quite a bit less than most large wagons, you may save fuel costs, while maintaining an exceptional cargo area.

Take a second look at the DL wagon. Any station wagon that comes with a sedan inside deserves to be looked at twice.
A SIX-FOOT SOFA FITS INTO A VOLVO WAGON EASILY—THANKS TO THE 76 CU. FT. CARGO CAPACITY.
We could never understand the wisdom of building a performance car for the average driver that only a professional could handle. The results would run counter to the philosophy that Volvo is most dedicated to: automotive safety.

One element of handling and performance neglected by many car makers was built in by our engineers. Predictability. Which means you don't have to be a race car driver to know what your car is going to do. The Volvo GT is designed to respond with agility in almost any driving situation ... with an end result you can learn to expect, rather than pray for.

It's a car you can buy without sacrificing your standards of performance. Or your standard of living. Unlike the price tags on those expensive performance cars, ours won't whiten your knuckles and moisten your palms.


They're all part of a Volvo GT package that can give you an edge on the open road. But won't leave your budget in the dust.
BLACK CORDUROY UPHOLSTERY WITH RED STRIPING.
From the outside, people will think you're driving our most expensive four-door Volvo sedan ... the GLE. But under the hood, the resemblance to our least expensive DL model is startling.

Actually, the GL is a combination of both cars.

It is has the exterior look of our luxury sedan. Grille, headlight and taillight assemblies are identical. Even your choice of colors-rich metallics and enamels-is the same.


You'll also appreciate the velour-faced seats, and the increased color coordination of the interior.

Air conditioning is a standard feature of GL. So is a sunroof. So if you're determined to save gas and do without air conditioning, you can always turn on your roof.

The GL is available in a 4-door model only; just right for the family that requires the economy of a four-cylinder engine ... outward appearances to the contrary.
BEIGE VELOUR UPHOLSTERY IS STANDARD ON KINGSMERE GREEN METALLIC GL SEDANS.
A luxury car is supposed to give you the luxury of sitting back and getting a long list of comfort and convenience features as standard equipment. Features you would otherwise have to shop for at the car dealership.

In this regard, the Volvo GLE sedan is indeed luxe.


The list for our companion GLE station wagon is almost identical. Differences: only leather-faced seating is available. And another intermittent speed wiper is on the back window.

If you’re shopping for a luxury sedan, it’ll pay to take this list with you. You could find other prestigious cars selling for thousands of dollars more than the Volvo GLE that make you pay extra for some of these items. (Last year, a car costing almost twice as much as a Volvo comparable to this one did not include the sunroof, leather upholstery, light alloy wheels and metallic paint as standard equipment.)

On a Volvo GLE, the luxury is standard; not added on.
FOR PEOPLE WHO COULD NEVER SEE THEMSELVES IN A VOLVO: THE BERTONE COUPE.
The Bertone Coupe is a 2+2 personal luxury car. In profile, this car looks like no other that was ever produced in Sweden. The fact is, it was assembled in Italy. And shipped to the U.S. from that country.

The Bertone Coupe is the product of our Volvo engineering and the classic Italian craftsmanship of one of Europe's most distinguished coach builders. Bertone of Turin.

In the capital city of the Piedmont, the Bertone Coupe is masterfully assembled under the exacting eye of Nuccio Bertone. In the leather-working shop, craftsmen cut the soft selected hides of furniture-grade Italian leather. And handstitch them together to cover every seat. To trim the door panels. To cover the sun visors. While master cabinetmakers painstakingly shape and finish the genuine elm veneer that forms part of the door panels.

Of course, the pleasures of owning the Bertone Coupe derive from more than the presence of fine woods and leathers. When you drive it, you will experience the quick response of a light alloy, fuel-injected 130 hp V-6 engine. And a suspension that enhances your sense of complete control, personal safety and comfort.

To add to the comfort of driver and passengers, we have included cruise control, heated bucket seats up front, a power radio antenna, dual swivel map lights and a rear seat cigarette lighter. Those amenities are all standard.

Unfortunately, the production of these remarkable automobiles is limited. So if your interest in this car is more than passing, we suggest you talk to your Volvo dealer soon.
THE 1980 VOLVO AT A GLANCE

DIMENSIONS AND WEIGHTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>104.0 in.</td>
</tr>
<tr>
<td>Overall Length</td>
<td>192.5 in.</td>
</tr>
<tr>
<td>Overall Width</td>
<td>67.3 in.</td>
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<tr>
<td>Overall Height, Sedans</td>
<td>56.3 in.</td>
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<tr>
<td></td>
<td>57.5 in.</td>
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<tr>
<td></td>
<td>53.9 in.</td>
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<tr>
<td>Legroom, Front, All</td>
<td>40.7 in.</td>
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<tr>
<td></td>
<td>40.2 in.</td>
</tr>
<tr>
<td>Legroom, Rear, Sedans</td>
<td>36.6 in.</td>
</tr>
<tr>
<td></td>
<td>36.4 in.</td>
</tr>
<tr>
<td></td>
<td>33.5 in.</td>
</tr>
<tr>
<td>Trunk Capacity, Sedans</td>
<td>13.9 cu. ft.</td>
</tr>
<tr>
<td></td>
<td>13.7 cu. ft.</td>
</tr>
<tr>
<td>Cargo Capacity, Wagons</td>
<td>41.1 cu. ft.</td>
</tr>
<tr>
<td></td>
<td>76.0 cu. ft.</td>
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</tbody>
</table>

APPROX. CURB WEIGHTS

- GLE Sedans: 3120-3149 lbs.
- Coupe: 3111-3123 lbs.
- DL Wagons: 3129-3162 lbs.
- GLE Wagons: 3230-3263 lbs.

BODY

United. Central passenger safety cage with energy absorbing front and rear ends. Rustproofing includes use of galvanized steel in susceptible areas; anticorrosive coating inside doors, rocker panels, etc.; extensive undercoating and special stone chip resistant paint. Aluminum tailpipe and muffler.

B28F ENGINE: COUPE, GLE MODELS

Fuel injected V-6 with light-alloy cylinder heads and block; wet steel cylinder liners. Overhead camshafts. Lambda Sond® emission control.

- Compression ratio: 8.8:1
- Displacement: 2849cc
- Horsepower: 130 @ 5500 (S.A.E.)
- Torque: 153 @ 2750
- Sealed cooling system: 11.5 qts.
- Safety Fuel tank: 15.8 gallons, unladen 91RON

B21F ENGINE: DL, GT, GL MODELS

Fuel injected in-line four, cast iron block with light-alloy “cross-flow” cylinder head. Overhead cam shaft. Lambda Sond® emission control.

- Compression ratio: 9.3:1
- Displacement: 2127cc
- Horsepower: 107 @ 5250 (S.A.E.)
- Torque: 114 @ 2500
- Sealed Cooling System: 9.9 qts.
- Safety Fuel tank: 15.8 gallons, unladen 91RON

ELECTRICAL SYSTEM

12V, solid state ignition. 55 Amp. alternator, 70 amp hour battery (60 amp on 4-cylinder models). Starter motor output 1.1 hp.

DRIVETRAIN


STEERING SYSTEM

Rack-and-pinion gear. Servo-assist is standard on all models except DL sedans with manual transmission without overdrive. Turning circle 32.2”. Turns lock to lock: 3.5 (4.3 without power-assist).

SUSPENSION SYSTEM

Front: McPherson struts incorporating coil springs and telescopic shock absorbers. Stabilizer bar. GT has a heavier stabilizer and gas-filled shocks.

Rear: Rigid “live” axle located by longitudinal control arms and torque rods. Lateral location by track rod. Coil springs and telescopic shock absorbers. Stabilizer bar. GT has a heavier stabilizer. The GT, GLE sedan and the coupe have gas-filled shocks. GLE wagon has an automatic rear load leveler instead of a stabilizer.

TIRES

Steel-belted radials. Size: DL sedans 175/70R14; GLE, GLE sedan and coupes 185/70SR14; DL and GLE wagons 185SR14; GT 195/60HR15.

BRAKE SYSTEM

Self-adjusting disc brakes on all four wheels. Tandem type power-assist. Ventilated front discs are standard on the GT and GLE models. Each circuit of the dualtriangular-split hydraulic brake system connects both front wheels and one rear wheel. Stepped-bore master cylinder maintains near-normal pedal effort should one circuit fail. Handbrake operates mechanically on separate rear wheel drums.

STANDARD EQUIPMENT:

DL SEDANS AND WAGONS

Cloth upholstery; tinted glass; 12-outlet heating and ventilation system; intermittent windshield wipers; dual outside mirrors with remote control levers; electric rear window defroster; full interior and trunk carpeting; reclining front bucket seats with lumbar support and height adjustment; four three-point, self-adjusting safety belts (one rear lap safety belt); childproof rear door locks; quartz crystal clock; vanity mirror; day/night rearview mirror; trip meter; light integrity sensor; rear seat center armrest; warning buzzer for key, headlights and safety belts; luggage compartment light; stereo door speakers; radio antenna and central door locking (except on the 2 door).

Wagons have in addition: vinyl upholstery; electric rear window wiper/washer; twin tailgate gas cylinders and a storage space under the cargo area floor. The tailgate is controlled by central locking.

STANDARD EQUIPMENT:

GT

DL Series equipment plus: Special exterior trim and Mystic Silver metallic paint; custom interior upholstery and trim; grille-mounted fog lights; front spoiler; sliding steel sunroof available; GT suspension/handling package; engine compartment light; electric tachometer; GT steering wheel; special Pirelli P6 tires on light-alloy GT rims. No central door locking.

STANDARD EQUIPMENT:

GL SEDAN

DL Series equipment plus: metallic paint (and selected enamel colors); plush velour upholstery; sliding steel sunroof; tachometer; air conditioner; power windows and heated driver’s seat.

STANDARD EQUIPMENT:

GLE SEDANS AND WAGONS

DL Series equipment plus: sliding steel sunroof on sedans; metallic paint (and selected enamel colors); distinctive light alloy wheels on sedans; leather-faced color-coordinated interiors; heated driver’s seat; tachometer; map pockets on front seat backs; delayed switch off of dome light; power windows; power remote-controlled rear view mirrors; air conditioning and engine compartment light. Volvo’s special Diplomat Black GLE sedan has in addition: grey velour upholstery; power antenna; rear headrests; front and rear headrest covers; AM/FM stereo radio and rear speakers.

Wagons have in addition: Twin tailgate gas cylinders; electric rear window wiper/washer; automatic load leveler in the rear and a storage space under the cargo area floor.

STANDARD EQUIPMENT:

BERTONE COUPE

GLE equipment plus: custom leather and genuine elmwood panel interior by Bertone; cruise control; heated passenger seat; deluxe interior map lights and power antenna. No sunroof.

VOLVO

The factory reserves the right to make changes at any time, without notice, to prices, colors, materials, standard equipment, specifications and models and also to discontinue models. Hub caps on all DL models have changed from those appearing in this publication.

(FRONT COVER)
CARLSBAD YELLOW FOUR-DOOR DL SEDAN WITH OPTIONAL WHEELS
KINGSMERE GREEN METALLIC GLE WAGON WITH OPTIONAL ROOF RACK
SCOTIA BLUE TWO-DOOR DL SEDAN