

Information

VOLVO AUSTRALIA PTY. LTD. · PUBLIC RELATIONS · SYDNEY · PHONE 602 3211



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1974 VOLVO

- SHOCK ABSORBING BUMPER BARS - SAFER STEERING COLUMN
- CONTINUOUS INJECTION FOR 144 GRAND LUXE AND 145E

Additional safety features and a new fuel injection system for the 144 Grand Luxe and 145E Station Wagon mark the 1974 Volvo, which will be released onto the Australian market on March 21.

SHOCK ABSORBING BUMPER BARS

The new bumpers are designed to withstand low speed collisions and parking "mistakes" at speeds of about 5 km/h without damaging the body. Volvo bumper bars are made of thick zirconium alloy, light, strong and highly resistant to corrosion, with a rubber insert spanning the entire length of the bar protecting it from nicks and scratches. The deeper profile ensures that the bumper protects the body regardless of the bumper height of the other car. The impact is transmitted through the bar and absorbed by the rubber shock absorbers attaching the bumper to the body.

SAFER STEERING COLUMN

The whole range now carries an extra collapse function in the steering column. The centre of the steering column incorporates an arrangement whereby the upper section slides harmlessly into the lower section. The outer steering column jacket is of the bellows type, to absorb compression. This is in addition to the slip coupling near the steering box, the body-aligning steering wheel and the large padded hub.

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OTHER SAFETY FEATURES

- A Bulb Warning Light to indicate failure in dipped headlights, tail-lights or brake light. The safety belt warning light now flashes and makes a ticking noise.
- The front seat fore and aft adjustment mechanism now locks onto both glide rails, increasing their resistance to pressure from the rear. Adjustments are made by a bar which runs the full width of the seat.
- To reduce the risk of the fuel tank being damaged in rear end collisions, the tank has been moved further forward. Tank capacity has been increased from 58 litres to 60 litres with an expansion tank taking a further 6 litres.
- Door arches are now manufactured of steel and are welded to the door. This gives a more rigid door construction and improves body strength. Along with this change, the quarter vent windows have been removed.

NEW, CONTINUOUS INJECTION SYSTEM

Volvo's new fuel injection system, now on the 144 Grand Luxe and 145E Station Wagon, the CI System (Continuous Injection), is built on the vacuum principle. The biggest advantage of the new system is that it combines a relatively uncomplicated design with all the advantages of a fuel injection system, and, at the same time, it is easily serviced and maintained. The CI System is well adapted to the four-cylinder range of Volvo engines. Its function is based on metering of the air induced by the engine. The amount of fuel which is then injected into the cylinder is proportional - to very close tolerances - to the amount of air. The CI System has very good development potential to meet future emission requirements.

The Volvo's six-cylinder model, the 164E, continues with the electronic fuel injection - a highly refined system whereby the fuel/air mixture is determined by an electronic control unit giving the 164E excellent response through the entire speed range. More than half the Volvo's

to be sold in Australia in 1974 will be low emission fuel injected models. This is in line with the company's policy of minimising exhaust emissions in its cars.

VOLVO DEALER NETWORK 1974

In contrast to the trend towards "supermarket selling" of some other British and European makes in Australia, Volvo intends to continue their policy of strong single franchise dealers.

According to Graeme Adam, National Car Sales Manager of Volvo Australia, "We believe that customers are best served by dealerships, where the volume of one make of car is sufficient to warrant major investment in parts, service and modern fully equipped workshops tailored to that make. This is not possible with the supermarket concept."

BROOKLYN - ANOTHER MILESTONE IN THE DEVELOPMENT OF VOLVO'S AUSTRALIA WIDE FACTORY SUPPORT

Consistent with the concept of strong Volvo dealerships, Volvo is opening Friday March 8, its latest facility: a national parts store for the southern and western states and regional distribution centre at Brooklyn near Melbourne.

Situated on a 7½ acre site, this new centre encompasses administrative offices, workshops, spare parts, storage and a showroom and a service school with ample provision for further expansion.

The building has a ground floor area of approximately 60,000 square feet in addition to a mezzanine floor of 10,000 square feet.

Commenting on the opening, Mr. Jo Wedde, Manager of Volvo's Passenger Car Division, said "With the factory owned facilities in each mainland capital, Volvo can claim to have the best distribution set-up in Australia of any British or European maker. This enables us to enforce uniform operating standards through each of our 80 dealers. We are determined that the service we give the Volvo owner should match the car in quality."

MARKET SHARE INCREASES

Volvo's market penetration of the luxury car market has been dramatic since 1970. The table below illustrates this:

1970	1,031 vehicles	8.4% penetration
1971	2,007 vehicles	15.9% penetration
1972	3,082 vehicles	23.0% penetration
1973	4,735 vehicles	26.9% penetration

The above figures are supplied from the official Adaps Reports.

THERE IS NO PRICE INCREASE OF THE 1974 MODELS OVER 19731974 MODEL RANGE AND PRICES

<u>140 SERIES</u>	<u>RECOMMENDED RETAIL PRICES</u>
142 Deluxe Manual	\$4,700.00
144 Deluxe Manual	\$4,925.00
Automatic	\$5,145.00
144 Grand Luxe Manual	\$5,645.00
Automatic	\$5,875.00
145 Deluxe Manual	\$5,395.00
145E Automatic	\$6,025.00
164E Manual	\$7,125.00
Automatic	\$7,600.00

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