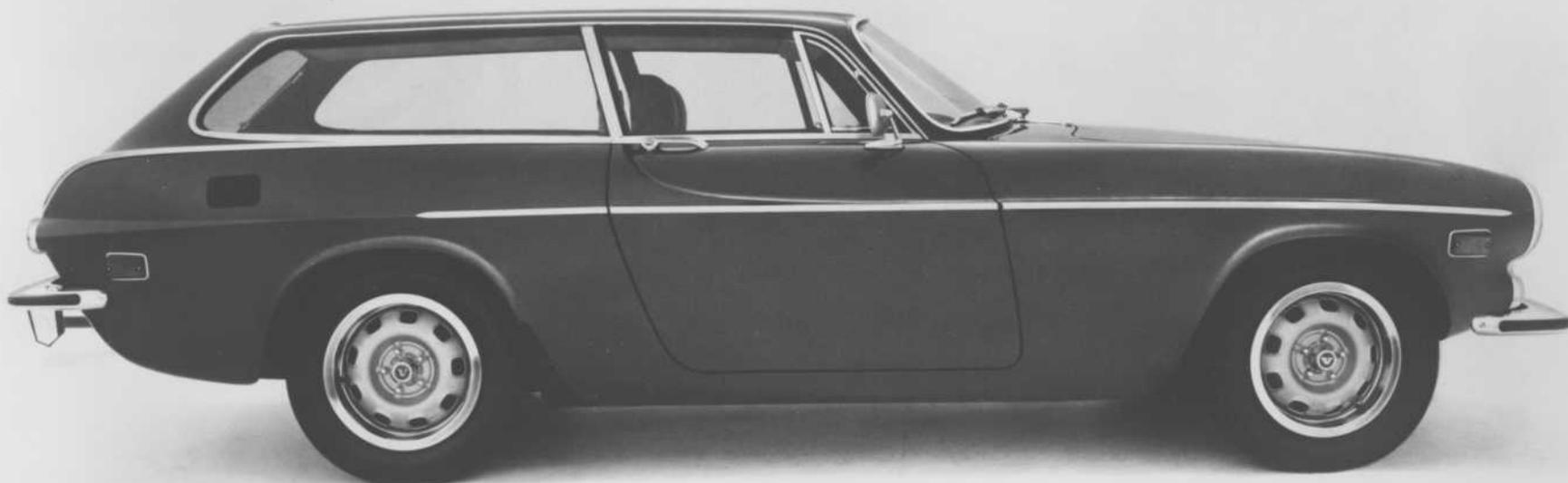


VOLVO

Introducing
the
Volvo 1800 ES



VOLVO

Volvo, Inc. Rockleigh, New Jersey 07647 Tel: (201) 768-7300 N.Y.C. Tie-Line 564-2216

Contact: George Brogan

FOR IMMEDIATE RELEASE

ROCKLEIGH, NEW JERSEY Volvo's new 1800ES, the first
new sports car from the Swedish automaker in 12 years, introduces an entirely
new rear compartment design. The roof, which extends almost to the back of
the car, blends into a frameless rear window which serves as a door to the
35-cubic foot luggage area. Standard equipment includes Volvo's computer
controlled fuel injection engine, 4-wheel power disc brakes, leather upholstered
reclining bucket seats, 4-speed transmission with overdrive and wide tread
radial tires.

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V-4



VOLVO

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FOR IMMEDIATE RELEASE

ROCKLEIGH, NEW JERSEY Extended roof line of Volvo's new fuel injected 1800ES creates the largest compartment available in a sports car. A frameless rear window serves as a door to the completely flat and carpeted rear compartment which has three storage areas. Other interior features include leather upholstered reclining front bucket seats and a rear seat which folds flat to further increase carrying capacity to 35-cubic feet. Motorists can choose fully automatic transmission or a 4-speed manual with overdrive on the 1800ES.

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V-3

VOLVO

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FOR IMMEDIATE RELEASE

VOLVO 1800ES SPORTS CAR INTRODUCED IN AMERICA

ROCKLEIGH, NEW JERSEY ... Volvo's 1972 lineup features the Swedish automaker's first new sports car in 12 years.

Featuring a luggage compartment one and a half times that of Volvo sedans, the new 1800ES fastback coupe introduces an innovative rear compartment concept. The roof, which extends almost to the back of the car, blends into a frameless rear window which serves as a door to the 35-cubic foot luggage area.

In announcing the new model, Volvo, Inc. President Stig Jansson remarked, "We expect the 1800ES will appeal to sportsmen and long-distance tourers who are looking for a sports car with ample luggage space. The new model combines the styling of a sports car with the practicality of a station wagon to satisfy the motoring needs of a number of consumers."

The completely flat and carpeted rear compartment has three storage areas with the center compartment housing the spare tire, jack and tools.

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The 1800ES shares similar features and improvements already announced for the familiar 1800E sports coupe.

Leather upholstered bucket seats, called "the most hospitable in the business" by Car and Driver magazine, are new for 1972. Notable improvements are built-in head restraints, infinite-position reclining seats and a lumbar support adjustment for individual comfort control. This adjustment gives motorists a choice of hard or soft seat support according to their individual preferences.

An innovative rear seat that can be folded forward to extend the luggage compartment is another 1800ES feature. The seat's backrest is hinged to provide additional luggage space between the backrest and the seat cushion when folded.

The new model has retracting lap belts for rear seat occupants. Three-point automatic adjusting safety belts are provided for front passengers.

Powering the 1800ES is Volvo's computer controlled electronic fuel-injection engine, first introduced in 1970. The 121 cubic inch engine operates on regular grade 91 octane gasoline.

Controlling the electronic fuel injection system is a computer unit that determines exactly how much gas the engine requires to run efficiently by automatically compensating for changes in altitude, air and engine temperature, throttle demand and engine speed. The electronic fuel injection system also improves starting and cold running and reduces fuel waste during acceleration.

Buyers can select from two 1800ES transmissions -- a three-speed automatic or a four-speed manual with electrically operated overdrive.

Both transmissions have floor-mounted controls.

Standard equipment on the 1800ES includes self-adjusting power assisted disc brakes on all four wheels, leather upholstery, an electric rear window defroster and tinted glass all around. Other features include two outside rear view mirrors, door map pockets and a lacking console.

The sports car's dashboard houses six white-on-black instruments, including a tachometer. An electric clock also is fitted.

Because it is such a fully-equipped car, optional equipment on the 1800ES is limited to air conditioning and a selection of radios, including an AM-FM stereo unit.

Volvo has extended its warranty program on 1972 models to a full 12 months with unlimited mileage.

Commenting on the new 1800ES, Car and Driver magazine said, "People have tried to make sports cars out of station wagons, but it took Volvo to successfully reverse the concept. "

In terms of production, "only a limited supply will be produced for the American market, thus assuring the 1800ES owner distinct exclusivity along with the Volvo trademarks of quality, durability and safety, " Mr. Jansson pointed out.