











# VOLVO

FROM

CREATIVE PR, INC., 130 EAST 59TH STREET, NEW YORK 22, NEW YORK MURRAY HILL 8-5811

Ty Jurras, TY JURRAS PUBLICITY, 521 N. La Cienega Blvd., Los Angeles 48  
Olympia 2-9660 - West Coast Director of Public Relations and Publicity,  
Anderson & Cairns, Inc., New York, Creative PR, Inc., New York.

FOR: Auto Imports, Inc., 13517 Ventura Blvd., Sherman Oaks, California

RELEASE AT WILL

THE SWEDISH CAR WITH THE LATIN NAME

VOLVO automobiles were first made in 1926 when ten experimental models were hand-crafted to determine the feasibility of car production in Sweden. It was felt that there would be a demand for cars that could meet the ruggedness of the roads and climate and that the superiority of Swedish steel and craftsmanship would be significant assets in automobile production.

Encouraged by the ten ",pilot" models, Volvo began commercial car production of 100 units and the first completed 4-cylinder open tourer came off the assembly line in 1927.

Subsequent growth has always been paced to the availability of skilled labor and the strict limits of precision engineering. To date, production has not kept pace with demand although 70,152 units were completed in 1958.

Exports to North America have tripled since they began three years ago. Unit figures are, 1956, 5,050; 1957, 10,414; 1958, 15610.

The word "Volvo" is from the Latin and means, "I roll." Automotive engineers and sports drivers are lavish in their praise of the car and consider it to be outstanding in durability, workmanship, and performance. Power and speed are achieved through a ratio of 1 horsepower for every 25.2 pounds of automobile weight. With non-premium gasoline, the compression ratio is 8.2 to 1.

In the grueling annual Little Le Mans race over the tortuous Lime Rock (Conn.) course in 1958, Volvos ran 1,2,3. In 1957 Volvos won the first five places.

The same Volvo was first both years, whipping through the course in 1958 for 10 straight hours at better than 60 mph.

In the chilling 3-day Rally to the Midnight Sun through the Arctic Circle, Volvos again garnered the first five places.

One of the most brutally demanding performances asked of Volvo was a recent non-stop run that touched 48 states, Canada, and Mexico in which the engine ran continuously for 8 and one-half days. The 196-hour-plus run, in which all traffic laws were faithfully observed, covered 9,261 miles at an amazing average speed of 47 mph with the Volvo delivering an average of 27 miles per gallon.

Experts do not attribute these amazing performances to any startling engineering design discoveries by the makers of Volvo; the key reason engineers advance is the superb quality of materials and skills used in manufacture of the car. It is not an assembly-line automobile in the accepted sense of the word.

Beginning with Swedish steel and incorporating more expensive alloys and metals, Volvo craftsmen work to critical tolerances and time-consuming standards of perfection.

The sturdy and safe 'unit body construction' commonly regarded as a major automotive advance this year has been featured by Volvo since 1940.

No car is completely perfect, and some criticisms of Volvo have been made.

One, primarily of interest to racing drivers, is the distance between third and fourth gears when shifting. Over-simplified, this means that a certain amount of power is lost during this shifting of gears.

Some Americans, accustomed to the increasing trend toward wide expanses of glass around the perimeter of US cars, initially feel some loss of rear-view vision in the Volvo.

Styling is a matter of discussion, too. Some feel that the relatively unchanging lines of Volvo are not as handsome as other available models. This feeling is being counteracted

since the introduction of the four-door 122S, which features an attractive divided grille and contemporary styling. In the near future, Volvo will also make available a breathtakingly beautiful sports coupe.

Current Volvo styling is preferred by owners of the car who term the design honest." And, as with many other imported car owners, Volvo owners claim the relatively unchanging body style "keeps the car looking new longer" and makes depreciation less from year to year.

The Volvo group of industries also manufactures gasoline and deisel trucks and buses, marine engines, tractors, graders, and farm equipment, lathes and other industrial machinery, jet airplane engines, and printing presses.



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FAMILY SPORTS CAR DELIGHTED RACING DRIVER

British people are generally known as masters of understatement, tempering their enthusiasm about something with words of faint praise indeed.

That's why the Swedish craftsmen who make Volvo automobiles were pleasantly startled with superlatives the late Mike Hawthorn used when he road tested the 122S, four-door family sports sedan.

Hawthorn, World Champion Racing Driver in 1958, slipped into the seat with a throttlebuster's attitude.

"A Swedish car, I said to myself beforehand," Hawthorn wrote later. "Solid undoubtedly, worthy it is certain to be, and sturdily unpretentious. Nineteen seconds and a quarter of a mile later, I was trying to get my breath back."

Using the direct approach, Hawthorn started the engine, threw the car in gear, and stomped on the throttle.

"My takeoff was as fast and as vivid as a rocket burst," he said, "I accelerated from much bigger cars around me with the vigor of a man who discovers that the log he's sitting on has two bloodshot eyes and enormous teeth. I went on accelerating until I was doing more than 90 miles an hour."

Hawthorn found the Volvo "absolutely stable" at that speed and remarked that "it cornered happily and with no undue roll. The steering was light and reasonably positive."

"There can be precious few cars of its engine size made anywhere in the world with such performance," he continued. "The Volvo is a sensation of a car and about as typical of its background as a battleship called 'Buttercup'."

Using a ten-point maximum scale, Hawthorn's scorecard looks this way:

Engine 9 points. "Impressive, but made a song about it."  
Steering 9 "As qualm free as a summer sea."  
Acceleration 9 "Watch that throttle pedal:"  
Suspension, 9 "Not too hard for rich and fragile aunts."  
Cornering 10 "Almost impossible to overdo things."  
Comfort 9 "Perfect in the front."  
Finish 10 "As splending as the Midnight Sun."  
Gear change, 8 "As stiff as the noblest upper lip."



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## SPECIFICATIONS 1960 VOLVO 1225 FOUR-DOOR SEDAN

### ENGINE

Number of cylinders:	4
Bore:	3.125"
Stroke:	3.15"
Displacement:	97 cu. in. (1,580 c.c. )
Horsepower:	85 at 5,500 r.p.m.
Maximum torque:	87 lb. ft. at, 3,500 r.p.m.
Compression ratio:	8.2:1
Valves:	Overhead
Carburetors:	Twin SU

### MISCELLANEOUS

Suspension, front and rear:	Coil springs and double-action hydraulic shock absorbers
Clutch:	Single dry plate
Transmission:	Four-speed, fully synchronized
Tires:	Tubeless, whitewall, 5.90-15"
Brakes:	Self-centering hydraulic Duo-Servos with 165-sq.-in. lining area

### DIMENSIONS

Wheelbase:	102.4"
Over-all length:	175.2"
Over-all width:	63.8"
Tread, front:	51.8"
Tread, rear:	51.8"
Fuel capacity:	12 gal.
Weight (including fuel, oil and water) :	2,400 lb.



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SPECIFICATIONS, 1960 VOLVO PV544 TWO-DOOR SEDAN

ENGINE

Number of cylinders:	4
Bore:	3.125"
Stroke:	3.15"
Displacement:	97 cu, in. (1,580 c.c.)
Horsepower:	85 at 5,500 r.p.m.
Maximum torque:	87 lb. ft. at 3,500 r.p.m.
Compression ratio:	8.2:1
Valves:	Overhead
Carburetors:	Twin SU

MISCELLANEOUS

Suspension, front and rear:	Coil springs and double-action hydraulic shock absorbers
Clutch:	Single dry plate
Transmission:	Four-speed, fully synchronized
Tires:	Tubeless, whitewall, 5.90-15"
Brakes:	Self-centering hydraulic Duo-Servos with 157-sq.-in, lining area

DIMENSIONS

Wheelbase:	102½"
Over-all length:	177"
Over-all width:	62½"
Over-all height:	60 1/4"
Tread, front:	51"
Tread, rear:	51 3/4"
Fuel capacity:	9½ gal.
Weight (including fuel, oil and water) :	2,140 lb.