







**VOLVO**

Volvo Car UK Limited  
Globe Park, Marlow, Buckinghamshire SL7 1YQ

**Volvo S4**



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**Volvo 850 TDI**



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**Volvo 850R**



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**Volvo 850R**

# PRESS INFORMATION

FOR IMMEDIATE RELEASE

October 1995

## THRILLING TRIO TIPPED TO STEAL LONDON LIMELIGHT FOR VOLVO

A trio of exciting new models - including an exclusive preview of a shapely all-new saloon - will help Volvo steal the limelight at the London Motor Show.

Taking centre stage will be Volvo's new medium sized challenger, the S4, plus two new derivatives of the highly acclaimed 850; a powerful high-performance model - the 850R - and a superbly refined diesel badged 850 TDI.

Making its first UK appearance, more than seven months before it goes on sale, is Volvo's new four-door saloon, the S4. As well as class leading safety standards, this radical, sleek looking car offers excellent handling characteristics and driver appeal. It will be positioned between the Volvo 400 and Volvo 850 models and goes on sale in the UK early next summer.

Initially the S4 will be available with a choice of two 16-valve petrol engines, a 115 bhp 1.8-litre or 137 bhp 2.0-litre engine, both of which are derived from the five and six-cylinder aluminium engines found in Volvo's 850 and 960 models.



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S4 utilises the same type of advanced front suspension as the 850 with an independent MacPherson-type strut, lower wishbone and anti-roll bar configuration.

But while S4 will undoubtedly be one of the most popular cars at the Earls Court Show, the new 850 models complementing it on Volvo's stand are sure to draw a crowd: the latest of which is the new scorching high-performance 850R.

In eye-catching red paintwork, the manual 850R uses an enhanced 2.3-litre turbo engine, delivering 250 bhp and 350 Nm of torque, making the 850R the most powerful Volvo ever made. In order to cope with this tremendous performance, a viscous coupling within the cliff is used to distribute the power optimally to the front wheels.

The sporty exterior is matched with impressive leather and alcantara interior trim and complemented with a long list of equipment that you would expect from a car of this status.

Apart from the choice of saloon and estate versions, customers for the 850R can also order either a five-speed manual or four-speed automatic gearbox.

Alongside the 850R is the new 850 TDI. A 2.5-litre direct-injection five-cylinder engine boasting 140 bhp and 290 Nm of torque (almost equal to the T-5's 300 Nm of torque) makes the 850 range more appealing than ever. Not that Volvo has forgotten the 850's sporting background - despite being exceptionally economical it still accelerates from 0-62 mph in under 10 seconds. The new 850 turbodiesel proves that you can have the rare combination of style, performance and fuel economy all in one package.

Volvo's flagship, the luxurious 960 is present in 3.0-litre CD saloon and 2.5-litre GLE estate forms. New for 1996 models, Volvo's unique SIPS side-airbags become a standard feature across the 960 range.

Visitors to the Volvo stand will be able to see the popular 440 and 460 range. New to the range is the 440/460 ES special series which offers style, safety and comfort at value for money prices. All cars come with ABS, metallic paint, alloy wheels, velour plush upholstery and from a starting price of just £12,800. The 460 turbodiesel, which is capable of over 50 mpg, will be present as well as the equipment-packed 2.0 CD which has leather-faced upholstery and air conditioning as standard.

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## VALUE ADDED VOLVOS OFFER EXTRA STYLE, PERFORMANCE AND EQUIPMENT

Two new models from Volvo in the 400 and 940 estate range offer exceptional style and performance, while still representing outstanding value for money.

From October through March 1996, the new 440/460 ES Special Series is available, offering a host of equipment including ABS (anti-lock braking system), metallic paint, luxury velour upholstery, engine immobiliser and remote central locking - combined with sporty add-ons of exclusive 5-spoke alloy wheels and 185/55 tyres, large rear spoiler and sport suspension. Other refinements such as electric sunroof and front windows, passenger seat height adjustment and door sill guards make the ES range - with prices from only £12,800 - unbeatable value.

The ES Special Series is available in all range colours, but full colour co-ordination - including bumper and door rubbing strips - is available in Olive Green Metallic immediately and Storm Grey Metallic or a new Violet Metallic from January. Buyers can also choose from 1.6, 1.8 and 2.0 litre petrol and 1.9 Turbo diesel engines.

A number of enhancements have been made to the rest of the 440/460 range. The Intro car now includes central locking, colour coded bumpers and mirrors and tinted windows as standard. Six disc CD multi-changer systems are added to GLT and CD specifications and luxury Briar wood



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trim to doors and dash on CD models, together with other upgrades to the range. Prices have increased by just 1.65%, ensuring the Volvo 400 remains tremendous value for money.

### **Volvo's 940 adds performance**

The 940 Sports Edition combines enhanced performance and traditional estate car load-carrying ability. The 940 SE turbo engine is upgraded to 190 bhp - 25 bhp more than the normal 2.3 Turbo engine. Lowered suspension with updated shock absorbers and locking differential add to the sporty performance, and 16" 7 spoke alloy wheels with low profile tyres, rear spoiler and black sports grille ensure the Sports Edition cuts a stylish dash. Luxury in the form of black leather upholstery, and steering wheel cover, air conditioning as standard and a luggage guard mean that at only £22,500 the Volvo 940 offers unbeatable value, for both performance and style. Rest to 62 mph is reached in 8.8 seconds and top speed is 130 mph.

### **Added security on 800 Series**

Security on the Volvo 800 series range is also being enhanced with factory fitted engine immobilisers across the range as standard, from 18 October orders. This coincides with a price increase of 2% on 2.5 20 valve and T-5 models. In addition, pack prices have been rounded to the nearest £100.

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# PRESS INFORMATION

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## **VOLVO GIVES HIGH PERFORMANCE TO DIESEL CLASS VOLVO 850 TDI**

With the Volvo 850 range now synonymous with the term 'dynamic excellence', the company is launching a new turbodiesel 850, offering the same levels of performance and comfort as its petrol-engined counterparts.

The new Volvo 850 TDI is powered by an ultra-modern, turbocharged, 5-cylinder, direct injection, 2.5-litre diesel engine. Designed to be quick to start, powerful, responsive, economical and emissions-efficient, the TDI lifts the diesel car into fresh areas of refinement and desirability.

Amongst the best in its class, the TDI's engine develops 140 bhp and a massive 214 lb ft (290 Nm) of torque, comparing favourably with the 221 lb ft (300 Nm) produced by the highly acclaimed 850 T-5. Top speed is 125 mph and 0-62 mph is achieved in less than 10 seconds. Fuel economy is an impressive 39.2 mpg on the government's urban cycle, rising to 44.1 mpg at 75 mph and 64.2 mpg at 56 mph.

The in-line 5-cylinder engine has a particularly rigid cast-iron block, and an aluminium alloy cylinder head; it has a single overhead camshaft, 10 valves, and hydraulic, self-adjusting tappets. A compact design, the TDI's engine is mounted transversely, and is notable for its smoothness and quietness.



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Transmissions are the same as those of the petrol-engined 850s, although initially only the five-speed manual gearbox will be available; the electronically-controlled four-speed automatic will follow later in 1996.

As with all 850 models the TDI will be offered in Volvo's full range of trim levels; S, SE, GLT and CD. An additional item, cruise control will be fitted as standard.

There are few give-aways to the driver that the 850 TDI has a turbodiesel engine under the bonnet. The engine installation and chassis tuning have been carefully matched so that the TDI exhibits the same dynamic qualities as the petrol versions.

So the 850 TDI is an attractive alternative for drivers who want diesel engine economy combined with the comfort, performance and handling of a petrol-engined car.

The Volvo 850 TDI goes on sale in Spring 1996, and will be available in both saloon and estate bodystyles. Prices will start from £21,000.

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# PRESS INFORMATION

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## STYLISH S4 SPEARHEADS VOLVO'S COMPACT CLASS CHALLENGE

Volvo's ground-breaking new S 4 saloon makes its debut at the London Motor Show, a full seven months before it goes on sale in the UK.

This exclusive preview of Volvo's important new car in this hotly contested sector gives British customers a first-hand look at the S4's softer lines, which represent a radical new style for Volvo.

The new front-wheel-drive S4 draws from experience with the acclaimed 850 range to create a new mid-size contender that puts driving pleasure to the fore, whilst still retaining Volvo's leadership in safety, quality and practicality.

When it goes on sale in the UK in May 1996, the Volvo S4 will fit in-between the current 400 and 800 series models and compete directly with cars such as the Audi A4, Vauxhall Vectra and Ford Mondeo. Later this autumn a sister car - the Volvo F4 - a stylish new five-door model will also be revealed.

### **New compact powerplants**

The power behind the Volvo S4 is provided by two brand new four cylinder, all aluminium engines, derived from the successful five and six-cylinder units currently used in the Volvo 850 and 960 ranges.

Both 2.0-litre (137 bhp) and 1.8-litre (115 bhp) petrol engines will be offered from launch. Multi-valve technology is employed as are computer controlled fuel injection and ignition systems which, combined with the powerplants' light weight (just 146kg), ensure the engines in the S4 are both economical and environmentally friendly.

The S4's chassis has also been designed from the start to maximise driving pleasure and predictable car control, whilst giving a high level of ride comfort. The front suspension is a MacPherson strut design similar to that in Volvo's 850, whilst at the rear, a sophisticated multilink system with trailing arms is utilised.

Two chassis options can be chosen with the S4 - comfort and sports - and to further enhance stability and prevent wheelspin, an all-new DSA (Dynamic Stability Assistance) traction control system is also available. This works in combination with the S4's ABS and engine management system to prevent wheelspin by reducing the engine's power when either front wheel loses grip.

### **Safety first**

As always, with any new Volvo the S4 aims to set the standard for safety in the compact class. All features were designed in from the initial stages to achieve the best possible interaction between all the safety systems in any type of accident.

Results from more than 100 crash tests were used to create the S4's extremely strong safety structure. The doors are designed to withstand offset impacts up to 40 mph and front wheel intrusion is restricted by front impact members that sweep out towards the sills.

Volvo's revolutionary SIPS (side impact protection system) dissipates impact energy across the car's body to prevent occupant injury and to ensure optimum protection. The S4 also features Volvo's other world-first - the SIPS side airbag.

Completing the safety package are three point seat belts for all five passengers, driver's airbag, ABS brakes and electronic childproof locks on the rear doors. The S4 is also the first European car to feature permanently illuminated side marker lights that help make it visible from all angles under poor light conditions.

### **Sleeker styling**

But S4's most visible difference from its predecessors is the new softer styling, that whilst echoing that of previous Volvo models, takes Volvo design a great leap forward.

Styled by Volvo's Design Director, Englishman Peter Horbury, the car takes many of its design cues from the show-stopping Environmental Concept Car unveiled by Volvo in 1992.

Produced in the Nedcar plant in Born, Holland, the S4 is part of a joint high-tech manufacturing project shared with Mitsubishi and the Dutch government. A unique production process enables two completely different cars to be built on the same line in a time of less than 20 man hours per car.

The first cars will reach UK shores in May 1996.

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### **FOR FURTHER INFORMATION CONTACT:**

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## VOLVO S4 - TECHNICAL SPECIFICATIONS

Model	Volvo S4 1.8	Volvo S4 2.0
Variant	Saloon	Saloon
Engine designation	B4184S	B4204S
Type	Transverse 4 cylinder	Transverse 4 cylinder
Displacement	1731	1948
Bore/stroke, mm	83/80	83/90
Compression ratio	10.5:1	10.5:1
Maximum output	115 bhp (85kW) at 5500 rpm	137 bhp (100kW) at 6100 rpm
Maximum torque	165 Nm at 4100 rpm	183 Nm at 4500 rpm
Chassis		
Wheel suspension		
front	Individual with MacPherson spring struts, lower wishbones, anti-roll bar	Individual with MacPherson spring struts lower wishbones, anti-roll bar
rear	individual multilink with trailing support arms, upper and lower links, anti-roll bar	individual multilink with trailing support arms, upper and lower links, anti-roll bar
Steering		
Turns, lock to lock	3.1	3.1
Turning circle	10.6	10.6
Body, weights, etc.		
Cd	0.32	0.32
Kerb weight, kg	1200	1200
Total weight, kg	1700	1700
Power to weight ratio, kg/bhp	10.4	8.7
Tank volume, litres	60	60
Performance		
Acceleration, 0-62 mph, man/auto (secs)	10.5/12.0	9.3/10.7
Exterior, cm		
Wheelbase	255	255
Length	448	448
Width	172	172
Height	141	141

Interior, cm		
Height, front/rear	137/137	137/137
Headroom, front	98	98
Headroom, rear	95	95
Boot, cm		
Loading height	67	67
Width	109	109
Length	101	101
Length with rear seat down	162	162
Volume, dm <sup>3</sup> (SAE) min	415	415
Space index (Autograph)	8936	8936



# PRESS INFORMATION

FOR IMMEDIATE RELEASE

October 1995

## **PRACTICALLY PERFECT**

### **Volvo's 850R combines Power and Refinement**

Volvo is unveiling its most exciting standard production road car in the company's 70-year history at the 1995 London Motor Show. The Volvo 850R.

The new 850R adds extreme performance and sensational handling to Volvo's traditional attributes of safety, durability and reliability.

Following on from the phenomenal success of the highly acclaimed limited edition 850 T-5R - of which Volvo sold more than 400 in the UK - the even more powerful 850R becomes a permanent feature in the 850 line-up.

Styling remains similar to the muscular, athletic look of the T-SR, although the 850R features exclusive new 7-spoke, 17" volan wheels, and has its own unique range of exterior colours - Bright Red, Turquoise, Gunmetal Grey and Black.

The greatest feature of the new 850R is not its paintwork, but its improved performance. The 2.3-litre 5-cylinder engine has been equipped with a larger turbocharger, new intercooler and a more sophisticated fuel pressure sensor (to obtain an even more precise air/fuel mixture), to increase power by 10 bhp, to 250 bhp at 5400 rpm.



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The 850R also benefits from extra 10 lb ft of torque; peak torque is 258 lb ft (350 Nm), produced between 2400 rpm and 5000 rpm.

An advanced electronic engine management system and a new exhaust manifold, ensure that although the 850R has a bigger turbocharger, it isn't plagued by the 'turbo lag' normally associated with large turbo units.

Top speed is electronically limited to 155 mph, and the 850R accelerates from 0-62mph in just 6.7 seconds.

This level of performance imposes heavy demands on both transmission and chassis, so the 850R's improvements include all components subject to increased stresses.

TRACS (traction control system) and the addition of a viscous coupling on the manual 850R minimise wheelspin and improve roadholding while cornering.

The chassis settings have been re-tuned to improve comfort. The anti-roll bars are more slender than on the T-5R to permit more lateral roll, which in turn allows for stiffer damper settings.

High standard equipment levels on the 850R include ABS, side impact airbags, electronic climate control, a trip computer, electric windows all round, a sophisticated 6-speaker CD stereo system and new sports seats.

The 850R will be available in both saloon and estate versions, priced at £32,000. Orders are being taken from October, with first UK deliveries expected in January 1996.

## VOLVO 850R SPECIFICATION

Power output	250 bhp at 5400 rpm (man) 240 bhp at 5600 rpm (auto)
Torque	350 Nm at 2400 - 5000 (man) 300 Nm at 2000 - 5600 (auto)
Cylinders	5
Bore	81 mm
Stroke	90 mm
Cubic Capacity	2319
Nos. of valves	20

	Saloon	Estate
Top Speed	155 mph	155 mph
0-62 mph	6.7 (man) 7.5 (auto)	6.8 (man) 7.6 (auto)

### Fuel Consumption

	Urban	56 mph	75 mph
Manual	21.9	40.9	33.2
Automatic	19.9	42.8	33.6

### Standard Equipment

Front fog lights	TRACS
CD player with radio cassette & 8 speakers	Trip computer
Cruise control	Side impact airbags
Driver's front airbag	Low chassis
Load compensating suspension (estate only)	Electric rear windows
High armrest and cup holder	Alcantara/leather upholstery
Integrated child seat	Electronic climate control
Electric glass sunroof	Rear spoiler
7 spoke 17" volan wheels and 205/45 ZR tyres	Volan spare wheel
Leather/Alcantara steering wheel	Leather gear knob
Dark walnut or light birch dashboard	Stainless steel sill covers

### Price

£32,000 for both Saloon and Estate, Manual or Automatic