

# VIA VOLVO



W.B. 94

---

# THE MEN



---

# WHO

---

# STARTED IT ALL

In 1927, Charles Lindbergh ushered in the Air Age by flying solo from New York to Paris.

Motion pictures learned to talk.

And in Gothenburg, Sweden, Assar Gabrielsson and Gustaf Larson founded a company destined to become one of the great industrial achievements of the Western world.

Volvo was the company. And its first product was a car called Jacob.

Today, Volvo is the largest industrial enterprise in Sweden, employing 65,000 people worldwide. Its products are sold in some 150 countries, mainly in the Nordic area, Central Europe and the United States.

In the quarter century that Volvo has been in North America, it has grown to a diversified, multifaceted organization fast approaching \$1 billion in sales annually.

During Volvo's first 12 months in North America—1956—1,605 Volvos were sold. Sales now average approximately 74,000 cars a year. Some 700,000 Volvos are now being driven on American roads.

Assar Gabrielsson and Gustaf Larson would be astonished. And very proud.





---

## CONTENTS

Via Volvo, Fall 1981

### ABOUT THE COVER

Background: The Jacob, first Volvo production car, 1927. Foreground: late model PV544, one of the first Volvos introduced into the United States, 1957. Illustration: Richard Lubey

---

### A MESSAGE FROM THE PRESIDENT OF VOLVO

2

### THE FIRST MOTOR TRIP ACROSS THE U.S.

3

The car that did it now resides in honored glory in the Smithsonian.

### NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT...

6

Some driving tips to keep you safe in foul weather.

### IF YOU CAN'T ANSWER THIS QUESTION, READ ON...

8

The VISTA program for Volvo technicians is your best guarantee of expert service.

### TEXAS IS:

10

A look at the remarkable state of mind that is the Lone Star State.

### THE RIGHT PART. AT THE RIGHT TIME. AT THE RIGHT PRICE.

12

Getting a genuine Volvo replacement part is critically important. It can also save you money.

### VOLVO GLT TURBOS FOR 1982

13

The power and the beauty of turbocharging in new sedans and a wagon from Volvo.

### A MUSEUM TOUR OF THE NORTHEAST

17

A motor trip beginning in Maine and ending in the nation's capital.

### WHAT EVERYONE SHOULD KNOW ABOUT THE NEW VOLVOS

21

Facts about the 1982 Volvos that set them apart from other cars.

### SWEDEN'S OTHER CLASSIC

24

Greta Garbo—the quintessential film star of the 30s.

### VOLVO IN NORTH AMERICA

26

Some of the ways Volvo is diversifying in Canada and the United States.

### POINTS OF VIEW

28

An interview with Joseph L. Nicolato, Senior Vice President and General Manager of Volvo's North American Automobile Operations.

# Welcome To Your New Magazine.



By the latest count, there are approximately 700,000 Volvo owners in North America.

Some 74,000 new owners are being added this year.

These are proud numbers for all of us here at Volvo of America Corporation.

To mark our growth—and to celebrate our growing family of owners—we are delighted to bring you the

first issue of a new magazine: *Via Volvo*.

From now on, you will receive a complimentary issue each Spring and Fall. When the occasions warrant, you will also receive special issues.

*Via Volvo*, which means “by way of Volvo,” is *your magazine*.

Its primary purpose is to bring you information about Volvo—and Volvo cars—that can be used by you to your advantage.

We have tried to make it unique in the automotive world. The original illustrations in this inaugural issue, for example, were commissioned by Volvo and created by several of America's most promising artists.

Above all else, we hope that *Via Volvo* will open channels of communication between us.

In this day and age of sophisticated technology, there is too great a gap between corporations who produce goods and services—and people who use them. I hope *Via Volvo* will be a way of narrowing that gap.

Our continued growth depends, in large part, on hearing what you have to say. I promise that your letters and postcards will receive prompt attention.

Welcome, again, to *Via Volvo*. It is a pleasure to bring it to you.

A handwritten signature in black ink, appearing to read 'Bjorn Ahlstrom', followed by a long horizontal line.

Bjorn Ahlstrom  
President  
Volvo North America

# The First Motor Trip Across the U.S.



*May 23, 1903. Jackson and Crocker began their journey in San Francisco by taking the bay ferry to Oakland.*

In the America of 1903, there was not a single foot of paved highway outside the cities.

Of the nation's 2,300,000 miles of road, more than 93 percent were plain dirt.

In summer the dust was inches deep. In winter the roads hardened into frozen ruts. When the rains came, roads turned to a deep, gluey gumbo. That was in the East where conditions were good.

Out West, the road builders hadn't begun to work. In the Rockies or the Sierra Nevada, even riders on horseback had a hard time of it. The desert country of the Southwest was

literally trackless.

So when Dr. Horatio Nelson Jackson and Sewall K. Crocker wagered \$50 that they could cross the country in a Winton motor car within ninety days, the odds were all against them.

But set off they did with enthusiasm and determination. They had no clear notion of what route to follow. They had only crude maps and a compass to guide them, and directions from

*continued*

Photos: Jackson Collection, University of Vermont Library  
© 1980 American Heritage Publishing Company, Inc.  
Condensed by permission from AMERICAN HERITAGE,  
June 1980.



*In the Oregon of the 1900s, the travelers encountered "roads" that were little more than pairs of ruts.*



*Jackson strains at the car during a breakdown somewhere east of Cheyenne. Spare parts were shipped by rail.*

those they hoped to meet along the way.

Jackson and Crocker eased into their journey by taking the bay ferry from San Francisco to Oakland and crossing the Coast Range into the Sacramento Valley. A day and a half later they were in Sacramento.

At first they thought they might head eastward over the Sierra Nevada. But reports of snow-blocked passes forced them north to make a crossing of the California Cascades.

That's when trouble began.

The route they followed (which approximates modern Route 299) was a hair-raising series of steep inclines,

narrow ledges and boulder-strewn defiles. There were no bridges over streams and they were "obliged to shoot them." If they stalled, they winched their car across by block and tackle.

Eight days out of Sacramento, they were still in California.

On June 13 (after three weeks and nine hundred miles), they pulled into Caldwell, Idaho which was linked to civilization by Union Pacific tracks.

Pushing on, they ran into one calamity after another.

Near Mountain Home, Idaho, they almost lost their car to quicksand.

On Wyoming's Green River, having

lost their provisions, they went thirty-six hours without food.

In Rawlins, Wyoming, their connecting-rod bearings failed; and they were held up five days waiting for new parts.

Crossing Nebraska was a trial. They repeatedly found themselves bogged down in what the locals called "buffalo wallows." During one particularly harrowing day, they made only sixteen miles.

A day short of Omaha, their front axle snapped. Luckily, they found a blacksmith to weld it back together. On July 12—fifty-one days out of San Francisco—they arrived near Omaha.





*On July 12, fifty-one days out of San Francisco, Jackson and Crocker were near Omaha. They sensed the worst was over.*



*By July 25, the two men were in the Hudson Valley. At four the next morning, they chugged down Fifth Avenue in New York.*

Plunging on, they crossed the Missouri at Council Bluffs, then traversed Iowa to cross the Mississippi at Davenport.

In Illinois, rains made the roads "heavy and muddy." But at least the buffalo wallows were behind them.

Four days out of Omaha they were in Chicago. On July 20, the pair reached Elyria, Ohio. The next morning they set out for the final leg of their epic journey.

Steering clear of the Alleghenies, Jackson and Crocker headed through New York to Albany then down the Hudson River Valley.

By Saturday, July 25th, they were in

Fishkill, New York. After one final, exasperating tire repair, they set course for New York City.

The moment came at four in the morning on Sunday, July 26th as Jackson and Crocker chugged down Fifth Avenue.

Total elapsed time for their odyssey was sixty-three days and fifteen hours. Not counting time for rest and repairs, Jackson and Crocker had been on the road for forty-six days. The distance they covered was probably between forty-two hundred and forty-five hundred miles. (Their route followed every tortuous contour of the terrain, so their mileage was substantially

greater than that indicated by tracing their route on modern maps.)

Total cost for the trip: \$8,000—\$7,950 when you subtract the \$50 bet they won.

The Winton in which Jackson and Crocker made their historic trip now rests in the Smithsonian Institution's Museum of History and Technology. It was donated by Dr. Jackson in 1944, eleven years before his death at age eighty-two.

Were it put to the challenge again, running flat out on today's Interstates, it might make it from coast to coast in thirteen days—assuming anyone would want to bet on it.

Neither Snow,

Nor Rain,

Nor Heat,

Nor Gloom  
of Night...

Rain or snow or fog call for skills quite different from those you use in ordinary driving.

In rainy weather, for example, it is prudent to take corners at much lower than normal speeds. And when you accelerate or use your brakes, do so very gently. Here's why.

When rain mixes with rubber and oil that accumulate on roads, it forms a dangerous, slippery coating. Tires simply cannot grip the road in the same sure-footed way they do on dry surfaces.

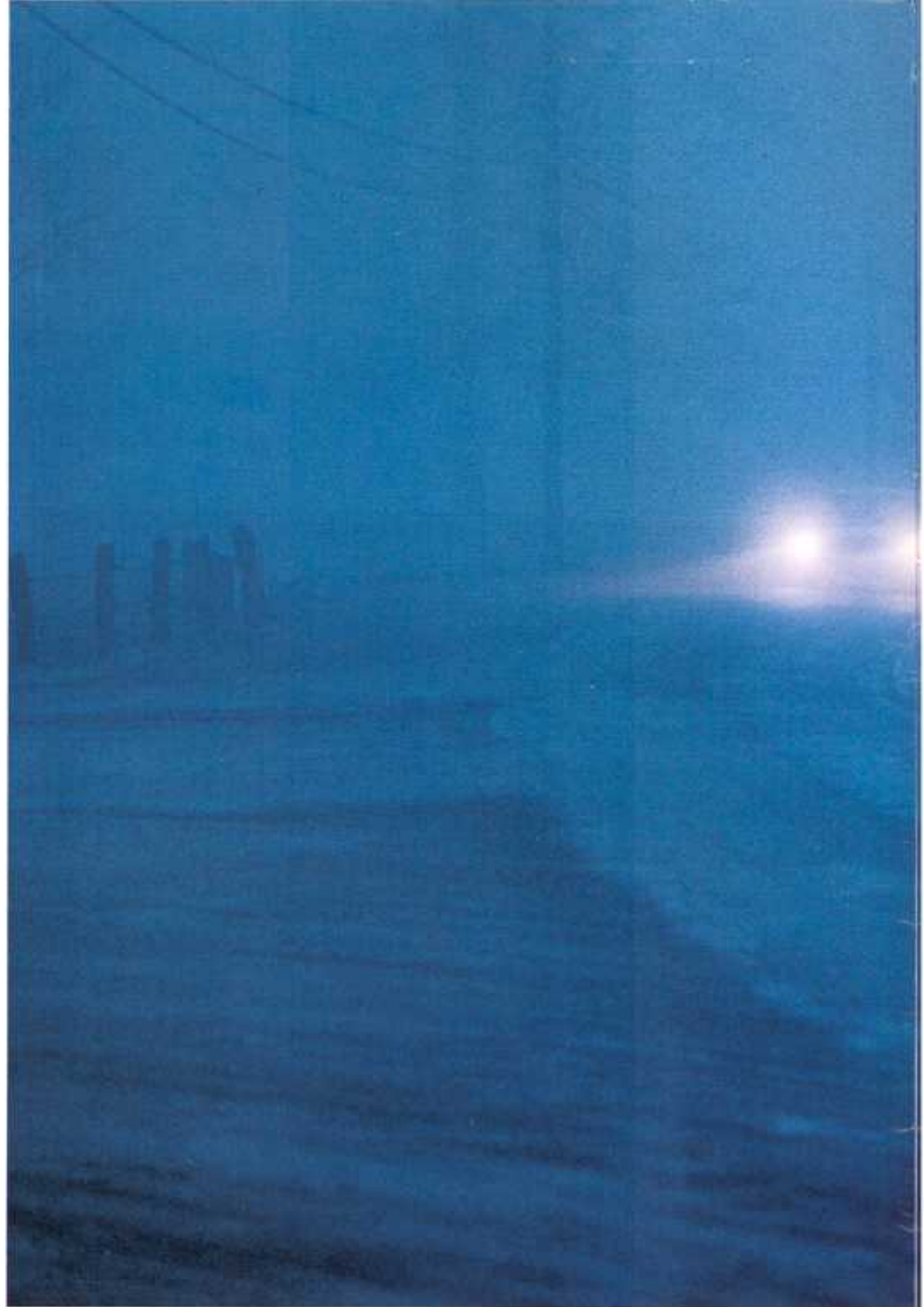
If you live in an area of heavy rain-

fall, make sure your treads are always in good condition. They're needed to disperse water under your tires and keep your car from aquaplaning.

To avoid skidding in wet weather, try to avoid sudden turns and last-second braking. Use your gears as much as possible to slow down.

Always leave plenty of distance between you and the car ahead. And, if you can see a flooded area coming up, slow down to a crawl, being sure to warn the driver immediately to your rear.

If you lose some brake power in a







flooded area, depress the brake pedal every so often until power is restored.

It is always a good idea to dry the soles of your shoes before starting up. Wet shoes that slip off pedals are as much a hazard as anything else.

Many of the same precautions apply to snow and ice. Snow, however, does present some special problems—one of which is getting started in the first place.

If possible, start off in second or third gear. This reduces the torque which is fed to the wheels giving them less opportunity to spin.

If you cannot get out of a snowdrift, try rocking the car by alternately—and gently—shifting into forward and reverse. If this fails, place rubber mats from inside your car under the drive wheels. Heavy cloth, wood, cardboard or even twigs and branches will do almost as well.

If you must stop to clear your windshield of snow, choose a level stretch of road or a downward slope so you can get going again without too much trouble.

Never add radiator coolant/anti-freeze to your windshield washer res-

ervoir—it can severely damage the finish on your car.

When driving in fog, make sure your headlights and taillights are clean and that your windshield is dry and unsmeared. *Do not use your high beams.*

If you find yourself alone on a road in fog, follow the road's divider line or the curb, watching carefully for parked cars. Open a window so you can hear what's going on outside.

Always follow the vehicle in front of you at a respectful distance. Never hurry—patience in fog is a virtue.

# If You Can't Answer This Question,

**Question:**

As part of a normal 30,000 mile service on a 1980 GL, you check valve clearance.

Four of the valves have the following clearances when cold:

No. 1 has a 0.45mm clearance with a 3.60mm shim installed;

No. 2 has a 0.50mm clearance with a 3.80mm shim installed;

No. 3 has a 0.52mm clearance with a 3.45mm shim installed;

No. 4 has a 0.50mm clearance with a 3.55mm shim installed.

Which of the following are the correct shims to be installed?

A. No. 1—3.70mm, No. 2—3.95mm,  
No. 3—3.60mm, No. 4—3.70mm.

C. No. 1—3.45mm, No. 2—3.80mm,  
No. 3—3.40mm, No. 4—4.10mm.

B. No. 1—3.60mm, No. 2—4.05mm,  
No. 3—3.65mm, No. 4—3.65mm.

D. No. 1—3.75mm, No. 2—3.75mm,  
No. 3—3.45mm, No. 4—3.55mm.

If you can't answer this question, don't feel bad about it.

Most garage mechanics probably wouldn't get the answer either.

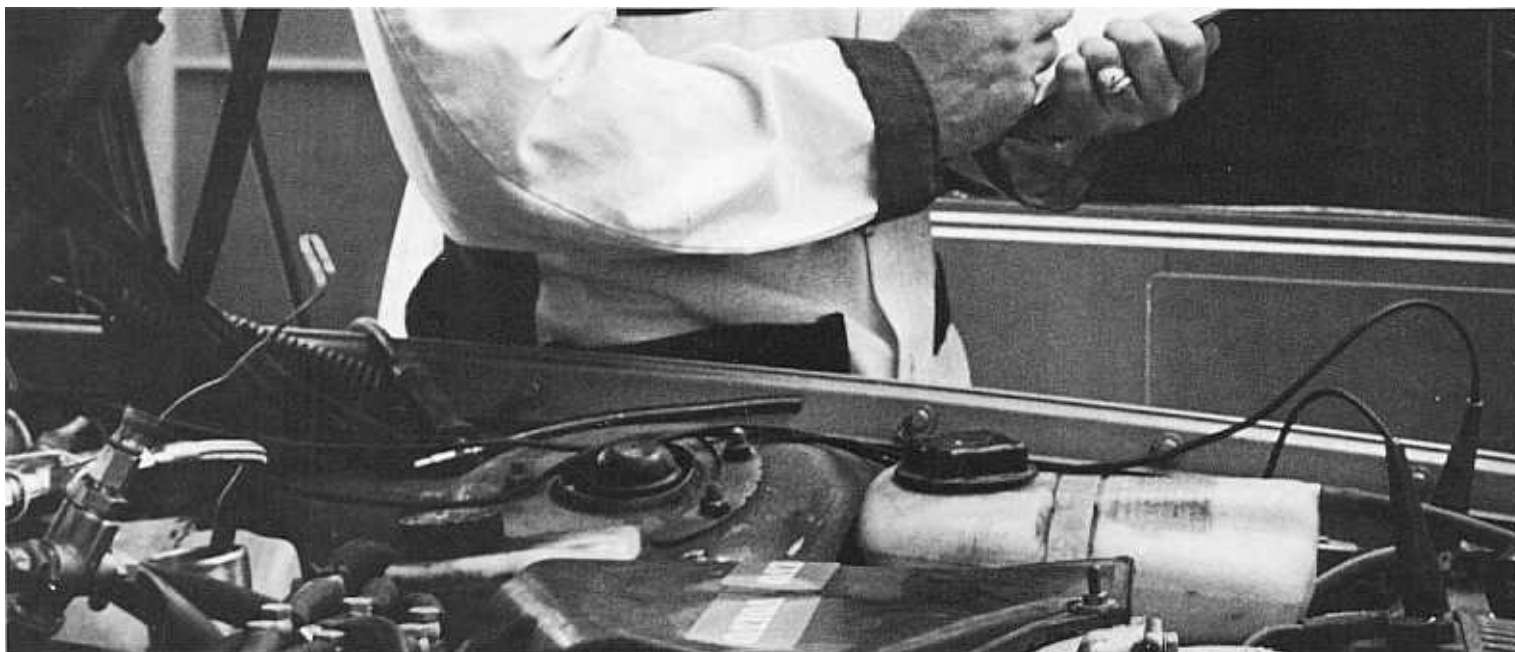
After all, why should they? Taking care of Volvos is not their job.

But ask a Volvo service technician, and the chances are excellent that he or she will come up with a perfect score...especially if that technician is taking part in the Volvo VISTA program.

VISTA (Volvo International Service Technical Association) is Volvo's answer to your search for service you can trust.

VISTA is an on-going program at Volvo, designed to make every Volvo technician an expert in his profession.

For VISTA membership, Volvo service technicians must get top marks in a series of tough, written tests laced



# Read On...

with questions like that at left.

Each Volvo technician must answer 160 of these questions and average 75% or better in order to achieve a Volvo Technical Proficiency Rating of Quality Technician.

Once that hurdle is over, the real competition starts. Volvo technicians are pitted against other outstanding technicians who know Volvo diagnosis and repair as intimately as the details of their own lives.

All Quality Technicians compete in a four-task "hands-on" invitational qualifying round. Performance in this tough evaluation determines each technician's rating as either a Quality, Certified, or Master Volvo Technician.

But that's not the end of the work. All Master Technicians who have also earned the rank of Certified General Automobile Mechanic from the

National Institute of Automotive Service Excellence are eligible for the Finals.

The finalists then take the toughest test of all...another written examination and a hands-on performance that generally lasts an entire day.

A typical assignment—one of many—reads like this:

1. Owner's Complaint: The car will not start after it has been shut off for about 20 minutes.
2. Task: Diagnose the problem and, after determining what the problem is, select the component or components on the bench in front of you that will repair the car, and then hand them to the proctor.
3. Time allowed: 30 minutes.

Is it all worth it?

Certainly it is to the winners. They get a study trip to A.B. Volvo in Sweden.

But the real worth of the VISTA program comes when your Volvo is ready for maintenance or service.

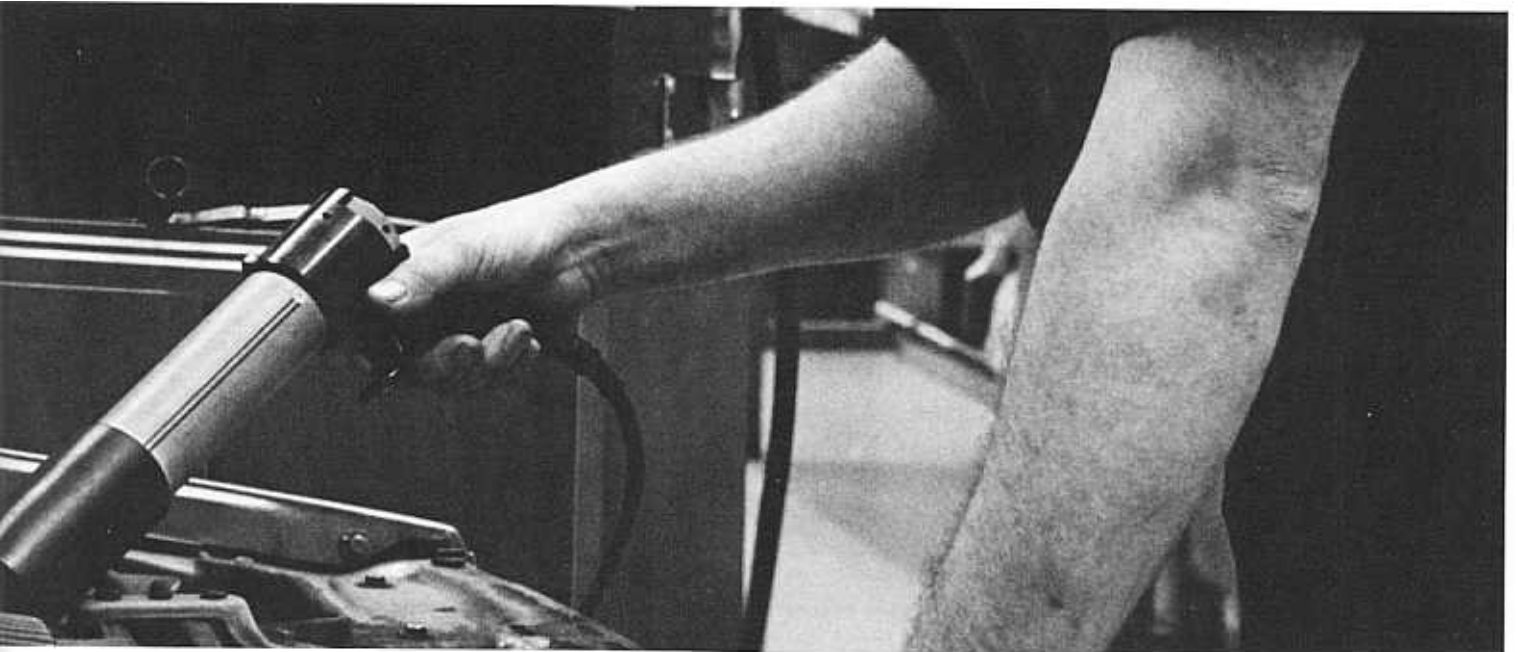
As a Volvo service technician approaches your car, he gets an old familiar feeling. This is home territory. He knows his way around.

Because he's been here before. Many times.

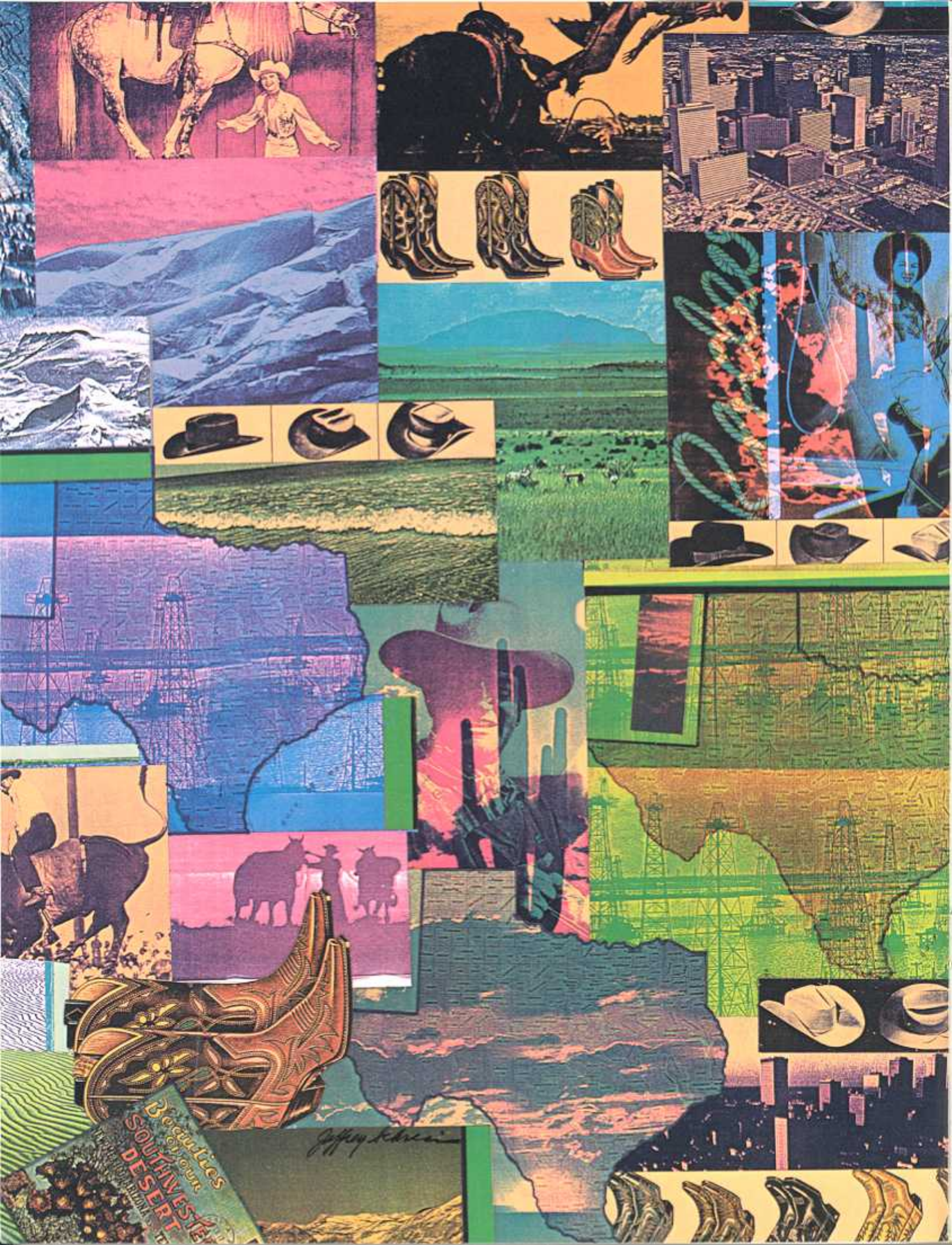
## Question:

Where's the best place to bring your Volvo for service you can trust?

Answer: \_\_\_\_\_









# TEXAS IS:

---

*"The sun is riz, the sun is set, and we  
ain't out of Texas yet!"*

---

Texas is longhorn cattle, prairie and cactus and tumbleweed.

Texas is men with faces like leather. And women who look like angels.

Texas is Big Bend country. The Panhandle. And Spindletop. It's the LBJ Space Center. San Jacinto. The battle-ship *Texas*. It's the Alamo!

Texas is ten-gallon hats and Neiman-Marcus.

Texas is one great big sprawling bunch of land. It is huge. Enormous. Look, yonder!

*"The sun is riz, the sun is set, and we ain't out of Texas yet!"*

That old jingle tells you what the original settlers must have felt when they first set eyes on this great expanse.

Texas extends for 801 straight-line miles from north to south, 773 miles east to west. It has a border—3,816 miles long—that it shares with Louisiana, Arkansas, Oklahoma, New Mexico, Old Mexico and the Gulf of Mexico. 1,248 miles of that border is the Rio Grande.

You don't cross Texas in a day. You can't see Texas in a week or two. But nature has divided Texas into bite-size pieces that can be quite delectable and satisfying.

Texas is a grab-bag of geography—griddle-flat plains, deep canyons, piny

thickets, gentle hills, mammoth man-made lakes and mile-high mountains.

You can get just about anything you want in Texas.

Salt water? Texas has 624 miles of coastline along the Gulf of Mexico. Major islands include Padre Island National Seashore.

You prefer woodlands? Texas has 665,729 acres of heavily forested land, including the almost 160,000-acre Sam Houston National Forest.

Lakes? Only Alaska has more. In Texas, there are a total of 6,300 square miles of lakes and streams. Lake Sam Rayburn in the Angelina National Forest is the largest of all Texas lakes, covering 113,410 acres.

Bird-watching? Watch your heart away. The Texas coastline teems with shore birds, including whooping cranes which winter at the Arkansas National Wildlife Refuge.

Mountains? In far West Texas, great ranges reach for the big sky. Many are more than a mile high.

Texas is sunshine. Summer is long, lazy days stretching from horizon to horizon. Spring is a glory. Fall is a delight to the senses.

There's a Texas way of talking. Barbed wire is *bob wabr*. Everything is *evvathang*. If you're called, you better come *rat cheer*. "*Ha yew?*," the ubiqui-

tous greeting, is answered always by "*Ab'm fabn. Ha yew?*" Rice University actually offers a course in Texas dialects.

But you can't reduce Texas to words. It's too great, too diverse, too... *everything*.

It's Abilene. John Wayne. And the dust of old stampedes.

It's former frontier towns like Amarillo, and brand-new sophisticated Big D.

It's beautiful Austin, with the largest state capitol building in the nation—naturally.

It's the dozens of guest ranches around Bandera and the miles and miles of sandy beaches around Corpus Christi and Galveston. It's El Paso, where they cross the Rio Grande to Juarez for lunch.

It's Houston, the fastest growing city in America—an air-conditioned oil capital with very probably the most advanced medical center anywhere.

It's the Victorian elegance of Fort Worth and the gracious ways of San Antonio.

Texas?

Texas is—well, Texas. It's a whole world in one state. It's...well, it's Texas.

# The Right Part.

If you're like most people in these difficult economic times, you're looking for ways to make your car last longer.

And you're putting them all into practice. For example:

You're probably not driving as much as you once did. Leisure driving, for most people, is an OPEC casualty.

You're especially careful about oil changes. You bring your car to your Volvo Dealer for maintenance at the scheduled time. And you get regular tune-ups.

These are some of the more obvious ways you can protect your investment in your Volvo. Here's another that's not so obvious—but just as valid.

Insist on genuine Volvo parts whenever replacements are necessary. Your car will perform better when it is maintained the way it was built.

That's why Volvo places such special emphasis on parts delivery to Volvo Dealers.

The right part must be there at the right time if your Volvo is to be maintained in first-class condition.

Your Volvo should be maintained with replacement parts as good as the originals...manufactured with the same care and quality control that went into your new Volvo...and road-tested to simulate thousands of miles of driving under all kinds of road conditions.

Nothing less than the best will do.

Parts fabricated by independent manufacturers *may* do the job. Then again, they may not. We say it's better not to take the chance. Generally speaking, you are better off with genuine Volvo parts. Your Volvo Dealer stocks a full range of Volvo



## At the Right Time.

## At the Right Price.

parts. If a part is not immediately available at the dealership, Volvo can supply the part through a special ordering process that targets just two working days for delivery from any Volvo Parts Distribution Center. Next working day delivery is not uncommon.

Just as important, Volvo parts are

competitively priced.

In fact, more than 2,000 of 3,000 Volvo replacement parts have actually been reduced in price. The reason is Volvo's sales success. Price is based on volume. So the more cars we've been able to put on the road, the more we've been able to lower prices.

Volvo mufflers are an interesting case in point.

To hear the television commercials of muffler shops, you'd think they are terrific. Far from it.

An independent survey shows, in fact, that a genuine Volvo exhaust system replacement usually *costs less* than the same system offered by the leading national muffler shops.\*

So there goes one reason for buying a so-called "cheaper" muffler.

What is more, Volvo mufflers are covered by a limited lifetime warranty!† Yes, you read correctly—warranted for as long as you own your car.

When it comes to parts for your Volvo, it all comes down to this: Keep your Volvo all Volvo.

You put a lot of time and thought into the purchase of your Volvo—and a not-inconsiderable amount of money.

So why put anything less into it when a replacement part is needed?

Especially when that part is genuine Volvo—and is competitively priced to give you genuine value.

\*Telephone survey of 42 Midas Muffler locations conducted by Conmi Corporation, March 30, 1981

†All new genuine Volvo aluminized replacement mufflers are warranted against defects in workmanship or materials for as long as the retail muffler purchase owns the car. If the muffler should fail, upon proof of purchase it will be exchanged without charge. Check with your Volvo Dealer for exact terms and conditions.



# THE POWER OF VOLVO TURBOCHARGED ENGINES

Volvo's four-cylinder turbocharged B21F engine may look much like the standard four-cylinder Volvo engine.

But there are important differences you should know—especially if you want to squeeze all the power you can from every gallon of fuel you buy.

Volvo's turbocharged engine is a way of getting something extra almost for nothing. Very simply, it converts normally wasted exhaust gases into

useful energy.

Exhaust gases are rerouted and forced through a turbine which, in turn, is attached to a shaft that drives a compressor.

The compressor forces *extra air* and fuel into the engine's cylinders and delivers more power when you need it.

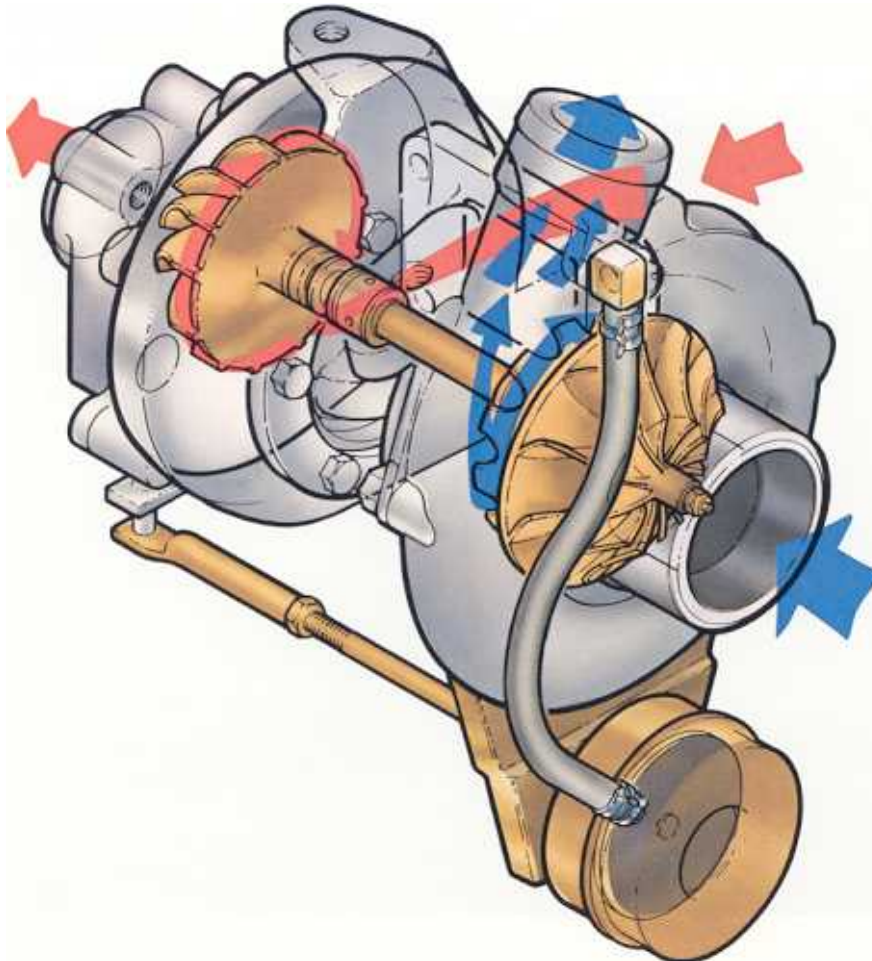
1982 GLTs with a turbocharged engine can accelerate from 0 to 60

mph in 9.6 seconds!

In effect, the Volvo 2.13-liter B21F engine with turbocharging performs like a much larger 3-liter engine.

And that's well worth having when you need to dart into fast-moving highway traffic, or when you take to the hills.

**AND THE BEAUTY...**



# VOLVO GLT TURBOS FOR 1982

If you've been looking for power and beauty in a car, your search is over.

Rich Ceppos of *Car and Driver* magazine knew that too the first time he looked at a GLT—and drove one:

"The GLT arrows down the highway, solid and stable. The ride is Mercedes-taut. The body is drum-tight and rattle-free"

"Arrows" is a great word for it. The GLT turbocharged engine delivers a 30

to 40 percent increase in torque over the unboosted version.

You should have no trouble at all in entering fast-moving expressway traffic. Or climbing the most formidable hills.

Says *Car and Driver*:

"The GLT Turbo is one of those cars that just flat feels good to drive. Almost everything about it seems to have been carefully developed. The

*continued*



Two-door Sedan





Wagon



Four-door Sedan





driving position is a perfect example. The small, padded steering wheel, the pedals and the shifter all seem perfectly and naturally placed. The chairlike driver's seat, one of the most supportive touring seats in any car, offers an adjustable lower cushion, a lumbar support, and a reclining backrest. So almost anyone can dial in a position that's as comfortable as a favorite pair of shoes.

"The controls, too, operate with satisfying precision. The shift linkage is crisp and jewel-like. The clutch take-up is velvety and linear. And the steering is sensitive, direct and accurate.

"...Volvo has scienched-out every nook and cranny, and the result is a big sedan that does a whole lot of things awfully well."

One thing that GLT sedans do particularly well is surround you with luxury features.

There's a sunroof—Volvo gives you the sun and the moon! Air conditioning...power windows...plush upholstery...tachometer...even a heated driver's seat. It's all there for your enjoyment and comfort.

The GLT wagon?

Listen to Bill Hartford in another authoritative car magazine, *Imports & Motor Sports*:

"In 1,000 miles of driving, I was astounded over and over again at the sports car handling of what I consider a trend-setter wagon."

Volvo's turbocharged engine is enough to make it a trend-setter—a mile ahead of other wagons.

But a wagon with sports car handling?

Yes. And here's why. Like all Volvo wagons, the GLT's overall size and turning radius are virtually the same

as those of the GLT sedan. What's more, the GLT wagon is equipped with a small-diameter steering wheel to quicken the steering response. It has a deliberately taut suspension. And it is balanced by special front and rear stabilizer bars and runs on five-spoke, alloy rims fitted with Pirelli P6 tires.

But this GLT is definitely a wagon. The cargo area tells you that.

You will find an impressive seventy-six cubic feet of space for storage with the rear seat down. That's an area roughly six feet long, four feet wide and three feet high.

There are three tie-down rings on each side to secure movable objects.

The square tailgate is hinged at the top and has gas-filled springs so you can open it with one hand.

All new GLT Turbo sedans and the wagon offer a choice of manual or automatic transmissions.

The fully synchronized, four-speed manual transmission shifts with silky smoothness. And the overdrive that comes with this transmission engages with the simple touch of a button, reducing the revolutions of the engine to a surprisingly quiet and fuel efficient level.

If an automatic Turbo is preferred, drivers will get an innovation offered for the first time this year—a *four-speed* automatic transmission with overdrive fourth gear. To increase gasoline economy, as well as the life of the engine, this new transmission automatically glides into overdrive above 25 miles per hour. And drivers will be pleased with the smooth shifting of gears and nearly silent performance of the new Turbo automatic.

What we have always said about Volvos applies to Volvo GLTs of course:

According to the Swedish Motor Vehicle Inspection Bureau, the life-expectancy of a Volvo in Sweden now averages 18.7 years...that's longer than any other car on the road in Sweden, longer than Mercedes-Benz, BMW, Volkswagen, Peugeot or Audi.

Of course, driving conditions in America may differ, so your Volvo may not last quite as long.

Then, again, it may last longer.

# A Museum Tour of the Northeast

Some of the most interesting museums in the world are to be found within a day's drive of each other along the U.S. Northeast Corridor.



*Farnsworth Museum, Rockland, Maine*



*Isabella Stewart Gardner Museum, Boston*

It would take a month of Sundays to visit them all. But here are a few museums you might like to take in this fall when the autumn colors provide a perfect compliment to those of Renoir and Rembrandt.

Some museum schedules do vary with the day and season, so it's always a good idea to call ahead before you set out.

•

Begin your tour in Maine at Rockland's Farnsworth Museum. The address: 19 Elm Street just off Route 1 (207/596-6457).

For a museum its size, the Farnsworth has the country's largest collection of Wyeth paintings—N.C. Wyeth, Andrew Wyeth and Jamie Wyeth.

It also houses fine paintings by

such great names in American art as Thomas Eakins, Winslow Homer, George Inness, Fitz Hugh Lane, Gilbert Stuart, Thomas Sully, John Trumbull, Edward Hopper and John Marin, among others.

The Farnsworth Homestead, adjoining the museum, is considered one of the finest Victorian homes in the country and appears in the National Register of Historic Places.

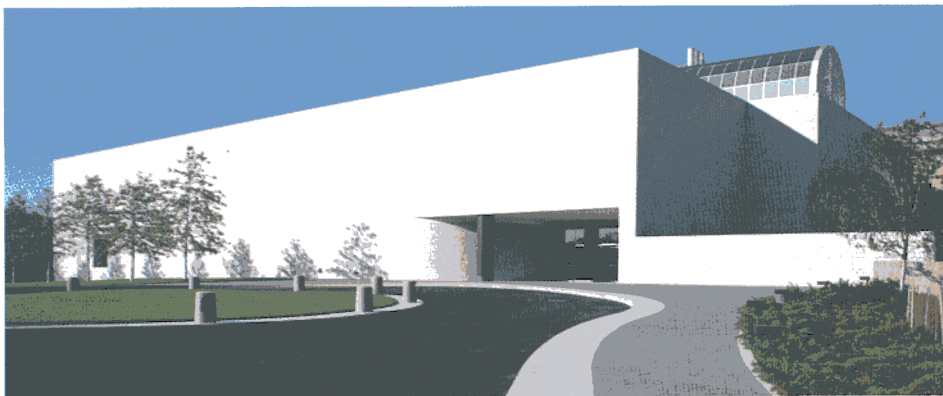
•

Next stop is Boston where you will want to give a half day each to the Museum of Fine Arts and to the Isabella Stewart Gardner Museum.

Boston is about a four hour trip from Rockland. You get there by taking either Route 1 along the coast or Route 95 which is somewhat faster, but less scenic.

*continued*





The Isabella Stewart Gardner Museum at 2 Palace Road (617/734-1359 or 617/566-1401) was designed by Mrs. Gardner in the style of an Italian Palace of the 15th century.

On exhibit are works by Rubens, Vermeer, Rembrandt (including a self-portrait at age 23), Titian, Cellini, Botticelli and Giotto.

You will also see paintings of Mrs. Gardner by her friend John Singer Sargent and by Anders Zorn.

Mrs. Gardner's interest in Venice accounts for the number of objects from that city: balconies, window frames, paintings and sculpture.

Don't miss the three small galleries along the front of the building. They contain portraits by Degas and Manet and landscapes by Matisse, Whistler and Sargent.

The Museum of Fine Arts in Boston (617/267-9377 or 617/267-9300) is on Huntington Avenue, one mile west of Copley Square. Parking is available in the museum parking lot.

Inside are creative works that span seventy-five centuries. Among the many attractions:

A collection of Asiatic art unrivaled in the West.

The painting that Paul Gauguin considered his masterpiece.

Engravings by Durer, prints by Picasso, photographs by Stieglitz.

Egyptian mummies.

The largest collection of Monets outside France.

The Minoan Snake Goddess.

Rare Peruvian tapestries; silver by Paul Revere. And a distinguished collection of French decorative arts. Don't miss this great museum!



*Museum of Fine Arts, Boston*

*Metropolitan Museum of Art, New York*

*Museum of Modern Art, New York*

*Batsto Mansion, Hammonton, New Jersey*



For your next museum stop, take Routes 90 and 86 to Hartford, Connecticut, and the Wadsworth Atheneum.

The Atheneum is centrally located in Hartford at 600 Main Street (203/278-2670). Included among the permanent installations are contemporary works of art—Jackson Pollock's *Number 9* for one; and *Sunbather* by Duane Hanson.

The Atheneum also houses extensive collections of American and English silver; American pottery; Meissen and Chinese porcelain; Egyptian, Greek and Roman antiquities; and bronzes from the J.P. Morgan collection.

New York City is about a two-and-a-half hour drive south from Hartford—take Route 91 to Route 95 or Route 15. There are more excellent museums in the city than you can possibly visit on a brief trip. So if you will be in New York for only a day or so, limit your visits to two.

The Metropolitan Museum of Art at 5th Avenue and 82nd Street (212/535-7710) contains the largest collection of art treasures in the Western Hemisphere.

The newest additions to its permanent installations are the Chinese paintings galleries. They contain some 80 masterworks of Chinese painting from the Sung (960-1279), Yuan (1279-1368), Ming (1368-1644) and Ching (1644-1911) dynasties.

The Astor Court and Douglas Dillon Galleries are in the North Wing, second floor. The court houses a reconstruction of an existing Ming dynasty court yard.

A brief ride downtown to 11 West 53rd Street will bring you to the Museum of Modern Art (212/956-6100 or 212/956-7284).

The Museum of Modern Art is probably the single most influential taste-making establishment of this century—here or abroad. MOMA changed the looks of American architecture. It made movies a legitimate art form, and established the first photography department in an art museum.

But visit this museum simply because it brings together the greatest collection of modern art in the world.

Films from the museum library are shown at various times and a limited number of tickets is available. You must apply in person at the museum after 11AM on the day of the showing.

On your way south to Philadelphia's Museum of Art, you may wish to stop

houses for pottery, weaving and spinning, and wood carving have been set up in former ironworkers' homes.

After your stop at Batsto it's on to Philadelphia via the Atlantic City Expressway and Route 42, through Camden, New Jersey. An hour and a half should do it.

The Philadelphia Museum of Art (215/763-8100) is located at the terminus of the Benjamin Franklin Parkway



*Philadelphia Museum of Art, Philadelphia*

off at Batsto Historic Village near Hammonton, New Jersey (609/561-3262).

To get to Batsto, go south on the Garden State Parkway and exit west on Route 542.

You'll find Batsto a refreshing change of pace.

Batsto village, on The Wharton Tract, was purchased by New Jersey in 1954. The original Batsto Furnace was erected in 1766 and the ironworks at Batsto supplied cannon and cannonballs for the American Revolutionary Army. Glasshouses produced glass for windowpanes in houses up and down the coast. Batsto played an important part in the industrial development of the United States.

Some of the historic buildings and sites you can visit are: a Gristmill, an Ironmaster's Mansion, and a Blacksmith and Wheelright Shop. Craft-

at 26th Street.

It houses over 500,000 works of art encompassing man's creative achievements from the dawn of Christianity to the modern era.

During recent years, the museum has increased its holdings of American and contemporary art—Andrew Wyeth, Franz Kline, Hans Hofmann, Morris Louis and Frank Stella.

Sculptures by Picasso, Lipchitz and Moore have also been acquired.

In addition to the paintings, you may wish to see the Japanese Ceremonial Teahouse in the South Wing and the Tudor Room from 1529 in the North Wing. On the second floor of the North Wing are jousting and tilting equipment, a 16th-century silver shirt of mail, hunting and sporting arms, and an early 16th-century German fluted half-armor made for a child.

*continued*

Winterthur (302/428-1411) in the Brandywine Valley is the next stop and is reached by traveling south on I-95 and Route 13 from Philadelphia. It is an immense house-museum situated on more than 950 acres of rolling hills and beautiful gardens near Wilmington, Delaware.

Winterthur was created by Henry Francis du Pont who, over the years, accumulated vast quantities of furniture, architectural paneling, fireplaces, glassware, wallpaper, chandeliers, carpeting and works of art. More than 50,000 objects are housed in this sprawling nine-story building.

There is, according to many, no greater display of American antiques to be found anywhere.

And the gardens at Winterthur are not to be missed either. They were planned by H.F. du Pont himself. The Kurume azaleas he used to start his azalea woods were the first ever grown in the United States.

Finally take Route 95 south to Washington, D.C. and the incredibly diverse group of museums which are all part of the Smithsonian Institution.

Begin with the National Gallery of Art, 6th Street at Constitution Avenue, NW (202/737-4215).

The building itself is one of the world's largest marble structures, containing more than 500,000 square feet of floor space.

Inside you will enjoy what amounts to a tour of art history from the 13th to the 20th century. Collections include Florentine and Central Italian

art, Flemish and German art, Dutch art, French art, Spanish art and British art. You will see paintings by Raphael, Titian, Durer, Rubens, Rembrandt, El Greco, Renoir, Turner, Gainsborough and many others. Leonardo da Vinci's *Ginevra de' Benci* has the distinction of being the only Leonardo outside of Europe.

American painting is represented by such artists as Copley, Stuart and Whistler; 20th-century art by Picasso, Braque and Dali.

The other Smithsonian museums, grouped along the Mall, are absolutely overwhelming in scope and diversity. In fact, it has been estimated that a person devoting one minute to each object on display would spend two-and-a-half years in the corridors and galleries of these museums.

The Freer Gallery of Art houses one of the world's finest collections of Oriental art as well as a major group of 19th- and early 20th-century American works.

The National Museum of History and Technology displays items including the flag which inspired Francis Scott Key's "Star-Spangled Banner," Bell's telephone, and Ford's Model T.

The National Museum of Natural History includes among its 60-million-object research collections the Hope Diamond and a 92-foot model of a blue whale.

One of the smaller Smithsonian buildings, the Arts and Industries Building was used for President Garfield's inaugural ball in 1881. Today it houses a re-creation of the Philadel-

phia Centennial Exhibition of 1876.

Many of the items on display came to the Smithsonian when the Exhibition ended. Others are from the period, though they were not part of the original Exhibition. All in all, this is one of the most extensive collections of Victorian Americana ever presented in an original setting. And, if you are finding yourself overwhelmed by the size of other buildings, you will be pleased to know that this is an exhibit small enough to take in completely in a fairly short time.

Many find that their favorite Smithsonian building is the National Air and Space Museum, a showcase for the evolution of aviation and space technology. Highlights of the collection are the Wright Brothers' 1903 *Flyer*, Lindbergh's *Spirit of St. Louis*, John Glenn's *Friendship 7* and the *Apollo 11* command module.

Last, but hardly least, don't miss the spectacular Hirshhorn Museum and Sculpture Garden with its collection of painting and sculpture from the late 19th century to the present. The paintings focus on modern American art and include works by Eakins, de Kooning, Kline and Morris Louis.

The sculpture includes Rodin's *The Burghers of Calais* and Henry Moore's *King and Queen*, as well as works by Picasso, Lipchitz and Calder.

If you're not yet worn out, the Smithsonian also includes the National Zoo off Connecticut Avenue NW.

It's a treat no matter what your taste in museums and a perfect place to end your tour.

Winterthur Museum, Winterthur, Delaware



National Gallery of Art, Washington, D.C.





# What Everyone Should Know About the New Volvos

*Each year, more people discover that Volvo builds cars with an almost excruciating attention to detail. It's an old American—and Swedish—tradition that creates automobiles of lasting quality. Here are some examples of that tradition.*

## **A Blessed Absence of Squeaks.**

A Volvo body is *fused* together with spot welds so that the fit is as tight as modern technology can make it. Spot-welding means there are no bolts to squeak and rattle as they gradually loosen over time.

## **Engines And Volvo Cars Are Designed For Each Other.**

There are only nine models in the entire Volvo line. Yet there are four



distinctly different engines. Why? Because maximum performance hinges on a wide range of variables, and no one engine can serve all masters. Here are the engines, one by one:

**The B21F**—a basic four-cylinder engine used in DL, GL and GLT models without the Turbo. For those with a technical frame of mind, the engine's cross-flow cylinder head improves performance by providing a free flow of exhaust gases; this design helps localize heat from the exhaust manifold, which aids in engine cooling. Owners find the B21F rugged, dependable and powerful without being a fuelish wastrel.

**The D24**—the first six-cylinder diesel engine available in a passenger car today. The D24, used in DL and GL diesel sedans and wagons, has "swirl chambers" in the cylinder heads to reduce noise and ensure a rapid and

*continued next page...*

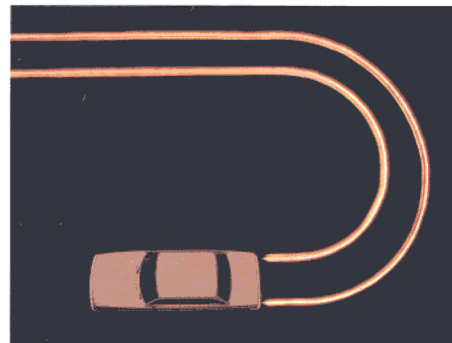
## **And Otherwise**

### **You Drive A Volvo. It Does Not Drive You.**

Responsiveness...a consistent feel for the road...is essential in today's motoring environment. Which is why Volvo engineers chose power-assisted rack and pinion steering over full power steering. You can negotiate a tight, 32-foot 2-inch turning circle with almost no effort, yet your command of the car is in no way lessened. When you move the wheel, you move the car. Another Volvo driving characteristic you will like: Volvos deliberately understeer slightly when you take a curve. You are forced to follow your natural instinct and keep the car moving into the curve.

### **The Volvo Ride Is The Best Of All Possible Worlds—Half European, Half American.**

Most people think of a European car as stiff and an American car as buoyant. Volvo is positioned securely between those two extremes. Much of



the credit goes to the McPherson struts on each front wheel that ingeniously incorporate a coil spring and shock absorber. In back, Volvos utilize a "live" rear axle that maintains the rear wheels on the road at the same angle. And front and rear stabilizer bars counteract the normal tendency of cars to lean on corners, but without making the car feel stiff on the straightaway. A Volvo doesn't wallow and sway. Nor does it jolt and jar you. It's a smooth car—a firm car—a car that avoids extremes.

*continued next page...*



## Technically

thorough mixture of air and fuel. The D24's in-line, six-cylinder configuration makes it as well-balanced as a V-8. And that's a beautiful thing to see.

**The B21F-Turbo**—used in GLT sedans and wagons, delivers a 30 to 40 percent increase in torque over the unboosted engine running at the same rpm. In the B21F-Turbo, exhaust gas drives a turbine which, in turn, drives a compressor increasing the air and fuel mixture. The resulting additional power helps you slip into fast-moving traffic and climb hills like a Sherpa.

**The B28F V-6**—is used specifically for the GLE sedan. The compact V-6 configuration allows room for emission control and fuel injection equipment—and for energy absorption which keeps the engine away from the passenger compartment in case of collision. The engine block and cylinder heads are made of a light, cast-aluminum alloy. The result: a savings in weight, better weight distribution



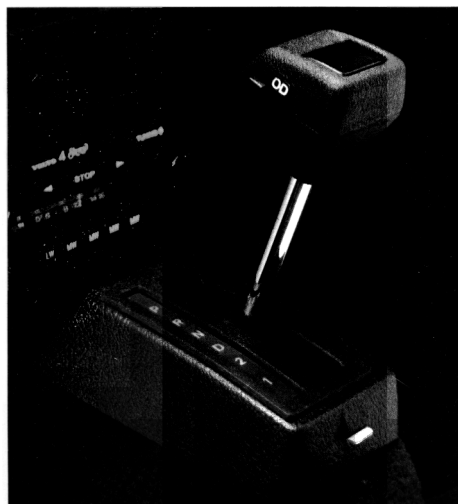
for improved traction, a high power-to-weight ratio and less fuel consumption.

### **Volvos Have Power-Assisted Disc Brakes On All Four Wheels Instead Of Full Power Brakes. Here's Why.**

Disc brakes have an obvious advantage over conventional drum brakes which can fade, be distorted or burned out in a panic stop—or which can lose their grip in rainy weather.

So why not go all the way and have full power disc brakes? Volvo engineers selected power-assisted disc brakes because *you* govern the degree of pressure on the brake pedal. Full power brakes can barely be touched before they grab. Volvo disc brakes have a dual triangular split brake circuit system. Each circuit simultaneously and independently serves both front wheels (which do the most braking) and one opposite rear wheel.

## And Otherwise



### **You Can Shift For Yourself. Or Leave It To Us.**

Listen to Patrick Bedard of *Car and Driver* on Volvo fully synchronized, four-speed manual transmission:

"The takeover in a Volvo clutch is so silky and so gradual. And the effort drops off in such a marvelously linear fashion as you let out the pedal. If

you ever have to teach (someone) how to drive a stick shift, this is the car to do it in...in the whole car kingdom, no other works half so well."

The overdrive on the Volvo manual transmission engages at the push of a button, lowering the engine's rpm, reducing noise and increasing fuel economy. You can downshift into fourth gear by pushing the button again. Downshifting *below* fourth gear automatically disengages the overdrive, so you don't have to remember it before shifting back up.

Those who opt for Volvo automatic transmission know just how easy living can be. Acceleration through the lower gears is set for a wide range of speeds, which will help you forget the sluggish ways of other automatics. When extra power is needed, pressure on the accelerator shifts the transmission to the next lowest gear and away you go!

New for 1982 on all Volvos with four-cylinder engines is a four-speed

automatic with an overdrive fourth gear. At 25 mph or over, this transmission automatically shifts into overdrive to help save on fuel and engine wear by lowering engine revolutions at cruising speeds.

### **Safety First. Safety Last. Safety Always. Volvo Engineers Never Forget That.**

The Volvo fuel tank is positioned close to the rear axle, completely separate from the trunk floor and passenger compartment. A safety zone has been created around the tank by special impact members added to the body frame.

Volvo three-point seat belts—first introduced as standard equipment in 1959—are fitted with inertia reels which make the belts retractable and self-adjusting. They're easy to put on, easy to wear, easy to take off.

Volvo offers special accessory seat cushions for children so that seat belts will fit them properly

Should one system fail, the other system provides about 80 percent of your original braking power.

**Volvos Have Crumple Zones To Absorb Impact. Think Of An Accordion And You Begin To Get The Idea.**

Volvo crumple zones—front and rear—are designed to help absorb the force of an impact instead of transmitting it all to the passenger compartment. Part of the front crumple zone also forces the engine down under the floor and away from the front seat.

In case of a fender-bender, there is a large and heavily padded hub in the center of the steering wheel to help protect the driver. If the crash is more severe, the upper section of the steering column is designed to collapse away from the driver. In an *extremely* severe front-end collision, the lower end of the steering column is designed to fold like a penknife.



**Fuel Injection Makes Gallons Go Further.**

Humidity, temperature, barometric pressure and air volume have a decided effect on a car's economy. That's why all Volvo gasoline engines have sophisticated fuel injection systems that automatically govern the flow of fuel and the air-to-fuel mixture as changes take place in incoming air. But better fuel economy is not the only benefit of fuel injection. You also get greater horsepower, faster

warm-up and a cleaner exhaust. All well worth having because they mean better performance.

**You Don't Have To Know How To Pronounce Lambda Sond—Just Appreciate It.**

Lambda Sond® is the name of the emission control system on all gasoline-powered Volvos. It is called "the most significant breakthrough ever achieved in the fight to obtain clean cars." And the key to its efficiency is the way it monitors the ratio of oxygen in exhaust gases to control three major pollutants: carbon monoxide, hydrocarbon and nitrogen oxide. Volvo engineers discovered a way to do this through use of a substance called zirconia, used in the U.S. space program. You'll especially appreciate the Lambda Sond system for the way it does away with power loss and fuel waste associated with other emission control systems.

**You Don't Have To Tie Yourself In Knots To Get In And Out Of A Volvo.**

Volvo doors are designed for adults who want to get into a car and out of it with dignity. The overall height of a Volvo and the height of its seats are also designed with adults in mind. You step into this car and seat yourself much as you would anywhere else. You don't feel as if you're falling on the road.

Once inside a Volvo, you begin to realize how cramped other cars have become in recent years. Even in the back seat of a Volvo, you sit in a normal sitting position. Your knees are not tucked under your chin.

The front seats were designed with the assistance of orthopedic surgeons to accommodate you in the anatomically correct position. The lack of fatigue in a Volvo, even on long trips, is remarkable.

The driver's seat can be adjusted for height and angle nine different ways.

Backrests can be adjusted to any angle between 90 and 170 degrees. The back seats have a thick cushion of cold-formed polyurethane which is flexible but firm. A center armrest is standard equipment.

**Everything In A Volvo Is Where It Is For A Very Good Reason: You.**

Consider the angle of the steering wheel. It is positioned at an angle of 23 degrees because exhaustive studies prove that is the best angle for maximum knee room and a natural, firm grip on the wheel.

A special rest is provided for your *left foot* so that both feet are positioned in the same plane while driving.

To help make you a better defensive driver, Volvo sedans and wagons have more than 90 percent all-around visibility from the driver's seat. The front door pillars are designed so that you can look through them—in effect—not around them.



All glass in a Volvo is tinted, with a darker band of tint along the top of the windshield to guard against glare. A day/night rear-view mirror is standard. Two anti-glare side mirrors are standard on most models.

The Volvo turn indicator, headlight dimmer and windshield wiper/washer can be operated without taking your hands off the steering wheel.

*You* are the reason for these features. You and those you care for.





# SWEDEN'S OTHER CLASSIC

Greta Garbo was the quintessential motion picture actress of the 1930s.

There was none other like her. She was—and is—a classic figure in film.

Greta Garbo was born September 18, 1906, in Stockholm; and she may live forever.

Surely, she will transfix audiences with her soulful, Scandinavian eyes as long as films are shown.

The lady is unforgettable.

Film critic Otis Ferguson describes her screen presence in *Camille*:

"It is more than the distant shimmer of beauty, or a resonant husky voice, or a personal dignity wide enough for the demands of both humility and arrogance. It is more than can be measured in any of the dimensions through which we receive it...."

"Greta Garbo has the power of projecting not only the acting moods of a play but the complete image of her own person; and seeing her here, one realizes that this is more than there are words for, that it is simply the most absolutely beautiful thing of a generation."

Greta Garbo's first motion picture was *How Not to Dress* in 1921.

Her first Hollywood film was *The Torrent* (1926) with Ricardo Cortez. Her last appearance was in *Two-Faced Woman* (1941) with Melvyn Douglas.

In between were 24 other films. Some good, some bad, some indiffer-



ent. But all made memorable by that face, that voice, that enchanting caved-in look.

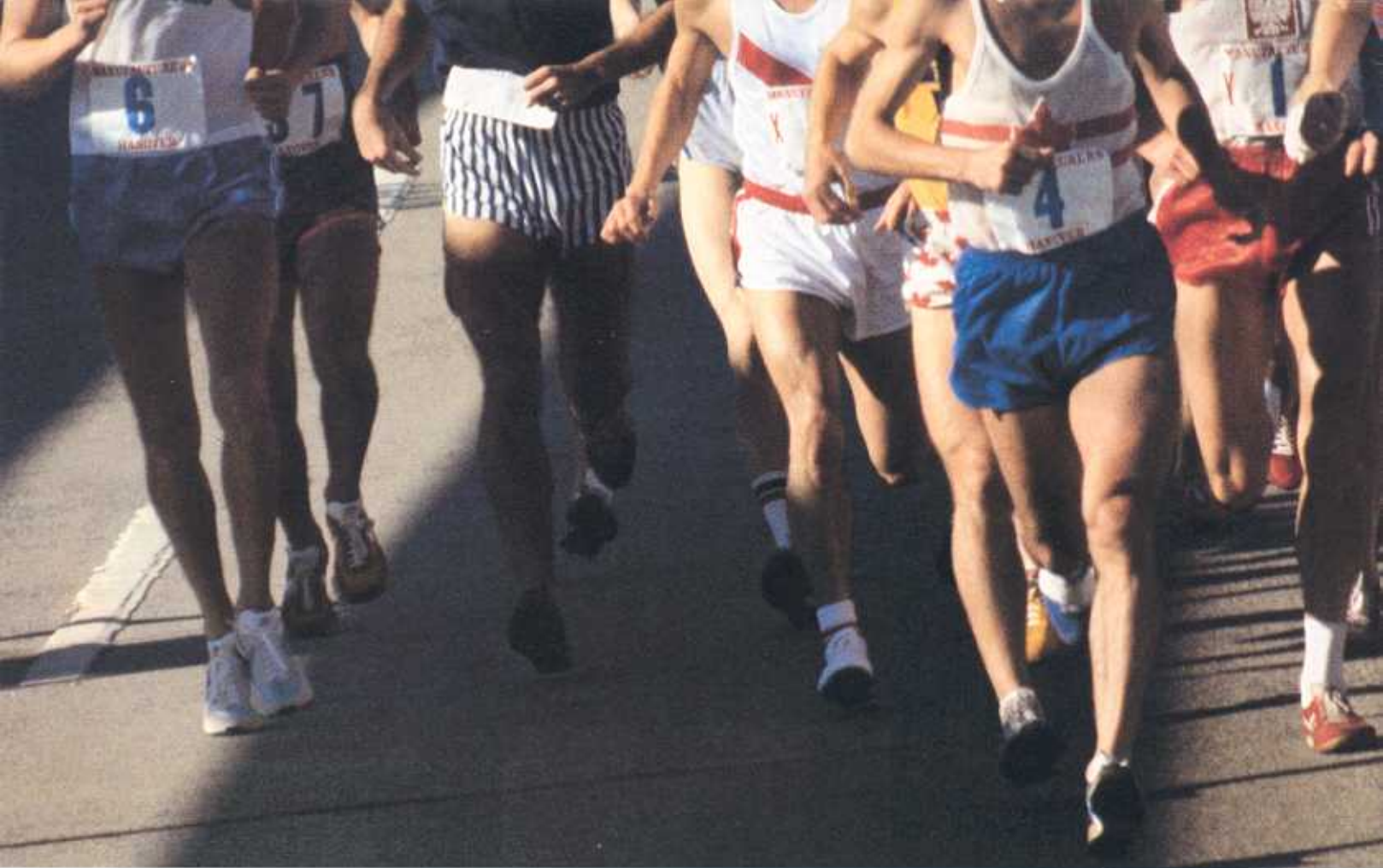
Garbo's best-remembered years, perhaps, are 1932-1933. She appeared in *Mata Hari* with Ramon Novarro. *Grand Hotel* opposite John Barrymore. *As You Desire Me* with, again, Melvyn Douglas. And *Queen Christina* with John Gilbert.

Look for the films of Greta Garbo in revival cinema houses or on television. And look closely—you may never see her like again.

Some Greta Garbo films to watch for:

*The Torrent*, 1926  
*The Temptress*, 1926  
*Flesh and the Devil*, 1927  
*A Woman of Affairs*, 1929  
*The Single Standard*, 1929  
*Anna Christie*, 1930  
*Inspiration*, 1931  
*Susan Lenox, Her Fall and Rise*, 1931  
*Mata Hari*, 1932  
*Grand Hotel*, 1932  
*As You Desire Me*, 1932





## VOLVO IN NORTH AMERICA

When we came to this continent little more than a quarter century ago, Volvo was a small importer of somewhat quaint-looking automobiles.

Now North America is Volvo's largest market outside Sweden with yearly sales approaching \$1 billion, and a widely diversified line of products.

For example:

You probably know that Volvo cars are assembled in Halifax, Nova Scotia. And that cars and trucks are inspected and prepared for delivery in Chesapeake, Virginia.

You may even know that Volvo's product line in the U.S. and Canada also includes hydraulic pumps and motors, marine and industrial engines, construction equipment and recreational equipment.

But did you know...

### **Volvo is the new driving force behind Spalding footwear.**

Generations of American kids have grown up wearing Spalding shoes and using Spalding sports equipment.

So it is only natural that this great name in sports should join with Volvo, another famous name in recreational products.

Volvo already represents Dynamic, the performance skis chosen by Jean Claude Killy. And Lange hockey skates worn by professionals such as Phil Esposito, formerly of the New York Rangers.

Volvo also markets Koflach ski and hiking boots, Sherwood hockey sticks, and is the exclusive U.S. distributor for Canadian-made Perfecta hockey skate blades.

Now welcome Spalding footwear to

the Volvo roster! Look for them at retail sporting goods stores where you live.



### **Volvo acquires White assets to become America's newest truck manufacturing company.**

A Volvo truck was a rare sight in 1957.

That was our first year of U.S. operations, and we sold a grand total of 36 trucks.



*Volvo distributes famous Spalding footwear for virtually every athletic event, including the immensely popular sport of running.*

But it's been uphill ever since. By 1980, Volvo was selling about 1,200 trucks a year.

And now that we've acquired the truck manufacturing assets of White Motor Corporation, trucks from Volvo will be almost as familiar as Volvo cars.

The assets purchased include assembly plants at New River Valley, Virginia and Ogden, Utah; a cab manufacturing plant in Orville, Ohio; sales branches and parts distribution centers; and truck and parts inventories.

Volvo will also acquire White's modern range of heavy, class 8 trucks marketed under the trademarks "White," "Autocar," and "Western Star."

The United States is the world's largest single market for trucks. Normal sales volume in the U.S. roughly

equals combined truck sales in all of Western Europe.



**Now you can rent a Volvo from Hertz or Avis on your next business trip or vacation.**

Next time you fly, there's no need to rent a lesser car on your arrival.

Check with Hertz or Avis before you leave.

If you're visiting a major U.S. city—such as New York, Boston, San Francisco, Chicago, Denver, Phoenix or Miami, for example—you're in luck. Chances are you can have a Volvo DL Sedan or Wagon waiting for you at the airport.

All Volvo DLs available through Hertz or Avis are equipped with AM/FM radio, air conditioning and automatic transmission. The wagons have roof racks which will come in handy if you are traveling on vacation.

If you want to do your friends or relatives a favor, tell them they can rent a Volvo, too. It's a great way to test drive a Volvo on an extended basis. And, once they've experienced the comfort, convenience and safety of a Volvo, they'll probably want to make the arrangement permanent.



# Points of View

From time to time, this page in *Via Volvo* will be devoted to interviews with men and women in Volvo management. This issue features Joseph L. Nicolato, Senior Vice President and General Manager of Volvo's North American Automobile Operations.



Original art by Jeff Cornell

**Q.**How do you see the mood of the consumer today?

**A.** It's changing—and in some surprising ways. Many people are coming into the market expecting to be disappointed.

**Q.**You mean they can't find what they want?

**A.** No. What I'm talking about is an atmosphere of pessimism—a feeling that companies cannot back up what they say in advertising. And that encourages me to believe that here at Volvo we're doing things right.

**Q.**Why is that?

**A.** Each year, we sell more cars. And each year, we get fewer complaints—we're approaching a very high level of quality. Of course, we're not perfect. Someone can always find something to be dissatisfied with. But research shows that Volvo owners find their cars actually perform *better* than expected. The level of satisfaction is measurably higher among Volvo owners than among owners of other imported and domestic cars.

**Q.**What is Volvo's special appeal to buyers would you say?

**A.** There's no doubt in my mind—Volvo offers today's buyer the best value for the money. I can give you support for that statement. A survey queried new car buyers on how they rated their cars as far as "value for the money" was concerned. Over 95 percent of Volvo owners rated their cars in the three top

categories of "Excellent" (51%), "Very Good" and "Good." The only other car that came close was Mercedes.

**Q.** So it is value for the money that means the most to prospective buyers?

**A.** That's certainly high on the list. But there's more to it. Volvo is a dependable car. Very durable. It offers degrees of comfort, convenience, safety and performance that are rare these days. Speaking of performance, I hope everyone who reads this will make a date with a Volvo Dealer to test drive a new GLT Turbo. They'll see what I mean by performance.

**Q.** Many cars have been imported into the United States. And many have failed to make the grade. What is the secret of Volvo's success?

**A.** It's the quality of the car, of course—Volvo is a car that justifies its price. And we stand behind it every inch of the way. In the final analysis, it's the company behind the car as much as the car itself.

**Q.** Can you say more about that?

**A.** I'm talking about a frame of mind that is present in this company. The word is enthusiasm. The men and women who build Volvos are proud of what they do—they have a positive, upbeat approach. And it shows in every Volvo that comes off the line.

**Q.** So you'd say it is people...

**A.** ...if you want proof that our people

believe in this car, look around the parking lot at Volvo headquarters. It's full of Volvos. When people invest their own money in their company's product, that's a real testimonial. You must remember that people who work with a product know it best, good or bad.

**Q.** How does this show up in Volvo cars?

**A.** We get a great deal of feedback—suggestions for improvements—from Volvo employees and from our owners. And we consider them all. Many features in today's Volvo came into being because we listen to what people want.

**Q.** It's the things you can see and touch that make Volvo a great buy?

**A.** Yes. And sometimes it's something you just hear—like the solid, satisfying sound a Volvo door makes when you close it.

**Q.** Why did Volvo decide to produce this magazine?

**A.** Primarily to establish a dialogue with Volvo owners. We want to stay in touch. We want to know what owners like about their cars.

**Q.** And what they don't like?

**A.** Absolutely. Any problems should be taken immediately to the Volvo Dealer concerned. The overwhelming majority of complaints can be settled then and there. But if not, owners can write this publication: *Via Volvo*, Owner Communication Center, P.O. Box 436, Stamford, Connecticut 06901. All complaints

will be forwarded immediately to our Consumer Affairs Department.

**Q.** You mentioned advertising a while ago.

**A.** Yes. There's a point I want to make about Volvo advertising. Our ads are designed to reflect the car itself—not someone's fantasies. Volvo advertising is rooted in reality—solid and enduring like the car itself. That's the way we like to think about Volvo of America Corporation. Sometime ago, our advertising introduced the theme: "a car you can believe in." I've always liked that. But I'd go further. To me, Volvo is a company you can believe in.



## A Volvo You'll Never See



Few people have ever seen this car. Fewer still have ever driven one because it never reached the production stage.

Only a handful were built—and those almost entirely by hand.

It is the Venus Bilo built by the Volvo Design Department in 1933.

The Venus Bilo offered two unusual items of standard equipment—leather luggage cases specially tailored to fit compartments built into the front mudguards.

Famous cars from Volvo's history, including electrically powered prototypes of the 1970s, will be featured in future issues of *Via Volvo*. Let us know if there are Volvo models you'd like to see.