VOLVO 1927 -1965

Published by A B V 0 L V 0 Public Relations Dept., 405 80 **Gothenburg, Sweden**

FROM "JAKOB" TO THE PV 544

1926 The manufacture of the first Volvo cars. This was a series of 10 cars intended for testing and demonstration purposes, and they were more or less built "by hand".

1927 The first series-produced Volvo cars started to roll off the assembly lines in the then rather modest factory in Gothenburg. The car was a small open passenger vehicle which was humorously given the name of Jakob by the factory workers. 297 of these cars were produced the first year and AB Volvo achieved a turnover of approximately 1.4 million Swedish Kronor. The production range was increased by the addition of new car models.

1928 The factory also started to turn out commercial vehicles. Volvo cars were exported for the first time. A total of 20 vehicles was sold in Finland by the very first Volvo subsidiary company abroad.

1944 The introduction of a new and, to some extent, revolutionary car model which had been designed during the war years. The PV 444 became an immediate success and was to prove itself as one of the greatest Volvo successes. It was introduced, for example, on the American market and marks the definite breakthrough of Volvo products in the USA.

1958 The Volvo PV 544 was introduced This model was available in four versions including a sports version. The demand for the PV 544 quickly grew and the waiting lists became longer and longer. A rumour the previous year concerning the laying-down of production of this car was hereby quickly quashed.

1964 The millionth Volvo car - a 120 series model - left the new Volvo Torslanda factory.

1965 The last of the 444/544 series was driven off the assembly line. 440,000 of these cars had been produced during the 21 years of production.
More than 164,000 cars have been exported. The PV models earned considerably more than 100 million Swedish Kronor on export alone.
During this same year - 38 years after the start of production, AB Volvo produced a total of 145,136 vehicles and achieved a turnover of nearly 1,900 million Swedish Kronor.

Two historical moments for Volvo



April 14 1927 - the first series-produced Volvo leaves the factory.



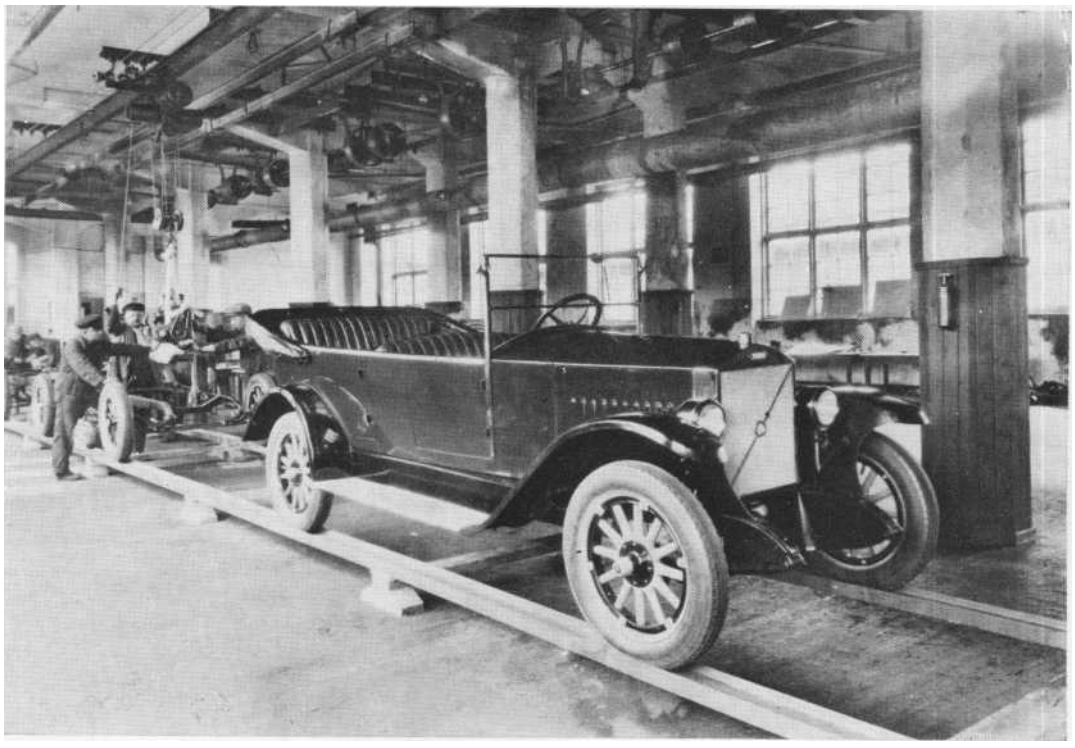
October 20 1965 - the 440,000th and final PV444/544 leaves the assembly line.



Assar Gabrielsson



Gustaf Larson



The first Volvo OV 4 on the assembly line

HOW IT ALL STARTED

"Gustaf, you've had something to do with cars! We must meet and talk it over." These words were uttered in a cafe in **Stockholm on Midsummer Eve** *1924* **and led to the founding of a great industry. The gentlemen concerned were Assar Gabrielsson and a former colleague of his from SKF (The Swedish Ball Bearing** Company) named Gustaf Larson. Gabrielsson and Larson had not met for many years - **and this meeting was purely by chance.**

Gustaf Larson however was in rather a hurry. He was on his way to the Midsummer celebrations in the country, and so it was not until a couple of months later that Gabrielsson and he had time to discuss their ideas on car manufacture.

This meeting took place when they again quite accidentally met in one of Stockholm's famous restaurants. Assar Gabrielsson was then Sales Manager at SKF and had been based in Paris. There he had noticed the increase in demand for ball bearings by the French car industry, became interested in cars and their manufacture and understood that the car was to be an important part of the future. He then decided to spend his time and energy in building up a Swedish automobile industry.

Gustaf Larson was already involved with the car industry. He had been active in the British car industry for a few years and had - before his meeting with Gabrielsson — made certain preparations and calculations on the large-scale manufacture of cars.

Both were enthusiastic over the possibility of creating a Swedish car industry and preparatory work was commenced almost immediately after their second discussion at the restaurant. In September of that year Gustaf Larson was in fullswing with the design of an open passenger car with a four-cylinder engine. He and a team of young engineers worked through the following winter and spring. In June *1925* the drawing work was complete and Larson and Gabrielsson started looking around for the necessary capital to enable full-scale car production.

This proved to be more difficult than they had anticipated. Despite their determination they could not find anyone willing to provide the capital backing needed to produce Gustaf Larson's creation. The project was looked upon as uncertain.

The two companions did not give up however. Unable to find financial support, they decided to build the cars themselves. A test series of ten cars was decided upon, nine open touring and one saloon. This decision took place in September *1925* and one month later they managed to interest an artist named Helmer MasOlle in their plans. MasOlle was to be responsible for the body design.

Components for the test series of cars were to be purchased from different sources and final assembly was to take place in Stockholm under the supervision of Gustaf Larson. This work took them the whole of the winter and the following spring. Not until June *1926* was the first of the open touring cars ready and could be driven from Stockholm to Gothenburg. The remaining open tourer cars were completed that summer, but the saloon car was not ready until the autumn of *1926*.

There was at that time in Gothenburg a small company named AB Volvo. It was owned by SKF. The SKF Board of Directors were convinced of the profit-making potential of the new car and it was decided that the Volvo company would take up production of Larson's and Gabrielsson's endeavour. SKF placed the necessary credit at the disposal of the new company and the Volvo car factory was a reality!

Gabrielsson and Larson left their earlier appointments and took up executive positions in AB Volvo. Gabrielsson took care of the commercial side of the business and Larson became the Technical Manager of the company. Production was started at Hisingen near Gothenburg, in buildings which belonged to the Nordiska Kullager AB (Nordic Ball Bearings Ltd). Volvo moved into the factory on the island of Hisingen and production was commenced on October *27, 1926*. Plans included a first series of *500* open touring and 500 saloon cars.

The initial period was characterized by tremendous activity - a consultant engineer, Mr Ivan Ornberg, then working at the American Hupmobile car factory was called back to Sweden to take part in extensive testing of the first ten cars, the components required for the 1,000 cars decided upon were ordered from the Volvo sub-contractors, the assembly lines were organised and so on and so on.

The Volvo venture was established with an eye to the future - as can be seen from the fact that in January *1927* plans were well under way for the building of the first Volvo commercial vehicle and this only two months after the opening of the car assembly line!

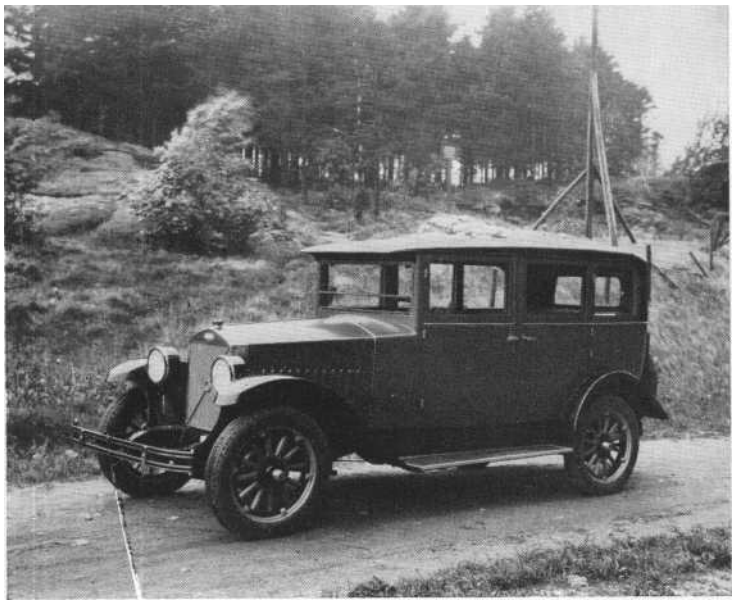
April *14, 1927* was a red-letter day for Volvo, for it was then that the first series-built car rolled out of the Volvo factor. at Hisingen. Assar Gabrielsson and Gustaf Larson had succeeded! The car manufacture idea outlined at a chance meeting of the two men in Stockholm *1924,* had at last borne fruit after many months of hard work and personal sacrifice. Volvo had started to roll!

SERIES-PRODUCED MODELS, NOW OBSOLETE

OV 4 (1927-29)



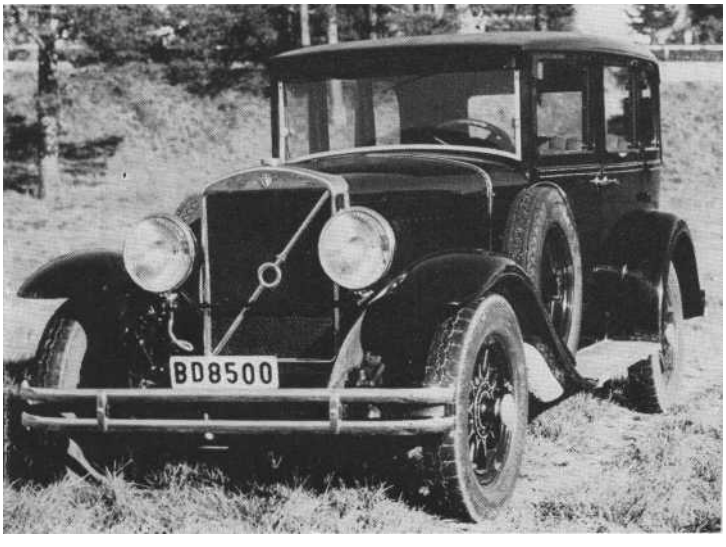
The first series produced Volvo. Weight 950 kg. A sheet-metal body over a wooden frame of ash and red beech. Leather upholstery A four-cylinder side-valve engine. Maximum speed 60 k. p. h. Mechanical rear wheel brakes. The car was affectionately nicknamed "Jakob". The first series-produced example rolled off the assembly lines at 10 a. m. on April 14, 1927 and was delivered to its new owner who had placed his order in August the previous year. The first known instance where a Volvo car took part in a motoring competition was in the KAK (Swedish Royal Automobile Club) Winter Rally of 1928, and the car was a Volvo UV 4. A Volvo OV 4 saw also service in the well-known Archaeological Expedition to Cyprus during the years 1927-31 where it was used by the Crown Prince of Sweden, now King Gustavus VI Adolphus.



PV 4 (1927-29)

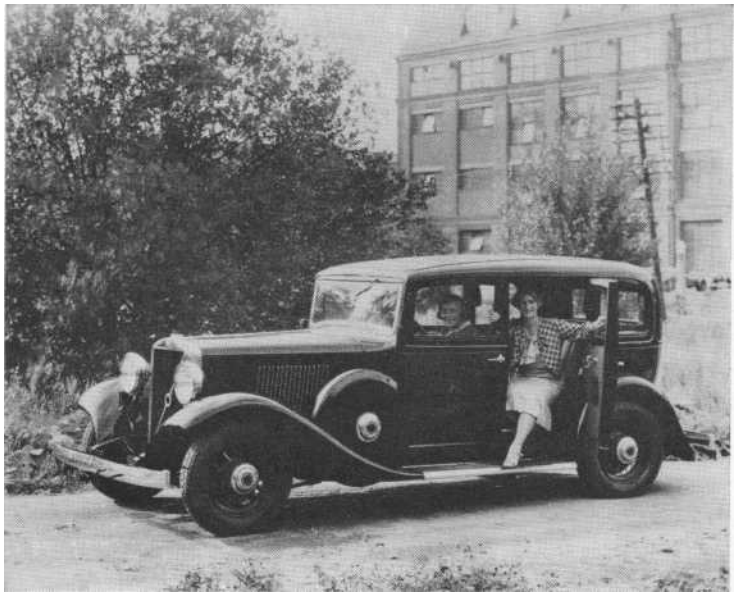
A saloon car with a leatherette-covered wooden body. A more luxurious version of this car was introduced during 1928 and was called the "Volvo Special". It had, according to a press release at the time, ". . . a much lower bonnet line". In addition, the roundness in design has disappeared. Thinner door and window frames increase driver vision, and the previously oval rear window has been modified to a square design ... the car is also fitted with bumpers and other accessories which enhance the appearance. .." A much publicised rally entry of a Volvo PV 4 was that in which Zarsjetzkij, a Russian driver, accompanied by Director Gosta Hellman of SKF and a journalist by the name of Boris Gromoff won their class in the combined speed and economy endurance trial held in 1928 from Moscow to Leningrad and back.

PV 651, TR 671 - 672 - 673 - 674 (1929- 34)



This was the first six-cylinder Volvo car. Maximum speed 110 k. p. h., weight 1500 kg. Hypoid gear final drive The 652 version introduced hydraulic brakes and a synchronized gearbox. The 671-674 models were seven-seater taxi cabs with a longer wheelbase and a cab heater. The taxi models were available in two versions: a town carriage and a country carriage. The latter had r.0 dividing screen between the driver and passenger compartments and had separate front seats. This car was in great demand. The first series was of 200 cars only and as soon as it was introduced more than 300 taxi owners asked for more information and a demonstration ride. These taxi owners knew what kind of car Volvo was to build even before production was started since the Volvo management had asked taxi owners and drivers what they sought in the design of a modern taxi.

SERIES-PRODUCED MODELS, NOW OBSOLETE

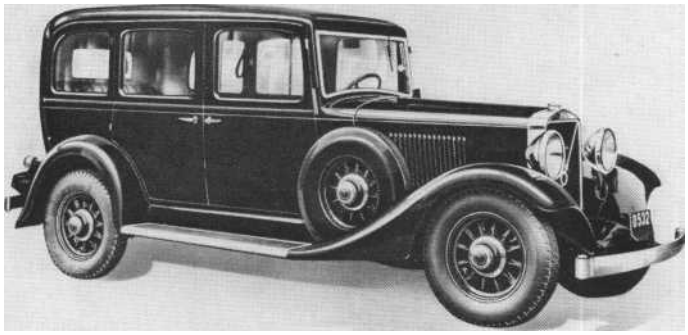


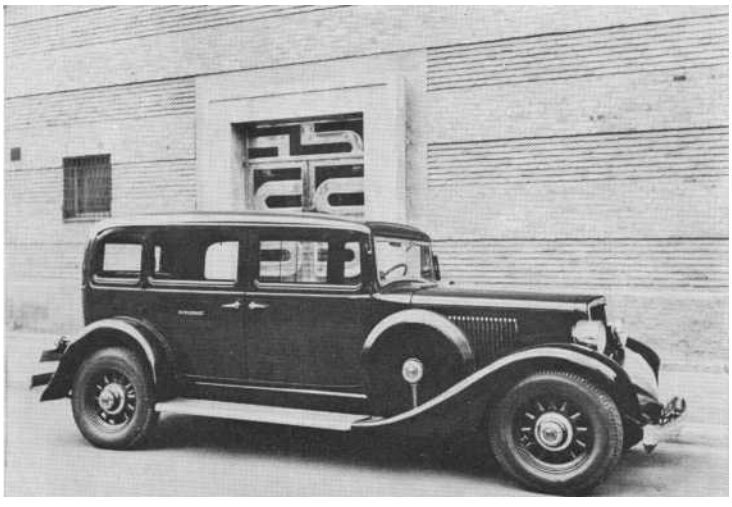
PV 653 - 654 (1933-34)

A five-seater car in both standard- and deluxe-versions, weighing 1,630 and 1,670 kg. respectively. A three-speed fully synchronized gearbox with a free-wheel was fitted. The deluxe version was fitted with, for example, twin horns, two spare wheels, automatic reversing lights and much more. Volvo had decided at an early stage not to give way to the quickly changing fads of fashion. Instead Volvo introduced technical innovations and improvements, step by step, and it was said that - "Volvo has not realized the advantage of introducing a new body design, because the factory prefers to replace, for example, an ordinary gearbox with a synchronized free-wheel gearbox ..." Why then did Volvo introduce a totally new car? The answer was to be found in the arrival of streamlining in car design. The 653-654 model was a well balanced product in which Volvo had succeeded in combining a moderately streamlined design with a roomy interior and excellent comfort.

TR 676 - 678 - 679 (1934-35)

A seven-seater version of the previous model. The car, which was intended for taxi service, has two folding seats between the front seat backrests and the rear seat. The engine was a six-cylinder side valve unit with a capacity of 3.27 litres, and the three-speed gearbox was fitted with a free-wheel which could be engaged or disengaged as required. The different model designations were because of certain variations in wheelbase and equipment. The Crown Prince of Sweden undertook a much publicised journey to the Near East in 1934. The royal cortege included one seven-seater and two five-seater Volvo cars. Accompanying the Crown Prince were Princess Ingrid, now Queen of Denmark, and Prince Bertil of Sweden who now and again took a spell at the driving wheel of one of the three Volvo cars.

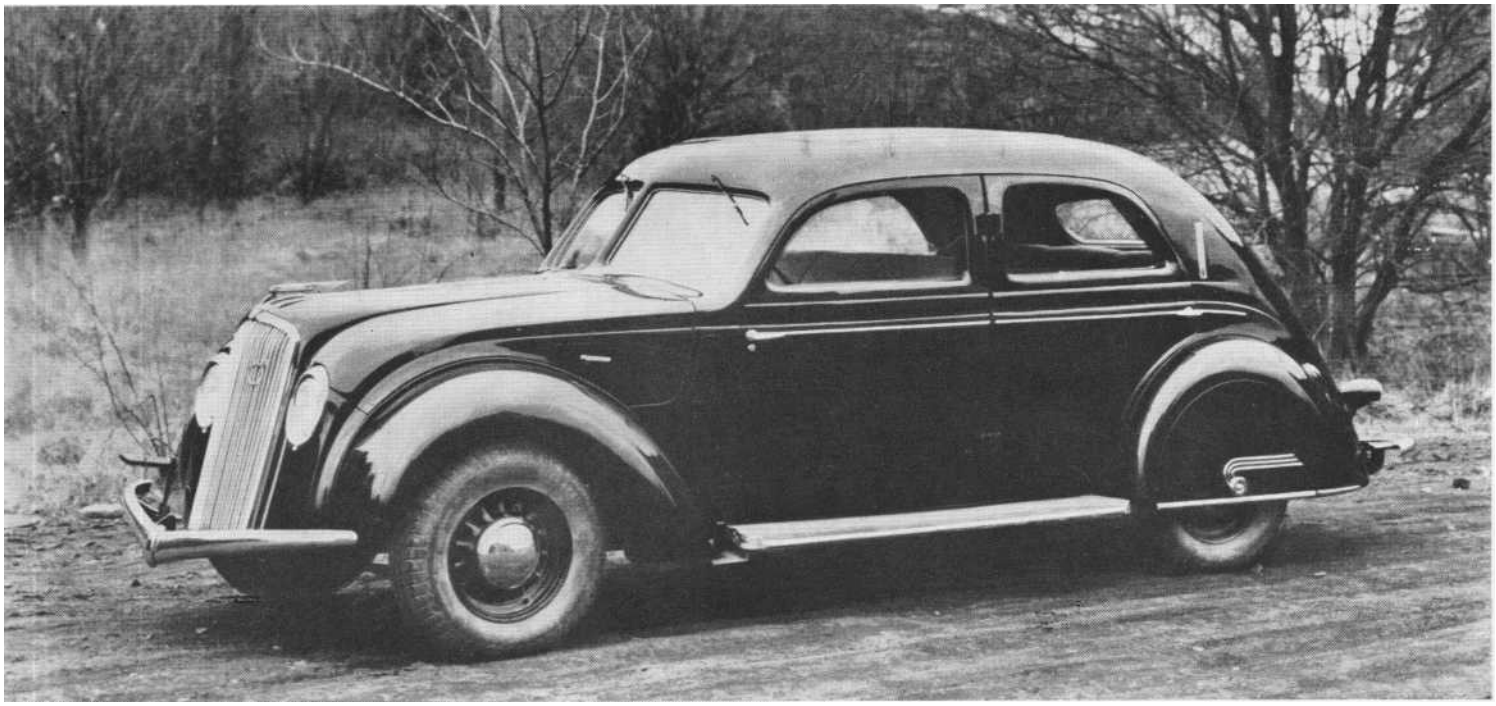




PV 658 - 659 (1935-37)

This model was a development of the 653 model. The moderate streamlining was continued, but the front end was changed completely so as to harmonize more successfully with the overall design. The bonnet was lengthened and the vertical flat-faced radiator was replaced with a backward angled V-shaped radiator. The most important new feature, however, was the engine. The capacity was increased to 3.67 litres and the compression ratio was raised to give an output of 80 horsepower. This model was said, at the presentation, to represent Volvo's conservative line of design. A new Volvo aspect - the ultra-modern - was introduced simultaneously with the presentation of the PV 36, a streamline sensation, which "in common with the aeroplane and torpedo has derived its lines from the body shape of birds and fish" Another model, the TR 701-703 704 seven-seater taxi was introduced in 1935 and was a development of the Volvo 658-659.

SERIES-PRODUCED MODELS, NOW OBSOLETE



PV 36 (1935-38)

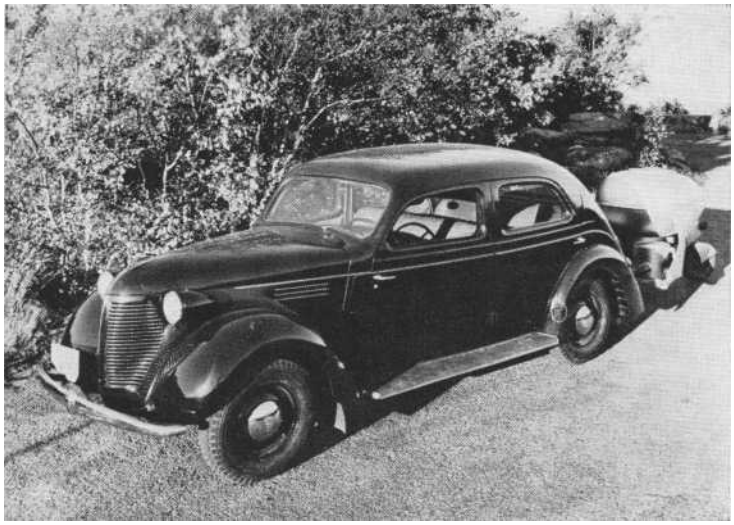
The first streamline Volvo. All-steel body, a new feature then for a Volvo car. A six-cylinder engine developing 84 horsepower. Maximum speed 120 k. p. h., independent front suspension. Luggage compartment accessible from both outside and inside the car The PV 36, best known as the "Carioca" was considered to be "the car of tomorrow". The streamline design of the car, then considered extreme, was combined with good inner spaciousness and the PV 36 could seat six persons comfortably. The car naturally caused a great deal of interest as it revoked many conventional ideas on how a car should look. Buyers of the PV 36 were more than satisfied however. One example left Sweden on July 13, 1935 on a journey to Iran. On one particular stretch of the journey along a dried-out river bed, the going was so rough that the contents of the passengers travelling cases were broken to pieces, but the "Carioca" reached her journey's end without so much as a scratch!



PV 51-52 (1936-38)

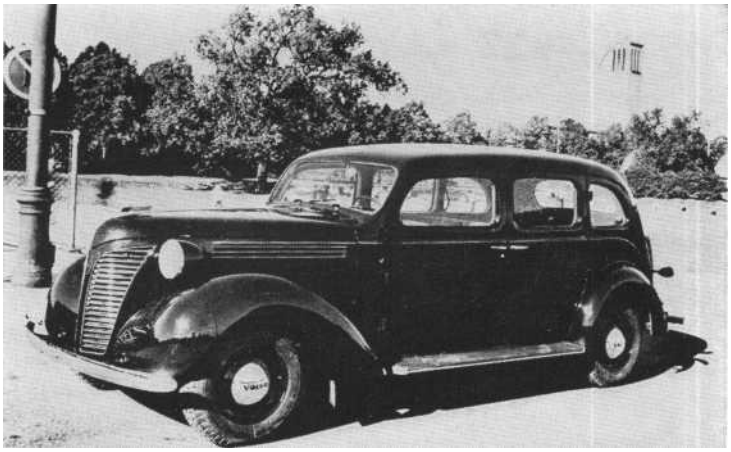
The Swedish "ideal car". Six-cylinder engine. Automatic choke. Maximum speed 120 k p. h. The Volvo policy had always been to manufacture cars with good inner spaciousness, excellent road-holding qualities and sufficient maximum speed. The result was that the Volvo cars were said to lack acceleration in comparsion with American counterparts. When the plans for a cheaper Volvo model were agreed upon it was decided to make a car that could, on an equal basis as regards engine capacity, complete with anything from America. The PV 51-52 was also quite light - 1,414 kg. - which enabled the low fuel consumption of 1.5 litres per 10 kilometres. This plus the excellent inner spaciousness was the Volvo formula for a Swedish ideal car. Mr. Wickman, head of the American "Greyhound Bus Corporation" bought a Volvo PV 51 whilst visiting Sweden in 1938.

SERIES-PRODUCED MODELS, NOW OBSOLETE



PV 53 - 54 - 55 - 56 (1938-45)

"Thorough revision in design of the Volvo 51" was the description give to the new car by the "Svenska Motortidningen" (The Swedish Motor Magazine). An 84 horsepower, six-cylinder engine. Maximum speed 130 k. h. p. weight 1470 kg. A longer and slimmer bonnet with a V-shaped radiator grille. These cars were run extensively during the war years on producer gas. Volvo was the first in Sweden to introduce a producer gas generating unit and a six-cylinder engine was produced in a special version for running on this gas. The engine developed 50 horsepower in this version. One of the very first Volvo producer gas generating units was fitted to the car of Assar Gabrielsson, the Managing Director of Volvo. Another prominent owner was Prince Eugen of Sweden who bought a 1941 model PV 56 - also known as the Volvo Major - which was one of the four best selling models produced by Volvo.



PV 801- 802 (1938-47)

An eight-seater taxi cab with an 86 horsepower engine. Maximum speed 130 k. h. p. The 801-802 was a very roomy car with three folding seats in front of the rear seat. The body was all-steel and included a so-called "armour-plate roof". Although large, the 801-802 was easy to drive and was extremely popular in taxi fleets. It is interesting to note that this model was manufactured and continually developed until the late 1950s.



PV 821- 822 (1947 -48), PV 831- 832 (1950 - 58)

Seven and eight seater taxi cabs with a 90 horsepower six-cylinder engine. The 831-832 was larger, heavier and provided more refinements than the preceding model. The presentation of the 830 series was marked by the recessing of the headlights into the front mudguards, where *they* were not so likely to be damaged in any minor frontal collision.

The cars were practically fully equipped for taxi service and included, for example a detachable bicycle-carrier in the standard specification. The Volvo PV 51 had once been named the "Ideal car", the taxi cabs in this series were presented as the "Ideal taxi cab".

SERIES-PRODUCED MODELS, NOW OBSOLETE



PV 60 (1942, 1946-50)

Here we have one of the Volvo "peace doves", fitted with the well known 3.67 litre engine. Output 90 horsepower. A three-speed gearbox with the new alternative of an overdrive as extra equipment. The PV 60 was introduced in the autumn of 1944 at an exhibition in Stockholm together with the PV 444. The larger PV 60 was of conventional design and was a scaled-up development of the PV 53-56. It seated six persons and had a bench type front seat and a column-mounted gear change. Visitors to the exhibition thought that the appearance of the car was more American inspired than earlier Volvo products and afforded a greater measure of comfort as well as providing "excellent vision". Apart from taxi versions, the PV 60 was the last in the line of Volvo six-cylinder cars.

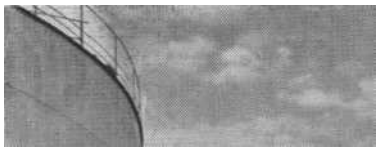


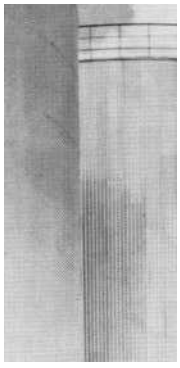
P 1900 (1956-57)

An open sports car with a glass-fibre reinforced plastics body. A four-cylinder engine developing 70 horsepower. Maximum speed: 175 k. h. p. The car was manufactured in a limited series and had the same engine as the PV 444. The engine was however modified with a new camshaft, larger inlet valves, higher compression ratio, twin SU carburetters etc., and in this version the 44 horsepower output of the basic engine was increased to 70 horsepower. The car was at first only sold on export but was later released on the domestic market.

SERIES-PRODUCED MODELS, NOW OBSOLETE









1



PV 444 A, B, C, D, E, H,K,L (1944- 58)

The "Greatest" Volvo model ever. A four-seater car with a short-stroke 40 horsepower engine. Maximum speed 125 k. p h. Integral construction body. The engine output of the A-model was later increased to 44 horsepower.

B: roof-mounted, stalked traffic indicator flashers, nicknamed the "Cuckoo", new dashboard, new steering wheel and combined ignition key and starter switch.

C: 15" wheels.

D: Side-mounted traffic indicator flashers and new steering gear.

E: New heater system.

H: Larger windscreen, one-piece rear window and larger relocated rear lights.

K: New engine developing 51 horsepower.

L: New engine developing 60 horsepower, new carburetter, air cleaner and oil filter, new exhaust system, new gearbox, rear traffic indicator flashers combined with tail and brake lights, electrically driven windscreen wipers.

PV 544 A, B, C, D, E, F, G (1958-65)

The A version which was a development of the earlier model, was available with two types of engine developing 60 and 85 horsepower respectively with a three or four-speed gearbox for the 60 horsepower engine and four-speed gearbox for the 85 horsepower unit. Front seat safety belts were included as standard equipment.

C: Engine output was increased to 75 and 90 horsepower respectively. Asymmetrical headlights and a 12 volt electrical system were introduced.

G: The output of the sports engine was increased to 95 horsepower.

VENUS-BILO
an extreme experiment

The first standard passenger cars **of an extreme streamline design were shown in 1934 at a motor** show in New York. The car attracted considerable attention. The low sweeping lines, the comfort and the advanced technical **design were all items the car-buying public were not used to and indeed later proved themselves to be unprepared for. The streamline Volvo "Carioca" was introduced one year later. Volvo had however commenced work on this type of car much earlier. The Volvo management at that time were** very aware **of the fact that the car of** the future **would be of an advanced streamline design.**

Volvo could not undertake the building of a streamline prototype for various reasons. The factory gave instead the task of designing and building a prototype based on a Volvo chassis to an engineer named Gustaf Ericsson. Ericsson had the car built that same year - 1933 - and the Volvo personnel magazine "The Steering Wheel" promptly christened it Venus-Bilo.

Ericsson had started by drawing 10 or so rough sketches. He then consulted leading car and aeroplane experts, artists and architects and asked them for their impressions of the proposals.

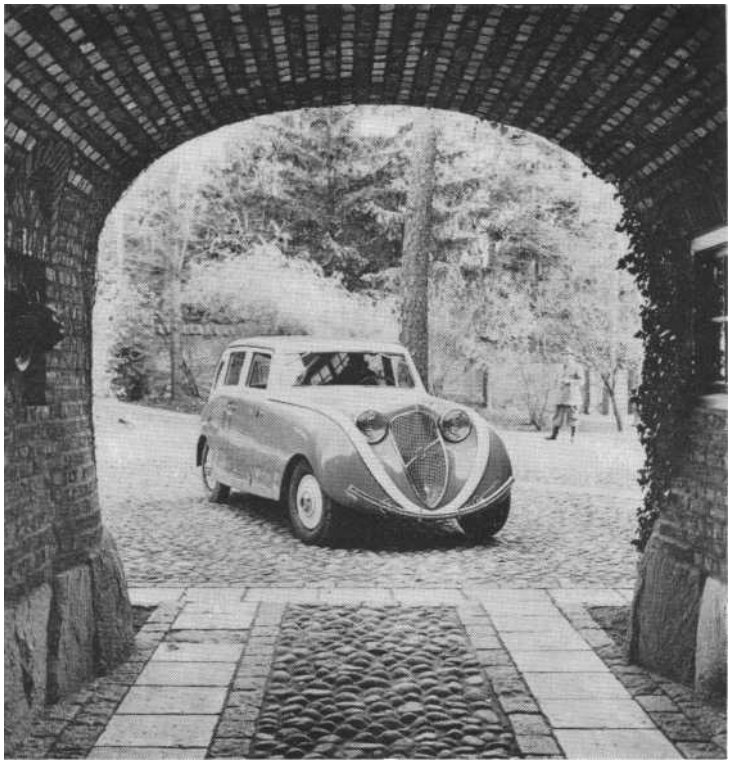
Ericsson was convinced that the colour scheme of the car would have an important effect on the appearance. Because of this he did many tests with colour schemes on a wooden 1/10th scale model. When all this was accomplished Gustaf Ericsson started on the full scale drafting of the car. The work took him six months.

The reception Ericsson's creation received was rather varied. To judge by reports, the first people to see the car regarded it as a joke, but after a while a small but stalwart group of admirers was formed. Ericsson's car had however many fine qualities. One which was greatly appreciated at the time was that the car did not raise a cloud of dust while travelling over unsurfaced roads. This was due to the stream of cooling air, coming from the engine compartment, being forced downwards to form a high pressure area under the car and not being evacuated through vents in the engine bonnet sides as was the practice on cars of the period. The high-pressure area under the prototype resulted in the dust being effectively "dampened down", whereas the normal method practiced then caused a partial vacuum under the car and resulted in a cloud of dust following the vehicle. The inner spaciousness was excellent. Six persons could sit comfortably, and leg room in the rear of the car was appreciated by the few who were fortunate enough to make a trip with Ericsson. The front seat backrests could be part-inclined, a quality noted in "The Steering Wheel". The doors were curved inwards and upwards. This caused no end of trouble. Rain ran in under the lower edge of the door windows and made it necessary for Ericsson to fit the door innards with rain collecting troughs. The water was led away under the car through a pipe.

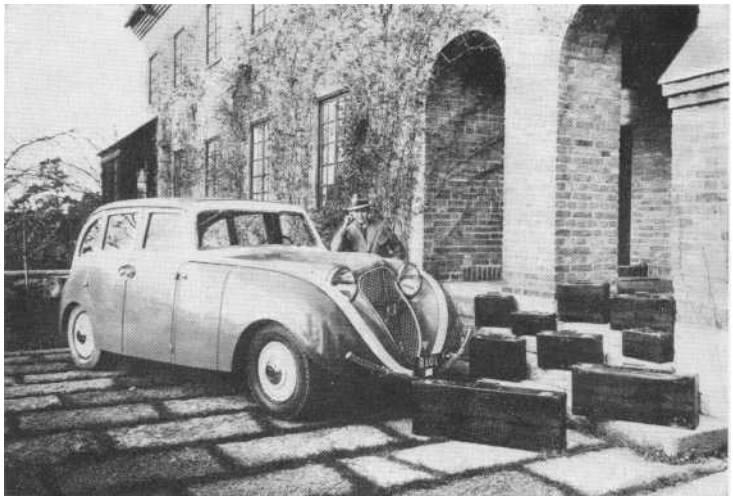
The luggage compartment was *very* roomy. There was a large storage bin behind the rear seat backrest and room for a dressing case under the front seat. Further storage room was available on the left-hand side of the engine. Ten suitcases were included in the specification.

The spare wheel and tool kit were located on the right-hand side of engine. In a cavity at the rear of the car was a second spare wheel, which was accessible from the outside. This wheel had two functions, as it also served as a bumper.

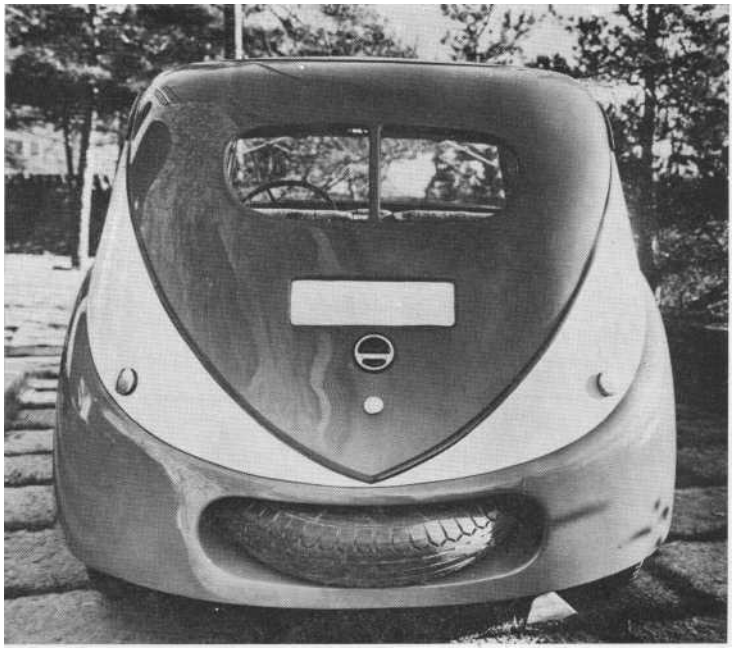
Gustaf Ericsson's car was never put into series production. It became apparent later on in the 1930s that the idea of a streamline car was too advanced - it was not accepted by the car-purchasing public.



The Venus-Bilo was a functional and practical car.



Ten fitted suitcases were included in the equipment. Special storage bins were built into the front wings.



The rear-mounted spare wheel also served as a bumper.

SERIES-PRODUCED MODELS, NOW OBSOLETE

Type	Year of manufacture	Number produced	Body	No. of seats	No. of cyl.	Capacity in litres	Output	No. of gears	Wheel-base metres
OV 4	1926—29	205	Open	5	4	1.944	28	3	2.95
PV 4	1927—29	764	Saloon	5	4	1.944	28	3	2.95
PV 4	1927—29	27	Chassis	—	4	1.944	28	3	2.95
PV 650	1929—34	206	Chassis	—	6	3.010	55	3	2.95
PV 651	1929—32	2176	Saloon	5	6	3.010	55	3	2.95
PV 652	1929—33		Saloon	5	6	3.010	55	3	2.95
TR 670	1930—34	88	Chassis	—	6	3.010	55	3	3.10
TR 671	1930—31	200	Taxi	7	6	3.010	55	3	3.10
TR 672	1929—31		Taxi	7	6	3.010	55	3	3.10
TR 673	1931—34	233	Taxi	7	6	3.010	55	3	3.25
TR 674	1932—34	138	Taxi	7	6	3.010	55	3	3.25
PV 653	1933—34	230	Saloon	5	6	3.266	65	3	2.95
PV 654	1933—34	361	Saloon	5	6	3.266	65	3	2.95
PV 655	1933—35	62	Chassis	—	6	3.266	65	3	3.55
TR 675	1934	2	Chassis	—	6	3.266	65	3	3.10
TR 676	1934—35	29	Taxi	7	6	3.266	65	3	3.10
TR 677	1934	2	Chassis	—	6	3.266	65	3	3.25
TR 678	1934—35	39	Taxi	7	6	3.266	65	3	3.25
TR 679	1934	114	Taxi	7	6	3.266	65	3	3.25
PV 656	1935—36	16			6	3.670	80—84	3	
PV 657	1935—36	55	Chassis	—	6	3.670	80—84	3	2.95
PV 658	1935—37	301	Saloon	5	6	3.670	80—84	3	2.95
PV 659	1935—36	170	Saloon	5	6	3.670	80—84	3	2.95
TR 701	1935—37	214	Taxi	7	6	3.670	80—84	3	3.10
TR 702	1935—37	11	Chassis	—	6	3.670	80—84	3	3.25
TR 703	1935—37	181	Taxi	7	6	3.670	80—84	3	3.25
TR 704	1935—37	530	Taxi	7	6	3.670	80—84	3	3.25
PV 36	1935—38	500	Saloon	6	6	3.670	80—84	3	2.95
PV 36 ch	1935	1	Chassis	—	6	3.670	80—84	3	
PV 51	1936—38	1754	Saloon	5	6	3.670	80—84	3	2.88
PV 51 ch	1936—38	205	Chassis	—	6	3.670	80—84	3	2.88
PV 52	1937—38	1046	Saloon	5	6	3.670	80—84	3	2.88
PV 53	1938—45	1204	Saloon	5	6	3.670	84	3	2.88
PV 54	1938—45	814	Saloon	5	6	3.670	84	3	2.88
PV 55	1938—45	286	Saloon	5	6	3.670	84	3	2.88
PV 56	1938—45	1321	Saloon	5	6	3.670	84	3	2.88
PV 57ch	1938—45	275	Chassis	—	6	3.670	84	3	2.88
PV 800	1941—47	37	Chassis	—	6	3.670	84—86	3	3.25
PV 801	1938—47	550	Taxi	8	6	3.670	84—86	3	3.25
PV 802	1938—47	1081	Taxi	8	6	3.670	84—86	3	3.25
PV 810	1938—47	180	Chassis	—	6	3.670	84—86	3	3.55
PV 60	1942, 1946—50	3006	Saloon	5	6	3.670	90	3	2.85
PV 61	1946—50	500	Chassis	—	6	3.670	90	3	2.85

SERIES-PRODUCED MODELS, NOW OBSOLETE

Type	Year of manufacture	Number produced	Body	No. of seats	No. of cyl.	Capacity in litres	Output	No. of gears	Wheel-base metres
PV 821	1948	200	Taxi	7—8	6	3.670	90	3	3.25
PV 822	1947—48	300	Taxi	7—8	6	3.670	90	3	3.25
PV 823	1947—48	150	Chassis	—	6	3.670	90	3	3.25
PV 824	1947—48	150	Chassis	—	6	3.670	90	3	3.55
PV 831/	1950—57	4135	Taxi	7—8	6	3.670	90	3	3.25
PV 832/			Taxi	7—8	6	3.670	90	3	3.25
PV 833/	1950—58	2081	Chassis	—	6	3.670	90	3	3.55
PV 834/			Chassis	—	6	3.670	90	3	3.55
PV 444 A	1944—50	12504	2-d saloon	4	4	1.414	40—44	3	2.60
PV 444 B	1950—51	7500	2-d saloon	4	4	1.414	44	3	2.60
PV 444 C	1951—52	8000	2-d saloon	4	4	1.414	44	3	2.60
PV 444 D	1952—53	9000	2-d saloon	4	4	1.414	44	3	2.60
PV 444 E	1953—54	31950	2-d saloon	4	4	1.414	44	3	2.60
PV 444 H	1954—55	29046	2-d saloon	4	4	1.414	44	3	2.60
PV 444 K	1955—57	33918	2-d saloon	4	4	1.414	51	3	2.60
PV 444 L	1957—58	64087	2-d saloon	4	4	1.583	60	3	2.60
P 1900	1956—57	67	Open	2	4	1.414	70	3	2.40
PV 544 A	1958—60	99495	2-d saloon	5	4	1.583	60—76	3—4	2.60
PV 544 B	1960—61	34599	2-d saloon	5	4	1.583	60—76	3—4	2.60
PV 544 C	1961—62	37899	2-d saloon	5	4	1.778	75—90	3—4	2.60
PV 544 D	1962—63	27099	2-d saloon	5	4	1.778	75—90	3—4	2.60
PV 544 E	1963—64	24199	2-d saloon	5	4	1.778	75—90	3—4	2.60
PV 544 F	1964—65	17299	2-d saloon	5	4	1.778	75—90	3—4	2.60
PV 544 G	1965	3400	2-d saloon	5	4	1.778	75—95	3—4	2.60

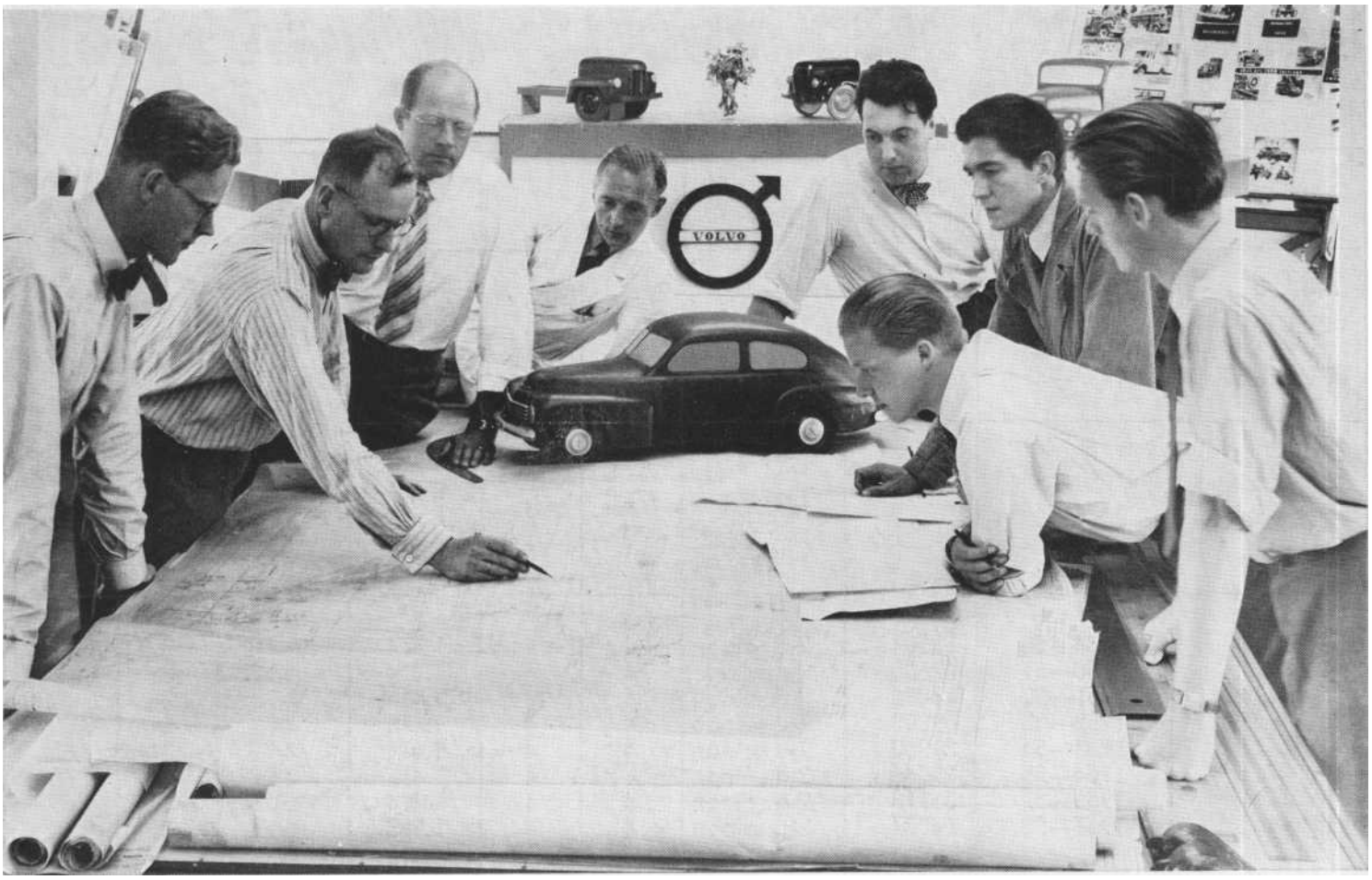
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Production

Volvo 4451210 Van 1949-65

1949	3	1955	3965	1961	8717
1950	559	1956	5087	1962	7123
1951	638	1957	6580	1963	6716
1952	1170	1958	8062	1964	7756
1953	1311	1959	6313	1965	5989
1954	3719	1960	8024		

The number of vehicles produced during 1965 applies up to the time when the PV 544 went out of production.



Some of the design team at work. They are from left to right: Erik Skoog, Edward Lindberg, Acke Arvidsson, Ernst Hautan, Anders Lyden, Eric Sidling, Rune Olsson and Tryggve Riis-Bjornstedt.

BIGGEST SUCCESS

The Volvo PV *444* was first shown to the public in *1944* at a special exhibition in Stockholm. The car was a sensation. The streamline design, the technical innovations, performance, size - all were new. This car became the most successful of the earlier models. A total of *440,000* cars were manufactured, and *160,000* of these were exported. Their export value to Sweden was considerably more than 100 million Swedish Kronor.

The rather modest aims set in *1944* were all surpassed. The intention was that the *PV 444* should "make the Swedish public happy and, TO A CERTAIN DEGREE, even buyers abroad when peace has returned to the world".

The tendency in Europe even before World War II was a development from the larger American inspired type of car to a smaller and more economical passenger car. Volvo had calculated at an early stage that this development would be even more pronounced after the war. Fuel, for instance, would be more expensive and there would be demand for a smaller and more economically running vehicle.

With this in mind, Volvo engineers Helmer Pettersson and Erik Jern started work in May *1943* on a new Volvo model. The Volvo management, represented by Assar Gabrielsson and Gustaf Larson, had drawn up a rough plan of the project the previous year. The new car was to be streamlined and modern, have an integral construction body and a four-cylinder engine.

The designers did not need to hurry their work as the war still raged in Europe and no-one knew when the new car could be put into production. This enabled the Volvo engineers to take their time and discuss their way to the best solutions and design for their new creation.

The integral construction body saved weight and was more spacious. Even then the PV *444* was not a light car. As Volvo depended upon American sub-contractors the car was built to enable the use of components designed and dimensioned for the larger and heavier cars manufactured in the USA. The *PV 444* became in other words an unusually robust car for its size. This explains to some extent the renowned strength and durability of the car, which in turn was one of the reasons why this model was so very popular.

Enthusiastic customers flocked to order the new car as soon as it was shown in *1944*. The price - *4,800* Swedish Kronor - was high when compared with the current conditions, but many motorists did not consider this to be a high price for a Volvo *PV 444* and signed a contract on the spot. The order queue grew rapidly.

Volvo had to wait for three whole years, however, before the new car could be put into series production. The scarcity of raw materials was widespread in post-war Sweden. Sheet-metal was available only in very limited amounts as was aluminium. Volvo managed however to manufacture two or three thousand units each year. All of them were quickly absorbed by the car-hungry market. The situation improved during the next few years. More raw materials were available and more and more examples of the new Volvo rolled off the production lines in Gothenburg. Demand however was still increasing and kept pace with the supply.

A climax in production was reached in the two-year period *1958-60,* when almost 100,000 cars were produced.

Production of the *PV 444-544* was laid down in *1965* — twenty-one years after the introduction of the car and much to the sorrow, and feeling of loss, of many motorists, most of whom had never driven any other type of car. This stop in production was however very necessary as the newer Volvo 120 series was in great demand and all available production was needed to meet requirements.

Cirkelforlagets tryckeri *1969,* (Engelska) Printed in Sweden. Enbart for spridning utom lands.