

VOLVO

142 GRAND LUXE



The 142 Grand Luxe is an intermediate-sized sedan with more seating room than most standard-sized sedans. In front, there's enough space for a man 6'6". (When you tailor a car for Swedes, you leave plenty of room in the seat.) And there's more rear seating room than in a Lincoln Continental. The luxurious bucket seats with leather-upholstered surfaces are standard, but your riding positions

are infinitely optional. (Up-down, back-forth, recline-erect, soft-firm.) You can even face the front passenger seat to the rear. Volvo seats are so comfortable, a number of people have taken them out of Volvos and installed them in their homes.



The 142 Grand Luxe is built to carry things as well as it carries people. Its trunk is like a horizontal closet. As you can see, it's so deep, you can store luggage upright with the handles



**A VOLVO ISN'T A STANDARD CAR. AND THE V
ISN'T A STANDARD VOLVO.**



A standard Volvo 142 sedan comes with a lot of things other cars call extras (and charge extra for). An electric rear window defroster, fully reclining bucket seats, tinted glass, radial tires and four-wheel power disc brakes. The 142 Grand Luxe is a special Volvo. On top of all the things you'd ordinarily buy a Volvo for, it gives you electronic fuel injection, a four-speed shift with overdrive and a tachometer. Fully adjustable bucket seats with leather upholstered surfaces. More important, deep down it's a Volvo. And Volvos are built to last. So the impressive thing about the 142 Grand Luxe isn't how fast its timed runs are. But how slowly its time

THE VOLVO 142 GRAND LUXE



Safety is an obsession with the Swedes. They invented the safety match. They also



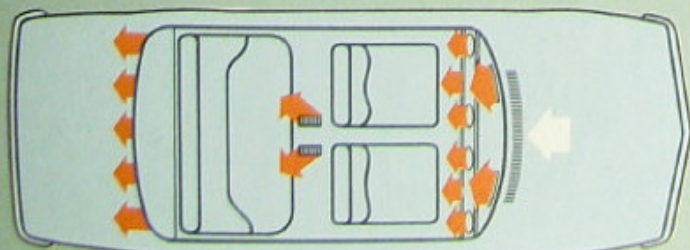
There are four radial ply tires under every 142 Grand Luxe, to keep you on the straight and



Volvo's safety body is a strong box steel pillars — each strong enough to support the entire car. 10,000 spot welds hold it together, making a

When you explore the interior, you'll discover the 1973 Volvo 142 Grand Luxe has been redesigned from the inside out. The new steering wheel has been engineered to provide more protection for the driver. It's also smaller in diameter, which makes it easier to slide in under or out from behind. A new 3-way windshield washer/wiper control is mounted on the steering column. You needn't take your hands off the wheel (or your

eyes off the road) to locate it. The tachometer is mounted on the instrument panel. The instruments have been made easier to read. And there are easier-to push illuminated rocker switches on the new center console. The 142 Grand Luxe comes standard with a short throw, floor mounted, 4-speed gear lever. A fifth gear, overdrive, is also standard. Automatic is optional. We'll engage that subject later.



For 1973, the Volvo 142 Grand Luxe has a completely new heating and ventilating system. The number of outlets has been increased to ten. (Which calculates out to two per passenger.) Four of these outlets are fully adjustable. To control the flow of air, it's a case of open or shut. Or adjusting the blower speed. Or the direction the outlet is pointing. Since rear seat passengers get outlets of their own, and the temperature is thermostatically controlled, you won't fry in the front seat while your passengers freeze in the back. (Of course, if you thrive in the cold, you can ask for Volvo's optional air conditioning.) The new system also permits recirculation of inside air, providing faster warming. An electric rear window defroster is standard on all Volvos.



If you're all thumbs when it comes to shifting, try our thumbbutton automatic. By adding this option, you lose another: incorrect shifts. There's a "2" position, too, to provide engine braking for stop-and-go traffic and downhill runs.

The Volvo 142GL.

It comes with extra standards.

This two-door GL sedan is for people who are set on a Volvo. But want one that stands out in a crowd of Volvos.

They get these extra features as standard equipment. Special wheel trim. Leather-faced seats. And a choice of seven colors including three metallic paints — blue, green and gold — not available on the Volvo 142. So that other drivers will see them coming.

They also get a tachometer, radial-ply tires, your choice of either a four speed transmission with overdrive or a three speed automatic and a fuel-injected engine. So that other drivers will see them going.

