

88
1961



VOLVO



A

proud family inheritance

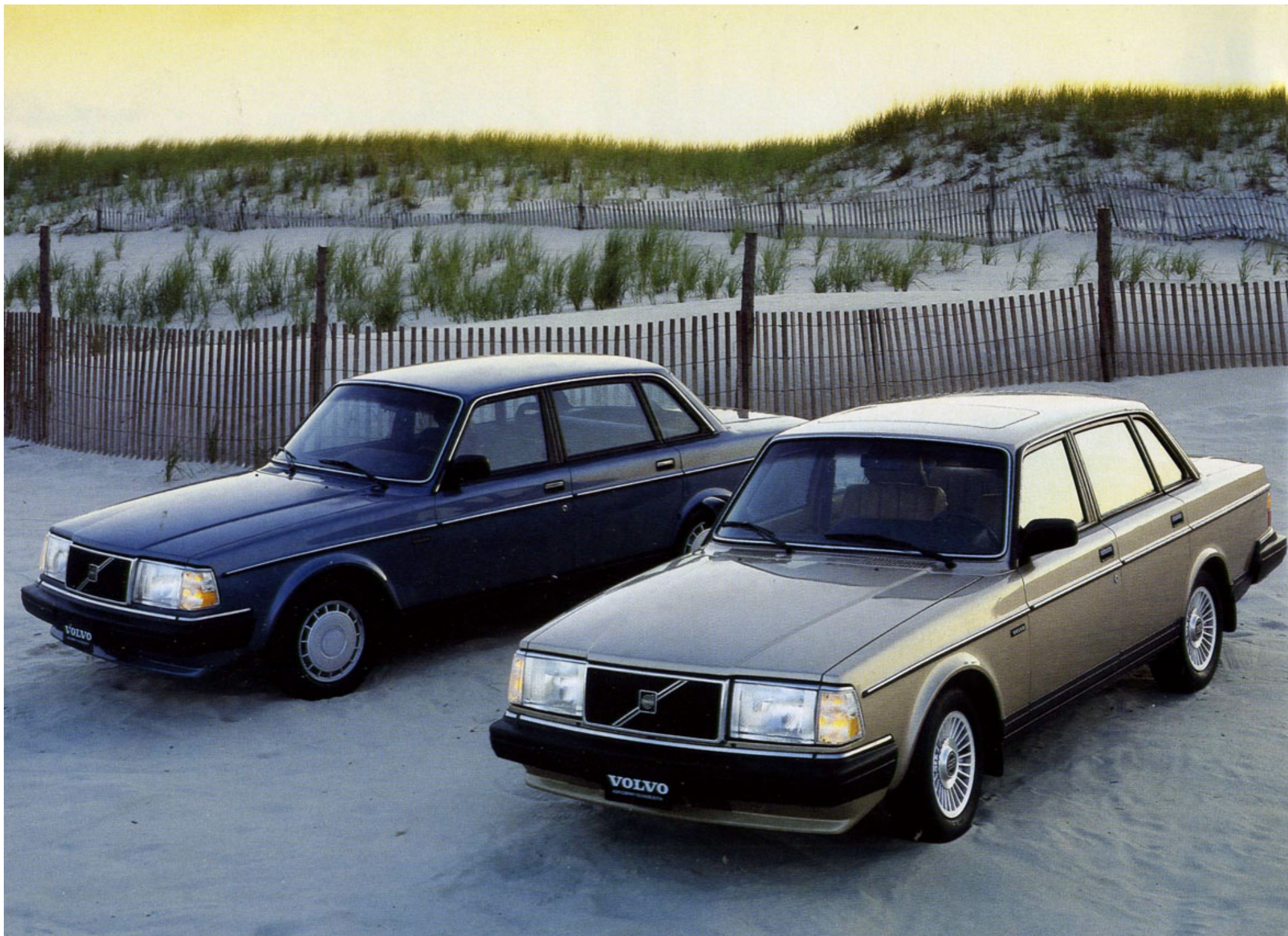
Sixty years ago, the very first Volvo rolled out of the company's assembly plant near Gothenburg, Sweden. A handsomely-styled touring car, revealing a distinctive American influence, it was immediately christened the Jakob—or so the legend goes.

In point of fact, the original Jakob was one of ten prototype cars that actually predated that first proud production model. The affectionate nickname resurfaced a few years later—stuck—and passed into legend.

One thing we know for sure: the Jakob that met the public was a true Volvo. It possessed the traits that have become our hallmark.

Today, fully six decades later, our new sedans and wagons uphold the Volvo tradition. Our reputation for quality, safety, and durability remains intact. Of course, at first glance, the symbol on the grille may seem to be the only feature our 1988 Volvos have inherited from Jakob. But the resemblance goes deeper than that. It's true that our new models have benefited from advanced technology, and from great leaps forward in design and ergonomics. But the values that distinguished our first automobile can still be discerned in the new generation.

The Jakob, and the 1988 models. The family is Volvo.



Traditional Volvo virtues: the 240 Series sedans and wagons No automobiles more perfectly express the basic Volvo philosophy than the 240 sedans and wagons. They remain the most instantly recognizable symbol of all the automotive values we have most sought to achieve. If it's a Volvo, you know that it has been designed with safety, quality, and durability as primary considerations.

Of course, all those solid virtues don't preclude dependable handling, a substantial measure of comfort, and a long list of standard equipment. Whether your preference is for a 240 DL sedan or wagon, or the more luxuriously appointed 240 GL sedan or wagon, you know that you're getting the very best "user-friendly" automobile that we can offer.



240





Classic, contemporary, rational: the 740 sedans and wagons When

buying an automobile, one is invariably serving two masters. Your rational side seeks something functional—a vehicle which gets you from point A to point B, and which is designed to provide dependability, safety, and durability. Yet, you may be looking for something more. Perhaps it's styling that's both classic and contemporary, or an uncommon measure of luxury and comfort, or performance that delivers a memorable driving experience, or all of these things.

Volvo's 740 sedans and wagons enable you to satisfy both impulses. They're high performance luxury automobiles with excellent handling; engineered to the most exacting specifications; their design based on the sound values that characterize all of our models.

We believe that our 740 models are everything you've traditionally come to expect of a Volvo—in a decidedly untraditional package.



740



The elegant, sophisticated 760 models There comes a moment in life when the long years of effort pay off—when you feel that you deserve the fruits of a hard-won success. Part of the picture is, of course, a luxurious automobile: an elegant, sophisticated machine with both creature comforts and excellent performance. Our 760 Turbo and 760 GLE sedans and the 760 Turbo wagon are such automobiles. And this year, our classic luxury models have undergone a transformation. The front end and spoiler have been sleekly restyled; the fog lights integrated into the semi-sealed headlamps; and the windshield wipers partially concealed. Beneath the luxurious new skin even more innovations await. Among them, a remarkable multilink independent rear suspension on the sedans helps deliver a smoother, more comfortable ride—a redesigned dash—a new six-speaker sound system with anti-theft circuitry—and an electronic climate control system.

Improving on a classic isn't easy. But we think you'll be as proud as we are of the results.



760





780

The 780: Volvo's limited edition, personal grand touring automobile

When Volvo set about to create a unique, limited edition touring car, Carrozzeria Bertone of Turin was chosen as the design firm. Combining Volvo's engineering talent with Bertone's genius for design has produced what we believe will become a timeless classic. World renowned for such automotive masterpieces as the Alfa Romeo Giulietta Sprint and the Ferrari Dino 308 GT4, Bertone has suffused the 780 coupe with elegant lines and luxurious detailing. Old World craftsmanship is evident throughout the distinctive interior, from the even stitching of the glove-soft leather upholstery, to the meticulously matched birch burl insets in the dash and door panels.

The coupe is designed to handle with a responsiveness that renders it virtually an extension of its pilot. The precise handling and directional stability, the smooth power of the V-6 engine, the multilink independent

rear suspension, and anti-lock braking system all connect you directly to the driving experience.



240

Specifications for all Volvo 240 Series Sedans and Wagons

Dimensions and Weights

Wheelbase	104.3 in.
Overall length, sedans	189.9 in.
wagons	190.7 in.
Overall height, sedans	56.3 in.
wagons	57.5 in.
Overall width	67.3 in.
Front track	56.3 in.
Rear track	53.5 in.
Front headroom	37.9 in.
Rear headroom, sedans	36.1 in.
wagons	36.8 in.
Front legroom	40.1 in.
Rear legroom, sedans	36.4 in.
wagons	36.1 in.
Trunk capacity	13.9 cu. ft.
Cargo capacity, with rear seats up	41.1 cu. ft.
with rear seats down	76.0 cu. ft.
Towing capacity	3300 lbs.
Approximate curb weights,	240 DL sedan 2928-2954 lbs.
240 DL wagon	3047-3073 lbs.
240 GL sedan	2987 lbs.
240 GL wagon	3093 lbs.

Engineering Features

Unitized Body:

Central passenger safety cage with energy absorbing front and rear ends. Rustproofing includes use of zinc-coated steel for entire body except the roof and roof pillars; extensive undercoating and special stone-chip-resistant paint below the belt line. Aluminized muffler.

Steering System:

Power-assisted rack and pinion steering; 32'2" (9.8 m) turning circle, 3.5 turns lock to lock.

Braking System:

Power-assisted, four-wheel disc brakes; separate rear drum parking brakes; dual triangular brake circuits; stepped bore master cylinder.

Front Suspension:

McPherson struts with coil springs and telescopic shock absorbers, 19 mm stabilizer bar.

Rear Suspension:

Live rear axle located by longitudinal control arms and torque rods, lateral location by track rod, coil springs, telescopic shock absorbers, 19 mm stabilizer bar on sedans (16 mm on wagons).

Engine:

In-line, four-cylinder B230F gasoline engine with single overhead camshaft, electronic ignition system with spark advance and knock sensor, LH-Jetronic electronic fuel injection, and Lambda Sond® emission control.

Displacement	141 cu. in. (2.32 litres)
Compression ratio	9.8:1
Horsepower, SAE-net	114 @ 5400 rpm
Torque, ft. lbs., SAE-net	136 @ 2750 rpm
Fuel tank capacity	15.8 gals. (60 litres)
Battery/Alternator	60 amp-hr/ 80 amp

Transmissions:

Manual (240 DL only)—fully synchronized, five-speed with shift indicator light. Rear axle ratio: 3.31:1. Automatic (optional with charge on 240 DLs; standard equipment on the 240 GLs)—four-speed with overdrive fourth gear; floor-mounted shift lever. Rear axle ratio. 3.73:1

Tires:

Steel-belted radial tires. Sedans: 185/70 T14. Wagons: 185/SR14.

Standard Equipment

240 Series Models

Front spoiler
Five mile/hour bumpers (8 km/h)
Halogen high and low beam headlights
Tinted windows, with dark tint band along the top of the windshield
Dual, anti-glare outside mirrors
Steel-belted radial tires
Power-assisted brake and steering systems
Air conditioning
Centrally-controlled door locking system including tailgate or trunk
Electric rear window defroster with timer
Integral front side window defoggers
Rear fog lights*
Four three-point, inertia reel seat belts; one lap belt for rear-center passenger
Adjustable front bucket seats
Adjustable lumbar support on front seats
Heated front seats with on/off switches

Full interior carpeting, including trunk/cargo area
Armrest pass-through to trunk on sedans
Warning buzzer for headlights, key, seat belts
Illuminated, lockable glove box with vanity mirror
Door panel storage pockets
Instruments: 120 mph (220 km/h) speedometer, odometer, trip odometer, quartz crystal clock, fuel gauge, temperature gauge
Luggage/cargo compartment light
Engine compartment light
Headlights switch off automatically when the ignition is turned off
Interior light delay to assist you in finding ignition, etc.

High-mounted rear brake light

Spare wheel cover

Wagons have in addition:

Rear window wiper/washer with intermittent cycle for mist

Cargo tie-down rings

Lockable storage compartment beneath the cargo area floor

Removable rear seat cushion

240 GL models have in addition:

Power windows

Manual sunroof with pop-up wind deflector (on sedan only)

Front seatback storage pockets

Special 25-spoke alloy wheels

Upholstery

240 DL sedan: cloth.

240 DL wagon: vinyl.

240 GL sedan: plush velour; leather is optional with charge.

240 GL wagon: leather.

*Subject to state and local laws.

tilated front discs, with sliding calipers. The unique stepped bore master cylinder maintains nearly normal pedal effort, if one circuit fails. Hand-brake operates mechanically on separate rear wheel drums. The 740 Turbos have an anti-lock braking system with dual front/rear split brake circuits.* 740 GLEs without ABS: Each circuit of the dual triangular split hydraulic brake system connects both front wheels and one rear wheel.

MacPherson Front Suspension and Constant Track Rear Suspension with Live Rear Axle

Front MacPherson struts incorporate coil springs and telescopic shock absorbers. Front stabilizer bar sedans: 740 GLE 19 mm, 740 Turbo 21mm. Front stabilizer bar wagons: 21 mm. Rear Constant Track Suspension with rigid live rear axle located by longitudinal control arms and torque rods. Lateral location by track rods attached to a separate subframe. Coil springs and gas-filled shock absorbers. Rear stabilizer bar on sedans: 16 mm (19 mm on 740 Turbo).

Tires:

Steel-belted radial tires. 740 GLE: 185/70R 14. 740 Turbo: 195/60R 15.

Standard Equipment 740 Series Models

Tinted glass with windshield shade band
Front spoiler
5 mph (8 km/h) bumpers
Power operated, sliding sunroof, with pop-up wind deflector; tilt and slide functions
Air conditioning
Power assisted brake and steering systems
Power outside rear view mirrors
Power front and rear windows
Central locking including trunk or tailgate
Electric rear window defroster with timer
Integral front and side window defoggers
Intermittent cycle on front windshield wipers
Four three-point, inertia reel seat belts; one lap belt for rear center passenger**
Adjustable front bucket seats with adjustable lumbar support
Padded front and rear headrests
Heated driver's and front passenger's seats with controls
AM/FM ETR stereo cassette with amplifier, front and rear speakers, and power antenna

Instruments: 120 mph (220 km/h) speedometer, tachometer, odometer, trip meter, fuel and temperature gauges, quartz crystal clock
Halogen high and low beam headlights, semi-sealed beams
Rear fog lights†
Engine and luggage/cargo compartment lights
Interior light delay to assist you in finding ignition, etc.
Headlights switch off automatically when ignition is turned off
"Open door" warning lights in doors
Front map lights
Illuminated visor vanity mirror
Warning chimes for headlights, key, seat belts
Storage containers outboard each front seat, in each front door panel, on the backs of each front seat and in the front armrest (and rear armrest of sedan)
Rear armrest pass-through to trunk on sedans for long loads
Front and rear floor mats
Tool kit
All 740 Wagons have in addition:
Split rear seat for versatility of cargo carrying capacity

Rear seat releases located on the outer edges of seat for ease of operation
Removable rear seat cushions
Rear window wiper/washer with intermittent cycle
Cargo tie down rings
Lockable storage compartment beneath cargo floor

740 Turbo Sedans and Wagons have in addition:

Distinctive matte-black exterior trim
15" five-spoke alloy wheels, high-performance "H"-rated tires
Anti-lock braking system
Driver's side supplemental restraint system (air bag and knee bolster)
Front fog lights†
Turbo boost gauge
Voltmeter

Upholstery

740 GLE sedan: plush velour; leather is optional with charge.
740 GLE wagon: plush velour, or leather.
740 Turbo sedan: plush velour with leather trim; leather is optional with charge.
740 Turbo wagon: plush velour with leather trim; or leather.

*ABS is a factory-installed option with charge on the 740 GLE sedan and wagon.

**A driver's side SRS (air bag and knee bolster) is a factory-installed option with charge on some 740 models.

†Subject to state and local laws.

760

Specifications for all Volvo 760 Series Sedans and Wagons

Dimensions and Weights

Wheelbase	109.1 in.
Overall length	188.4 in.
Overall width	68.9 in.
Overall height, sedans	55.5 in.
wagons	56.5 in.
Front track	57.5 in.
Rear track, sedans	59.8 in.
wagons	57.5 in.
Front headroom	38.6 in.
Rear headroom, sedans	37.1 in.
wagons	37.6 in.
Front legroom	41.0 in.
Rear legroom	34.7 in.
Trunk capacity	17.2 cu. ft.
Cargo capacity, with rear seats up	39.3 cu. ft.
with rear seats down	74.9 cu. ft.
Towing capacity	3300 lbs.
Approximate curb weights, sedans:	760 Turbo 3322 lbs.
	760 GLE 3311 lbs.
Approximate curb weights, wagon:	760 Turbo 3305 lbs.

Engineering Features

Aerodynamic Body:

Central passenger safety cage with energy absorbing front and rear sections. Extensive rustproofing includes use of zinc-coated metal for 50% of the body. An anti-corrosive coating is applied inside doors, rocker panels, etc. Protection includes undercoating and special stone-chip-resistant paint below the beltline.

Steering System:

Power-assisted rack and pinion steering, 32'5" (9.9 m) turning circle.

Braking System:

Power-assisted, four-wheel disc brakes; sliding calipers on front ventilated discs; separate rear drum parking brakes; stepped bore master cylinder. All models have an anti-lock braking system with dual front/rear split brake circuits.

Front Suspension:

Both sedans and wagons have front McPherson struts incorporating coil springs and telescopic shock absorbers, 19 mm stabilizer bar.

Rear Suspension: Sedans

Multilink independent rear suspension. Each upper link is attached to the axle subframe; one side absorbs lateral forces, the other side accommodates longitudinal forces. Lateral forces also absorbed by the lower link (attached to subframe and support arm). Support arm accommodates longitudinal forces. Coil springs and automatically leveling shocks. Track rods. Nivomat automatic leveling.

Rear Suspension: Wagons

Constant Track rear suspension with rigid live rear axle located by longitudinal control arms and torque rods. Lateral location by track rods attached to a separate subframe. Coil springs and shock absorbers. Nivomat automatic leveling.

Tires:

Steel-belted radial tires. Size: 185/65 R15 (760 GLE); 195/60 R15 (760 Turbos).

760 Turbo Engine:

In-line four-cylinder B230FT gasoline engine with exhaust-driven turbo-compressor with intercooler, single overhead camshaft, water-cooled turbocharger bearings, electronic ignition system with spark advance and

knock sensor, LH-Jetronic electronic fuel injection and Lambda Sond[®] emission control.

Displacement	141 cu. in. (2.32 litres)
Compression ratio	8.7:1
Horsepower, SAE-net	160 @ 5300 rpm
Torque, ft. lbs., SAE-net	187 @ 2900 rpm
Fuel tank capacity, sedan	21 gals. (80 litres)
	wagon 15.8 gals. (60 litres)
Battery/Alternator	55 amp-hr/ 100 amp

760 GLE Engine[†]:

V-6, gasoline engine with aluminum alloy cylinder head and block, overhead camshafts, electronic ignition system with spark advance, knock sensor, LH-Jetronic electronic fuel injection and Lambda Sond[®] emission control.

Displacement	174 cu. in. (2.85 litres)
Compression ratio	9.5:1
Horsepower, SAE-net	145 @ 5100 rpm
Torque, ft. lbs., SAE-net	173 @ 3750 rpm
Fuel tank capacity	21 gals. (80 litres)
Battery/Alternator	55 amp-hr/ 100 amp

Transmission:

Automatic four-speed with overdrive fourth gear, floor-mounted shift lever. Rear axle ratio: 3.73:1.

Restraint System:

Four three-point, inertia reel seat belts; one lap belt for rear center passenger; driver's side supplemental restraint system including air bag and knee bolster.

Standard Equipment

On All 760 Models

Power-assisted braking and steering systems

Anti-lock braking system

Cruise control

Electronic climate control

AM/FM stereo ETR with anti-theft circuitry, with 5-band equalizer, high-power amplifier, separate "full-logic" cassette deck, six speakers, power antenna

Power windows

Dual, anti-glare power mirrors with heating elements

Centrally-controlled locking system including trunk/tailgate

Power-operated sunroof with tilt and slide functions

Power adjustments on driver's and front passenger's bucket seats for legroom, cushion height and angle, backrest

Manually adjustable lumbar support on both front seats

Heated front seats

Front and rear padded head restraints

Three-position tilt steering column

Electric rear window defroster with shutoff timer

Integral front and side window defoggers

Intermittent cycle on front windshield wipers

Tinted glass with windshield shade band

Front and rear floor mats

Instruments: 120 mph (220 km/h) speedometer, tachometer, odometer, trip meter, fuel and temperature gauges, quartz crystal clock (Turbo also has boost gauge)

Halogen high and low beam headlights, semi-sealed beams

Front and rear fog lights*

Illuminated, visor vanity mirror

Engine and luggage compartment lights

Interior light delay to assist you in finding ignition, etc.

Headlights switch off automatically when ignition is turned off

"Open door" warning lights in doors

Front map lights; rear reading lights

Rear armrest storage and pass through to trunk (sedans)

Warning chimes for headlights, key, seat belts

Storage containers in each front door panel, on the backs on each front seat and in front armrest

Tool Kit

"Blunt nose" key system (for improved theft deterrence)

Wagon has in addition:

Split rear seat for versatility of cargo carrying capacity

Rear seat back releases located on the outer edges of the seat for ease of operation

Removable rear seat cushion

Rear window wiper/washer with intermittent cycle

Cargo tie down rings

Lockable storage compartment beneath cargo floor

Upholstery

Choice of leather or plush velour on sedans. Leather is standard on the wagon.

[†]The V-6 engine was developed and is manufactured by Société Franco-Suédais de Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.

*Subject to state and local laws.

780

Specifications for the Volvo 780

Dimensions and Weights

Wheelbase	109.1 in.
Overall length	188.7 in.
Overall width	68.9 in.
Overall height	55.1 in.
Front track	57.9 in.
Rear track	59.8 in.
Front headroom	37.0 in.
Rear headroom	35.8 in.
Front legroom	40.2 in.
Rear legroom	35.7 in.
Trunk capacity	14.7 cu. ft.
Towing capacity	2000 lbs.
Approximate curb weight	3411 lbs.

Engineering Features

Aerodynamic, Bertone-Designed Body with Central Passenger Safety Cage

Central passenger safety cage with energy absorbing front and rear sections. Windscreens contribute to the structural integrity of the body, to help reduce the possibility of roof intrusion in the event of a rollover. The fuel tank is located in front of the rear axle.

Engine†:

V-6, gasoline engine with aluminum alloy cylinder head and block, overhead camshafts, electronic ignition system with spark advance, knock sensor, LH-Jetronic electronic fuel injection, and Lambda Sond® emission control.

Displacement	174 cu. in. (2.85 litres)
Compression ratio	9.5:1
Horsepower, SAE-net	145 @ 5100 rpm
Torque, ft. lbs., SAE-net	173 @ 3750 rpm
Fuel tank capacity	21 gals (80 litres)
Battery/Alternator	66 amp-hr/ 100 amp

Transmission:

Automatic: four-speed with overdrive fourth gear, floor-mounted shift lever. Rear axle ratio: 3.73:1.

Steering System:

Rack and pinion gear. Power-assist. Turning circle: 32'5" (9.9 m).

Braking System:

Tandem-type power assist. Ventilated front discs, with sliding calipers. Handbrake operates mechanically on separate rear wheel drums. Anti-lock braking system with dual front/rear split brake circuits.

Front Suspension:

Front MacPherson struts incorporate coil springs and telescopic shock absorbers. Front stabilizer bar: 21 mm

Rear Suspension:

Multilink independent rear suspension. Each upper link is attached to the axle subframe; one side absorbs lateral forces, the other side accommodates longitudinal forces. Lateral forces also absorbed by the lower link (attached to subframe and support

arm). Support arm accommodates longitudinal forces. Coil springs and automatically leveling shocks. Track rods. Nivomat automatic leveling.

Tires:

High performance steel-belted radial tires. Size: 205/60VR 15.

Standard on the 780

Power-assisted brakes and steering
Anti-lock braking system
Cruise control
Electronic climate control
Power front windows
Rear window demister with automatic shut off timer
Front and rear fog lights*
Dual, power mirrors with heating elements
Centrally-controlled locking system
Anti-theft alarm system
Remote trunk release
Remote fuel cap lock release
Power moonroof with sliding shade

AM/FM stereo cassette receiver, seven-band electronic graphic equalizer, 4 speakers, power antenna
Leather upholstery
Front and rear headrests
Power adjustments on driver's and front passenger's seat for legroom, seat cushion height and angle, and seat back angle
Automatic glide feature on front seats for ease of entrance into rear seats
Adjustable lumbar support on both front seats
Heated driver's and front passenger's seats
Illuminated visor vanity mirrors
Front and rear reading lights
Front spoiler
Five mile/hour bumpers
Halogen high and low beam headlights
Tinted glass with windshield shade band
Intermittent cycle on front windshield wipers
Steel-belted radial tires
Three-point, self-adjusting safety belts in the four outboard positions; lap

belt in rear center position; automatic pretensioners on front belts; driver's side supplemental restraint system (air bag and padded bolster)
Front and rear center armrests with storage
Front door panel storage compartments
Rear seat storage passage to trunk
Interior light delay
Engine and trunk lights
Instruments: 120 mph (220 km/h) speedometer, odometer, trip odometer, tachometer, engine temperature, fuel level, engine oil temperature gauges, voltmeter, quartz crystal clock
Tool Kit

*The V-6 engine was developed and is manufactured by Société Franco-Suédais de Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.

*Subject to state and local laws.

Some of the information in this catalog may be incorrect due to product changes which may have occurred after we went to print. Some of the equipment described or shown may now be available only at extra cost. Before ordering, ask your Volvo dealer to bring you up-to-date.

The manufacturer reserves the right to make changes at any time, without notice, to prices, color, materials, equipment, specifications, and models. Color and upholstery selection of models vary by region. Some of the wagons shown in this catalog have roof racks which are available at additional charge.

VOLVO

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