

VOLVO

TRADE-INS ACCEPTED
IMMEDIATE DELIVERY
AMERICAN OWNED

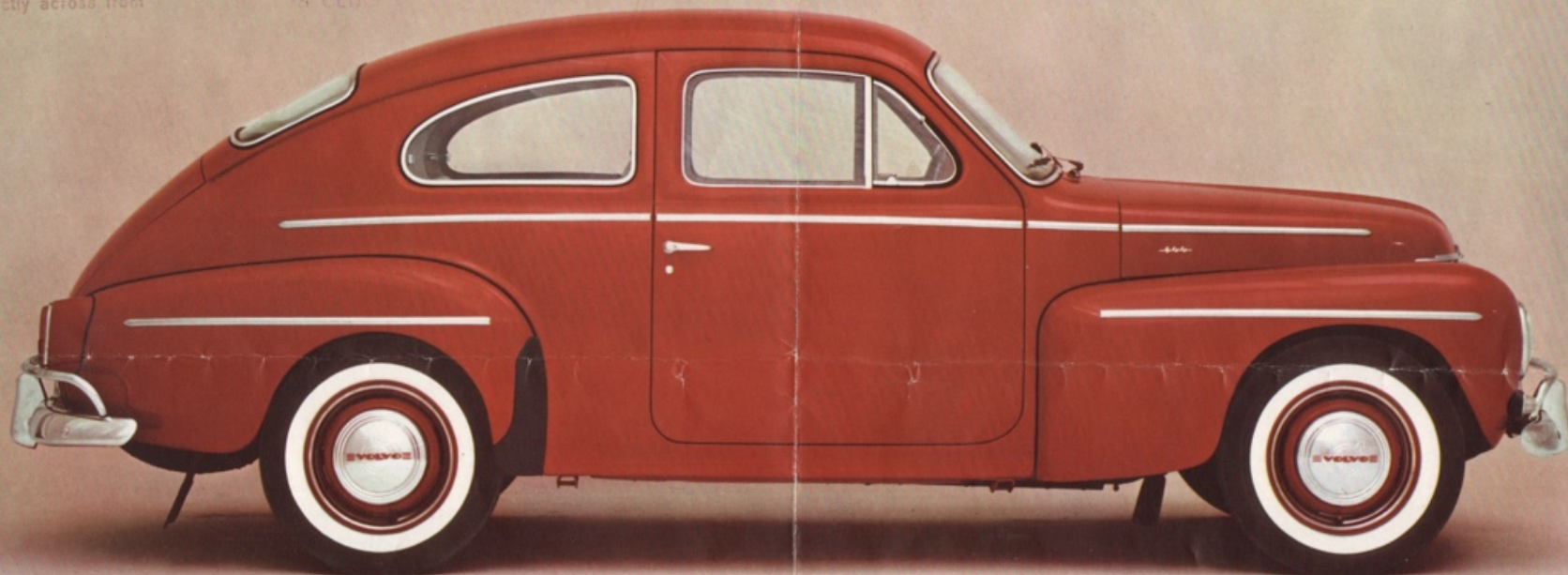
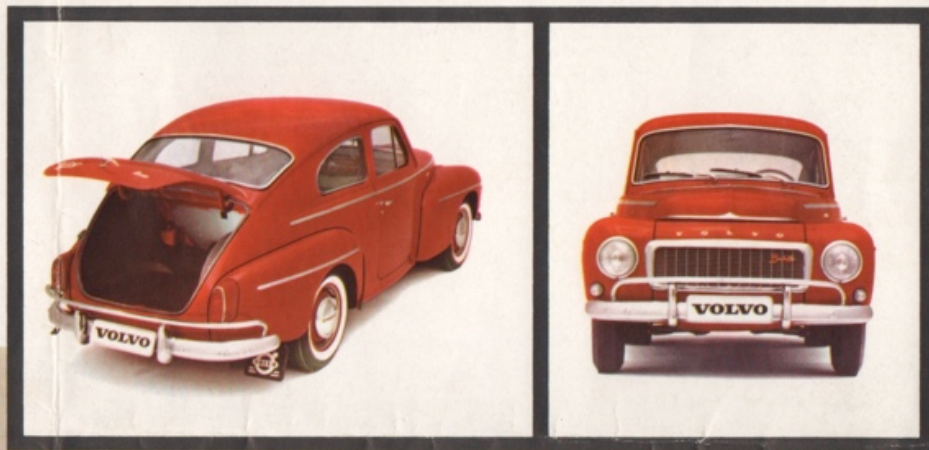
544

TWO-DOOR

&
OPERATED

UNITED STATES
MOTOR COMPANY
57 ADICKES-ALLEE
FRANKFURT/M.
TEL. 59 0000

directly across from ... 125 CLU





Rear suspension

Fixed diagonal support arms and torque rods.
Track bar.
Coil springs.

Shock absorbers

Double-acting, hydraulic, telescopic shock absorbers at front and rear.

Footbrake

Duo-Servo drum brakes. Hydraulic and self-centering.
Drum diameter 9"
Total brake friction area 139.8 sq.in.

Handbrake

Operates separately on the rear wheels.
Handbrake lever placed between the front seats.

Wheels and tires

Pressed steel wheels. All wheels balanced.
Tubeless tires 5.90-15".

Body

Integral, all-welded steel body, completely rust-protected in accordance with the most modern principles.

Fuel tank

Located at rear.
Capacity 9¼ US galls.

Lighting

Flashers at front and rear with visual and audible warning signals.
Combined stop and tail lights.
The interior lighting is switched on when the left-hand door is opened. Instrument lighting rheostat-controlled.

Instruments

Central instrument group with speedometer, fuel gauge and water temperature gauge.
Mileometer and trip meter.
Warning lamps for charging, oil pressure, full headlights and directional signals.

Other equipment

Horn ring on steering wheel.
Foot dimmer switch.
Directional signal lever with automatic return.
Heater and ventilation unit. Heating thermostatically controlled. Fan with two speeds.
Electric windshield wipers with automatic return.
Nozzles for windshield washers.
Padded sun visors.
Dazzle-free rear view mirror.
Accommodation for radio.
Cigarette lighter.
Ashtrays front and rear.
Tool kit and jack.
Spare wheel.

Safety belts

Attachments for front and rear seat belts.

Main dimensions and weight

Wheelbase	102½"
Tread, front	51"
Tread, rear	51¾"
Overall length	175"
Overall width	62½"
Overall height, unloaded	61½"
Curb weight	2,220 lb.

The factory retains the right to modify prices, design and equipment.

Importers:

VOLVO IMPORT, INC.,
452 Hudson Terrace, Englewood Cliffs, New Jersey

Distributors:

VOLVO DISTRIBUTING, INC.,
452 Hudson Terrace, Englewood Cliffs, New Jersey

SWEDISH MOTOR IMPORT, INC.,
3301 West 12th Street, Houston 24, Texas

VOLVO WESTERN DISTRIBUTING, INC.,
12925 Riverside Drive, Sherman Oaks, Calif.

In Canada:

VOLVO (CANADA) LTD.

Head Office: 440 Comstock Road, Scarborough (Toronto), Ont.
Branch Office: 1090 W. Georgia St., Vancouver 5, B. C.

VOLVO 544 TWO-DOOR



The Volvo 544 is incomparable in its class. It is economical and easy to drive but at the same time has a high degree of comfort with plenty of room. Its road-holding qualities and strength are of the highest order and its durability and reliability put it in a class of its own. The unusually high second-hand value on many markets is the best possible proof of the consistent use by Volvo of first-class material only and the great care devoted to manufacture.

90 b.h.p. engine

Four-cylinder with overhead valves and crankshaft with five main bearings.

Bore	3.313"
Stroke	3.15"
Capacity	1.78 liters
Compression ratio	8.5:1
Maximum output	90 h.p. (SAE) at 5,000 r.p.m.

Maximum torque 105 lb.ft. (SAE) at 3,500 r.p.m.

Carburetors Two SU horizontal carburetors

Fullflow oil cleaner.

Cooling system

Effective radiator. Thermostatically controlled water circulation with bypass valve.

Battery

Voltage	12 V
Capacity	60 amp. hours.

Generator

Fan-cooled with automatic voltage control.	
Output	30 A

Starter motor

Output 1 h.p.
The starter is built into the ignition switch which has also an extra position where all electrical equipment can be used when the engine is not running.
The ignition switch and coil are connected by means of a tamper-proof armored cable.

Clutch

8½" single dry disc clutch.

Transmission

Fully synchronized and silent running with floor-mounted shift lever.

Ratios:	1st speed 3.13:1	3rd speed 1.36:1
	2nd speed 1.99:1	4th speed 1:1
		Reverse 3.25:1

Propeller shaft

Divided for vibrationless running. The center bearing is mounted in sound and vibration-damping rubber cushions. The ball bearing of the center bearing does not require lubricating.

Rear axle

Hypoid type rear axle.
Reduction ratio: 4.1:1

Steering gear

Cam and roller type.	
Steering box reduction	16.5:1
Number of steering wheel turns from lock to lock	3¼
Turning circle	Approx. 32 ft. 2"

Front wheel suspension

Independent suspension with coil springs and control arms.
Stabilizer.

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