





850

A CAR FOR THE WAY YOU LIVE

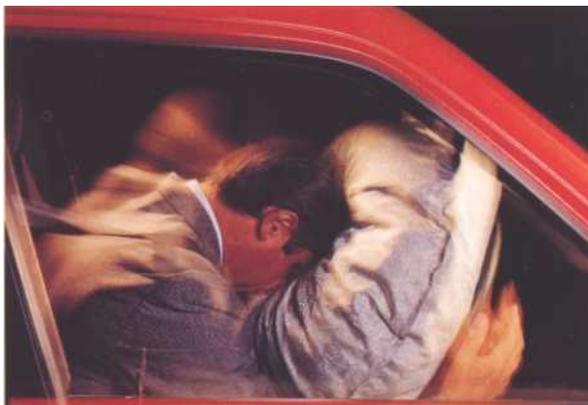
Every Volvo embodies more than 60 years' unstinting commitment to setting new standards in automotive safety. Whichever Volvo you drive you can depend on

power under the bonnet, superb handling, excellent visibility, an ergonomically designed driving environment and genuine comfort.

STOP PRESS!

NEW 400 LAUNCH

A car designed for the individual... New distinctive striking lines with a redesigned elegant interior and the power to match. The new Volvo 440 Hatchback and 460 Saloon offer true driving enjoyment.



AIRBAG AS STANDARD

Volvo has always led the way in safety... Now new for '94 all Volvos are fitted with a driver's airbag as standard. Combined with the Volvo safety cage and the unique Side Impact Protection System you can see again Volvo are leading the way forward...

150mph.

The new 850 T5... A new exciting addition to the Volvo range. 0-62 mph in 7.4 seconds and 225 bhp the TS has the power, muscle and grip to satisfy the most demanding of drivers.

MODEL RANGE

VOLVO 440/460

New distinctive, striking lines hint at a style you'll appreciate - a car designed for the individual. With six variants of each model and a choice of four engines, you can enjoy genuine freedom of choice. Inside, every 440 and 460 is better than ever, with a driver's airbag, front seat belt pretensioners, automatic height adjustable seat belts in the front seats, height adjustable steering column, headlamp wash/wipe, a choice of new-style cloth or leather upholstery and an advanced radio cassette.

440

VOLVO 480

The distinctive Volvo 480 is one of a kind, a true four water sports coupe with all the versatility of a hatchback. Three variants with three different engines, every 480 comes with an anti-theft alarm, driver's airbag, tilttable steering wheel, electric front windows, tinted glass, central locking, power steering, two electrically adjustable and heated mirrors, luggage cover, six speakers, an electric aerial and an advanced radio cassette.

480

VOLVO 850

Stylish, sporting, adventurous... the Volvo front wheel drive is all these and more. There is now a choice of four engines, including a potent 2.3 litre turbo giving 225 bhp and acceleration from 0-62 mhp in just 7.4 seconds.

Pace and space come together in the 850 Estate. This is every inch a car that rewards spirited driving, with the same responsive characteristics as the Saloon. And yet, even with five passengers comfortably seated there's still ample load space.

850

VOLVO 940

The 940 offers exceptional versatility embracing everything from an executive saloon to family transport with an accent on trouble-free motoring. The Estate confirms this reputation with up to 75 cu. ft. of flexible load space, the largest load capacity in its class. With an optional auxiliary rear facing seat for two children, you can carry up to seven people in comfort and safety.

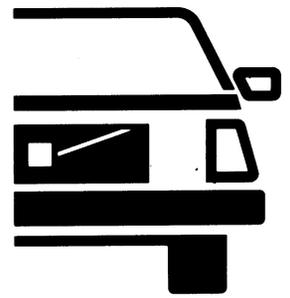
VOLVO 960

Refinement, quality and comfort, the three litre, six cylinder 24 valve engine provides a smooth and vigorous response, immaculate road holding and sheer driving pleasure.

The 960 is available as a Saloon or versatile Estate car and the longer wheelbase 960 executive provides additional space for rear seat passengers to relax in comfort.

960





V93/BISS/25

October 1993

NEW MODELS AND HIGHER SPECIFICATIONS FOR 1994 VOLVO RANGE

Comprehensive changes including a new range of Volvo 400 series cars, a tax-beating new version of the Volvo 850 and the driver's side airbags included across the whole range are all part of Volvo's 1994 model year package.

Customers benefit from increased safety features, a longer list of standard equipment and wider model choice without sacrificing on price - a factor that becomes increasingly important with proposed 1994 company car tax changes.

Amongst the most significant changes are:

- ◆ new Volvo 440 hatchback and 460 saloon models with totally revised exterior and interior styling and improved specifications across the range
- ◆ full-size 67-litre driver's side airbag as standard on all Volvo cars
- ◆ front seat pre-tensioners as standard
- ◆ new front and rear bumpers and sleeker headlights to enhance the smooth lines of the Volvo 850 range
- ◆ a new tax-beating 2.5-litre, 10-valve engine for the Volvo 850 saloon and estate with prices starting from under £18,000
- ◆ a customer-specification Volvo 960 model that allows the executive buyer to specify a car to suit their budget from Volvo's extensive option and accessory lists
- ◆ a new five-speed gearbox for Volvo 940 Turbo models developed from that of the Volvo 850

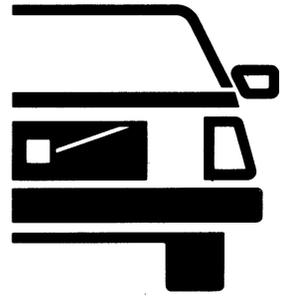
- ◆ anti-theft alarms as standard on all Volvo 850 and 900 series cars
- ◆ RDS radios standard on all Volvo 850 and 900 series models

With the final examples of the classic Volvo 240 estate now sold, the UK range now spans Volvo 400, 800 and 900 series cars with saloons, estates, hatchbacks and coupes to suit most budgets and tastes.

Says Volvo Car UK Limited's Managing Director, Charles Hunter-Pease: "Competition in the UK car market is tough. These latest improvements confirm Volvo's intentions to stay ahead of our competitors in the areas of value, safety and driving pleasure.

"Constant product development has meant that models such as the Volvo 850 are still collecting major awards worldwide more than two years after launch, and we do not intend to rest on our laurels."

VOLVO



V93/BISS/31

October 1993

TURBO STAR AND VIRTUAL REALITY IN VOLVO'S LONDON SHOW DISPLAY

A spectacular TV advertising campaign for the new Volvo 400 series heralded the launch of an exciting 1994 Volvo range.

And at the London Motor Show, 21- 31 October, visitors will be able to see precisely what Volvo are shouting about with no less than five new cars on display - and a chance to experience Virtual Reality.

Star attraction is the high-performance 850 T-5 Turbo, the fastest Volvo ever. This 150mph addition to the award-winning 800 series, in saloon and estate versions, offers the demanding driver practicality and power, with its 225bhp, 20-valve 2.3-litre engine.

The 850 T-5 Turbo saloon is the car to see at the show, immediately recognisable in a new Volvo colour, Red Pearlescent Metallic.

Another addition to the 800 series, the 850 SE 2.5-litre 10-valve, also makes its UK debut at the Show. This competitively-priced model - costing the same as the 850 SE 2-litre multi-valve model - combines the smoothness of the 2.5-litre engine with increased economy.

At £18,595 for the estate (the model on display), this car is expected to win over new customers in the fleet market with the impending change in company car taxation policy which reflects the price rather than the engine size.

The 850 GLT saloon, voted "Best Large Car 1993" in the recent Auto Express awards, is also on display.

The new Volvo 400 series offers the customer an extensive range of choice with prices starting at £10,495 for the entry level 440 and 460 1.6i to the highly specified 440 GLT and 460 CD at £16,495. At the London Motor Show the range is represented by the 440 Si, 440 Turbo, 460 SE and the 480 ES. Visitors to the stand will appreciate the softer, more rounded frontal styling which gives the 440 and 460 a striking resemblance to the 850. The taillight redesign and new dashboard add to the cars' stylish good looks. The distinctive 480 ES coupe completes the line-up.

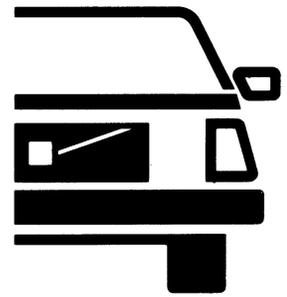
The more traditional Volvo driver visiting the stand will not be disappointed with the 940 Wentworth estate and luxurious 960 saloon also on display. Always a discerning customer, the 900 series driver now has more choice than ever with twelve 940 variants (each in saloon and estate versions) and the new Customer Specification 960 which allows the customer to take the basic car and build it up to the specification required, within a chosen price band.

Virtual Reality turns safety into the main attraction with willing volunteers able to experience SIPS, Volvo's unique Side Impact Protection System, as featured in this year's successful TV ad. At the wheel of a cut-off 850 GLT saloon, the driver will see a truck heading towards him at 25mph and will come to appreciate, at extremely close quarters, the benefits of this revolutionary system. An exhilarating experience - not for the fainthearted!

Volvo owners will also be able to obtain free insurance quotations from the stand under the Volvo Owner's Insurance Scheme which provides additional discounts on top of Volvo's traditional low insurance group ratings.

Style and safety, new models, higher specifications, more choice AND Virtual Reality - the Volvo stand at The London Motor Show.

VOLVO



V93/BISS/32

October 1993

ALL TORQUE AND PLENTY OF ACTION

Volvo 850 Range Gains 225 bhp **marbo** Performance Model

A unique combination of practicality and power is brought together in the swiftest ever production Volvo - the new 850 T-5 Turbo - makes its UK debut at the London Motor Show.

Developed from the widely-acclaimed front-wheel-drive Volvo 850, the new 2.3-litre, T-5 Turbo offers secure handling, driver enjoyment and readily available power for high performance enthusiasts who are looking for a more discreet option.

Packing a 225 bhp power punch from its five-cylinder, twenty-valve engine, the Volvo 850 T-5 Turbo is flexible in its power delivery with no less than 221 lb/ft of torque constantly available between 2,000 and 5,200 rpm.

With power always on offer, the T-5 driver can make smooth, swift progress up to a maximum speed of 149 mph, reaching 62 mph from rest in under 7.5 seconds. A torque limiter in first gear all but eliminates wheelspin.

Using modern turbocharging control and regulation techniques, Volvo engineers have also obtained the boost in power without sacrificing fuel economy.

In addition to the four door saloon model, Volvo is also introducing the 850 T-5 Turbo estate - a version which adds new meaning to "versatile performance" with a load space that stretches to 56 cubic feet.

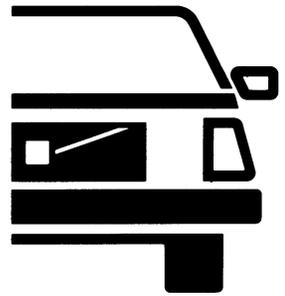
As ever, the award winning safety attributes of the Volvo 850 are retained with ABS braking, a driver's side airbag, Volvo's unique SIPS (Side Impact Protection System), three-point seatbelts for all occupants and the integral rear child seat ensuring that the car's performance potential is enjoyed in maximum safety.

Standard equipment levels are comprehensive with all 850 T-5 drivers enjoying the luxury of special Turbo plush/leather interior trim, power assisted steering, electric windows, electric sunroof and the stylish addition of five spoke alloy wheels and a subtle boot spoiler on the saloon.

But the price of the new models looks set to leave rival performance machines trailing in the T-5's wake; just £23,995 for the saloon and £24,795 for the estate models.

Says Volvo Car UK Limited's Managing Director, Charles Hunter-Pease: "The Volvo 850 has already established a new image for Volvo in terms of its driver appeal. With the T-5 we have added even more spice to the successful 850 recipe and have a performance car that is practical in everyday use."

On sale from the end of the month - only a strictly limited supply of Volvo 850 T-5 Turbos will be imported to the UK each year.



VOLVO 850 TAKES TO THE TRACKS

Volvo is to return to the racing tracks in 1994 with a two-car assault on the prestigious British Touring Car Championship. Backed by a three year development and competition agreement signed with the renowned automotive engineering group, TWR, the Volvo 850 makes its debut at Thruxton on 4 April 1994.

"This is one stage in our development programme. We are convinced that the experience and knowledge we acquire from this involvement in racing can be applied to our standard cars," says Martin Rybeck, Senior Vice President of Volvo Car Corporation.

The last time Volvo took part in touring car racing with works backup was in the mid-1980s, culminating in the Volvo 240 Turbo team winning the 1985 European Championship title.

"During tests, the Volvo 850 has shown that it has very good qualities as a racing car. What's more, racing matches up very well with the Volvo 850's sporty image," says Martin Rybeck of Volvo Car Corporation.

TWR's racing credentials are impeccable, winning National and European Touring Car Championships, Sportscar World Championships (in 87, 88, 91) and the 24-hour Sportscar endurance at Daytona (in 88, 90) and Le Mans (in 88, 90). TWR has also competed successfully in Formula 1 since 1991.

TWR will be developing and running Volvo's racing activities over a three-year period. "We are delighted to be working with Volvo and are completely convinced of the Volvo 850's racing potential. It's going to be extremely competitive," says TWR Chairman, Tom Walkinshaw.

First run in 1958, the British Touring Car Championship adopted the current '2-litre formula' in 1990. This format, providing fast, close and exciting racing has proved to be immensely popular with the public, attracting vast levels of media coverage. Whilst the British series is the role model, the '2-litre formula' is being adopted across Europe and the Far East. In Britain Volvo looks forward to competing against up to ten fellow manufacturers.



V93/BISS/37

October 1993

VIRTUALLY , , , BUT NOT QUITE!

Nobody wants to have a car accident but, on Stand N° E1 at this year's London International Motor Show, this is precisely what Volvo will be asking everybody to do.

Safety becomes exciting when Volvo's unique SIPS (Side Impact Protection System) is experienced first hand by means of Virtual Reality.

SIPS is a system which distributes the force of a severe side impact through the body of the car, deflecting it away from the occupants and keeping the survival cell intact.

For the privilege of being hit in the side whilst at the wheel of an 850 GLT saloon, willing passengers will pay £1 which will be donated to the Child Accident Prevention Trust.

Once inside the car, the traveller will see a pleasant journey transformed into everybody's worst nightmare when the car is involved in an accident with a truck travelling at 25mph.

Before the passenger knows what has happened the vehicle will be stationary at the side of the road with only the resulting damage indicating what he has just been through.

Seconds later the whole experience will be repeated in slow motion so that the driver can appreciate fully, from the comfort of the survival space, the invaluable increased protection provided by this revolutionary development in safety technology.

SIPS - unique to Volvo and a unique experience at the London International Motor Show.



**EMBARGO: NOT FOR PUBLICATION BEFORE 0001 HRS, THURSDAY 21
OCTOBER**

V93/BISS/41

October 1993

SAFETY - NEVER A SIDE ISSUE WITH VOLVO

Building on the strength of their revolutionary SIPS (Side Impact Protection System), Volvo have today announced further safety developments with plans for the introduction of a SIPS airbag.

SIPS works by distributing the force of a side impact throughout the body shell, deflecting it away from the driver and passengers, maintaining a survival space.

With such an advanced system, occupant protection could only be improved by reducing further, or even eliminating, contact between the occupants and the side of the car.

Which is where the side airbag comes in.

In the event of a side impact, a small, 12-litre airbag, located in the seat, inflates within four to six milliseconds and protects the vulnerable chest area from direct impact. Indirectly, the head is also protected as the airbag creates more space between the head and the side of the car.

Designed to complement SIPS, the SIPS bag will be introduced on Volvo cars from August 1994.