

Introducing the
VOLVO
760
GLEL



A Limousine So Superbly Designed It Exceeds Expectations, Not Budgets.

Those in the market for limousines have long been faced with a dilemma. They've had to choose between domestic models that almost everyone drives and European models that almost no one can afford.

With the introduction of the Volvo limousine, the dilemma is over.

Not only does this limousine offer the exceptional combination of workmanship, comfort and safety that makes Volvos unique, it offers the sort of value for the money that has made Volvo the largest selling European import in America.

The new Volvo limousine is derived from the remarkable Volvo 760 sedan — a car that spent over ten years in design and development before Volvo made it available to the public.

Prestigious looks, luxurious features, exceptional workmanship are but the initial impression the Volvo limousine conveys.

Out on the road, its handling, performance and ride take a backseat to no other car.

And down the road, its reliability and longevity make it look as beautiful to company accountants as it does to company presidents.

In this era of automotive trade-offs, the Volvo 760 GLEL[®] stands apart — as much a testimony to good sense as it is to good taste.

just standing still, it's a winner.

In business or social circles, good first impressions are a must.

The new Volvo limousine is unrivaled in that regard.

Its unique good looks, however, aren't merely cause for conversation. They're a reflection of the character and individuality of the person or company who owns one.

Outside, the quality workmanship is evident in every aspect of the Volvo limousine's



construction - the fit, the finish, the overall feel.

Inside, the luxurious appointments - from the glove-soft leather upholstery to the unobtrusive color tv - contribute to an overriding sense of elegance.

But in spite of its long list of standard accessories, it's the sense of built-in luxury that truly makes this Volvo unique.

The thoughtful interior design actually provides more room for legs, hips and heads than comparably-sized limousines. The air conditioning system completely changes the air five times a minute when the car's just standing still, and can even keep the interior at a comfortable 65 degrees while the car's exterior is being baked for hours at 100 degree temperatures.



It's even more beautiful out on the road.

Whether over pot-holed city streets or along fast superhighways, the Volvo limousine is designed to be driven.

Its overhead-cam gas-powered V-6 engine provides an exceptionally high power-to-weight ratio. So it actually out-accelerates most V-8's, while providing terrific response at high rpm. And of course it offers better fuel economy too.

With Volvo's turbodiesel engine and special diesel fuel tank, fuel economy soars to almost double that of some competing limousines. All without sacrificing performance: In fact, the Volvo turbodiesel limousine is faster than any other diesel, and a match for most gas-powered models. Additionally, automotive writers have termed it "perhaps the quietest diesel around."

The ride is unusually smooth, due in part to a unique rear suspension system invented by Volvo. It's called Constant Track and it keeps the rear wheels in constant alignment for more predictable handling, especially on curves and slippery surfaces. Constant track also reduces road shock and vibration.

In sum, this is one limousine whose performance is a match for its looks.



Safety isn't an afterthought.

Volvos have always exhibited an unusual concern with safety design. The Volvo limousine is no exception.

Predictable handling is the cornerstone of Volvo safety. Complementary steering and suspension systems allow for an unusual degree of driver control, even under the most severe road

conditions. The Volvo GLEL is so maneuverable, in fact, it can turn circles inside a Cadillac limousine.

MacPherson struts, gas-filled shocks, extra heavy-duty springs, power-assisted rack and pinion steering all contribute to the Volvo limousine's responsive handling.

Additionally, exceptional window visibility and orthopedically-designed front seats enhance the driver's road awareness. The front seats offer more legroom than virtually every domestic limousine currently in production.

Power-assisted front and rear disc brakes are also standard on the Volvo limousine. Two independent brake circuits will provide about 80 percent of normal braking power in the event that either circuit should fail.

Numerous other pioneering safety features - including Volvo's all-steel unitized body frame, its tubular steel reinforced doors, its energy-absorbing front and rear ends - make the Volvo limousine one of the safest cars on the road.



Designed for the long run.

The Volvo limousine uses all Volvo parts and matches Volvo standards in all modifications. According to independent research, Volvos last one-third longer than the average for all other cars on the road. So while there are limousines that may cost less up front, there may be none as inexpensive down the road.

Examples of Volvo's attention to detail: special chip-resistant paint that keeps the Volvo limousine looking new even on the worst gravel roads; extensive use of galvanized steel to prevent rust-through in sensitive areas. In hidden areas like the floor boards, where some limousines use fiberglass, the Volvo 760 GLEL^o is strictly steel-welded.





For the Volvo limousine owner, the benefits are obvious. Not only reduced down-time which is costly as well as annoying, but greater resale value through the years.

The limousine for people who think.

From physical beauty to fiscal beauty, the Volvo 760 GLEL® is more than just a new limousine.

It's a reflection of the values of the person or company who owns one.

In its classic lines and understated elegance, it's an aesthetic triumph. In its careful workmanship and rugged design, it's a testimony to financial wisdom.

To those who ride in it, the Volvo limousine provides perhaps the most attractive means of transportation currently available.

To those who own one, it's a remarkably beautiful financial vehicle too.