

VOLVO: IDEALLY SITUATED BETWEEN THE ABSURD AND THE RIDICULOUS.

By not going to extremes, Volvo accomplishes more than cars that do.

Up front, a Volvo has as much legroom as a Cadillac DeVille. In back, as much as a Buick Electra.

Which gives Volvo the space and comfort of big cars like the one on the right. Instead of squeezing you into the ridiculously small space of little cars like the one on the left.

Yet a Volvo's turning radius is actually smaller than a VW Beetle.

Which means Volvo can maneuver in and out of parking spaces and traffic like little cars.

To call maneuverability a big-car specialty would be absurd.

And while a Volvo may not leave big cars behind in the dust, its fuel-injected 2 liter engine lets you move right out in the fast lane. Something that can't be said as quickly about little cars.

So instead of compromising by going to extremes, go halfway and get everything. Get a Volvo.

To get anything else would be either absurd or ridiculous.



VOLVO

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