

SEVEN LUXURY FEATURES THOUGHTFULLY LEFT OFF THE VOLVO 164.

You can't create a luxury car by tacking on "luxury features." One of the things that makes the Volvo 164 truly elegant is a total absence of tackiness.



1

NO OPERA WINDOWS

Tiny side windows are all the rage. But to Volvo, they're outrageous. The 164 has big windows that let you see out instead of little ones that keep outsiders from seeing in.



2

NO FANCY INTERIOR DECOR GROUP

Volvo's bucket seats were designed by an orthopedic specialist, not an interior decorator. They adjust to your every inclination, even "soft" or "firm." The driver's seat is heated. And there's leather everywhere you sit.



3

NO 400 CUBIC INCH V-8

Volvo's 3-litre six has enough "go" for any well-balanced person. And enough economy—22 mpg on the highway.* Volvo's computerized fuel injection has electronic sensors that monitor speed, altitude and temperature to determine proper fuel mixture.

*U.S. Gov't. EPA figures, 9/74



4

NO FAKE WOOD VENEER

Volvo covers its dashboard with instrumentation. A tachometer, trip mileage indicator and electric clock are standard. There's even a light that warns if an important light goes out.



5

NO STATUS HOOD ORNAMENT

The Volvo driver doesn't require constant reassurance. Nor does he need to be reminded what car he's driving. Unlike other cars today, the 164 isn't a copy of anything.



6

NO DECALED-ON PIN STRIPING

Volvo concentrates on what's under the paint. 8,000 spot welds fight rattles. The metal is magnetically charged to soak up rustproofing. There are two separate coats of undercoating.



7

NO LONG OPTIONS LIST

Instead, the 164 provides a long standards list. Air conditioning, automatic transmission, power-assisted steering, power front windows, 4-wheel power disc brakes and steel belted radial whitewalls.



VOLVO

The luxury car
for people who think.

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