

# THE TRUE FAMILY CAR

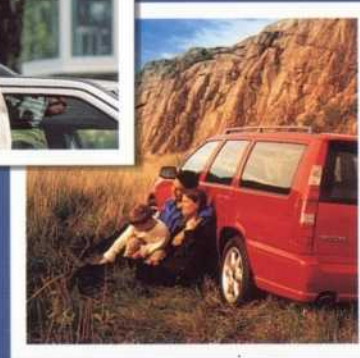
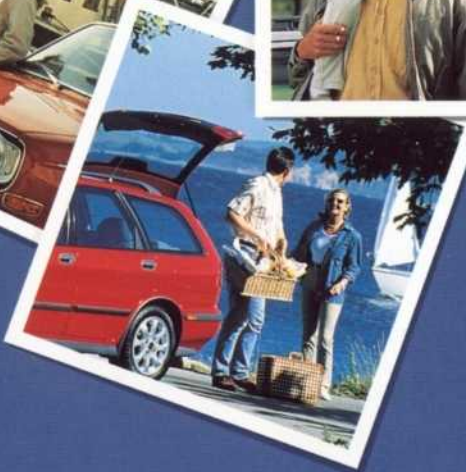
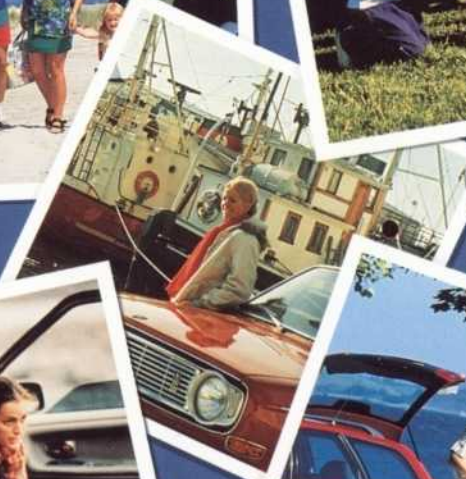
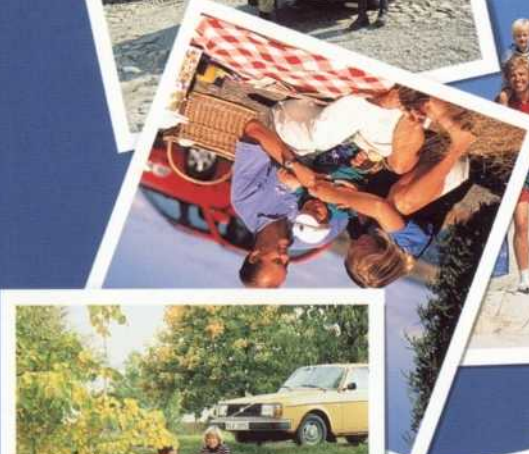
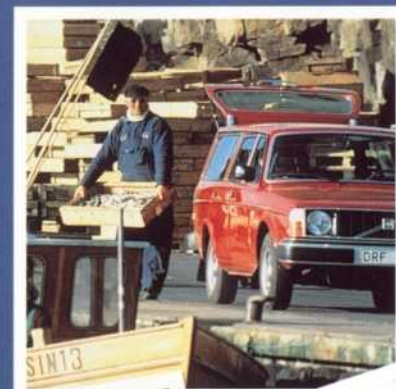
## 1953-1999



**VOLVO**  
for life









**VOLVO DUETT (PV445), 1953-1969**

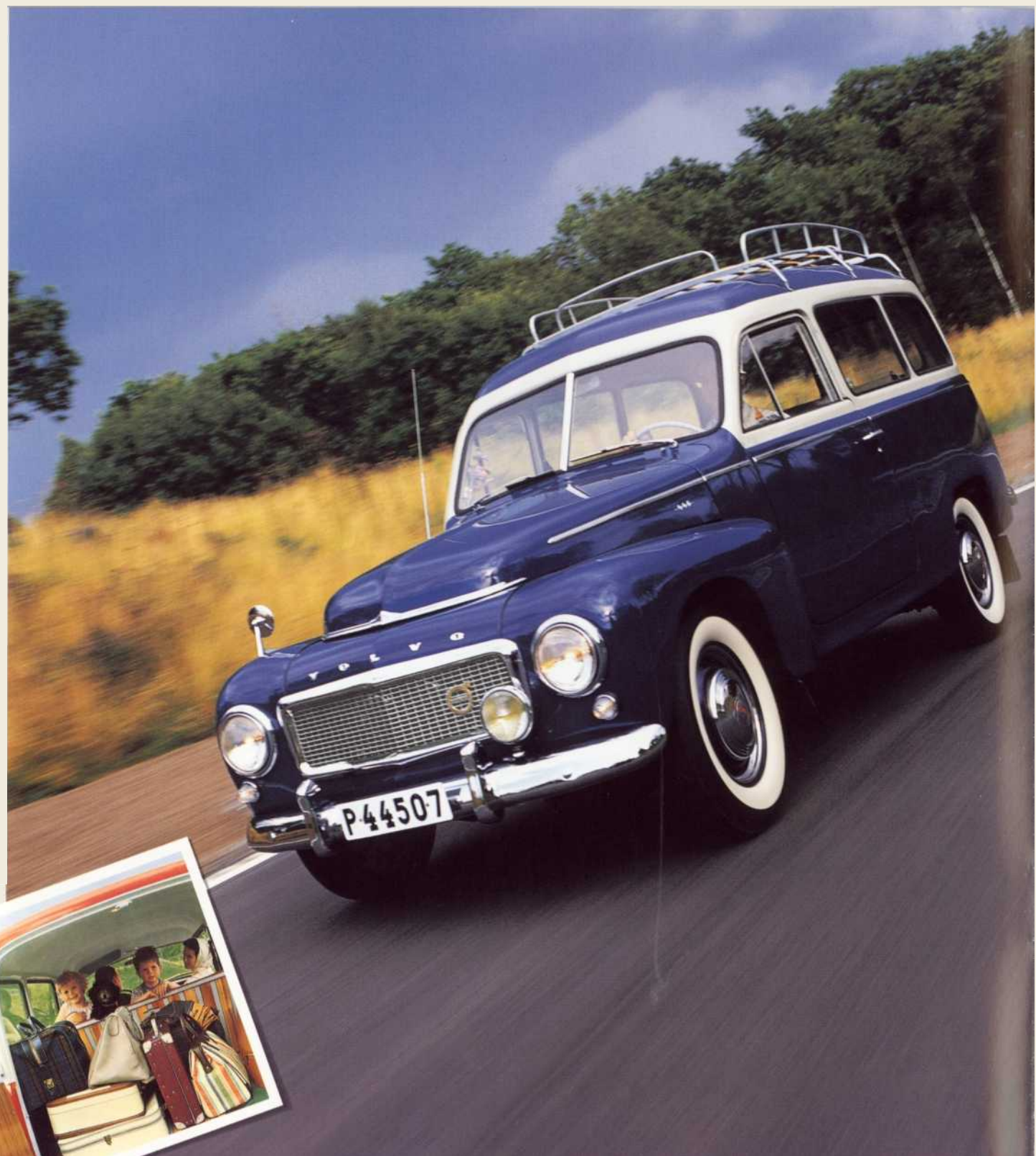
## IT BEGAN WITH A SURPLUS IN 1952

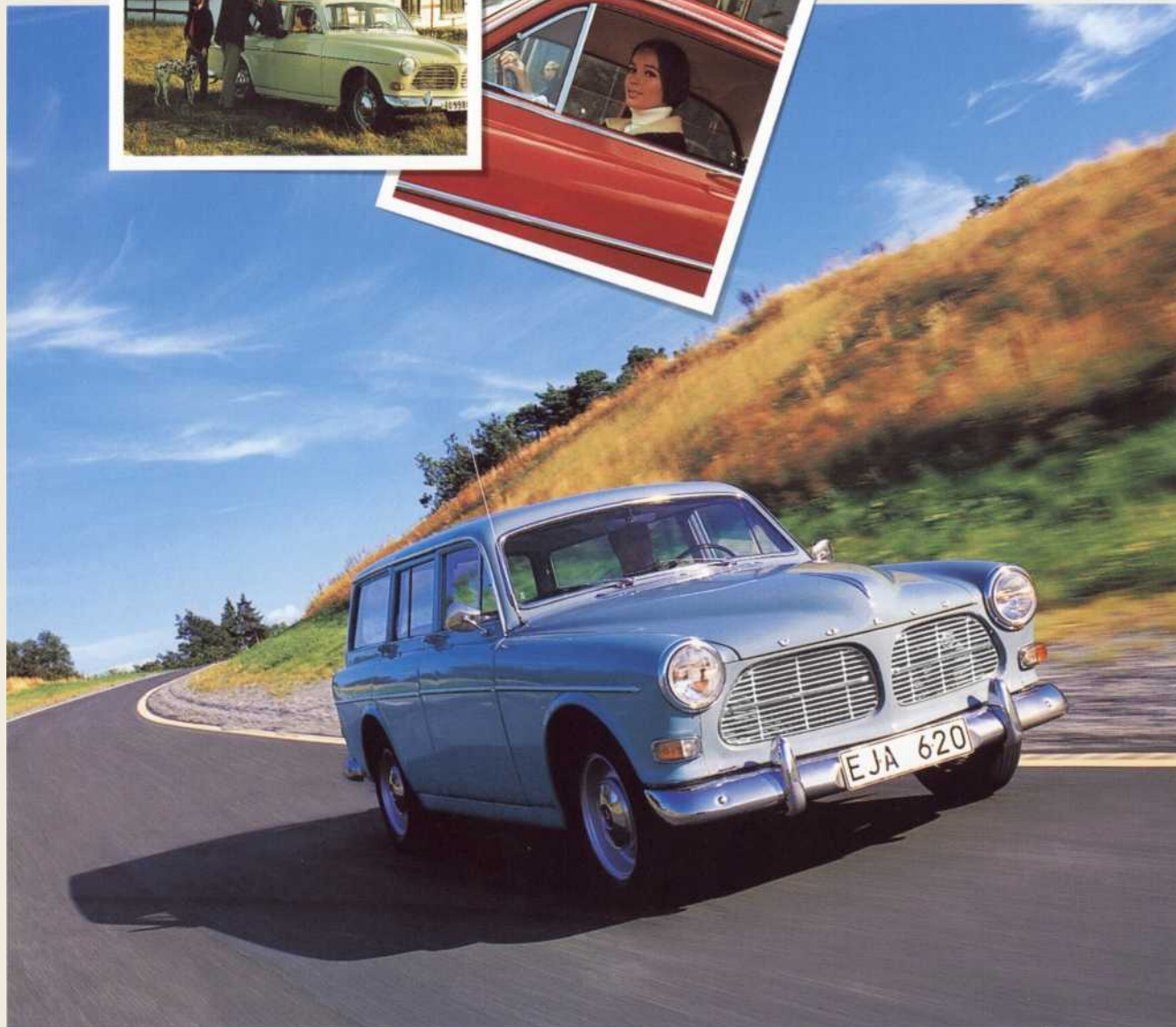
Volvo's very first estate, the Volvo Duett, was actually the result of a surplus of chassis. In the spring of 1952, when Volvo had about 1,500 chassis in stock, Assar Gabrielsson, one of Volvo's founders, made an important decision:

*"We have to get rid of them. We have to build a van of our own. "*

Assar Gabrielsson emphasised "a van of our own", as independent bodybuilders had been using Volvo's chassis as a base for building their vans for a number of years. A budget of SEK 1 million was set aside for the development work, and it had to be completed within one year. The result was to be a car with the same basic shape, wheelbase, track, engine, transmission and so on as the PV 444, but with a rear-wheel suspension which made superstructures possible.

The first Duett was delivered a year later, on 4 July 1953, the same year that Mount Everest was scaled for the very first time. Between 1953-1969 Volvo produced 90,000 Volvo Duetts.





**THE AMAZON ESTATE (P220)**  
**- THE FIRST MAJOR STEP**  
**TOWARDS THE FIVE-DOOR**  
**SALOON**

The P220 represented Volvo's first step on the road to the five-door saloon. This car, with its modern construction and a unitary construction design, was launched at the 1962 Stockholm Motor Show.

The Amazon Estate was a real estate car rather than a van. It had four doors and was identical to the saloon version up to the B-pillar, where reinforcements were incorporated along the roof. The styling of the saloon had been carefully retained and transferred to the estate version, which was characterised by a very large cargo area - without sacrificing exterior dimensions. Between 1962 and 1969, Volvo produced 73,000 Amazon Estates.



## MORE OF A FIVE-DOOR SALOON THAN A LOAD CARRIER

The Volvo 145 represented yet another step towards the five-door saloon. Technically, the saloon and the estate were identical. The estate had a reinforced rear suspension, apart from this the chassis and bodies corresponded closely.

Compared with the Duett and the Amazon, the Volvo 145 handled a slightly lower payload, an indication that it was more of a five-door saloon than a load carrier. On the other hand, the useful volume was enormous.

In 1969, the Volvo 145 Express was launched. This version had an elevated roof section and a roof rack on the forward section. The Volvo 145 Express was designed primarily as a commercial delivery van, a replacement for the Duett which was phased out in the same year.

The Volvo 145 established Volvo as a major estate manufacturer - almost 270,000 cars were produced.



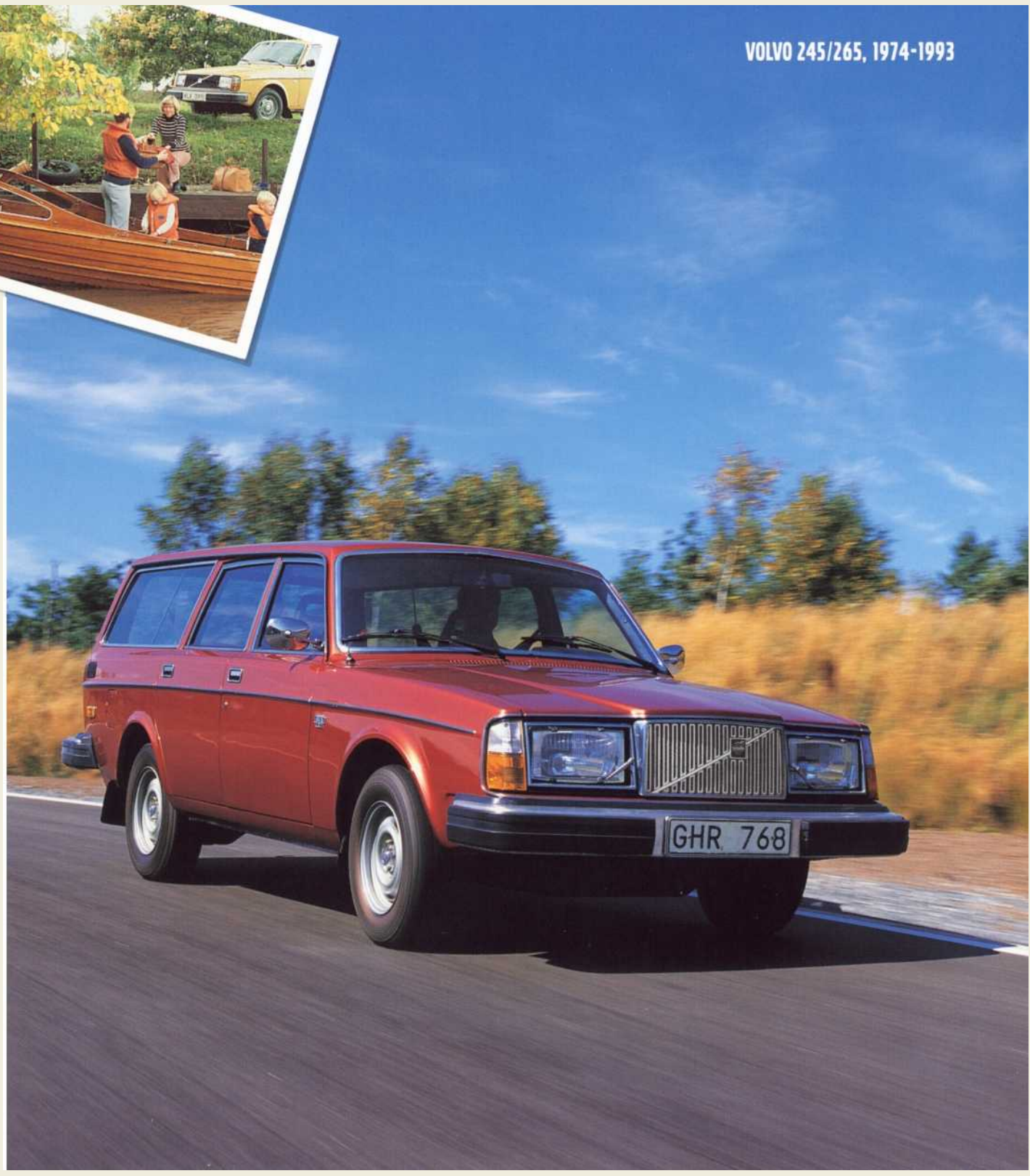


## A CULT CAR IN ITS OWN LIFETIME

It was perfectly logical for the Volvo 140 to be succeeded in 1974 by the Volvo 240. The estate version bore the designation 245 and was launched at the same time as the saloon.

In 1975, an estate version of the 260 - the Volvo 265, Volvo's first luxury estate - was introduced, giving the Volvo estate range a new dimension with its performance and high equipment level. During the early 1980s, Volvo became the largest manufacturer of estates in Europe in its market segment. The Volvo 245 is still the car model, which became largely synonymous with the modern estate on the world market.

Volvo's first "sports wagon" was born when it was introduced, with a turbocharged petrol engine, in 1981. It became a cult car in its own lifetime, heralding the disappearance of the borders between saloon and estate in terms of driving characteristics and comfort. Between 1974-1993 Volvo produced almost 1,000,000 Volvo 245/265.



**VOLVO 740/760, 940/960 ESTATE AND V90, 1985-1998**



**FIRST AS AN ESTATE**

**- THEN AS A SALOON**

A further stride in the estate car concept was taken in 1985 with the introduction of a five-door version of the Volvo 740/760, radiating total harmony and well-thought-out design solutions. Although the saloon model of the Volvo 740/760 was introduced first in February 1982, the 700 Series was in fact initially developed in design terms as an estate, after which it was adapted as a saloon.

With the Volvo 745, Volvo set a new standard for the modern estate concept by once and for all erasing the borders between four- and five-door cars. In other words, the estate was to be just as comfortable and enjoyable to drive as a saloon, and driving characteristics were given priority over maximum load utilisation. It was a breakthrough and only when you looked in the rear-view mirror you could see the difference. During the period 1985-1998, 675,000 estate cars were produced.





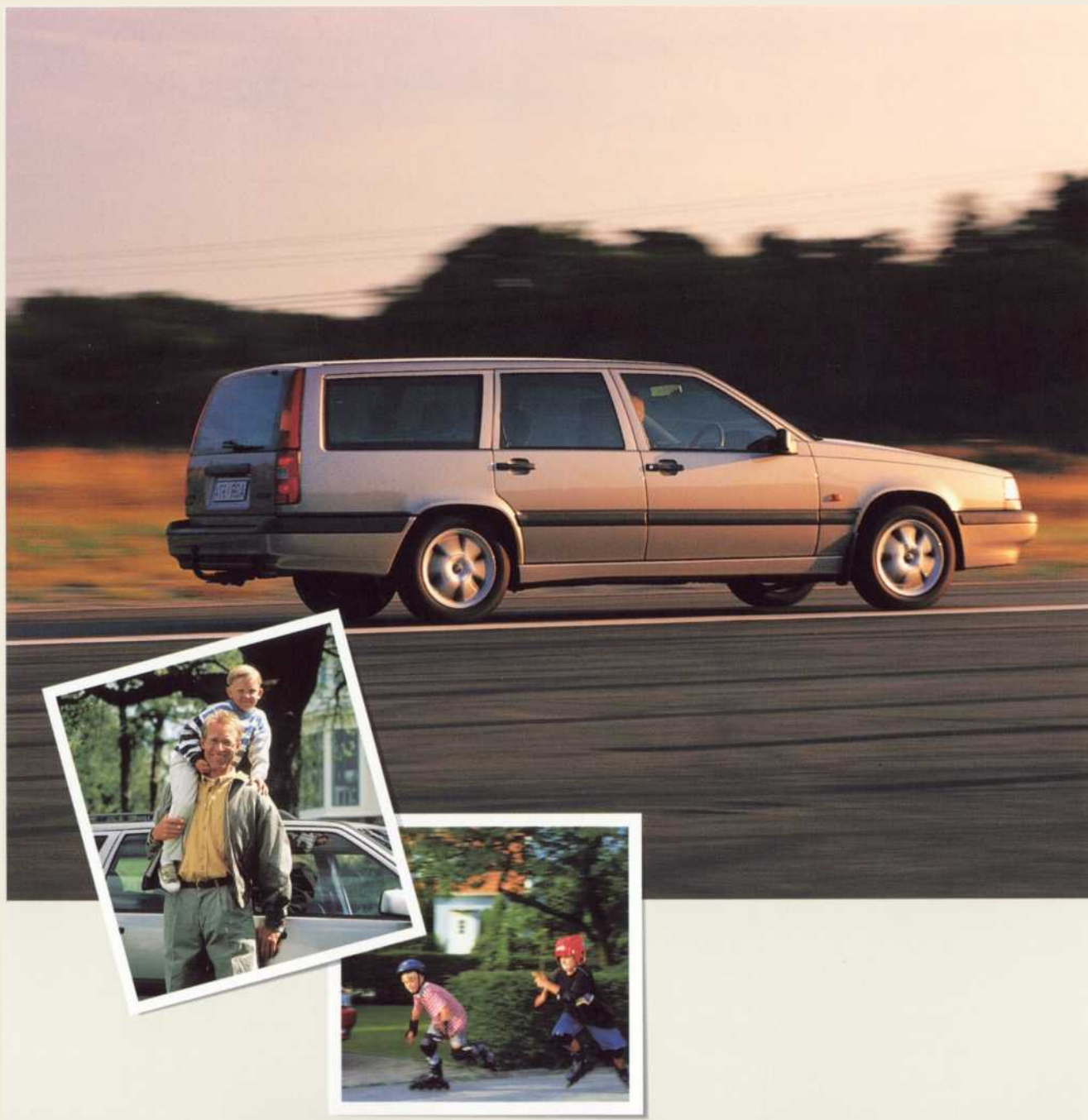
## ESTATE OF THE ART

With the introduction in February 1993 of the Volvo 850 Estate, the estate concept took on yet another dimension in terms of passenger safety and comfort, driving characteristics and styling.

The 850 was a different kind of estate, perhaps more of a sporty five-door saloon, with its daring tail-light arrangement and a rear compartment that few or no other estates on the market could equal in terms of safety, smartness and versatility.

With the Volvo 850, Volvo proved on the racing track that there is no contradiction between a family car and true driving pleasure. The Volvo 850 Estate created racing history by being the first estate car ever, and Volvo's first car entry, in the prestigious BTCC - the British Touring Car Championship. For the next season, the rules were changed to practically eliminate the possibility of entering estate cars in the BTCC.

During 1993-1996, 347,000 Volvo 850 were produced.





## **THE FIRST DESIGNATION OF V FOR VERSATILITY**

In the midst of the Volvo 850 Estate evolution, a new and exciting car saw the light of the day at the Bologna Motor Show in 1995. The Volvo V40, the second model in the new compact series, became the first Volvo to carry the designation of V for versatility. Slightly smaller than its siblings, the Volvo V40 is just as much fun to drive, just as comfortable and versatile and is perhaps also the safest car in its market segment.

In 1996, the Volvo V40 was voted as the world's most beautiful estate in Italy; "L'Automobile piu' bella del mondo". This was the second time a five door Volvo received the honour. In 1993 it was bestowed upon the Volvo 850 estate.

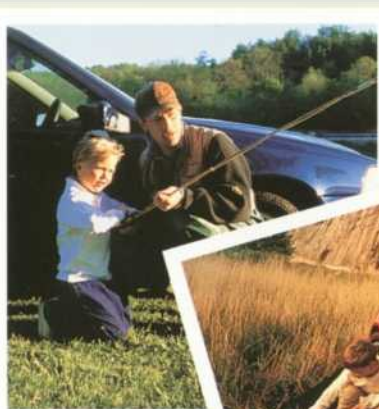




## THE NATURAL EVOLUTION FOR VOLVO

In November 1996, the next logical refinement step ensued when Volvo introduced the Volvo V70, based on the 850 Estate but modified, both under the skin and externally.

The new generation Volvo Estate continued to attract customers all over the world thanks to its high level of occupant protection, distinguishing design, extreme usefulness, sophisticated behaviour and wide range of variants and options.



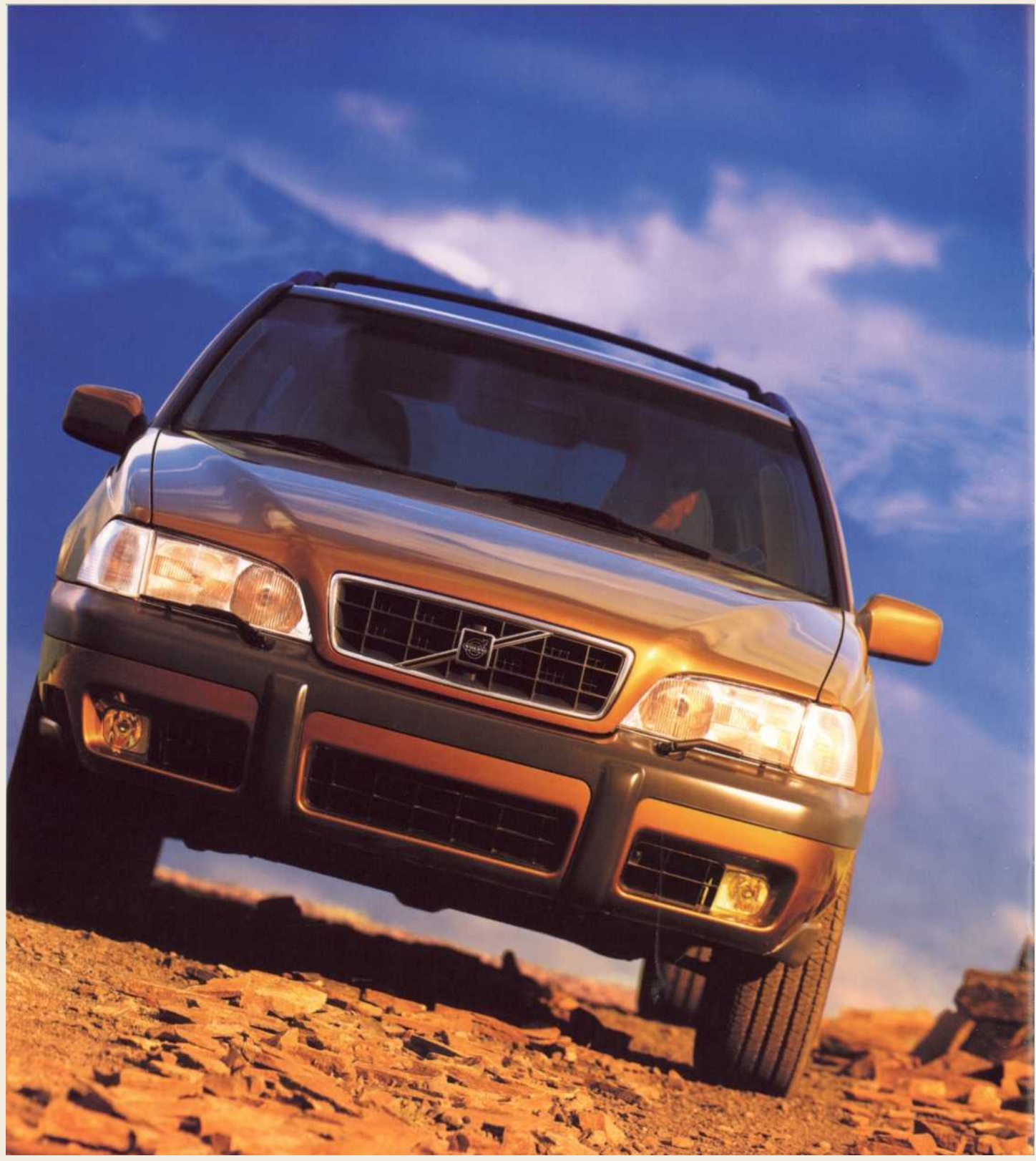


VOLVO V70 XC 1991-

## VOLVO'S FIRST ENTRY IN THE CROSS-COUNTRY SEGMENT

The Volvo V70 XC was launched in 1997 and positioned between traditional Sports Utility Vehicles (SUV) and passenger cars. It was used to create awareness of the Volvo Estates and to boost AWD sales.

The Volvo V70 XC is Volvo's first entry in the special part of the car market - the "Cross-Country Segment".







EVERYONE - CUSTOMERS, COMPETITORS AND JOURNALISTS - EXPECTS VOLVO TO  
FOLLOW ITS TRADITION AND FURTHER DEVELOP AND REFINE THE UNIQUE ESTATE CONCEPT,  
AND WE WILL...



## AND THE AWARD GOES TO...

The fact that Volvo estates always achieve top safety ratings, regardless of the rating method used, is no coincidence. It is the result of methodical research and a high degree of expertise in the field of automotive safety.

Volvo estates have also been recognised for their modern design, by twice being presented with the Most Beautiful Estate in the World award.

1975	USA	Volvo 240 – The Best Family Car	1995	UK	Volvo 850 – Best car in the estate car category
1986	USA	Volvo 240 – The safest wagon in its class		USA	Volvo 940/960 - The safest mid-size wagon
1987	USA	Volvo 240 – The safest wagon in its class		USA	Volvo 940/960 – Best medium size luxury car
1988	USA	Volvo 240 – The safest wagon in its class	1996	Italy	Volvo V40 – The Most Beautiful Car (Estate) in the World
1990	UK	The Prince Michael Road Safety Award for the integrated child booster cushion		USA	Volvo 850 – Safest mid-size wagon
	UK	The best safety features: The integrated child booster cushion and the three-point centre rear seat belt	1997	UK	Volvo V70 – Best Estate Car
	USA	Volvo 740 Wagon – The safest car of all		UK	Volvo V40/S40 – Motor Industry Award for Safety
1991	USA	Volvo 240 Wagon - The year's safest import car		USA	Volvo V70 – Best New Wagon
		Volvo 240 Wagon – The lowest fatality rate of all cars sold in the USA		USA	Volvo V70 – People's Choice
		Volvo 740/760 -The Safest Wagon	1998	Japan	Volvo 850 Estate - Used Car of the Year 1997-98
1992	USA	Volvo 740/760 – The Safest Wagon		Japan	Volvo V40/S40 - Import Car of the Year
1993	Italy	Volvo 850 -The Most Beautiful Car (Estate) in the World		Thailand	Volvo V70-Car of the year award
1994	USA	Volvo 940/960 Wagon – The safest mid-size car		USA	Volvo V70 – Best Buy - Wagon
			1999	USA	Volvo V70 AWD - Wagon of the year





*Volvo V40 - The Most Beautiful Estate in the World, 1996.*