



**This is either the most expensive economy car in the world,
or the least expensive Gran Turismo car in the world.
We'll sell you either one.**

Loafing at 70 mph, the Volvo P1800 gets 29 miles to the gallon*— better gas mileage than a Volkswagen gets at the same speed. Yet Road & Track magazine calls the P1800 "a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days— but at a price that many people who cannot afford a Ferrari (\$12,900) or an Aston Martin (\$12,500) will be able to pay." So which is it? You decide. If a tinge of guilt over self-indulgence has been keeping you from owning a P1800, repeat to yourself, "It's an economy car, it's an economy car, it's an economy car..." If Gran Turismo prices have been keeping you from owning a P1800, repeat to yourself, "\$3995, \$3995, \$3995†..." *With overdrive

†Manufacturer's suggested retail price East and Gulf Coast POE. West Coast POE slightly higher. Overseas delivery available. See the Yellow Pages for the dealer nearest you.

