



**This car is 44 mph slower than the rest of the cars in its class.
It's also \$6000 cheaper.**

The Volvo 1800 S costs \$3995.* Who puts it in a class with cars costing \$6000 more? Road & Track magazine for one: "The 1800 S is 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 or Aston Martin will be able to pay."

That's all true. But don't get the idea that any corners were cut to keep this car \$6000 cheaper than its look-alikes. The 1800 S is built like a Volvo. If you don't know how Volvos are built, this quotation from Sports Car Graphic about the Volvo engine will give you an idea:

"Project Volvo came off the dynamometer at the Autolite Test Facility after one of the most severe tests we have ever put a Project engine through. Perhaps the foremost bit of education we acquired was learning that the Volvo B-18 engine is one of the most, if not THE most, reliable, rugged and unbreakable car engines being built today."

But, as we said, there is one thing the Volvo 1800 S won't do. It won't go 150 mph like those \$10,000 cars. However, it will do an honest 106 mph, and at 70 mph it uses less gas than a Volkswagen does at the same speed.†

Of course, if you've got your heart set on doing 150 mph, go man. It just seems like \$6000 is a lot of money for an extra 44 mph.

*Manufacturer's suggested retail price East and Gulf Coast POE. West Coast POE slightly higher. Overseas delivery available. See the Yellow Pages for the Volvo dealer nearest you. †With overdrive. **VOLVO 1800S**