



Farewell, old friend.

A lot of you people are sore at us for taking the 544 out of production. Don't be. We, like you, thought this was one automobile that would go on forever.

And it did make a good run for the money. For 20 years the 544 has provided fast, economical, enjoyable transportation for a relatively small group of people who know what cars are all about.

But then a few years ago we came out with a new model. The 122S. It does everything the 544 does (like run away from every compact in its class, get over 25 miles to the gallon), except it doesn't look like a '41 Ford while doing it.

The 122S also comes with four doors as well as two, more room, more comfort, and is available with automatic transmission.

As a result, so many people bought the new one and so few bought the old one, that it became impossible to produce the 544 without losing our shirts.

And since we have a penchant for staying in business, it has to be "Farewell, old friend." But not forgotten. We'll go on making 544 parts and keep them available in the U.S. for the next 12 years.

Which seems only fair considering we advertise Volvo as the eleven year car.

