



**A true GT car costs from \$4,000 to \$22,000.
This is the one that costs \$4,000.**

\$3945 actually. But it's rated with GT cars costing three times as much.

Road & Track Magazine summed it up best: "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 an Aston Martin will be able to pay."

Another price you'll be able to pay is maintenance. Unlike most GT cars, the Volvo 1800 S doesn't require a full-time mechanic to keep it in tune. As Sports Car Graphic magazine wrote, "The Volvo B-18 engine

is one of the most, if not THE most, reliable, rugged and unbreakable car engines being built today."

The entire car, for that matter, is one of the most unbreakable being built today. In Sweden where there are no speed limits on the highways and over 70,000 miles of unpaved roads, Volvos are

driven an average of eleven years.

Borrow an 1800 S from a nearby Volvo dealer. If your wife objects to the idea of splurging on a GT car, tell her how the 1800 S gets 27 miles to the gallon at 70 mph.* She'll love this little economy car.

See the Yellow Pages for the dealer nearest you.

*WITH ELECTRIC OVERDRIVE, A WORTHWHILE OPTION. \$3945 IS MANUFACTURER'S SUGGESTED RETAIL

PRICE EAST AND GULF COAST POE. WEST COAST POE SLIGHTLY HIGHER. OVERSEAS DELIVERY AVAILABLE.