"A very civilized touring car for people who want to travel rapidly in style." (Road & Track Magazine)

We find that the above quotation about the Volvo 1800S says exactly what we want to say—except for one thing. It doesn't say that the car is first and foremost a Volvo. That is, a product of the same attitude toward automobile manufacturing as the other Volvo vehicles. In fact, it is an attitude that Swedish people have about all of their products. We hesitate to use the word "quality" because it is a much abused word. Nonetheless, it is the word that describes a Volvo. And the 1800S is Volvo quality—all the way.

The body style of the 1800S is in the classic Gran Turismo configuration. Two passengers in the front seat enjoying absolute luxury and two passengers in the rear seat who are wondering why you ever bought a fool car like this. The rear seats are called "occasional" seats. This means that on the occasion of a short trip with good friends they are adequate. Folded down they will carry more luggage than most anybody cares to carry.

As for the design of the exterior, we will first grant you our obvious bias and then tell you we think it's the most beautiful car in the world.
Leather. Leather where leather ought to be. That's what Volvo 1800S seats are made of. It smells good, it looks good, it feels good, and it's—well—luxurious.

Even the softness of the seat back is adjustable. With a simple screwdriver adjustment you can make the seat backs harder or softer. Technically it's called an infinitely variable lumbar support. There is a network of India rubber straps stretched on an adjustable frame that twists slightly to increase or decrease the tension in the straps. This changes the hardness or softness of the seat backs. And it's exclusively ours.

All of the ordinary seat adjustments are made in the ordinary way. Back and forth. Up and down. Angle of the seat back. Pitch of the seat itself.

The back of the "occasional" seat drops down to make a luggage compartment. There are heavy straps stowed under the seat cushion that you use to keep your luggage in place. Very continental.

The instrumentation is complete: speedometer, tachometer, odometer, trip mileage counter, oil pressure gauge, oil temperature gauge, water temperature gauge, gas gauge, clock, and turn indicators. The electric overdrive control is mounted on the steering column—like a turn indicator lever. Very convenient.

To cope with Scandinavian winters Volvo has installed more heater than you will probably ever need plus a pair of fresh air vents for summer comfort. Air conditioning is available as a dealer-installed option.
"Fatigue is not one of those things that enter into the picture since this is a vehicle to which one can put 600 or more miles into a day and end up with none of that shoulder ache, voicelessness nor feeling of strain associated with cross-country hauls in lesser machinery." (Sports Car Graphic)

From the illustration on the left it looks as though the guy isn't going to make it putting his golf clubs into that trunk—but he will. If golf isn't your game, that same trunk will carry a three-suit, a two-suit, a one-suit, and an overnight bag—and that's a lot of luggage.

The Volvo three-point seat belt that you see on the pretty lady has been standard equipment on Volvo passenger cars for years. You can put it on and take it off with one hand, and best of all, it is very very effective.
"Project Volvo came off the dynamometer at the Auto-Lite 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 engine being built today." Sports Car Graphic
The engine in the Volvo 1800S is an uncomplicated, tough, four-cylinder engine with 115 S.A.E. horsepower output. The engine has a five-bearing crankshaft, separate induction ports for each cylinder, fully machined combustion chambers, a double exhaust system, a full-flow oil filter, and an oil cooler.

While gasoline economy may not be a factor in your car-buying decision, you will find this engine extremely economical. Over 25 miles to the gallon is not at all unusual.

The four-speed forward transmission (overdrive optional) is synchromeshed in all four gears. The relatively short gear shift throw has well-defined gates. It is very difficult to hurt this transmission.

Disc brakes of course. They are hung on the independent front suspension which is carried in rubber-mounted control rods. The steering spindle is carried in ball joints. A stabilizer bar decreases body roll on curves. The rear axle is fitted with two longitudinal support arms. Two torque rods absorb twisting forces which might have a tendency to influence the rear axle during acceleration and braking. The rear axle is located by means of a track bar.

There are coil springs and telescopic shock-absorbers all around.

The brakes are power-assisted and have a relief valve in the line to the rear wheels which distributes the axle pressure while the car is being braked. Easy stop, easy go.
"The outward appearance of the car expresses in smooth flowing lines the smooth flowing performance of the machine." (Car & Driver)

Volvo bodies last a very long time because they are especially rigid. They are made rigid by the use of closed-box-type construction around the doors and windows. Instead of a brace in the corners of the body openings, Volvo builds boxes of steel to maintain body integrity. All of the closed sections of the body are rustproofed before welding. All exposed points are treated with weldable body paint, and the welded points are sealed. Between these operations and the final color coat, the body is etched so that the following coats will have a better surface to hang on to. The body is immersed in synthetic primer. Over this is sprayed more primer, then an intermediate coat of paint and then three color coats. Between each operation the bodies are baked in ovens, hand-rubbed and washed thoroughly. Each operation is inspected by pretty Swedish girls who go over the whole body with soft flannel mittens feeling for faults on the smooth surface that even the eye cannot see. Think about that for a while.
Specifications

Type B 18 B engine
Four-cylinder with overhead valves and five-bearing crankshaft.
Bore 3.313"
Stroke 3.15"
Capacity 108.5 cu.in. (1780 cc)
Compression ratio 10.1:1
Max. output 115 b.h.p. (SAE) at 6,000 r.p.m.
Max. torque 112 ft.lf. (15.5 kgm) (SAE) at 4,000 r.p.m.
Carburetors Twin horizontal carburetors
Oil filter Full-flow type
Oil cooler Heat exchanger
Oil/water

Cooling system
Circulation thermostatically controlled.
Oil cooler (see engine).

Battery
Voltage 12 V
Capacity 60 amp./hrs.

Generator
Output max. 360 W

Starter motor
Output 1 h.p.
Start switch incorporated in ignition switch.
Ignition switch and coil are joined by means of a tamper-proof armored cable.

Clutch
Single dry clutch, hydraulically controlled.
Pressure plate with diaphragm spring.

Transmission
Fully synchronized and quiet running. Short floor-mounted gear lever.
Ratios: 1st gear 3.13:1
2nd gear 1.99:1
3rd gear 1.36:1
4th gear 1.00:1
Reverse 3.25:1

Overdrive
Electrically operated. Operates on fourth gear.
Ratio 0.756:1

Rear axle
Hypoid type final drive.
Ratio 4.56:1

Steering gear
Cam and roller type.
Number of steering wheel turns from left lock to right lock 3 1/4
Turning circle between curbs 29 ft. 10 in.
Turning circle between walls 32 ft. 10 in.

Front wheel suspension
Independent suspension with rubber-mounted control arms and ball joints. Coil springs and stabilizer.

Rear wheel suspension
Rigid rear axle carried on two longitudinal rubber-mounted support arms and two longitudinal rubber-mounted torque arms. Transverse location of axle by means of a track rod. Coil springs.

Shock absorbers
Double-acting, hydraulic, telescopic shock absorbers at front and rear.

Footbrake
Hydraulic brakes with servo-assistance.
Rear: Drum brakes of V-type. Self-centering.

Handbrake
Operates mechanically on the rear wheels. Handbrake lever located between driving seat and door.

Wheels and tires
Pressed steel wheels.
Rim size 4½ J X 15"
Braced-tread type sports tires (with tubes).
Dimensions 165 mm—15"

Body
Integral, all-welded steel body, completely rust-protected in accordance with the most modern methods.

Fuel tank
Capacity 12 US galls.

Lighting equipment
Flasher type direction indicators front and rear.
Stop and tail lights with built-in reflectors.
Automatic back-up light. The interior lighting is switched on automatically when either of the doors is opened. Adjustable instrument lighting. Map-reading light.

Instrumentation

Other equipment

Seat belts
Three-point seat belts fitted for both seats.

Main dimensions and weight
Wheelbase 96½"
Track, front 51½" (4.5"
Track, rear 51½"
Overall length 173½"
Overall width 67"
Overall height, unladen 50½"
Ground clearance approx. 6"
Curb weight approx. 2,470 lb.

The factory reserves the right to alter the price, design and equipment without previous notification.