The SAABs with the V4 engines get together down at the beach for a little people-watching. Top left, counter-clockwise: SAAB Standard Sedan... SAAB Deluxe Sedan... SAAB Station Wagon... SAAB Sonett II. See your dealer for a test drive.
SAAB ’68

Let’s call a small car a small car.
SAAB is a small car. But SAAB is not an ordinary small car. SAAB is out of the ordinary because it was designed by Swedish aircraft designers.

Because SAAB has true aerodynamic design the faster it goes, the easier it is to handle. The tighter it hugs the road. Wind tunnel tests helped the designers work out the profile that gives SAAB minimum air drag and maximum down-thrust of on rushing air.

(Sweden’s leading manufacturer of aircraft, SAAB Aktiebolag, makes the SAAB cars as well as computers, guided missiles and supersonic jets.)

SAAB is out of the ordinary because it has free wheel drive.
Because SAAB has free wheel drive, the engine has no braking effect. So if you release the accelerator the car can maintain its speed (for a period) while the engine is idling. This saves gas, as well as engine wear, and lets you shift gears without touching the clutch. (When driving downhill in mountainous country, you can cut out SAAB’s free wheel drive by pulling out a handle to get the benefit of the braking action of the engine.)

SAAB is out of the ordinary because it has safety built into it. Not added on.

For instance: The SAAB body is a reinforced all-steel framework that can best be described as a practically uncrushable shell. It’s an apt description, you’ll agree, when we point out for one thing that inside the windshield pillars are steel tubes, which amount to built-in rail bars. The same principle used to protect racing car drivers.

Car and Driver Magazine agrees: “The body is as strong and sturdy as any car built today, and workmanship is everything you could possibly want (but rarely get).”

Here’s another way to look at it. You get more standard safety features with SAAB than you get with other small cars, even as options.

Now, what about the engine that comes with the world’s safest small car?

The SAAB 4-cyle, V4 engine is a powerhouse. You can go from zero to 50 in ten seconds flat. And you can do over 90, if you find a place to do it. (Even at top speeds you can expect to get 30 miles to a gallon of gas.)

And we’ve got an extraordinary guarantee on the engine with our out-of-the-ordinary car. As an optional extra, on the V4 engine we give you a lifetime guarantee.

SAAB’s V4 engine is guaranteed against defects for the lifetime of the car, as long as the car is with the original owner. Your SAAB dealer will replace defective parts at no cost, except for labor. And for the first 24 months or 24,000 miles, there’s no charge for labor.

A lifetime can be a long time when you stop to think that in Sweden owners have been known to drive their SAABs for 180,000 miles.

When are you going to get started?

SAAB export

Fantastic traction on any road.

Incredible control on tight turns.

World’s only dual-diagonal braking.

Brake lines are enclosed within steel tube.

Torture testing on shaking machine.

Steel sections in windshield pillars.

Quick-acting windshield defroster.

Front end is gently No. 4.

Continual parts inspection.

Full rust-proof protection.

Body undecorated during manufacture.

Paint inspection during each coat.

V4 engine during long-run test.
Put a SAAB through its paces and you'll know what we mean. No other small car is even in its class. It corners with ease on rugged roads and it goes about its business in a smooth, quiet manner. It's flexible in heavy traffic, responds to acceleration without a miss or a shudder. Above all, this racy Sedan is fun to drive.
The SAAB V4 Station Wagon is not like ordinary small Station Wagons. It may look small on the outside (like the rest), but it's not small on the inside. It's big and full of room. Room for people. Elbow room. Leg room. Head room. And loads of room for loads. Loads of over half a ton. Or no load at all plus lots of people (two in a rearward-facing rear seat).
New steering wheel has padded hub for safety.

Your choice of three different fabrics and colors in De Luxe models; vinyl upholstery in Standard Sedan and Station Wagon.

Ample, easy-to-reach instrumentation.

Lap-type seat belts in Vaux.

There's no reason why a beautifully-engineered small car, even in this price range, shouldn't be beautiful to be in. And on the inside, SAAB is. See for yourself. The handsome fabrics on the seats and backrests come in harmonizing colors with the non-reflecting, padded dashboard and the durable plastic material on the side panels. What's more, the SAAB interiors are as safe as they are comfortable. (No unnecessary clutter; no sharp projections.)

It's like having an interior decorator do your driving room.
You can drive it like a big car.
When all is said and done, SAAB gives you one thing ordinary small cars don't: That big car feeling. Whether it's performance, comfort or safety, SAAB gives you more than you would expect from a small car. So make a date to test drive a SAAB. And drive it like a big car.

SAAB is no johnnie-come-lately to safety considerations. It has a long and proven history of safety features, many of them below. Study them carefully.
Brakes
Disc brakes front, drum brakes rear. (Two-stroke models, drum brakes front and rear.)

Leakproof hydraulic foot brake system is divided into two independent circuits, each acting on one front wheel and opposite rear wheel.

Diaper of front wheel discs: 10½ in.

Size of rear wheel brakes: 8 in. (203 mm). Total friction area, front and rear: 256 sq.in. (660 sq.cm)

Handbrake acts mechanically on rear wheels.

Steering
 Rack and pinion type steering gear.

Ratio, steering wheel to road wheel: 14.1:1.

Number of steering wheel turns from lock to lock: approx. 2½.

Turning radius approx. 17.4 ft. (5.3 m).

Suspension
Independent front wheel suspension.

Tubular, rigid rear axle in U-form.

Coil springs front and rear.

Stabilizer bar at front.

Double-acting telescopic hydraulic shock absorbers front and rear. (On lever type at rear on Station Wagon.)

Wheels and tires
16 in. steel disc wheels.

Wide base rims, 4¾ in. diameter.

Tires on Sedan: 5.50×16. tubeless.

Radial ply tires: 155/15 in. (De Luxe).

Tires on Station Wagon: 6.00×15 in. tubeless.

Electrical system
12 volt battery, 44 Ah.

0.8 b.h.p. starting motor (0.5 b.h.p. on two-stroke models).

Alternator type generator.

Body
Self-supporting body with flat base.

2 doors (rear door on Station Wagon).

Strong tubular steel reinforcements in wood and side pillars.

Fuel tank beneath rear wheels.

Fuel tank capacity: 13.5 US gals. (50 litres).

Station Wagon: 11.5 US gals. (44 litres).

Sedan trunk space (SEA rating): 7.5 cu.ft. (210 litres).

Max. loading space in Station Wagon: 42.4 cu.ft. (1.2 m³).

Anticorrosion treatment and undercoating applied before final painting.

Standard equipment
Scolte beam headlights

Dual horns

Two-speed wipers

Windshield wiper

Safety padded sun visors

Dash board foam padded for safety

Three point front safety harness

Seat belts lap type rear

Adjustable front seat backs

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Textile upholstery on seats and seatbacks/Plastic on door panels and seat sides/Body colors (De Luxe V4 Sedan).

All vinyl upholstery in Standard V4 Sedan, Station Wagon and two-stroke models.