



Now you can get out from under car payments...elegantly.

For years we've been telling you to buy a Volvo, keep it long enough to get out from under car payments, and save your money for something big.

Now we've come up with something big for you to spend it on.

The new Volvo 164

This is Volvo's largest, fastest, and plushest sedan.

It was designed for people who believe that somehow it's possible to build high performance and exceptional comfort into a good looking car that will stand up for years — yet still cost less than a year's salary.

Idealists they may be.

But for them the 164 may be the ideal car.

**0 to 60 in 10.5 seconds isn't uncommon
60 to 0 in 3.5 seconds is**

Even with its powerful three-litre, six cylinder engine the Volvo 164 can't keep up with a Ferrari.

On the other hand, pick-up is faster than the Mercedes 250, giving you all the speed you require to move into expressway traffic courageously.

But when discretion is the better part of valor and you want to stop quickly, the 164 is unique.

The huge eleven-inch disc brakes bring the car from 60 miles per hour to a straight stop in just 3.5 seconds. A feat usually achieved only by racing cars.

Test-drive one just for the thrill of stopping it.

You don't pay extra to get a complete car

Costly options are not required to make a 164 habitable.

Power steering, four-wheel power disc brakes, bucket seats upholstered in leather, full carpeting, windshield washer, tinted glass, white sidewall tires, two outside rearview mirrors, trip mileage counter, and electric rear window defroster are included in the base price.

For the man with money to spend, not burn

Taken as a whole, the 164 is a *realistic* car.

When you buy one, you are not made to feel as though you should have brought references. Nor are you expected to pay extra for the privilege of driving Volvo's best car when you have it serviced. The 164 has been designed in the same straightforward manner as any other Volvo.

It's also built to be as indestructible as any other Volvo. (9 out of every 10 Volvos registered here in the last eleven years are still on the road.)

Of course, we can't promise you the 164 will last eleven years. But in three years you should find yourself pocketing the money you'd normally spend for a new car.

Showing everybody that it's true what they say about the rich getting richer.

