

**What, in the world of commercial vehicles,
is meant by the word**

VOLVO

And what's behind our highly respected name . . . ?

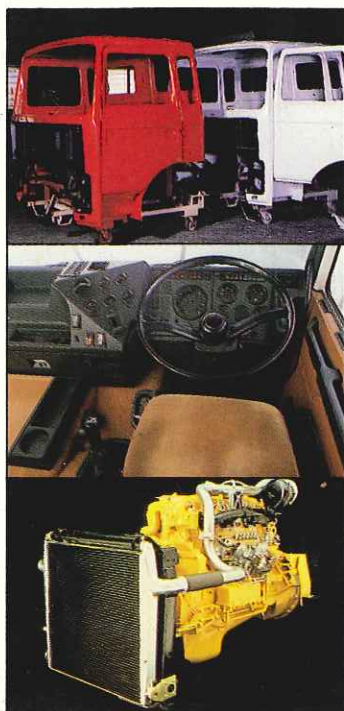
Actually, "VOLVO" can mean many things. In the Australian road transport industry, the name badge out front has become a symbol for a unique and very successful kind of designing, building and servicing philosophy directed at a range of trucks and buses . . . a range that has made a deep impression on operators in the decade VOLVO commercials have been sold in Australia.

But why should VOLVO be singled out from other commercial vehicle manufacturers?

As most people who know VOLVO cars understand it, the word VOLVO suggests a "different" way of doing things. A way that pays off for the owner. And VOLVO commercials, in this sense, are no exception.



Just what does the word 'VOLVO' mean



To find the answer, look at the range of trucks our company offers . . . from 14 tonnes GVM cab-over rigid chassis, clear up to 110 tonnes GCM rated conventional cab and forward control prime movers . . . a broad specification list, with power ratings spanning 236 to 385 bhp output range.

That VOLVO design philosophy we mentioned takes engines seriously. A pioneer in diesel turbocharging techniques, VOLVO concentrates in developing its power in six cylinders. VOLVO doesn't follow the V8 road. Its cylinder capacities are relatively low 6.7, 9.6 and 12 litres because VOLVO believes in producing diesels of sensible size and then expanding their outputs with turbocharging (and in some models cases intercooling) for maximum performance.

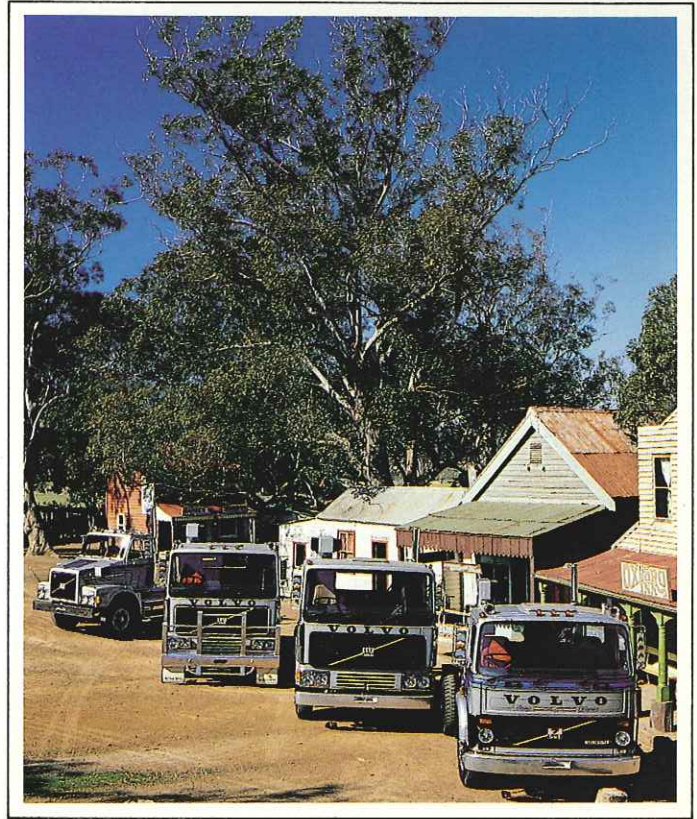
VOLVO not only builds its own engines, it manufactures its own 8 and 16-speed gearboxes and final drives. VOLVO prefers the close control that "making your own" brings. Take its cabs . . . as famous as the VOLVO passenger car . . . constructed like a safety cage for driver protection.

to Australian Commercial Vehicle Operators ?

VOLVO places much emphasis on the safety and comfort side of its products, but astute truck operators look critically at all aspects of a chassis design before buying. This is the reason for VOLVO's truck sales success in this country, for in the long run you only buy what will work well for you . . . the type of truck that keeps earning money for your business.

That's the meaning of VOLVO's truck range — with its forward control single and tandem drive F7, Road Viking, and F10 models, through F12 tandems to conventional cab N10 and N12 6x4 units. That's why VOLVO is enthusiastically accepted by Australian truck owners and fleet operators.

And in case you're not aware of it, VOLVO has a heavy investment in a modern truck manufacturing plant at Waacol, near Brisbane. We have Australians building Volvos . . . for Australians.



Is the meaning of VOLVO becoming clearer?



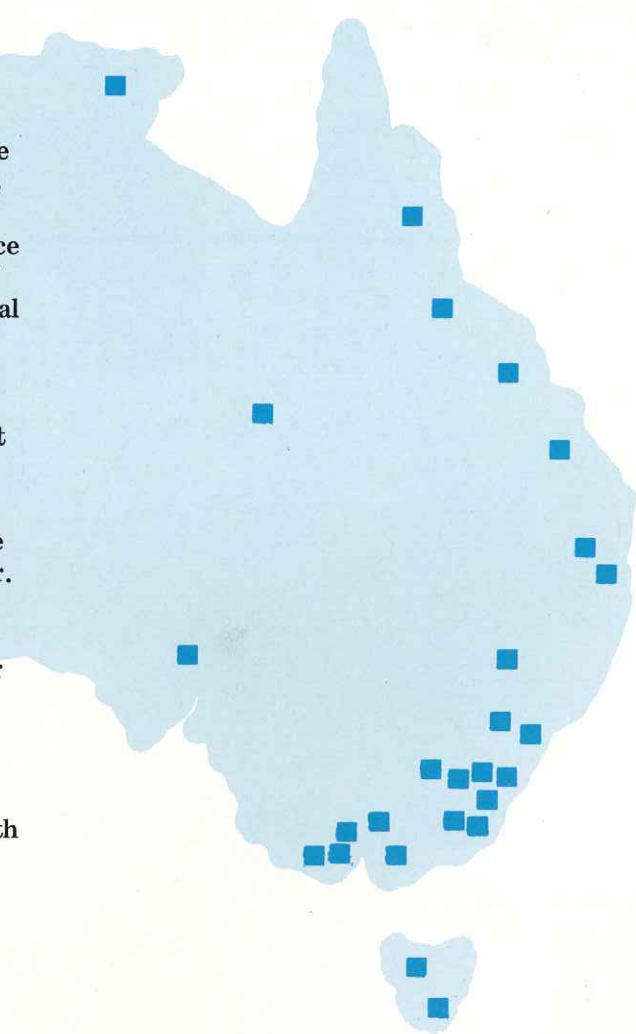
What about service backing the product . . .

Does VOLVO have a significant meaning here?

All truck and bus manufacturers like to pride themselves on their supporting services to the operator. And so they should. This aspect enters the critical arena for the man who runs the vehicle in a nation as enormous as Australia. Let's face up to the fact that we live in a country difficult to cover with effective service and spares networks. The distances and centres of population don't make the task an easy or practical one. Yet, despite this, some organisations are better at it than others.

As we at VOLVO see it, the problem becomes a matter of where priorities are placed. It isn't just a dot on a map that counts — crucial though that may be . . . it's the dealership "behind the dot".

The area of influence depends on the effort of the dealer and how he's backed up by the manufacturer. In that context, VOLVO means business. We expect . . . and get . . . strong dealer support. And as a consequence, the Volvo truck or bus operator understands that he's locked into a network of sales, service and spare parts dealerships which closely identifies with the word that has taught Australian road transport people the meaning of Swedish engineering excellence — and down-to-earth business-sense kind of service . . . VOLVO.



See there's your answer . . .

When you check the word carefully

VOLVO . . . means a great deal.

