

# SOME OUTDATED IMPRESSIONS OF VOLVO ARE ABOUT TO GO UP IN SMOKE.



For more than 58 years, Volvo has relentlessly pursued the challenge of producing automobiles of unparalleled comfort, safety and durability. All of which has resulted in enormously powerful and positive impressions of our automobiles.

We are, however, about to generate some new perceptions of Volvo. Perceptions based upon performance.

Enter the new Volvo 700 Series with its most awesome member being the 760 Intercooled Turbo. The latter being capable of launching you to 55 mph in a time that could prove more than a little embarrassing to most Autobahn hardware.

What's more, this staggering performance is being presented along with an even greater commitment to our more traditional

virtues of safety, luxury, comfort and durability.

The new Volvo 700 Series.

It's causing more than a few outdated impressions of Volvo to vanish in a cloud of smoke.

With considerable haste we might add.

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**THE 700 SERIES**  
by Volvo.