

Now...a big 6-cylinder Volvo to lead the prestige class

Volvo 164, the car that
24 out of 25 motorists will probably never own

Whispering 3-litre power, surging performance and smooth, quiet luxury automatically places the big 6-cylinder Volvo 164 in the price range of the lucky one motorist in twenty-five.

Here's the power, the infinitely adjustable comfort-contoured seats; the deluxe appointments and carpeting; the choice of manual or automatic;

the elegant styling combined with sane, solid and sensible engineering that keeps servicing bills to a minimum — and, a multitude of famed Volvo safety features.

For you Mr. One-in-twenty-five, it's the Volvo you always said we should make — the biggest, best looking, fastest and most luxurious ever built.

VOLVO 164 Manual or Automatic



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