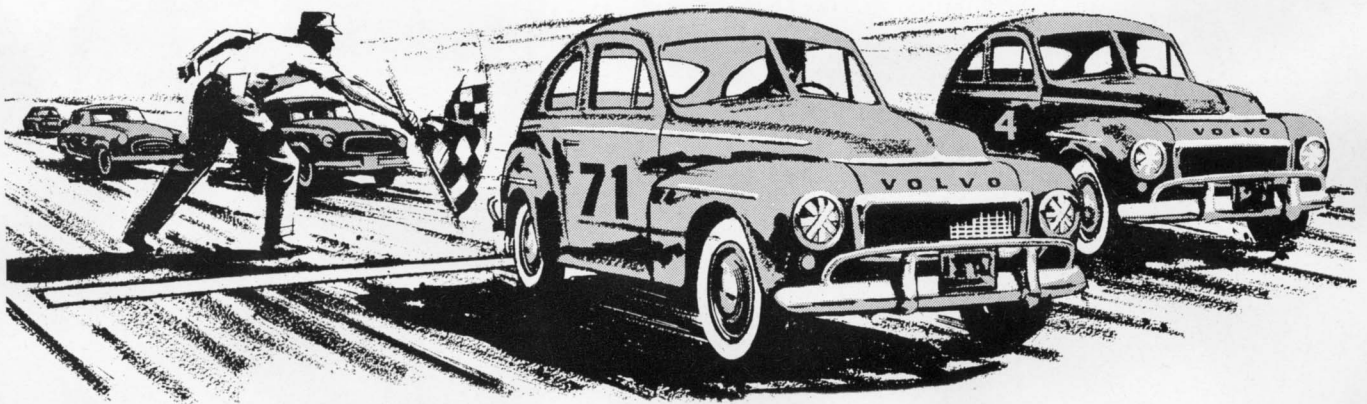


VOLVO wins again

**SWEEPS
FIRST THREE PLACES
IN 10 HOUR
ENDURANCE RACE**

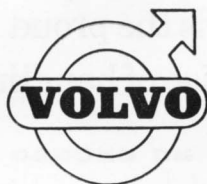


Volvo, the sensational Swedish-built family sports car, has added another win to its ever growing list of conquests in the world's toughest auto competitions.

Volvo's latest victory came Saturday, August 2, with the running in Lime Rock, Connecticut, of the Little Le Mans endurance race for imported sedans. Just as they did last year, the Volvo entries swept the field 1-2-3, further establishing Volvo as the performance and endurance leader among imported family cars.

Here is additional proof that no matter what the contest—speed, endurance, or economy—Volvo is a consistent winner. Already this year Volvo led its class in the arduous Pikes Peak hill climb in Colorado, won the gruelling Monte Carlo Alpine Run, the nerve wracking 2,000 mile Tulip Rally in Holland, the Swedish Mobilgas Economy Run, and famous Royal Swedish Auto Club "Race to the Midnight Sun."

Drive Volvo, compare it with any car in its price range, and you'll see why they say, "One Try—and You'll Buy."



*Volvo Distributing, Inc., 452 Hudson Terrace, Englewood Cliffs, New Jersey • Swedish Motor Import, Inc., 1901 Milam St., Houston 2, Texas
Auto Imports, Inc., 13517 Ventura Blvd., Sherman Oaks, Calif.
In Canada: Auto Imports (Swedish) Ltd., 459 Eastern Ave., Toronto 8 • 1350 E. Georgia St., Vancouver 6*