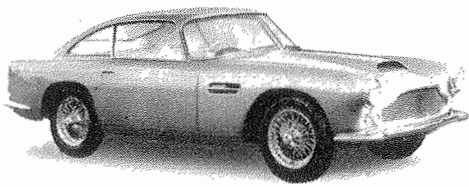


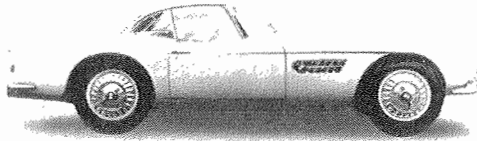
SPORTS CAR GRAPHIC

APRIL 1963 50c
60c IN CANADA





ASTON MARTIN \$12,500



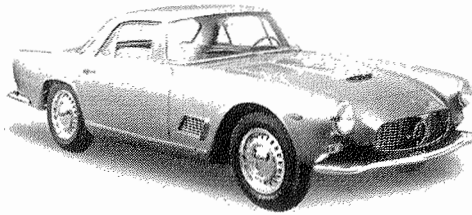
BMW \$10,500



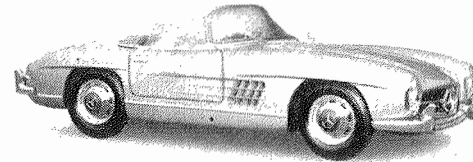
FACEL VEGA \$12,990



FERRARI \$12,900

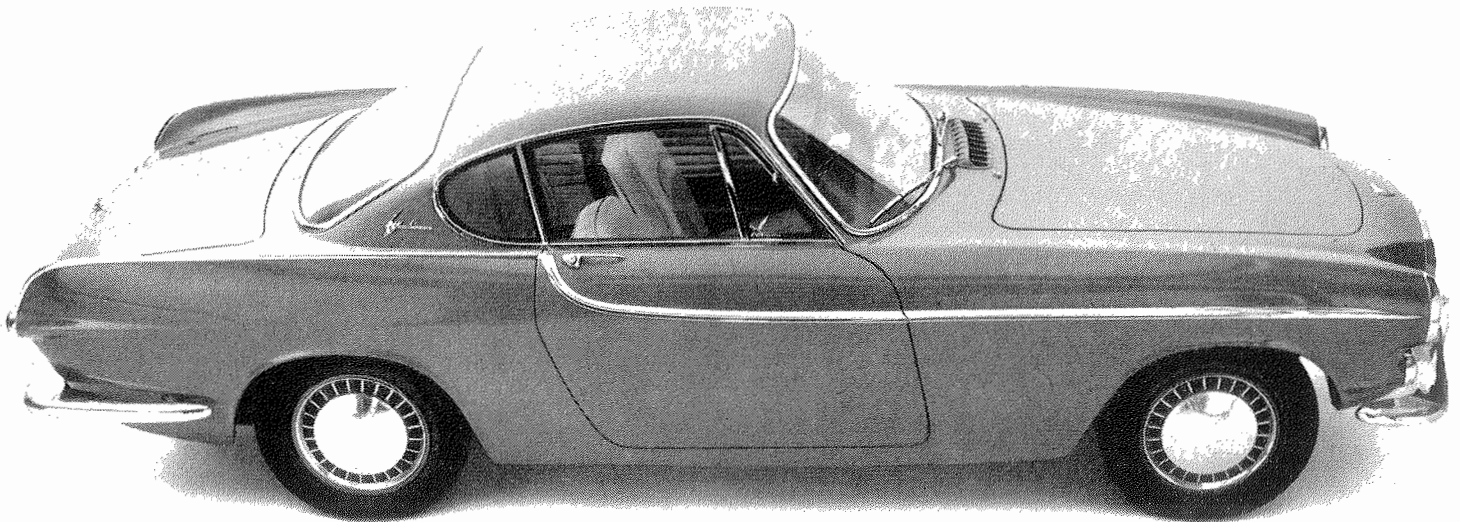


MASERATI \$11,400



MERCEDES-BENZ \$11,099

What's it like to own a \$10,000 car?



Find out for \$3995.

This is the Volvo P1800. Road & Track magazine put it through its paces and wrote: "The P1800 is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay."

You pay over \$10,000 for a Ferrari or Aston Martin and get this: disc brakes, 4-speed synchromesh transmission with optional overdrive, live rear axle, independent front

suspension, precise steering, complete instrumentation including tachometer, European styling and coach work. You pay \$3995* for a Volvo P1800 and get the same.

One thing. A P1800 will not do 150 mph. Many of the \$10,000 cars will—all you need is a race track to enjoy this kind of performance. The P1800 will do over 100 mph. At 90 it uses no more gas than a Volkswagen uses at 70—all you need is a highway to enjoy this kind of performance.



*MANUFACTURER'S SUGGESTED RETAIL PRICE EAST AND GULF COAST POE. WEST COAST, \$4080.

See the Yellow Pages for the Volvo dealer nearest you. Distributors: Volvo Distributing, Inc., 452 Hudson Terrace, Englewood Cliffs, N.J., Volvo Western Distributing, Inc., 12925 Riverside Dr., Sherman Oaks, California, Swedish Motor Import, Inc., 3303 W. 12th St., Houston 24, Texas. Overseas delivery available.