

THE 1988  
VOLVO  
780  
LIMITED EDITION  
BERTONE





When is a Volvo even more than a Volvo? When it is the inspired creation of Nuccio Bertone. Italy's legendary automotive designer. The one man that we deemed gifted enough, and dedicated enough to put his hand to the rarest most exclusive automobile that Volvo has ever made.

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#### THE VOLVO 780

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A grand touring car in the classic tradition. With the styling that clearly bears the mark of the mind behind many Ferraris and Lamborghinis. The performance, heightened luxury, and creature comforts that are clearly the hallmark of Volvo. At its very best.

The 780 combines Italian handiwork that is painstakingly applied throughout, like burlled birchwood inserts, with Swedish engineering and endless attention to detail. The result is that Volvo is unable to produce more than a handful of these automobiles, each week. But neither Volvo nor Bertone would have it any other way.

The 780 Coupe. The choice of the chosen few.







# THE 780 BERTONE

Volvo and Bertone. Together we didn't just make a world class automobile in the grand tradition. We've made automotive history.

Starting with a distinctive silhouette not quite like any other coupe on the road today. A distinction matched only by the sheer opulence within. From its deep, soft leather seats to the meticulously matched birch burl accents on the dash and door panels.

Yet, this automobile is designed with so much attention to creature comfort and ease of operation that the 780 may well feel like a personal extension of the body. Especially with its full complement of appointments and amenities that are standard equipment.

Including features like cruise control, electronic climate control, an anti-theft alarm system, central locking, remote fuel cap and trunk releases, power moonroof with sliding sun shade, and power adjustments on the front seats.

And its smooth, even-firing V-6 gasoline engine; precise rack and pinion steering; four-wheel disc,

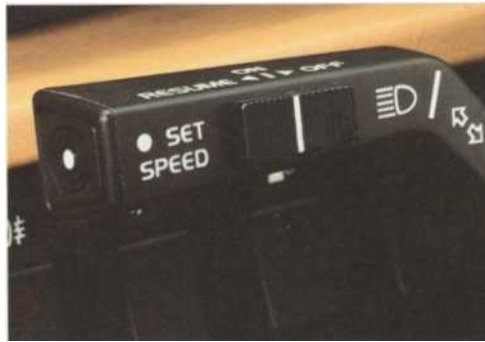
Anti-lock Braking System; and Multilink Independent Rear Suspension have all been designed to work together to provide the kind of smooth performance, responsiveness, and handling you would expect of a grand touring automobile in the classic tradition.

But the 780 coupe adds something to the special performance, luxury, and comfort that Volvo is famous for. It adds a mystique all its own.



Power sliding glass moonroof - with sliding sunshade inside.

*Set it and forget it. Cruise control helps safely keep you at the speed you want -yet instantly returns the controls to you, if you want to slow down, brake, or speed-up.*



*"Command center" features large, easy-to-read instrumentation. Solidly built, easy-to-operate controls on the sleek dashboard. While the steering column puts the all-important turn signal, high beam, and windshield wiper/washer controls at your fingertips.*





*Heated, orthopedically-designed front bucket seats help cradle the body. Offer 8 different adjustments at the touch of a button. Feature manually operated lumbar support, too.*



*Electronic climate control system is a powerhouse when it comes to modulating air quality and climate -front and rear. Actually employs four separate sensors: to measure sunshine intensity, interior temperature, heat exchanger temperature, and outside air temperature.*



*Sensitive and powerful four speaker AM/FM stereo audio system offers cassette receiver with high power amplifiers. System includes clock, 24 station presets, separate bass and treble controls, scan tuning, night illumination. And seven-band graphic equalizer.*







*Sleek, yet subtle silhouette clearly shows the vision of the Italian genius that met and mastered the challenge Volvo put to him. With an inspired elegance of line that is at once uniquely original. Yet timeless.*



*Power "memoryglide" smoothly slides front seats forward -after backrest is folded. Helps passengers to more easily get into, or out of, rear seats.*

*Driver's side supplemental restraint system includes: air bag in steering wheel that is designed to inflate upon impact within two-tenths of a second. Padded knee bolster. And front seat belt pretensioners designed to help hold passengers more securely in case of frontal or frontal angular impact.*







# THE DRIVING FORCE

*The Volvo 780 Bertone features an engine worthy of the automobile it powers. An even-firing and highly responsive B280F V-6 gasoline engine\*. With aluminum alloy engine block and cylinder heads for lower weight and engine efficiency. Paired with an up-to-the-minute electronic ignition system with spark advance and knock sensor, LH-Jetronic electronic fuel injection, and Lambda Sond® emission control.*

*Smooth four-speed automatic transmission automatically shifts into overdrive after shifting through lower gears, to help increase fuel economy. Help lessen engine wear. And help reduce the noise level in the passenger cabin... one more way the 780 puts comfort first.*



*\*The V-6 engine was developed and is manufactured by Société Franco-Suédois de Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.*



*Advanced new Multilink Independent Rear Suspension has lower unsprung weight to help provide you with a smooth, comfortable ride. While helping to maintain solid road handling and... stability. Also features MacPherson strut front wheel suspension for a smoother ride.*



# SPECIFICATIONS FOR THE VOLVO 780

## DIMENSIONS AND WEIGHTS

Wheelbase	277.0 cm
Overall length	479.4 cm
Overall width	175.0 cm
Overall height	140.0 cm
Front track	147.0 cm
Rear track	152.0 cm
Front headroom	94.0 cm
Rear headroom	91.0 cm
Front legroom	102.1 cm
Rear legroom	90.6 cm
Trunk capacity	.416m <sup>3</sup>
Towing capacity	907 kg
Approximate curb weight	1547 kg

## ENGINEERING FEATURES

### AERODYNAMIC, BERTONE-DESIGNED BODY WITH CENTRAL PASSENGER SAFETY CAGE

Central passenger safety cage with energy absorbing front and rear sections. Windscreens contribute to the structural integrity of the body, to help reduce the possibility of roof intrusion in the event of a rollover. The fuel tank is located in front of the rear axle.

### STEERING SYSTEM

Rack and pinion gear. Power-assist. Turning circle: 9.9m.

### BRAKING SYSTEM

Power-assisted, four-wheel disc brakes. Anti-lock braking system with dual front/rear split brake circuits. Ventilated front discs, with sliding calipers. Stepped bore master brake cylinder. Handbrake operates mechanically on separate rear wheel drums.

### FRONT SUSPENSION

Front MacPherson struts incorporate coil springs and telescopic shock absorbers. Front stabilizer bar: 21mm.

### REAR SUSPENSION

Multilink independent rear suspension. Each upper link is attached to the axle subframe; one side absorbs lateral forces, the other side accommodates longitudinal forces. Lateral forces also absorbed by the lower link (attached to subframe and support arm). Support arm accommodates longitudinal forces. Coil springs and automatically leveling shocks. Track rods. Nivomat automatic leveling.

## TIRES

High performance steel-belted radial tires. Size: 205/60VR 15.

## ENGINE†

V-6, gasoline engine with aluminum alloy cylinder head and block, overhead camshafts, electronic ignition system with spark advance, knock sensor, LH-Jetronic electronic fuel injection, and Lambda Sond® emission control.

Displacement	2.85 litres
Compression ratio	9.5:1
Horsepower, SAE-net	145 @ 5100 rpm
Torque, ft. lbs., SAE-net	173 @ 3750 rpm
Fuel tank capacity	80 litres
Battery/Alternator	66 amp-hr/100 amp

## TRANSMISSION

Automatic four-speed with overdrive fourth gear, floor-mounted shift lever. Rear axle ratio: 3.73:1.

## STANDARD EQUIPMENT ON THE 780

Power-assisted brakes and steering  
 Anti-lock braking system  
 Cruise control  
 Electronic climate control  
 Power front windows  
 Rear window demister with automatic shut off timer  
 Front and rear fog lights\*  
 Dual, power mirrors with heating element  
 Centrally-controlled locking system  
 Anti-theft alarm system  
 Remote trunk release  
 Remote fuel cap lock release  
 Power moonroof with sliding shade  
 AM/FM stereo cassette receiver, seven-band electronic graphic equalizer, 4 speakers, power antenna  
 Leather upholstery  
 Front and rear headrests  
 Power adjustments on driver's and front passenger's seats for legroom, seat cushion height and angle, and seat back angle  
 Automatic glide feature on front seats for ease of entrance into rear seats  
 Adjustable lumbar support on both front seats  
 Heated driver's and front passenger's seats  
 Illuminated vanity mirrors  
 Front and rear reading lights  
 Front spoiler  
 8 km/h bumpers  
 Halogen high and low beam headlights  
 Tinted glass with windshield shade band  
 Intermittent cycle on front windshield wipers  
 Steel-belted radial tires

Three-point, self-adjusting safety belts in the four outboard positions; lap belt in rear center position; automatic pretensioners on front belts; driver's side supplemental restraint system (airbag and padded kneebar)

Front and rear center armrests with storage

Front door panel storage compartments

Rear seat storage passage to trunk

Interior light delay

Engine and trunk lights

Instruments: 220 km/h speedometer, odometer, trip odometer, tachometer, engine temperature, fuel level, engine oil temperature, voltmeter, quartz crystal clock

Tool Kit

†The V-6 engine was developed and is manufactured by Société Franco-Suédois de Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.

\*Subject to state and local laws

## ACCESSORIES FOR THE 780

A complete line of accessories is available to help you personalize your Volvo. The items listed are only a few of our most popular items. Please consult your Volvo dealer for detailed information concerning these and additional accessories.

Child Safety Seat  
 Child Cushion and Backrest  
 High Performance Alloy Wheel (7"x16")  
 Trailer Hitch  
 Lockable Gas Cap  
 Travel Kit  
 Sunroof Wind Deflector  
 Battery Warmer  
 Block Heater  
 Car Care Kit  
 Car Cover  
 Sheepskin Seat Covers

**Please consult your Volvo dealer for details on Volvo's comprehensive 1988 New Car Warranties and our three-year roadside assistance plan, Volvo On Call<sup>SM</sup>**

Some of the information in this catalog may be incorrect due to product changes which may have occurred after we went to print. Some of the equipment described or shown may now be available only at extra cost. Before ordering, ask your Volvo dealer to bring you up-to-date.

The manufacturer reserves the right to make changes at any time, without notice, to prices, color, materials, equipment, specifications, and models. Color and upholstery selection of models vary by regions.

**VOLVO**

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