



THE VOLVO CLUB OF B.C.

JANUARY 2012

29 Bedingfield St., Port Moody, B.C., V3H 3N2

Gregg Morris at Tel: 604 469-1216

E-Mail: grmorris@shaw.ca

Annual membership fee \$20, To join: Call or write Gregg Morris, 29 Bedingfield St., Port Moody, BC, V3H 3N2, 604-469-1216,

or view our Website www.volvoclubofbc.com



V.C.B.C. is the

B.C. Chapter of Volvo Sports America

1800 Register

To join VSA write to, PO Box 352 Fairless Hills, PA 19030-0352 Email:

membership@vsa.org Annual membership fee US\$35 Website www.vsa.org

UPCOMING VOLVO EVENTS (also see our website www.volvoclubofbc.com)

NOTE: Always check our website for any last minute date changes to our event schedule, or call events director Chris Ainscough 604-521-6071.

JANUARY 18, 2012 (Wednesday) VOLVO CLUB WINTER SUPPER, The supper 7:00 pm at the New Westminster Spaghetti Factory at 50 - 8th St., just up from the Sky Train Station, Guest speaker will be Nigel Matthews formerly of ICBC collector program and currently with Hagerty Insurance (for collector cars). call **Dave McAree 604-530-6097**

WASHINGTON VOLVO CLUBS EVENTS see www.psvsa.org and www.psvcoa.org

REPORT OF PAST EVENTS

Note: Some of the pictures associated with the various event reports will be spread throughout the newsletter. Read the captions.

CATES PARK PICNIC (20TH ANNUAL)

September 24, 2011

Chris Ainscough

I'm not the best Events Director this club has had and there is plenty of evidence to support this statement. Yes I'd managed to let someone slide into our usual event date of the last Sunday in September by not booking way in advance. No other self respecting Events Director has done this in 20 years. After panicking I inhaled the perfumes of a scented candle, two cups of herbal tea, and drove to the North Shore to survey several other locations. They just did not cut it.

So "we" decided to move the event one day sooner, to the last Saturday in September, breaking all conventions and annoying Ted K one more time with late orders to the phone tree to do another call out. My, my, my, but did I feel like a dog for weeks before and after. I even took to sleeping with a leash. Secretly though I always wanted the Annual General Meeting and Picnic to be on Saturday, not Sunday, because then there are better options for the Sabbath.

Now Volvo Club people can be considered a bit habitual, same make of car year after year after year car after car after car, always the half chicken Greek dinner, got to get room 105 with the purple hot tub in the corner every second

year, tendency to feel better in the company of professional engineers, always looking for the next Chevron station because of that teenie weenie gas tank in their classic Volvo and of course, get to bed by 9:30PM because the oatmeal is ready at 6:00AM. But this new date

thing, this revolutionary change to Saturday was going cause a groundswell that could result in my being flogged or better yet, my dethronement. As it turned out the Saturday weather was great and the Sunday would have been a washout, so my screw-up had a happy



ending.

Well enough about my inadequacies lets move on to "the Day". It was in fact a glorious September Saturday, blue sky, a few clouds with that classic autumn coolness about it. Carafe of Tim's best coffee, dozens of donuts keeping warm on the floor and a cooler of coke reclining in my trunk. I pulled into the lower parking to the sight of some of the Club's finest hovering about like wasps chasing away Japanese cars and their owners for our European marked reservation. Have you noticed that there are always those upstarts with their Toyotas and their Mazdas trying to claim our asphalt?

We set the table with club swag, the coffee urn and flats of donuts containing absolutely nothing that could be good for you. Our club banner was hung once Ladder Sherlock arrived and it was all seeming a bit clubbish and familiar. The skies were brightening by the minute and it was beginning to look like I might be saved from being a permanent cast member of Everybody Hates Chris. Cars began arriving in spits and spurts and people promulgated in the sunny areas where fleece vests were even peeled off. It was possible that sun block may be in order and then somebody showed up in shorts. Everything was going to be fine.

Around 10 Dave Vansickle pulled into the parking lot in that throbbing V8 powered 240 of his, complete with a loaded roof rack and BBQ bulging out of the trunk. He had wieners on his mind and there were plenty in his presence. Yes he had brought all beef ones, a tub of pre-fried onions, cheese slices (the thick ones), relish (the green stuff), ketchup, vegetarian delights, including lettuce, tomatoes, raw onions and soft white buns all donated by the Dave's local Marketplace IGA.

For the 4th or 5th year in a row Dave was bent on searing, burning, melting and scorching various meat extrusions including tubular and patty variations to generate donations for Breast Cancer Research. It's always by donation and it is becoming less surprising that at the end of the day the jar is only conservatively filled, coins mostly, and very little folding money. Maybe next year we will set a minimum price. It is for charity after all.

Milling, talking, gawking and photography were the major activities over the next couple of hours as the amassed fleet of Volkswagens provided the entertainment.



There were a lot of questions asked and answered and that sums up the value of this event and the club in total. Members helping each other get the best out of their cars. All the while that distinctive carbonized fat, PNE inspired aroma permeated the air in the vicinity of the BBQ. Charlie Teetzel was our official raffle ticket hawk as he pressed blue stubs of hope into eager buyers hands for they all had seen the treasures laid out on a simple blue tarp, taunting them. Other volunteers handed out our people's choice ballots. Plaques were waiting in the categories of People's Choice and Runner up as well as People's choice for the best modified Volvo.

We had fine cars in attendance and fine people with them as some from quite a distance. It was great to see Don Johnston, Steve Hutchens and the Tartar brothers attend from Washington. Dennis Cowell came from Kamloops and Rob and Janet Schwieger came from Kootenay Lake.

There was a nice selection of cars which included the old classics like the PVs, 120s, 1800s and 140s as well as beautifully maintained and sometimes modified later models like the 240, 700/900 and some very hot 850s. There were some interesting engine swaps on hand. How about the Ford V8 in Dave Vansicles 244 and another one in a sharp 240 wagon. Not to be outdone, Paul Kremsater's very neat installation of a Chev V6 in his 64 122.

Voting closed for the vintage and not so vintage Swedish rubber footed hardware poised hopefully in the parking lot waiting to be staged in a triumphant photo commemorating



their time in the sun with 3 lucky owners. And then it was over. The voting station closed and there was a sudden rallying for those to buy additional raffle ticket yet another hot dog, and maybe another hamburger too.

At El Presidente's request, Bert (P.A.) Sherlock bellowed out the command to come forward for the Annual General Meeting and we did, we did come forward. When Bert Sherlock barks, you wag you tail. Well, Treasurer Dave McAree confirmed that our Club is financially solvent. (financial statements prepared and available to anyone who wanted one.) Gregg talked about club membership as well as past and future club events and thanked the many volunteers who help make the club run effectively. The electronic version of the newsletter continues to help us save money in printing and mailing and is the primary factor in our being able to maintain our \$20 membership fee. Our website, Capably operated by Cam Finnigan and Barry Gordon, provides most of our new membership. Our other excellent source of new members comes from existing members recommending the club to their Volvo driving acquaintances.

That aside it was time for the ego swelling event awards. Peoples Choice Modified went to Ralph Zabarsky with his very fast and very funky 69 142 vintage race car in stock pastel blue.

People's Choice Stock went to first timers Jim and Lui Tennant and their ultra clean metallic blue 88 244DL. This is the first time in the club's 20 year history that a 240 series has won the Peoples Choice Award and it reflects the care and attention the Tennants have lavished on their car, which is also their daily drive.

Stock Runner Up was David Warner and his metallic blue 72 1800ES. This immaculate car has won multiple times and was even featured in one of ICBC calendars. David feels he isn't using the car enough and it is up for sale.

And now for the swag report frenzy. Our new draw process recognized by the United Nations as being humanitarian and fully democratic saw virtually everyone get one prize before they could claim their second. Well it takes time to be Canadian eh so after say 30 minutes of this it was opened up and we emptied that tarp in pretty quick order. The draw proved to be very exhausting and with glucose levels dipping, the parking lot emptied quicker than a Canucks game in October.

By 2:00 things were done, finished, complete and almost all of us drove off. We weren't finished though, the new BCAA Tow Back Award went to Terry and Joanne Walton who pulled out of the parking lot sitting with the tow truck driver with their grey 63 544 behind them, leaking brake fluid from the master cylinder with "Rescue Me" blasting out of the open windows..

What a transition that day had been for me. For the first hour of this event I avoided direct eye contact with everyone but by the end of the day my head was almost fully upright because of all the backslapping that I had incurred. This was in part due to the previous week of not so great weather and predictions of rain for Sunday Monday Tuesday. Yes, I had negotiated the club into a fall hot spell, a cool sunny morning followed by a warm sunny afternoon with showers late in the day. It ended up that I was a brilliant revolutionary, the best day Events Director the Club has ever had ...for one day at least. I love my job and...well...gee, it's good to screw up sometimes and I am pretty darn good at it.

See you next year on the last Saturday of September and you know what, I may even order the half rack of ribs in Lilloett in 2013. ♣

Island Fall Colours Run

Bob Cuthill, Island Director

October 23, 2011

What a gorgeous day Sunday, 23 October turned out to be. The previous two days had been showery and a bit wet, normal weather for southern Vancouver Island most people would say. But true to forecast Sunday morning dawned sunny and bright for our Island Fall Colours Run.

My schedule for October was pretty full. I returned from work in the Arctic a few days late on Saturday, 8 Oct which left only one day to unpack, repack, detail my 61 P1800 and load the car. Lucy and I then caught the 10 am ferry from Victoria to Port Angeles for our drive down to Malibu, CA and the VSA west coast meet celebrating the 50th anniversary of the P1800. I was a little afraid that if I didn't show up with my 50 year old P1800 VSA would burn my membership card! I'll save the details for another story, but suffice to say it was a terrific meet and a fun 2500 mile round trip drive. We arrived back in Victoria on Thurs 20 Oct having caught the Coho ferry out of Port Angeles a day early. While we were away Chris and Marja Blasé had been passed the secret route instructions and pre-drove the route just to make sure everything was in order. Sunday morning rolled around all too soon.

The rendezvous for our run was the Tim Horton's coffee and donut emporium on Millstream road just north of the Trans Canada Highway in Langford. I thought we were getting there early at 0930 for the advertised 1000 am start. But as we pulled in to the

parking lot it was hard to miss the faded red 122 in the lot. And it was even harder to miss Henning and Monica Kristensen standing nearby. But what was that car? Instead of their normal Volvo they were driving a black and white Smart car! Ahh – but there was a big sign in the back window: "When I Grow Up I



Want To Be A Volvo". OK, we'll let them join the drive in their wannabe Volvo seeing as how they had driven all the way down from Duncan/Maple Bay.

I just had time to grab a coffee and get back to the parking lot to find it filling up rapidly with a wide variety of Volkvos old and new.

Mark Pacey brought a very shiny and very black and very non-stock under the hood S70. Bill Paitson and Jerrilyn Tyler came down from Nanaimo in his pristine blue S90. Jill and Dave Bone brought the youngest attendee - 3 ½ year old daughter Kaylee in a ruby red 96 850. Bjorn Olsson drove his 68 544 but was without his regular navigator Kjellaug. Al and Audrey Larmon brought what is becoming a rare bird these days, a 69 164 which they had recently done a total restoration on. Michael and Brenda Kelly arrived in their 70 144, still sporting it's original and shiny paint. Although they knew the route, Chris and Marja Blasé still joined us at the start with their 84 760T. It turned out that the owner of the earlybird red 65 122 was George Barstow who has residences in both Seattle and Victoria. He had heard of the meet through the Puget Sound club and wanted to give us a try. George's car had been a regular at Landsman Motors for years so George took out a membership with VCBC – welcome aboard George. Of course, who could miss Peter and Pavla Landsman in that bright yellow 73 1800ES! In almost matching 123GTs, Gordon Murray and Lars Junkers joined the assembly and to round out the 122 group, Joel Friesen and his friend brought a 66 122.

As soon as we had all had a chance to grab a coffee and exchange greetings it was time for the driver's meeting. Once the safety items were emphasized and the reminder about the prize one could be awarded by the local constabulary for those who tried to arrive too fast, the route instructions were distributed to

the navigators and crews were told to man their vehicles. It wasn't quite a Le Mans start as there was still some coffee to be finished and as the organizer I wanted to be near the last in case anyone called my cell phone for an interpretation of the instructions (while not admitting to being "lost" of course). The initial part of the route was primarily highway to get us north of more traveled area and into the rural setting. The date for this year had been pushed back into later October due to other scheduling conflicts and nature had done well with the extra time. As can be seen in the picture from the photo op just outside Cowichan Bay, the fall colours had truly arrived. There were a lot of yellows and oranges on the route and the deep reds of the maples were just coming

into there own.

But at the photo stop things were starting to get out of hand. It was supposed to be just a brief pause to take pictures, but I noticed that a few hoods were starting to go up and the boys were gathering around leaning over fenders in greater numbers. A few gentle reminders about being late for lunch didn't appear to be having any effect, so to hurry things along I fired up the 1800 and made some noise exiting the parking lot. He who was supposed to be last was now going to be first.

The last bit of the drive from Maple Bay down to Genoa Bay is really quite spectacular in the rural fall. A bit narrow, twisting and turning, quickly turning from tree covered to open pasture then back again just as quickly. All too soon I was pulling in to the parking lot of the Genoa Bay Marina and taking the number one spot just outside the front door. Inside I meet our host, Gord Rumley, manager of this rather well kept little secret and was soon sipping on my second cup of Joe while I watched for the string of arrivals. I had phoned Gord on depart with our numbers for lunch (23) but had to add one more when Cliff deSchepper arrived with his 66 122 (automatic). It seems Cliff also owns a property at Genoa Bay, had driven up in his truck, and then driven the last few hundred yards in the Volvo. OK, I guess that qualifies so he was allowed to be number 24 on the VCBC guest list. The food was wonderful, the camaraderie great and after lunch a few strolls around the marina to admire the boats and float homes was definitely in order. Comments on the order of "I've lived on the island all my life and never knew this was here, this is great" were heard more than once. Looks like we may have to do this again.

My thanks to all those who participated, this was a great turnout – 15 cars and 24

people. Special thanks to Gord Rumley and the Genoa Bay Café for hosting us and serving such wonderful food. And finally, a big thank you to Mother Nature for providing a splendid selection of fall colours from her palate. ♣

VCBC TECHNICAL SESSION
Tuning and Maintenance of SU Carbs
Nov. 16, 2011

J. Cripps

Nineteen brave souls traveled through darkness and rain on a Thursday evening to Volvo of North Vancouver to listen to an intrepid spiritual leader, a rebuilder of carburetors, Mr. Rhys Kent. He quickly calmed the throng of shade tree mechanics, that setting and tuning the SU carburetors does not involve voodoo or waiting for a lunar eclipse to occur. Rhys reassured us that SUs are efficient, robust, and very reliable carburetors.

Rhys is an engaging speaker, with a polished delivery after many of teaching and working as a mechanic. He has rebuilt, modified, maintained, and tuned Volvo B18, B20 and B21 engines for almost forty years.

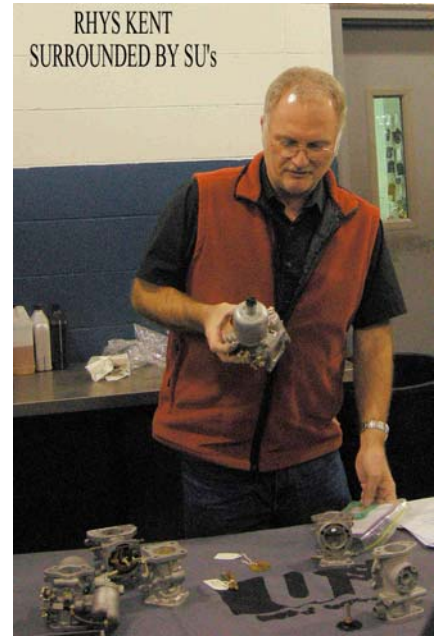
Rhys is passionate about carburetors, in particular SU carburetors.

Through his company Island Automation Ltd (www.sucarburetors.com) he offers full rebuilding services of SU and Stromberg carburetors. He brought early examples of SUs including model H, HS, HD and HIF. Gil Graham also graciously brought along his very mint 1969 122S as a demo for tuning.

One very key point to tackling carburetors Rhys emphasized a number of times is that the carburetors are not the first thing to twiddle and adjust when the engine is not performing. He pointed us to these tasks first: Valve adjustment; Ignition; Timing; Vacuum leaks; Crankcase ventilation; Loose intake and exhaust manifold bolts; and Brake booster hose.

Rhys covered the types of SUs and problems caused by wear and age, and those aspects particular to vintage Volvos. Rhys pointed out the chronic wear areas of SUs, and passed around worn throttle shafts and plates to us and the effect they had engine performance.

Our technical session zipped by all too fast. A special thanks goes to Rhys for a great



presentation and to Mike Thompson of Volvo of North Vancouver for hosting this event for our club. A long version of the technical session with more detail and Rhys's handouts will be posted on the VCBC website and perhaps in the next newsletter. ♣

EDITORIALS AND LETTERS

GORDON BROWN
KASLO, BC

Gord is a long time member of VCBC who lives in Kaslo BC on the west side of Kootenay lake. He was the subject of a Members Profile in the September 2005 issue of our newsletter. Besides being an all around great guy he is also an accomplished professional photographer. If you want to see (and perhaps even buy) the most unique Volvo related photographs anywhere, take a look at his website www.f8at125.com. I guarantee you will not be disappointed.

Gordon has also earned the rather infamous nickname of Finger Tight Brown. If you want to know why look the article titled "2008 Osoyoos Fall Tour" in the January 2009 VCBC newsletter.

Gord recently sent me the picture below.



CLUB STUFF
NEW VCBC DIRECTOR

Welcome, Bert Sherlock our newest VCBC Director. If you have attended any of our Cates Park Picnics you will know Bert. He and Dave Vansicle have manned the barbeque at these



events and his commanding voice substitutes for a public address system getting every ones attention for the annual general meeting by whispering "fellow Volvo Club members". Bert has been a club member since September of 1992, our inaugural year. He has probably attended more VCBC events than 99% of the membership and he is always ready to lend a hand to help. He drives a beautiful dark green 1970 122S, and he epitomizes the early Volvo ads that say drive it like you hate it.

A NOTE FROM BERT SHERLOCK

Fellow Volvo club members!!! (molto forte) I have been reflecting on the year and especially my fabulous road trip to Malibu and back for the 1800's 50th birthday, also the 20th anniversary of VCBC. I would also like to pass along an article I read in my BMW motorcycle club newsletter. I will fill in the word Volvo where it said Break My Wallet (BMW).

Many clubs have recognized that none of us have been getting any younger and when it comes to the average age of our membership it gives us cause to think. Who will run clubs in the future, but more importantly, will there actually be any clubs in the future? Clubs were formed by people with a common bond to share information experiences and to do this in an organized way. However these days with the advent of social media, meaning easier and wider communication, the need for organized and defined clubs seems to be lessening and tending toward informal networks that require almost no structure and little ongoing maintenance. No need to have a club meeting to arrange a drive, just get on the internet and presto, people who are interested and

connected show up. This may be well and good but this approach does nothing to build ongoing structures and when it comes to the custodianship of our "Volvo" cars into the future, will such an informal approach ensure that important pieces of "Volvo" mobile history remain in identifiable form?

At the moment clubs perform this role, but as future generations shy away from structured organizations in favour of the spontaneity of social networks, how will anyone have an overview of the ownership of historic and classic vehicles?

Only time will tell but this is something on which the club might need to focus on in coming years.

Hi Bert

The article is certainly accurate. Formal clubs do seem to be shrinking. I believe ours is still very large by single marque standards. The group of 850 tuners that attend our meets, are an example of what the article describes. They keep in touch via internet and although some are VCBC members most probably are not. That trend is a reality but I think there still lots of "club appropriate" people out there, and with effective club membership recruiting we can

continue to maintain the healthy club we enjoy today. We can attract new members by advertizing effectively at dealerships and Volvo repair shops using the recruiting poster we talked about at our directors meeting. We can also encourage our existing members to help recruit their Volvo-driving friends and acquaintances and even put membership brochures on Volvo windows. We have a strong club with many benefits and low membership dues, so our membership should continue to grow.

Gregg ♣

VCBC WEBSITE

Cam Finnigan and Barry Gordon are doing the hyper-important job of maintaining and developing our website. These days an effective website is critical to the health of any club. For instance the majority of our new memberships come via the website. Barry and Cam have initiated a self help system of placing and maintaining classified ads on our site. The explanation is below. For those who want to use the old system email your ads to the club contact email address. Our classified ads are becoming a very effective way to market your cars or parts, as more and more people visit the site.

WHATS NEW (OR OLD) AT VOLVO

Thanks to Vince Bubica and John Cripps and Bert Sherlock for the news items

HOW GEELY WILL DOUBLE VOLVO'S SALES

The boss of Volvo owner Geely spells out his vision for the Swedish manufacturer's future.

Steve Croppley of Autocar Oct 26, 2011

Li Shufu, the 48-year-old Chinese billionaire who last year paid 1.2 billion pounds to buy Volvo from Ford, has built his success on anticipating trends. As a young man, he began to invest in refrigerators when he noticed a growing demand from Chinese householders. Fifteen years ago, he moved to cars, and now his Geely group employs 12,000 people and is China's second biggest maker, selling more than 400,000 cars a year. When he spoke to Autocar recently, Li was quiet and correct, but those who know him say he is no shrinking violet. They portray him as a dreamer and risk taker who writes poems in his spare time – one of which is woven into the carpet of Geely's reception area...

INTERVIEW

WHAT MADE YOU WANT TO BY VOLVO IN PARTICULAR? It was always a very personal dream. I have been interested in the economic structure of the car market for many years, and

I knew Volvo was one of the world's most prestigious car companies. It was a good opportunity. I had great respect for its incredible ability to innovate, especially in safety and environmental protection.

HOW DO YOU WANT VOLVO TO PROGRESS OVER THE NEXT DECADE? Our aim is broadly to double Volvo's production between now and 2020, to 800,000 cars. Our other important objective is to maintain Volvo's position as a great company, to be respected and trusted. Maintaining respect is a very important part of our company's mission.

HOW WILL VOLVO BE CONFIGURED-WILL YOU MOVE MUCH TO CHINA? We want to make about 200,000 Volvos at factories in China to satisfy the local market, but a major part of our effort will be to consolidate our export markets in the US and Europe. This is and will continue to be a global company whose brain will continue to be in Gothenburg. But we will not hesitate to react to local demands in other markets when we think it is necessary.

DO YOU BELIEVE THAT VOLVO'S SWEDISH DESIGN HAS AN APPEAL TO CHINESE BUYERS? It certainly does. Sales of European premium cars are accelerating in

China because the buyers have a liking for all forms of design from Europe. As I say, our design headquarters will stay in Gothenburg, and one of the biggest tasks will be to make sure that Volvo continues to reflect the best of Scandinavian design.

CAN VOLVO PROVIDE OPPORTUNITIES FOR CHINESE

If you have comments or suggestions for the site please send them to Our webmaster, Cam Finnigan at either wbmstr@volvoclubofbc.com or phone Cam Finnigan at 604-931-3729

Newsletter (HELP!!)

Gregg Morris

AS most of you know, I edit the newsletter, and write much of it. The newsletter is prepared as a MS Word Document. This works, but I have a devil of a time keeping the pictures where I want them. For instance I may have to try 10 times to convert the Newsletter from Word to a PDF file (for posting on the website.) Why so many times? The bloody pictures move around in the document during the conversion to PDF. All I can do is reposition them (not easy) and try again. VCBC owns a copy of MS Publisher, a proper newsletter preparation software, but I cannot figure out how to use it effectively.

I need some kind (and patient) club member to tutor me in the use of this MS Publisher software. Anyone who is willing please give me a call at 604-469-1216 or email grmorris@shaw.ca I live in Port Moody..♣

DESIGNERS? We are planning to establish a design studio in China, just as we have already done in California and Barcelona. It would be natural to have some Chinese designers working there.

VOLVO HAS USUALLY BUILT BIGGER CARS, BUT IT HAS OCCASIONALLY PRODUCED SMALLER ONES. WHAT IS YOUR PLAN FOR FUTURE VOLVO MODELS? We will do whatever it takes to maintain our position as a premium company, but we will build a complete range of products, small as well as big. It's important to understand that nowadays the fact that a car is small does not necessarily mean it can't be premium. We will expand our portfolio to include products of all sizes.

WHICH COMPANIES DO YOU VIEW AS VOLOS NATURAL COMPETITORS? The premium car market has many strong companies, so we cannot pick and choose our rivals. We had to compete with them all and we are ready.

HAVE YOU ALWAYS LOVED CAR – WOULD YOU CALL YOURSELF A CAR ENTHUSIAST? Owing my own car was always a dream, even when I was very young and there were no cars on the roads. I own some cars now, and I drive them sometimes, but in China you have to be very careful of other crazy drivers on the road. But I drive when I have the time. ♣

VOLVO MAKING SAFETY SEXY

Brendan McAleer, North Shore News, September 9, 2011



(Brendan has given us permission to use this article.)

IT was only for a second.

Having just picked up the new Volvo S60, I was fiddling with the unfamiliar radio controls and I took my eyes off the road as I exited the Stanley Park causeway and began ascending the incline to the Lions Gate Bridge. But only for a moment.

Who can say why the vehicle in front of me chose that moment to stop dead in the middle of traffic? Perhaps they got the pedals mixed up. Perhaps they decided to mentally rehearse the conclusion flourish of the ballroom-dancing course they'd been taking over the weekend with a great big stomp on the brakes. Perhaps somebody had slowed suddenly ten cars up the line and the effect magnified its way all through the line of cars until it reached the vehicle in front of me. Which, as I said, stopped dead in front of me in the middle of Lions Gate Bridge.

Well, we all know how this story ends. I look up at the last minute, jam on the brakes too late, and nudge the offending car's rear bumper at no more than 5 clicks per hour, thus causing two nicks in the paint from the licence-plate screws that will somehow result in a four trillion dollar bill from ICBC unless I want to see my premiums shoot up. I will be found at fault (because I AM at fault for taking my eyes off the road) and will bear the full brunt of the payment which will need to be borne by my children and my children's children, yea, even unto the 20th generation.

Not only that, but traffic on the bridge will also crawl to a standstill as insurance and phone numbers are exchanged, meaning that everybody will be late home, moms and dads will miss dinner with the kids, marriage anniversaries will be missed, somebody who just bought a sockeye salmon at the Granville Island market will now have twelve pounds of rotting carcass in the back seat: in short, dear readers, an unmitigated disaster, and all my fault.

Except it didn't happen.

What did happen is that the Volvo S60 "saw" the car in front of me lock up the binders and yelled, "BWWWWAAAAARRRRRGHHHH!!!" Car stopped! Car stopped! Look Out! The heads-up display went bright red as the closing speed suddenly shot up and an urgent warning tone came over the stereo. I looked up, stabbed for the slow pedal, and stopped in time.

Clearly then, Volvo's system works. I consider myself to be a safe and conscientious driver (I'm not sure what facts I base this conclusion on), but when a split-second's inattention can put you in harm's way, it's nice to know that your car can fill the gap for you. If you have a Volvo, it can. If you have a giant truck, like the guy behind me that day, you just have to have been paying

proper attention, and thank goodness he was or I would have been crushed like an ant.

Volvo's reputation for, and obsession with, safety has been there for decades. Back in the 1970s and '80s, most couples that found themselves with a suddenly positive pregnancy test hurried out and traded the MGB for a boxy sedan that looked like it had been designed by a guy who only had a straight-edge. My parents had one. So did my in-laws.

The Volvo symbol, with that easily-recognizable slashed grille, literally means "rolling strength"; in many ways, the brand has come to be forever associated with excellent crash-test durability and a near-indestructible nature. Volvo cemented this reputation by selling the 240-series sedan and coupe for nearly two decades. The 240 was tough, dependable, and you could ram a super-duty pickup with one and emerge relatively unscathed. Not that I'm advocating a damn-thetorpedoes approach.

But Volvo had another reputation as the preferred chariot of liberal-leaning eggheads. Spotting a Volvo without a bumper sticker on the back was like spotting a VW bus without a patch of oil underneath it: borderline impossible.

But that was more in the U.S.; in Canada, the Swedish-built brick proved itself as a winter warrior that took to New World Nordic conditions like Leif Eriksson took to Newfoundland. What's more, turbocharged versions like the 740 intercooled wagon got sideways as though drifting and rallying were in their bloodline. Which they were.

I know a family in Point Grey that's had nothing but Volkos since the 122 Amazon, which reportedly had a clutch pedal that was heavier than trying to stomp in a railway spike. They've had wagons and sedans, stick-shifts and automatics, four-wheel, front-wheel, and rear-wheel drive. Why do they keep buying Volkos?

Well, their just-married kids had an accident recently in the borrowed S40 sedan. It wasn't their fault, but it was a big one: the car was totalled. Upon being told of the crash, I

anxiously inquired after the well-being of the offspring and was looked at as though I had grown a turnip for a head. Of course they were fine: they were in a Volvo.

There's more to it than that though: in that family's fleet are an ultra-capable and stylish all-wheel-drive V50 wagon and a dead-sexy V70R: a rare, six-speed, turbocharged M3-fighter than can still fit a pair of Labrador retrievers in the back.

Both cars have clever, luxurious interiors, and both are a real pleasure to drive. Admittedly, the V70R is not a BMW in terms of absolute handling, but then, it's not a BMW in terms of the way it rides either. It's a very special car, and unique to drive.

So with the S60 that I've been lent for the week: it's a base, front-wheel drive version with the smaller engine, but the seats are as orange as if somebody had shot George Hamilton and used him for upholstery, and the turbocharged mill pulls as strongly as the hot-hatch Mazdaspeed3 I just returned. There's a metric-tonne of the safety gizmos that saved me from having an at-fault collision, but it's also quite spirited to drive.

Saab is dead. The corpse still twitches, but let's face it: the company that was "born from jets" crashed and burned when GM was at the helm. Volvo though? Well, the other Swedish niche manufacturer is never going to wrest the mass-market away from Mercedes or BMW, but it's a healthy brand building interesting cars that are packed with technology and design and are interesting to drive.

Best yet, the upcoming 2012 models are going to see a little more Swedish meatball in the new "R-Design" series which are set up for backroad blasts through snow and birches. Safety, Swedish design and a little extra hot sauce? Sign me up.

Brendan McAleer is a freelance writer and automotive enthusiast. If you have a suggestion for a column, or would be interested in having your car club featured, please contact him at brencaleeronwheels@gmail.com. Follow Brendan on Twitter: @brendan_mcaleer.

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**CONCEPT "YOU"
VOLVO'S FUTURE
DESIGNED FOR
YOU
Mark Tisshaw
Autocar**

Volvo has given the clearest indication yet of its intentions to build a premium rival for the Mercedes Benz CLS and Audi A7 with this swoopy new fastback saloon concept.

Called Concept You, the model is an evolution of the Concept Universe unveiled at the



Shanghia Motorshow earlier in 2011. That car was created by Volvo to please its Chinese owner Geely, but the concept's second iteration, launched at this year's Frankfurt Motor Show is a much more European interpretation of how Volvo's large saloon will take shape. The main changes from the Concept Universe to Concept You include the adoption of an A7/CLS style roofline and the addition of luxurious high quality interior. The front end, particularly, the grille has been toned down from the Shanghai concept for a sleeker, more simplistic look, although concept Universe's Volvo PV544-inspired bonnet treatment – its most talked about feature – remains.

Volvo design chief Peter Horbury says the firm is serious about building another large saloon to replace the S80 and Chinese market S80L, and reaction to the Frankfurt concept will dictate whether the firm goes for a more traditional three-box approach or sticks with concept You's Coupe-style roofline.

"We have to decide which way we want to go," he told Autocar, "because we're not going to do both we'll gauge reaction to it and whichever option we choose will be in production by the middle of the decade."

Concept You is based around Volvo's new "Designed Around You" strategy, which builds the car around its driver and features simple, intuitive controls. The first production car to benefit from this treatment will be the production version of Concept you, before it filters down through the Volvo range. "We need to get the follow up to the S80, our flagship, right before moving on to others," says Horbury.

Concept You's clean and simple four seat interior features real Swedish wool carpets, oak and leather trim and two Apple iPad-style screens to control all the interior functions. The screen on the centre console can sense a driver's eye movements and display more information the longer its looked at. ♣

SOMETHING DIFFERENT

VOLVO 1800'S 50TH ANNIVERSARY CELEBRATION

HOSTS: SOCAL VSA, MALIBU CALIFORNIA October 14-16, 2011

Gregg Morris & Rob Schwieger

This is the story about a celebration of the 50th birthday of the Volvo 1800, Volvo's classic GT made famous by Simon Templar in the Saint TV series of the 1960s. I believe there were similar celebrations held all over the world, in markets where the 1800 was sold. This happens to be the story of the celebration hosted by the Southern California Chapter of Volvo Sports America (VSA), a club founded

THE VOLVO THAT CAN DO 150MPG

**Hilton Holloway
September Autocar**

Next year Volvo will start selling a frugal – and crucial – plug-in hybrid. Hilton Holloway finds out more and tries the hybrid tech in a V60.

A firm A firm footing in the global premium market is one of the few tickets to mega profits in the car industry. However, that entire formula is now under threat as the irresistible force of smooth but greedy six-pot and V8 engines meets the immovable object of



CO2 targets due to hit Europe and the US by the end of the decade. The obvious answer is to downsize, but smaller four-pots are usually rougher, less effortless and less desirable.

Premium player Volvo knows all this, of course, but has bravely announced that it will no longer design engines bigger than 2 litres or with more than 4 cylinders. In short, its big hitters won't be replaced.

Instead, a year from now Volvo will start selling a newly defined premium car, a plug-in hybrid offering 30 miles on pure battery power as well as 276 bhp and 457 lb-ft of torque. As it does so, it will consume fuel at 149 mpg and produce 49 gm/kg of CO2 (thanks to Eurotesting that rates those 30 battery-powered miles as CO2 free)

Autocar tried a pre-production version of such a car at Volvo's Gothenburg test track. This V60 plug-in hybrid has its familiar five cylinder diesel driving the front wheels through

a six speed automatic gearbox. At the rear, the multi-link axle has been adapted to take a chunky electric motor capable of delivering a peak of 70bhp and 148 lb-ft of torque.

The driver selects from three driving modes: Hybrid, when the V60 acts as a conventional hybrid using the electric motor to get the car rolling, then kicking the engine into life, Pure mode, when the car runs in rear drive electric mode; and Power, when both power sources deploy maximum performance and all-wheel drive.

The car weighs a hefty 300kg more than the standard front-drive V60 2.4D, or 220 Kg more than the all-wheel drive variant. You readily sense the extra weight, but the mass of battery and electric motor are at the rear which gives the car a more balanced feel. On the test track it made the V60 feel less nose-heavy and prone to understeer.

In electric mode it was smooth, quiet and relaxing, delivering enough pace for decent urban progress. If you needed more power the diesel started smoothly, and even at this stage of development the engine seemed well integrated into the drivetrain.

Under full-bore acceleration, this concept will hit 62 mph in 6.9 seconds, Volvo claims. We also sampled the worst-case scenario: three adults on board and accelerating uphill. All that torque strained to shift such a heavy load, but it still gave a very good impression of a conventional large-capacity engine.

It was a convincing demo. The urban battery range will satisfy most needs and the punchy diesel will eat UK motorways.

The current range-topping T6AWD V60 costs 38,000 pounds in the UK. If this hybrid can be kept under 40K, the eco-affluent will have a compelling reason to buy. A safe, stylish, family car that can do the shopping run while emitting zero emissions will be a very 21st century take on The Good Life. ♣

35 years ago specifically for enthusiasts of the Volvo 1800. The meet was held in Malibu California, right on the beach at the prestigious intersection of the Pacific highway and Sunset Boulevard.

Hosting one of these meets is a big organizational feat, as we learned when VCBC hosted the West Coast Meet in 2001. We planned for our meet for almost 2 years and had enlisted many of our club members as volunteers to make it all work. The Malibu meet was planned and executed in less than a year by the SOCAL VSA chapter leader Dylan Osborn with assistance from his wife LeLah

Baler-Rabe and Ernie Shack VSA rep from Arizona.

This trio did an amazing job. We enjoyed luxurious accommodation at the boutique Hotel Angeleno and an amazing site for the car show, tech sessions and banquet at the Gladstones Restaurant. Gladstones is right on the beach in the California sunshine. And sunshine there was! It is not a sure thing at this time of the year even in southern California and it is common for there to be fog off the ocean that won't clear for half the day. We were lucky.

The three-day event brought together 130 cars and twice as many people and well over

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half the cars were 1800s with examples of every year from 1961 to 1973. I have never seen so many 1800s in one place and most of them were in exceptional condition.

Participants came from all over the States



and Canada. I believe the longest distance travelled was 2400 miles by Gary Sievert who drove his 1800ES from South Carolina, but there were lots of VCBC members who drove a very long way to share in the fun. VSA members were well represented. Bob and Lucy Cuthill drove their 61 P1800 from Victoria, Bert Sherlock drove his 70 122S from Bowen Island, Dave Major trailered his 73 1800ES to Los Vegas and drove it from there and Ray Shutrop drove his 73 1800ES from Calgary. Howard Haefner drove his bright yellow 1800ES towing a gleaming varnished wooden teardrop trailer of his own construction all the way from Olympia Washington. Dave McAree flew in from Vancouver, Rob and Janet Schweiger of Grey Creek on Kootenay Lake flew from Spokane and Rose and I flew to San Diego and drove our 122S from there. It was neat to see the number of VCBC logos on peoples T shirts, many of them worn by our friends from the States who attended our 2001 meet in Tsawwassen.

The meet started on Friday and I caravanned from San Diego in the company of friends in the Volvo Club of San Diego. There were 3 1800s, a P210 2 122Ss including our white 1965. Traffic was nuts from my perspective, with up to 6 lanes of mayhem in each direction. The rest of them looked at me sideways and I was informed that this was a piece of cake and the traffic was usually much worse. The hotel was at the intersection of Freeway 405 and Sunset Boulevard and the car show site about 15 miles away at the beach and Sunset Blvd. It would have been nice to have the hotel and concours site close together but the combination simply did not exist. As it was, the drive along Sunset Blvd. was direct

and was apparently scenic. I say apparently because the California highways department conspired to close down the crucial off ramp of the freeway right at the hotel and made it impossible to get from the hotel to Sunset Blvd. Poor Dylan Osborn had to come up with alternate routes and none of them were easy. You cannot win them all.

At the hotel Rose and I were luckily given a 10th floor room with a bird's eye view of the parking lot, which throughout Friday afternoon steadily filled with shiny old Volkos. The meet registration desk was conveniently set up between the parking lot and the hotel pool where the Friday evening reception was held. At the registration desk meet participants were warmly welcomed by volunteers, signed in, and given a bag with Volvo goodies and the agenda for the weekend. Now officially signed in the participants were pointed at the pool where an informal reception was underway.

Its worth mentioning that Dylan and Leleh were brilliant organizers. They had cleverly included a "request for volunteers" box on the meet registration form and they did a masterful job of deploying the Volunteers all weekend long.

Dylan addressed the crowd of happy Volvophiles at the reception and described the upcoming events for the weekend. Then he proposed the detour we would all have to take from the Hotel to the car show site at Gladstones the next morning, due to the highway construction. After listening to the route I decided I had better find someone to follow.

Next up was my friend Art Banks who was the Concours captain along with co-captain Karl Grimm. Art gave us a succinct description of how and when the judging would take place. He also had the sad task of telling us that Bill Webb's wife Cathy was very ill in hospital and that Bill would not be able to attend the meet. That was tragic because Bill Webb literally wrote the book on the 1800 and has been prominent in all the VSA events on the west coast since they started in the '70s.

After the reception we broke up into smaller groups and spent the evening enjoying the company of our many Volvo friends.

Saturday morning, after a leisurely breakfast at the hotel, we headed for the Pacific Ocean and Gladstones restaurant. We followed Rob and Janet Schweiger who got us there via Wiltshire Blvd and a few winding back roads without any drama. By the time we arrived the car show lot was filling nicely with gleaming old and new Volkos. Bill Webb and Art Banks had spent a lot of time organizing the parking layout for the event and it paid off. Volunteers were able to direct us to our pre-assigned parking spot, which in our case was overlooking the beach, in the "122S modified" section. A great spot to be, with one exception. There was a very large steel lamp standard 2 cars away, right above Bert Sherlock's pristine dark green 122. This was a favourite vantage point for local sea gulls and pelicans- and there



was a large whitewashed section of pavement right below the standard to prove how popular this roost was. Bert was not about to spend the day wiping bird crap off his car so he took a steel can and periodically banged it on the base of the lamp standard and the resounding clang shocked the birds into flight and kept them away for most of the day. By later in the afternoon they were wise to Bert's game and kept their spot.

The cars were all parked according to their judging groups. Such as 1800ES stock, ES modified, PV stock and modified etc. In one corner were a trio of 1800 race cars and near them 2 P1900s, the predecessor of the P1800 and easily the rarest Volkos of all. The organizers had set up a tent near the entrance. From there, Dylan, Leleh and volunteers sold raffle tickets and gave away donated prizes all through the day. (VCBC donated two \$100 gift certificates and a bunch of hats to the cause). Beside their tent there was a large area dedicated to vendors of used Volvo parts and they appeared to do a thriving business. I was under strict instruction not to buy anything so I looked on in envy from a distance.

I noticed my friend Jim MacIndoe stomping around with a sour look on his face and wandered over to see what was wrong. I



won't use his exact words for reasons of censorship, but the gist of it was that when he climbed into his prize P210 at the hotel earlier in the morning he had no blank blank brakes and a small but significant lake of blank blank brake fluid had formed under the blank blank right rear tire. So after all the work of preparing the car for the show he couldn't blank blank get it there. As sad as this definitely was, the good old P210 had done him the great service of making it all the way from San Diego on various madhouse freeways and into the safety of the parking lot before losing its brakes.

Art Banks, Karl Grimm and their team of judges spent the day meticulously inspecting all the cars on site to choose 1st, 2nd and 3rd in all the various classes of stock and modified cars. I had decided not to be a judge this time so I got to enjoy the day talking to people and looking at the nicest and largest group of 1800s I have ever seen, and all this against the backdrop was the Pacific Ocean complete with surfers.

During the afternoon there were a few tech sessions to attend and I chose the session on steering boxes presented by Mike Dudek of I Roll motors. He made an excellent presentation. I now know how these steering boxes work and what wears. I also know not to throw away steering boxes before mining them for good parts, as there are some critical parts that are no longer obtainable. These "worm and roller" steering boxes are high friction mechanisms so make sure you keep them full of lubricant.

In the late afternoon, with the judging over we made our way into Gladstones restaurant where an excellent buffet was waiting for us followed by interesting speeches and of course the presentation of concours awards. Dylan proved to be an excellent master of ceremonies and Art Banks and Karl Grimm made the complicated award process seem simple. There were lots of smiling faces as the award plaques were proudly received by the owners of some of the nicest old Volkovs in captivity. On behalf of VCBC I got up on my hind legs and thanked Dylan, Lelah and Ernie for all their efforts and

awarded Dylan a \$100 in appreciation of a fien event. I was also able to point out the fortunate coincidence that Roger Moore (The Saint) celebrated his 84th birthday on the first day of this event.

After the long and happy day we all had to find our way back to

the hotel, in the dark this time, just to add a little challenge. We made it back to the hotel safely and I was happy to leave the freeway, and end the evening enjoying a glass of wine with our friends. What a fine day and an excellent event.

The next morning Dylan had arranged for a tour of a private car museum but Rose and I had to head back to San Diego, so I will leave it to Rob Schwieger to describe how the Sunday tour went:

As part of the West Coast National VSA National Meet, the SoCal VSA Chapter hosted a Sunday Drive to Mike Malamut's Vintage Auto Museum in Thousand Oaks California.

Over thirty Classic Volkovs and a couple of interloper rental cars were organized into groups of approximately eight cars, with each group assigned a squadron leader to follow. We, Janet and Rob Schwieger and our generic rental car were in the second group along with fellow VCBC member Bert Sherlock in his 1970 122 that he had driven to the meet. Other VCBC members on the drive included Howard Haefner in his award winning yellow 1800ES

pulling a stunning custom built teardrop trailer and Ray Shutrop and his wife in his blue 1800ES.

The convoy of Volkovs left the parking lot



of the Hotel Angeleno and headed up into the Santa Monica Mountains along I 405 and then the 101 freeway. After some rather tense driving in heavy traffic, we got off the 101 and headed down to the Pacific Coast Hwy along Encinal Canyon Rd. We wove through gorgeous scenery along one of the most twisty interesting roads that I have had the pleasure to drive. We then drove along the Coast highway for a short ways and then back up towards 101 along another wildly winding route. This was fun driving even in a rental car.

After driving for at total of two hours we ended up in Thousand Oaks and at Mike Malamuts Museum. The outside was a nondescript industrial building with no indication of what lay inside. Inside, however, I got the feeling that I was entering a monster rumpus room/garage filled to the brim with giant toys. You can tell that this guy enjoys his collection of cars and memorabilia from the fifties and sixties. He started out as a Volkswagen mechanic and he probably has the best collection of Bugs and Busses in North America. Add to that the multiple Porches and Mercedes Benzes, and other cars including Fiats, BMWs, Morris Minors, Jaguars, and Datsuns along with a few that I had never even heard of and you have one of the most impressive collections of foreign cars in North America.

The small collection of North American cars included a few muscle cars from the sixties and a couple of gorgeous "woodies" from the forties and fifties. There were even a few Volkovs. There was a 63 1800s, a low mileage European 121 Amazon with a partial rag top, an early fifties PV445, brought



October in Southern California

over from Sweden in the seventies and my favourite a 1960 P210 in a deep green color. A nice feature of this museum was that we were allowed (with supervision) to open the hoods and doors and get a better look at details of the cars. We were told that Mike drives many of the cars quite regularly. In fact, two of the Volvos were sitting by the open door of the museum because they had just been returned from Mikes private garage for our benefit.

Lunch arrived while we were there and we ate in a kitchen area right out of a 1960's motel. Afterwards, as we slowly dispersed we gave our hearty thanks to drive coordinator, Doug Gagliardi, and to Dylan Osborn and his wife Lelah Baker-Rabe and to Ernie Shack for putting on a great event.

For more information and pictures of this event go to www.socalvsa.org. Thanks particularly to John Lamb, official photographer for the event. ♣

A SEXY VOLVO TURNS 50

An interview with Pelle Petterson, Designer of the 1800.

By Martin Lund

(This article has been provided to us by the Volvo Club of Denmark where it first appeared in the September 2010 issue of the magazine of the Volvo 1800 Klub Danmannr. A version of it was in the VCOA Rolling newsletter March/April 2011. Thanks very much to Per Groth, Martin Lund, Anders Lofstedt, Pelle Petterson and Jan Nystrom for permitting us to use this article.)

Seventy-seven year-old Pelle Petterson remains completely unimpressed by his own efforts as a car designer. He just shrugs his shoulders at Volvo, a company which for more than 50 years consciously ignored the fact that it was him and not the Italian Carozzeria Frua, who designed the car. In fact, he can't really understand the growing interest in him and the P1800. He's happy to receive a visit, however, and is especially pleased to see the two models or the 1800 we've brought with us.

Anders Lofstedt, my photographer and I both own 1800s and meeting the man behind the car is a longstanding dream. Anders is Swedish and owns a Swedish-built "S" model.

I'm a Dane and own one of the earlier "A" models built at the Jensen factory in England. We've invited ourselves

to a sort of "car signing" at Pelle's house on the afternoon before the car's 50th anniversary in 2010.

Suntanned, windburned and wearing a "Pelle P" shirt (his own line of clothing), Pelle welcomes us to his oceanfront home, just south of Gothenburg. This is where he has turned out his designs for many years. Apart from the Volvo P1800, the only other car he has worked

As a kid, I used to race soapbox cars and I got a lot of help from my father. I won races in a soapbox car built especially for me by Volvo carpenters! Later I studied math and physics before training as an engineer and travelling to the US to study design. Volvo had commissioned a sun shield design from my father's company and it was the royalties from that design which paid for my studies at the

Martin Lund - Pelle Petterson - Anders Lofstedt



on was the NSU Prinz, but Pelle has worked on lots of other industrial design projects. He is (still) an Olympic yachtsman and has spent most of his life either sailing competitively or designing - amongst other things the popular MAXI sailboat.

Volvo soapbox cars

Pelle offers us some Danish pastries and begins gradually to tell us how it all started:

"I grew up with a father (Helmer Petterson) who was a real car guy. He was a racing driver and I remember those days at the racetrack very clearly. He was really something to look up to! He was also a bit of an inventor and he developed wood gas generators for cars during the war. That was what brought him into contact with Volvo.

He had good taste and a fine sense of form. He had no training but he was a talented practical man. When Volvo decided to build a new car in 1943 he was given responsibility for the project. From time to time I was allowed to accompany him to work and watch him work on the car, which had been dubbed the PV444.

Pratt Institute in Brooklyn - one of the best design schools of the day. I was an accomplished drafter and carpenter and that was what I liked doing best. I completed my studies at just the right time, as when I finished my father got me a job with Frua Design in Turin Italy.

P1900

In order to enter the American market Volvo wanted to build a fibreglass sports car - a brand new material in the 50s. The project, which was christened the P1900, was plagued by technical problems and in the end only 67 of Europe's first fibreglass car were built. The dream of building a sports car for the American market remained alive, however, and the P1900 paved the way for a new sports car: the P1800. This time Volvo succeeded!

"Volvo wasn't trying to build a fast car. What they wanted to do was to build a smart GT model based on standard Volvo components. The plan was to outsource the car's manufacture as Volvo's Swedish plant didn't have the necessary capacity. My father had taken the P1900 on a tour of a number of coachwork factories in Italy while test driving it, and had been impressed by their ability to bend, press and form sheet steel. Luigi Segre, amongst others, who was the man behind both Carrozzeria Ghia and Frua, was a designer who knew his stuff. Volkswagen had fully booked Ghia's design capacity for work on their



harmann-Ghia and that was why my father recommended that Volvo place the design for the new P1800 with Ghia's subsidiary Frua."

The scam

Volvo listened to Helmer, and the project was given to Frua. At the same time, he managed to secretly arrange that the newly graduated Pelle, then just 24 years-old, would be employed by Frua and be able to propose a design for the new car.

"My father managed to get me the job but he did it very discreetly. No-one at Volvo knew that I was employed by Frua. Volvo decided to initiate the project in the summer of 1957. Volvo wanted to see 5 proposals, so I travelled to Frua in Turin to draw one. The Italian's weren't very good at visualising or presenting the projects whereas I was. They were so pleased with my drawings that they set me to work visualising the other 4 proposals. I got a bit of help with the practical side of the modelling from Frua's foreman Nocolotti. Pietro Frua himself was a perfectly amiable chap, but he was a craftsman and a coachwork man and had no comments on my design whatsoever. I was inspired, amongst other things, by the Corvette and the Thunderbird. An Italian would never have put fins or chrome on a car! I really felt my way into the work. The curved line on the side of the car just cropped up on the page. I like to think it's quite special!"

The story has it that when Luigi Segre and Pelle's father presented the 5 designs to Volvo Director Gunnar Engelaug he immediately selected Pelle's drawing and said that that was the car he wanted. When he found out that the young Swede and his father had gone behind his back he was furious and demanded that it remain a secret. Pelle's design success was attributed to Carrozzeria Frua for many years and Pelle's name was, effectively, swept under the carpet.

"The fact that it was me who designed the car first became public in the US, I think. Later my father and Engelaug had something of a rapprochement, but it wasn't until about 1970 that it became public knowledge. Actually, it's only really during the last ten years that I've really been credited as the car's designer. It did disappoint me, but I suppose that Volvo thought it would ruin the car's Italian image if it became known that the designer was a young Swede.

I've now been officially recognised by Volvo and they've even invited me to anniversaries and the like, so they've loosened up a bit down the years. But I don't really know if it matters all that much. Obviously I'm flattered by the interest there's been in the car, but my life has been full of so many other things. I don't live and breathe for that design but I'm glad that other people set store by it."

Manufacture begins

The new Volvo project was codenamed Florida and everything seemed to be ready. Carrozzeria Frua built the first three prototypes, and Helmer Petterson reached an agreement with Ghia to manufacture the vehicle. Everything was ready to roll, but in February 1958 Volkswagen forced Ghia to drop the P1800. They were worried that it would compete with the Karmann-Ghia which they had also engaged Ghia to build. That was almost the end of the P1800!

"The project had more or less run out of steam, but my father was very eager to see it through. At one point he even considered manufacturing it under his own name, but that may also just have been something he said to put pressure on Volvo. Several different solutions were proposed. Heibronner Carosseriefabrik Drauz took a look at it and in mid-August 1958 Hanomag offered to manufacture the Florida for 9 million Swedish Kroner but nothing came of it."

It began to look as if the P1800 would never see the light of day. Volvo had made no official announcements about the P1800, but when a mysterious press release turned up with a picture of the car Volvo were forced to acknowledge its existence. From that point on project Florida started to gather steam. Volvo

rolled off the Jensen assembly line to an eager public. Along the way some slight changes were introduced to the car:

"They altered a number of details. I had envisaged the exhaust as being central but they moved it to make room for the number plate. I also wanted to give the car broader tires and rims but the car's construction simply couldn't handle them. I've subsequently seen some cars on which those alterations have been made and they look really good.

I like the car's original front. The grill is good but unfortunately it was removed as a cost saving when the car's manufacture was moved to Gothenburg in Sweden. The clock and the switches also came in for criticism later on as they could cause injuries to the driver in the event of an accident. The big steering wheel was a must as there was no power steering. I would also have liked to give the car a bit more poke, but unfortunately Volvo wouldn't pay for a 6 cylinder version."

The Saint

In 1961 the P1800's marketing received an added boost from an unlooked for quarter with the young actor Roger Moore set to play Simon Templar in a new English TV series based on Leslie Charteris' series of action-packed novels called The Saint. The producers wanted Moore to drive something sexy, and when Jaguar turned the series down as unsuited to their new E-type, Volvo stepped into the breach. Moore ended up driving a P1800 in all 118 episodes and they were seen all around the world.

"It was interesting seeing the car with Roger Moore. The Swedish P 1800 club say that I designed the car but that Roger Moore sold it and we've both been made honorary members. I've met him a couple of times – he's a nice man. I think it meant a lot for the success of the car.

Return to Sweden

In 1963 Volvo decided to move production of the P1800 back home to Gothenburg. The Volvo PV544 had ceased production meaning that there was spare capacity at the plant. Furthermore, Volvo weren't satisfied with the quality of the product that Jensen was turning out. The contract was re-negotiated and Jensen only ended up building 6000 units.

In conjunction with the move to Gothenburg a number of design details were changed and some small technical alterations were carried out. The motor was upgraded to a 2 litre version and the bumpers were simplified.



approached Jensen Motors, who accepted a contract to build 10,000 cars. Jensen reached an agreement with Pressed Steel of Scotland to supply the unibody shell and started to make the car.

The P1800 premiered at the Brussels Motor Show in January 1960 and in September 1960 the first production P1800 (the 1961 model)

The powerful radiator grill was replaced with a cheaper wire mesh version and the curved Pelle Petterson signature chrome strip was straightened out. The modified P1800's type designation was "S" for Sweden and it was manufactured unchanged up until 1972 when production ceased. In 1970 Volvo released a so-called sports estate version of the P1800. It had a fuel-injected engine and an elegant glass tailgate and was manufactured for three years – something Pelle wasn't involved with:

"I wasn't consulted about any of these design changes. There was no contact with me at all. I'd been out of the picture for some time, and I'm not a fan of the sports estate they made towards the end (the Volvo P1800 ES). They ruined the car really!"

A Dream Come True

Pelle can't really think of a contemporary car that he's very keen on: "I guess there are some English cars, Aston Martins, for example, that are attractive. I also like the Jaguars they made a couple of years back. Back then you couldn't imagine Mercedes in that sort of company. Only big fat wholesalers drove around in them, but now they're actually doing some really good stuff. The French aren't completely stupid either. Personally I drive a Volvo C70 cabriolet and I'm very pleased with it. I've never owned a P1800. By the time it came out I'd become a father and there's no room for a pram in the boot of a P1800.

As we drive the two P1800s down to the harbour to take some shots Pelle and the two

Volvos quickly arouse interest. People want to know whether it's Pelle and the cars he designed. Pelle takes plenty of time to answer all the questions that are put to him and seems genuinely pleased to talk to people. He rounds off by saying:

"I'm a bit taken aback really that now, in my old age, it's actually become a bit of a classic! I don't know what to say, but it's something I wouldn't have dreamed of more than 50 years ago when I was working on the car. It's a dream come true!"

(If you want to read more about the 1800 50th anniversary and about Irv Gordon approaching 3 million miles in his 66-1800S, read the November 2011 edition of Hemmings Sports and Exotic Car. ♣)

<p>B.C. DEALER DISCOUNT LISTING (Unless stated otherwise, the discount applies to over the counter parts only and a valid VCBC membership card is required.) Don Docksteaders Motors, 8530 Cambie St, Van, 604-325-2999, or 1-800-663-3359, New pts: 15%, Ed Schram Motors, 112-13375 76th Ave., Surrey, Ph. 604-599-6081, New & Used 20% Chapman Motors, Cobble Hill, B.C., . 1-800-663-7208, New parts 10%, Used parts 20%</p>	<p>Chapmans of Victoria 751 Cloverdale St., Victoria, Ph. 250-475-2213, parts and service: 10% Chapmans of Nanaimo 20 Cliff St., Nanaimo, BC, 250-754-4807, parts and service: 10% Volvo of Coquitlam, ---2385 Ottawa St., Port Coquitlam, B.C. Ph.604- 942-8500, New parts: 15% Volvo of North Vancouver, 809 Automall Drive, N. Vancouver, B.C. Ph 924-0314, New Parts 15%</p>	<p>Volvo of Surrey, North Surrey Automall, 15383 Guilford Drive, 604-588-6088 New Parts 15% Volvo of Victoria, 2735 Douglas St., Victoria, BC, ph 250-250-382-6122 New parts: 15% Courtenay Car Center, #12 5th St., Courtenay, BC, 1-800-663-0194, 15% parts and labour. Fibrenew leather and vinyl repair, mobile service Vancouver, Ph 313-4703, 20% discount Lordco Part Stores up to 30% with Lordco card.</p>
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CLASSIFIED ADS

62 P1800, \$3500 red with white interior, very restorable Runs Jensen built ser 2551, collector plates, rebt 25 years ago. Off the road last 3 years, some disassembly, rebuilding started. complete including orig am radio, tires near new. Some rust in frame, little in body. Ken 604-987-3246, kenc40@shaw.ca

64-PV544-white, \$2400, rust free Spokane Wa, car, registered in BC, rolling shell with exc front suspension, and all the parts for reassembly, including good B18 drive train. The perfect starting point for an excellent 544. Gregg 604-469-1216 grmorris@moody.bc.ca

66-122s-2dr-\$3500, tan ext/tan interior, M40, orig owner, always garage kept, no accidents, Body and chassis are sound, few small rust spots, Interior orig and immaculate. In storage but ran well prior to storage, Brian 604-464-1451 Coquitlam, bkirton@telus.net.

67-1800S-\$7000, Owned for 36 years. Restored 30 years ago and then stored inside. Needs an enthusiast to sort it out from sitting. All parts included. Rebuilt engine, new tires, shocks, all repair history. Too many projects and not enough room. Ray 604-929-5618 ranthony@telus.net North Vancouver

67-123GT-\$1500 obo, -lt grn, for restoration or, parts, subframe and floor rusty. Essentially complete. Model 133951 M, VIN 13395 275722. Colour 91, Upholstery 426 553, special equipment codes 5145, 5324. One owner, last running in 1997. In West Kelowna. Contact Peter at peter.ferguson@telus.net.

67 122 WAGON PROJECT, mechanically 90% done, all parts to complete plus spares plus complete parts car. tools, manuals etc. to a good home only, **DAVE 250-338-1869. Courtenay**

72-1800E automatic-\$1000, Rusty but complete, rebuilt trans, will make interesting daily driver with some work, Gregg 604-469-1216, grmorris@shaw.ca coquitlam

73-1800ES-\$11,500 dk grn/tan, 4sp/OD, California car, exc. body, interior and drive train. New flex brake lines, clutch, new 17" tires on alloy wheels, Serviced at Scandia Motors, Patrick 604-761-1401, Patrick@cafedivano.ca

74-164-\$4500 auto, 320,000 kms, Green/tan leather, electric sunroof, was restored 10 years ago and is in exc cond, , A/C. 4 owners, first was Bruce Johnston of the Beach Boys, many spare parts Raymond 780-886-9266 or raymond@mediashaker.com Edmonton

75-164E-\$2595, automatic, collector plates, 80K orig miles, original burgundy paint, tan leather interior, 3rd owner past 12 years, a true luxury car of its time. Eric 604-209-3129, Eric www.vangoghpainting.ca Langley

SANDY WILL'S PARTS COLLECTION: Tons of pre 75 Volvo parts, all models (544/122/1800/140/160) sorted and accessible, give us a call Gregg Morris 604-469-1216 or grmorris@moody.bc.ca or John Cripps 604-466-9110 or volvoridge@hotmail.com

P1800 parts including hood, trunk lid, doors, engine, rear end, overdrive (damaged), heater, gas tank, radiator, some glass, most chrome trim, etc. Please call for details. Ken 604/987-3246, kenc40@shaw.ca

Four Italian Fondmetal BBS-style wheels \$400 OBO - 7Jx15H2 (15" wheel x 7" wide) will fit 240/740/940 series. Had 225/50/15 tires and still had adequate clearance. Very good condition. Cleaning out garage so they must go. Julius 604-269-0039 patakj@telus.net for pictures see our vcbc website.

122S parts, from 5 cars 64 and up. Mechanical, body, trim etc. Bob Armstrong, Lac LaHache, 250-396-4456

73 1800ES for parts., Gregg 604-469-1216 grmorris@moody.bc.ca

83-760GLE parts car, all parts available John 604-466-9110

83 242 GLT Parts, Body, suspension, mechanical, electrical, interior. Cam Finnigan, 604-931-3729, 1980gt@telus.net.

B18/B20: water pumps for B18/B20/B30. Cam 604-931-3729, 1980gt@telus.net.

240 and 740 series parts up to 1990, lots of, body , mechanical interior and trim. Mike 604-582-2837

Good Selection of used Volvo parts for cheap. Send requests to , volvolady@yahoo.com , 604-807-7675

Email Five new Volvo 7Jx17H2 seven spoke alloy wheels with tires mounted and balanced Michelin 205/45 ZR 1788W extra load high performance tires with 90% tread left. One rim without tire. Asking \$1800. Call Ted at 604-875-0620. No reasonable offer refused.

Vintage Import Parts, Contact me for all your vintage Volvo parts 444/544/122/1800/140, Olof, 604-992 9664 or vintage@telus.net website www.vintageimportparts.com

"Island Automotion Ltd - SU carburetor rebuilding, www.sucarburetors.com Rhys Kent, 1-250-479-5192 Victoria or islandautomotion@shaw.ca"

CARS FOR SALE. Cont'd

89-240DL-\$1950, grey metallic, 283,000 km, exceptional cond in all ways, air-cared, & going strong. Malcolm mbtait@shaw 604-224-0938

V.C.B.C. NEWSLETTER: JANUARY 2011

CLUB DIRECTORS: Chris Ainscough, John Cripps, Bob Cuthill, Dave McAree, Gregg Morris, Bert Sherlock

MEMBERSHIP FEES: Annual fee: \$20 From July 1 to June 30 each year, non-prorated.

TO JOIN: Send \$20 cheque payable to V.C.B.C, with your name address, telephone #., E-Mail & the year model and colour of your Volvos to the club address noted on page 1 of the newsletter. Membership application form is printable from club website, www.volvoclubofbc.com

CLUB BENEFITS: events, membership list, newsletters, club decal, membership card entitling members to savings from companies on our discount list.

CLUB CLOTHES: T shirts \$15, golf shirts \$25, Sweat Shirts \$30, Hoodies \$35, Jean Shirts \$35, fleece vests \$40, Ball Caps \$15

DISCLAIMER: V.C.B.C. cannot be held responsible for any technical advice given in good faith in it's club newsletter, or by its officers, editorial staff, or its members' letters , nor can it be held responsible for any cars, parts, or materials offered for sale.