



ASTON MARTIN \$12,500



BMW \$10,500



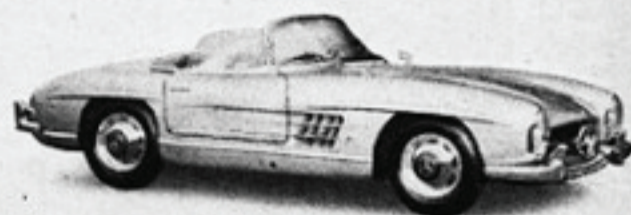
FACEL VEGA \$12,990



FERRARI \$12,900

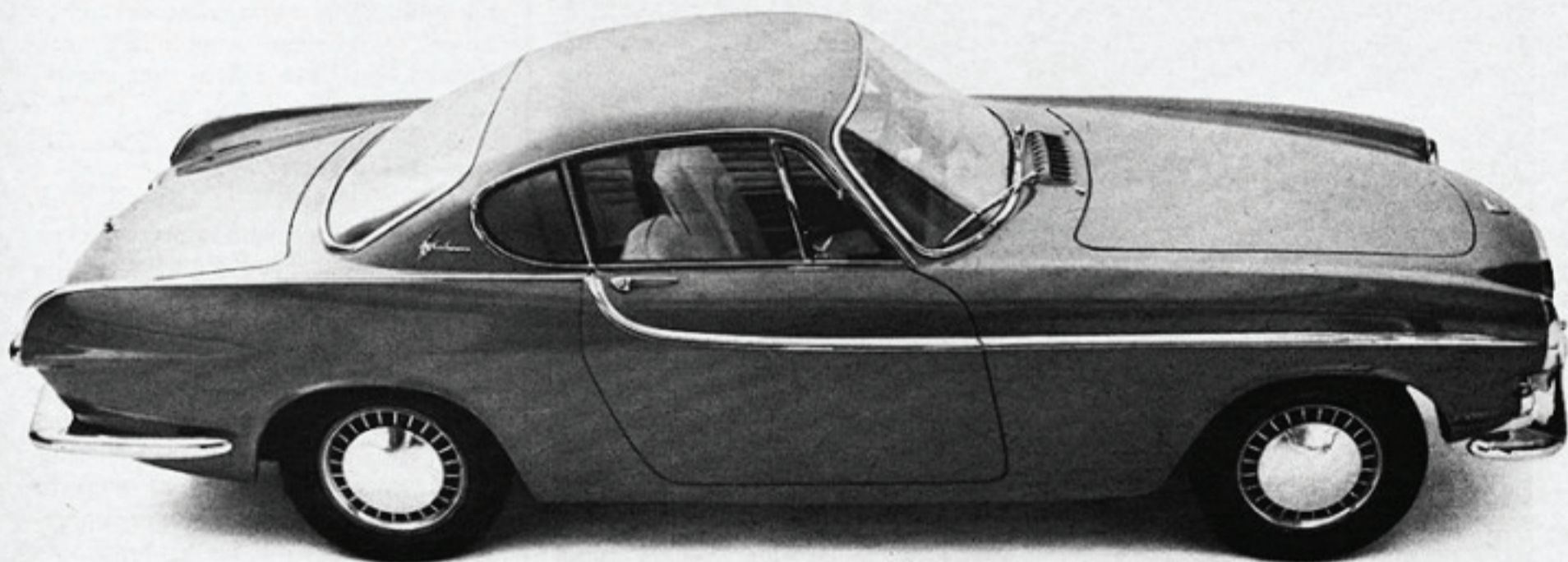


MASERATI \$11,400



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.