BECAUSE YOU'RE NOT JUST TAKING CARE OF YOUR VOLVO







You'd expect that Genuine Volvo Parts are engineered to the same exacting standards as your Volvo, and come with a one year, unlimited kilometer warranty. And you'd expect that our factory-trained technicians and Master Mechanics are the people best qualified to work on your car, using specialized diagnostic equipment.

But the real reason to insist on only Genuine Volvo Parts & Service is sitting right next to you. It's a decision you can live with.



BECAUSE THERE'S MORE TO PROTECT THAN YOUR VOLVO







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YOU'VE GOT MORE IMPORTANT THINGS TO DO THAN WAIT FOR YOUR CAR







The last thing you need with your busy lifestyle is an unexpected repair. So at Volvo, we do everything we can to keep your Volvo on the road and running smoothly. Our factory-trained, certified technicians are the best qualified people to work on your Volvo. They use specialized diagnostic equipment and tools and only Genuine Volvo Parts, engineered for maximum performance for your car. Real value comes from quality – knowing the job is done right.

Because no one knows your Volvo like your Authorized Volvo Retailer.



THE MORE YOU PUT INTO YOUR VOLVO, THE MORE YOU'LL GET OUT OF IT





Considering all the time you spend in your Volvo, shouldn't you make it as comfortable and practical as you can? Volvo offers a full range of accessories to complement your lifestyle and make your Volvo uniquely yours. Each is engineered to Volvo's highest quality standards, in line with their commitment to safety and environmental responsibility. Whatever you choose, you can be confident it has been tested by Volvo engineering to fit perfectly and perform beautifully for the life of your car.

Because the more you put into your Volvo, the more you'll get out of it.



IT'S YOUR HOME AWAY FROM HOME. FURNISH IT WELL.





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WHAT THE WELL-DRESSED VOLVO WILL BE WEARING THIS SEASON





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BECAUSE YOU'VE GOT MORE TO PROTECT THAN YOUR VOLVO







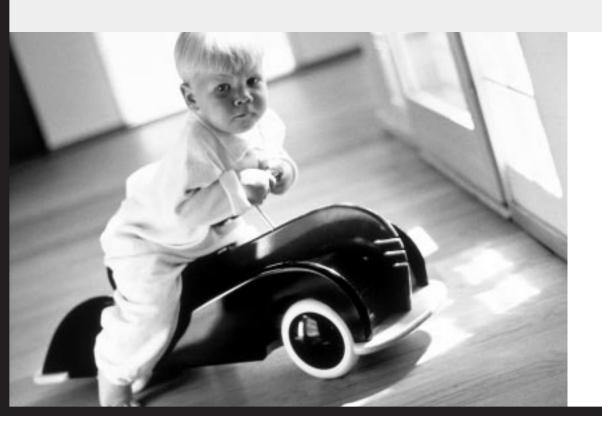
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NO WONDER VOLVO OWNERS PREFER GENUINE VOLVO PARTS





Genuine Volvo Parts are an important part of what keeps your Volvo on the road, running smoothly, longer than most cars. They're engineered to the same exacting standards for quality, durability and safety that go into your Volvo. Each one comes with a one year, unlimited kilometer warranty and gives you the peace of mind that it has been designed especially for your particular Volvo.

Why take a chance with anything less?



THE VERY BEST REASON TO INSIST ON GENUINE VOLVO PARTS





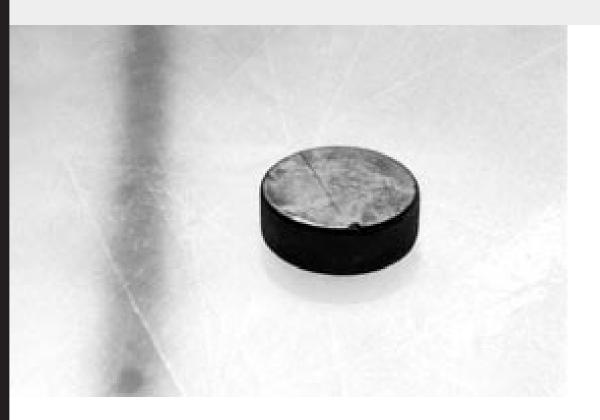
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Why take a chance with anything less?



AT - 10 DEGREES, ALL-SEASON RADIALS TEND TO RIDE LIKE THIS







Even the best all-season radials aren't designed for all conditions. Tests show that serious winter conditions requires serious winter tires.

Winter tires offered by your Volvo retailer have been carefully tested for your car. With their unique tread design, higher natural rubber content and superior grip, they can give you better control, safer steering and faster stopping in tough winter weather.

Visit your Volvo Retailer soon, and steer clear of ice and snow hazards this season.



GET A GRIP ON ICY ROADS THIS WINTER





Even the best all-season radials aren't designed for all conditions. Tests show that serious winter conditions requires serious winter tires.

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Visit your Volvo Retailer soon, and steer clear of ice and snow hazards this season.



BUSY SCHEDULE? DROP IN UNANNOUNCED







Introducing Volvo Express Service. It's the fast, convenient route for many of the routine services that are so important for your Volvo.

Enjoy everyday Value Pricing on all these services:

- Lube, Oil and Filter
- Brake Service
- Tire Rotation
- Battery Service

- Exterior Lighting
- Exhaust
- Wiper Blades
- Pollen Filter

No Appointment Necessary. DON'T CALL, JUST COME.



YOU'VE GOT MORE IMPORTANT THINGS TO DO THAN WAIT FOR YOUR CAR







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IT'S SERVICE FOR PEOPLE ON THE GO







Introducing Volvo Express Service.

- No appointment necessary
- Convenient hours
- Competitive prices
- Genuine Volvo Parts with 1-year warranty
- Factory-trained Volvo technicians

Enjoy everyday Value Pricing on all these services:

- Lube, Oil and Filter
- Brake Service
- Tire Rotation
- Battery Service

- Exterior Lighting
- Exhaust
- Wiper Blades
- Pollen Filter

No Appointment Necessary. DON'T CALL, JUST COME.



THIS ISN'T THE TIME TO DISCOVER YOU NEED WINTER TIRES





Even the best all-season radials aren't designed for all conditions. Tests show that serious winter conditions requires serious winter tires.

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Visit your Volvo Retailer soon, and steer clear of ice and snow hazards this season.

