

# VOLVO TRUCK CORPORATION

-a presentation



# giant among truck makers.

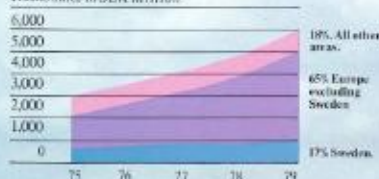
Volvo started building trucks in 1928. The first model, known as the LV 40, developed an impressive 28 horsepower and had a payload of 1.5 tons. During the 50-odd years that have passed since the company launched the LV 40, Volvo has frequently been the pioneer of technical developments and has enjoyed an increasingly prominent position as a manufacturer of heavy trucks. Today the company is one of the world's leading sup-

pliers of trucks over 16 tons GVW, which is Volvo's volume truck segment. Volvo trucks are now being used in more than 60 countries around the world, and enjoy a well-deserved reputation for quality and transport economy. 13,500 people throughout the world are working with trucks within the Volvo organization. Company turnover during 1979 was SEK 5,991 million - about a quarter of the total Group turnover.



One of Volvo's first trucks. The LV 40.

Trucks sales in SEK million



# Tried and tested for the eighties.



Behind every Volvo lies exhaustive test work. Both in the laboratory and on the proving grounds, which is one of the most modern in the world.



Before a new truck - or even a new component is put into production, it goes through a programme of exhaustive testing. These tests are carried out both in the laboratory and on the proving grounds. The computer controlled laboratory tests enable Volvo engineers to simulate years of driving. In fact, vehicles are subjected to the same strains and stresses that they would go through in the whole of their working lives in just a few months.

Volvo's own proving grounds at Hillered outside Göteborg provides the opportunity of testing the trucks under driving conditions that are far more arduous than anything encountered in normal use. 15,000 kilometres of hard driving on the

test track can equal well over 400,000 kilometres of "normal" driving. Volvo's modern generation of long-distance heavy trucks, the F10 and F12, went through tests that equalled ten round trips to the moon before their introduction in the autumn of 1977.

These strenuous programmes are backed up by practical experience of working in extreme climatic conditions - varying from the Arctic cold of northern Sweden to the heat and dust of Australian desert. And to make sure that everything functions as it should under actual working conditions, we let various haulage firms test our trucks in their everyday operations.



# Perfectly matched for a lifetime

The driveline, i.e., the combination of engine, gearbox and rear axle play a decisive role where truck economy is concerned. Volvo is one of the few companies who develop and manufacture their own driveline components for their heavy trucks.

This guarantees good operational economy as well as designs that facilitate service and maintenance. Volvo's control of the specification, design, construction and matching together of these vital components results in optimal solutions.



*Volvo's driveline plays a vital role in fitting the trucks' power resources to the transport task, and provides good transport economy.*

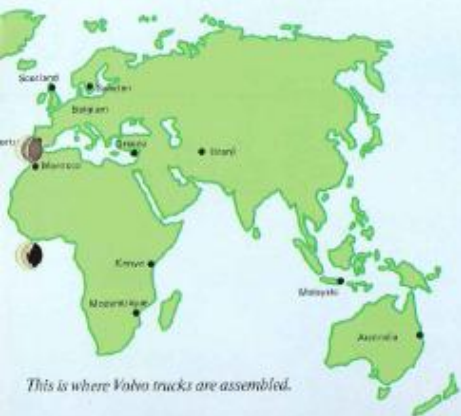


# Perfectly matched for a lifetime

# me of hard work.

Volvo also manufactures its own cabs, and puts a great deal of effort into providing the driver with a good and safe working environment.

Half of the production is assembled in Göteborg, where test facilities, chassis plant, finishing shops and headquarters are also situated. The other half of the production is assembled in several countries including Australia, Belgium, Brazil, Scotland and Peru.



*Volvo trucks are assembled in many different parts of the world. The picture shows Volvo trucks being assembled in Peru.*

# The right truck for the job

Volvo's truck range is among the most modern in the world. All models have been introduced since 1979. The range comprises models that cover total weights ranging from 7 tons up to, in extreme cases, complete gross combination weights of 230 tons. The trucks are used in most types of transport tasks from local distribution to heavy construction work and long distance traffic.

Volvo has always been well to the fore of technical developments. In fact, Volvo was among the first manufacturers with turbo-charging, tilt cabs, hub reduction and built-in air conditioning. And Volvo's modern truck range provides standards of driver comfort and safety in a class of their own.

**Volvo truck range in brief:**

## F4 and F6 series.

Forward control. Medium-heavy trucks for local distribution in, and around urban areas. Easy to manoeuvre and easy on the environment.

## F6S and F7 series.

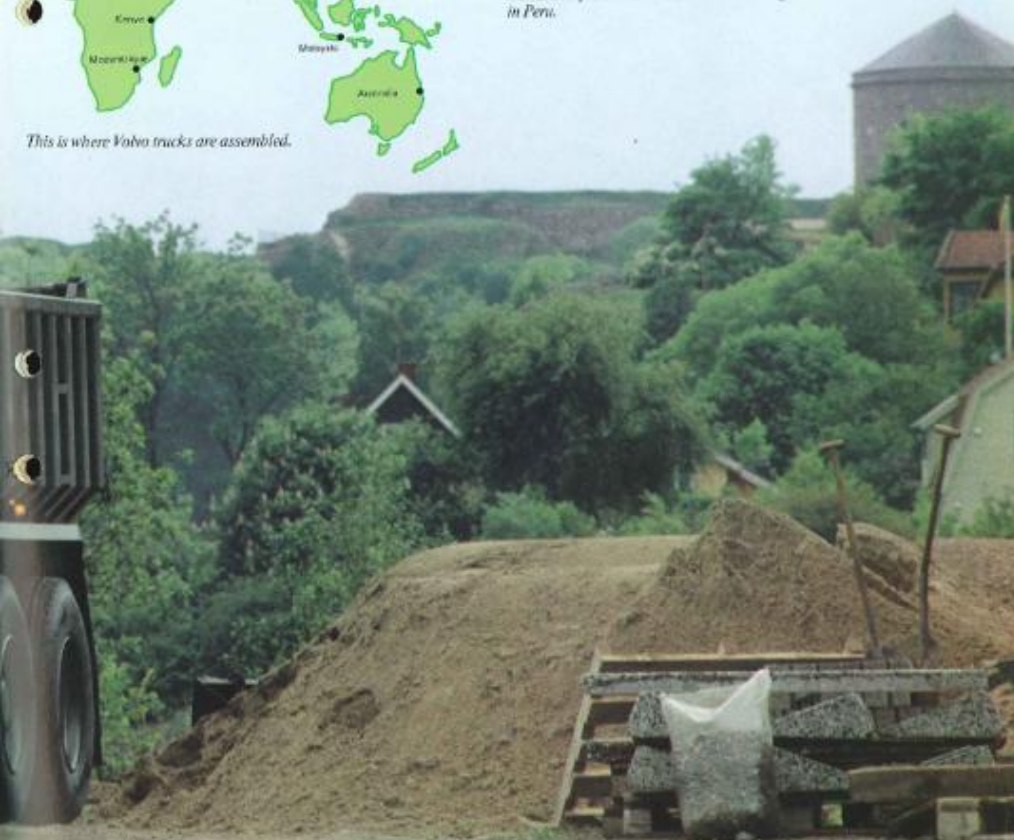
Forward control. Trucks that provide a highly versatile range between Volvo's medium-heavy and heavy trucks for heavier distribution work, lighter long distance haulage and construction work.

## F10 and F12 series.

Forward control. Built for long distance work, hauling bulk and liquid cargoes and special jobs. The introduction of these models put Volvo in the forefront where long distance vehicles are concerned - especially when considering the driver's working environment.

## N7, N10 and N12 series.

Normal control trucks for carrying construction materials, for tank and bulk haulage. Also used for long distance port.



# Volvo trucks all over the world

Volvo sold a total of 28,000 trucks in 1979. About 90% of sales were made in 65 countries outside Sweden. Volvo trucks have been part of the scene in most European countries for many years. Eight out of ten Volvo trucks are sold in Europe, including Scandinavia.

Volvo also has a great deal of experience of exporting to non-European markets, such as Australia and South America, where large scale local assembly of Volvo trucks is carried out. South America was one of the company's first non-European export markets. Volvo trucks are also forging ahead in the Middle East, Africa and Asia. And Volvo trucks began to make big strides in North America towards the end of the seventies.

The base upon which Volvo's sales are built is the company's investment in a comprehensive service network with well equipped workshops and good supplies of spares.

## Volvo's leading truck markets 1979.

Market	No of trucks	%
Great Britain	4,523	15.7
France	3,991	13.8
Sweden	3,206	11.1
USA	1,998	6.9
Denmark	1,816	6.3
Holland	1,462	5.1
Belgium	1,292	4.5
Finland	1,203	4.2
Norway	1,054	3.7
Italy	1,032	3.6

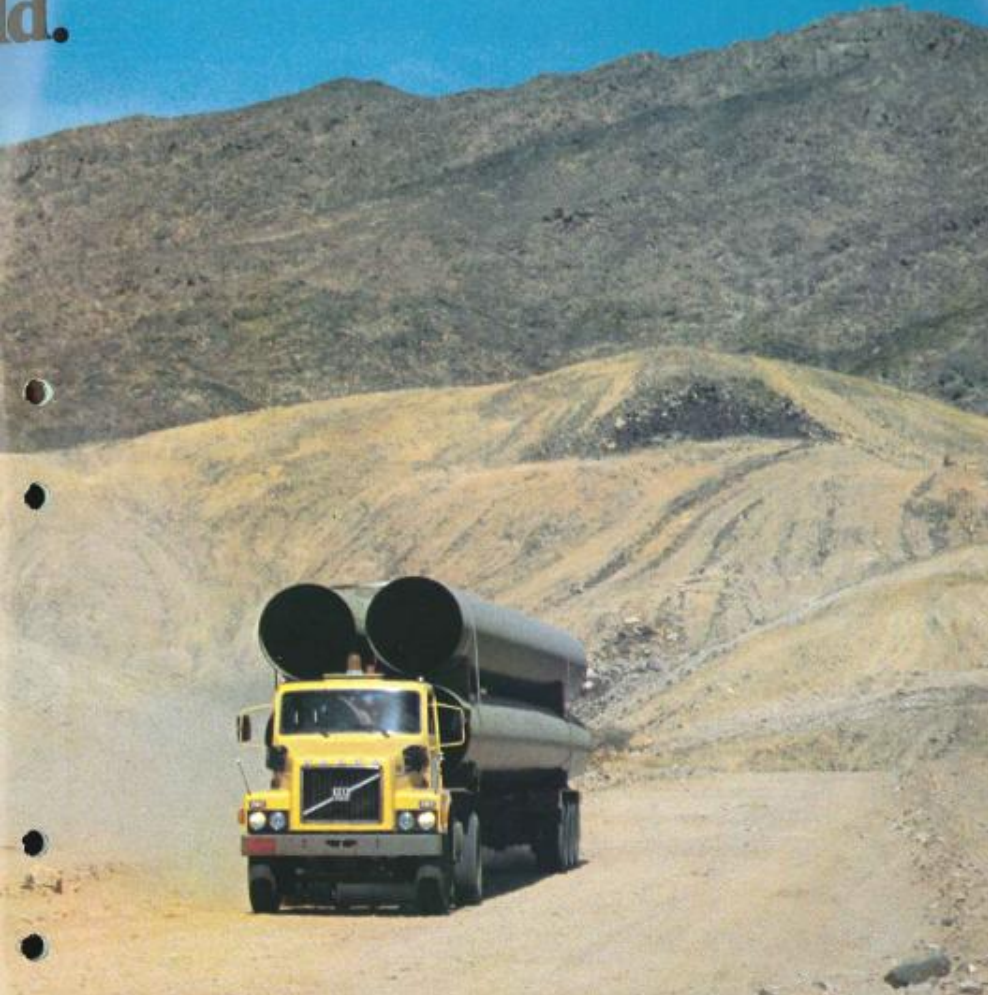
*Volvo's modern truck range covers a wide range of transport requirements. From local distribution to long distance work, from construction jobs to special transport.*

*Volvo is one of the largest European manufacturers of heavy trucks.*



# Volvo trucks all over the world

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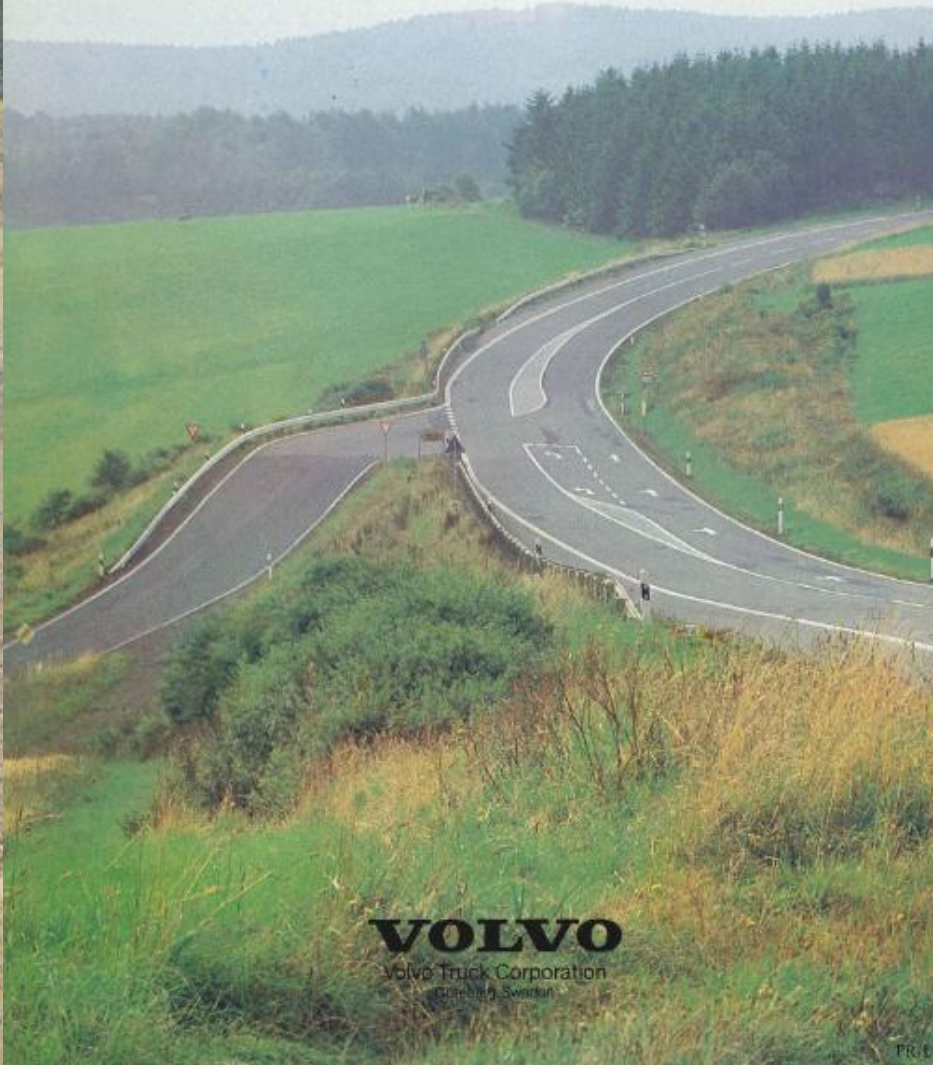


*Volvo has been one of the largest makes in Australia for many years.*

*The F7. One of Volvo's models in the USA.*



Note: Volvos are exported all over the world and specifications vary somewhat on the different markets. The trucks in this brochure are not fully adapted to each individual market.



**VOLVO**  
Volvo Truck Corporation  
Göteborg, Sweden