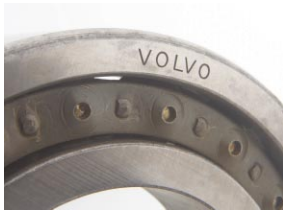


The Volvo Name 90 Years And Still Going Strong

This summer, Volvo celebrated a major milestone: 90 years ago the Volvo name was officially registered in Sweden. In June of 1915, Svenska Kullagerfabriken (SKF), a bearing manufacturer, launched the Volvo subsidiary.

A member of the SKF management team was the originator of the Volvo name. "Volvere" is the infinitive form of the verb "roll" in Latin. In the first person singular form, the verb "volvere" becomes "volvo," or "I roll."

SKF was already a world leader in the development and manufacture of industrial bearings. The company expanded to offer ball bearings (including a unique spherical bearing), roller bearings, transmissions, automobiles, bicycles, railway materials, and more.



At the start of World War I, the company moved their product line to heavy vehicle production. By 1926, SKF resurrected the idea of a Swedish automobile company at the urging of two employees, Assar Gabrielsson and engineer Gustaf Larson.

The Volvo logo was developed shortly thereafter, and incorporates an ancient chemical symbol for iron, a circle with an arrow pointing upwards to the right. This symbol is a hallmark of the Swedish iron industry, honoring steel and strength.

The newly developed automobile also had to have a unique typeface. In 1927, a diagonal band was also added running across the radiator, from top left to lower right. The grille of every Volvo today still had the band as a decorative symbol, as well as the iron symbol in the center of the steering wheel.



To date, over 13.5 million Volvo vehicles have been produced. It seems certain that the Volvo line will continue to "roll on" far into the future.



Join Us for the 8th Annual
Swedish Engineering Picnic
and Car Show

Saturday, September 24, 2005
10:00 am-3:00 pm

Bring your friends and family, and your Volvo!

Prepare For Winter

It's hard to believe that it's time to start thinking about winter already. We had a wonderful summer and some of the best warm weather in years. But winter is right around the corner, and now is the perfect time to start thinking about preparing your vehicle for the cold weather ahead.

In this issue we highlight some of the more critical maintenance tips for Volvo owners. Volvos have a well deserved reputation for reliability, but maintenance is an important part of ensuring the longevity of your vehicle.

Of course tires are one of the most important things to check in preparation for winter. Ann Arbor Tire offers inspections and alignments to get you in shape for snowy conditions.

Be sure to stop by the 8th Annual Swedish Engineering picnic on Saturday, September 24. This well attended event has always been a good way for Volvo owners to connect with old friends, and make new ones.

Be sure to read about our specials this month. We have some exciting offers for Volvo drivers!

—Joe Meza

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- The New Volvo C70
- Ann Arbor Tire Profile—Nokian Winter Tires
- Technician's Corner—How to Save at the Pump

VOLVO NEWS

Volvo Tune Up Tips

Like any machine, your Volvo was engineered with periodic maintenance in mind. The well-deserved reputation of the long-running and dependable Volvo holds true, but only if you perform routine maintenance as recommended by the manufacturer. At Swedish Engineering, we're Volvo experts, so we thought we would share a few important tips and reminders related to servicing your Volvo.



Oil Change

Changing your oil increases engine efficiency and can help you save gas. When your oil is changed our technicians can inspect the underside of your car and check for any needed repairs to the exhaust and other systems. You should change your oil every:

- 3,000 miles for in-town drivers
- 5,000 miles for expressway drivers

Tires

Tire rotation and alignments are just as important as replacing your old, worn tires. Getting a tire inspection during every oil change is a good idea for everyone.

Tire Pressure Guide

	Cold	Warm
Front Tires	39 psi	48 psi
Rear Tires	37 psi	41 psi

Coolant

Even though we are approaching winter, keeping the coolant topped off is still important. When the engine is cold, remove the cap and top off with a 50/50 mix of coolant and water.

Belts

Check all belts for cracks and wear; replace belts every 60,000 miles.

Other Service Items:

- Plugs—every 30,000 miles
- Caps and Rotor—every 50,000 miles
- Air Filter—every 30,000 miles
- Oil Filter—every 60,000 miles

Enjoy A Clean Vehicle This Fall

Before winter sets in, give your vehicle's interior a clean-up that will leave it looking and feeling like new. Our new detailing service is a big hit with our customers.

Spruce up your Volvo with a well deserved cleaning and detailing. After a steam power wash and interior vacuuming you'll fall in love with your car again.

Detail packages start at just \$49.00. Call our service department to set up an appointment to get your vehicle ready for the fall weather.



Enjoy 15% off the following services for your Volvo, Lexus or Toyota vehicle:

October

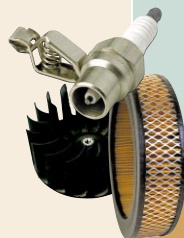
Maintenance

November

Tires and Wheels

December

Accessories and Regular Maintenance



We're open:

Monday-Friday 7:30 am-5:30 pm

Volvo Unveils The C70 Three-piece retractable hardtop

During the 2005 Frankfurt Motor Show, Volvo will unveil the innovative C70. Combining the safety features of a hardtop with the excitement of a convertible, the C70 will be turning heads everywhere.

The all new Volvo C70 was developed to offer new standards of preventive and protective safety in the convertible market. The car features an advanced body structure that makes it unique among open-top cars. The lack of a fixed roof has been compensated for by reinforcements in the structure. A unique example of this is the new door-mounted inflatable curtain. The curtain inflates upwards when deployed to protect the head in the event of a side impact. The curtain deflates slowly to help provide additional protection if the car rolls over.



The body structure of the C70 was designed to provide high torsional rigidity—ensuring stability and a more dynamic driving experience. The C70 will be available in early 2006.

For more information on Volvo's 2006 lineup visit www.volvo.com

Accessory Specials

Locking Gas Caps

Protect the contents of your gas tank
Great for Volvo models 1975-1995
(without remote gas door)

Special: \$18.95 (regular price \$28.00)

Volvo Factory Floor Mats and Rear Cargo Trays

Protect your Volvo during the winter season

Wholesale prices (10-20% off dealer list price)

These special offers are good through December 31, 2005, so stop by or call to make your order today!

Swedish Engineering offers a two-year warranty on all repairs

ANN ARBOR TIRE

Ann Arbor Tire



Tire Profile

Nokian's WR Tyre Prepare for Winter Driving

Hazardous winter driving conditions are just around the corner, so now is the time to start thinking about replacing your tires. Nokian's WR line of tires are designed exclusively for harsh winters, and are ideal for the unpredictable weather in Michigan. These tires can be kept on your vehicle all year, so if you're thinking of upgrading your tires now, the WR is a great choice.



Snow tires are typically applied in pairs to the drive axle (either front or rear) or ideally to all four positions on the vehicle. Snow tires have higher traction qualities so it's critical to match the size and type of the tire to other tires on your vehicle. Stop by or call Ann Arbor Tire today to learn more about our winter tires.

Educated Tires

Myth:

I don't put many miles on my car so I don't need to change my tires as often. Besides, my tires look fine to me.

Fact:

Tires don't always exhibit obvious signs of wear and tear. You should have your tires, including your spare, inspected every year for cuts, uneven wear, or bulges by a trained technician. Recently, Ford and DaimlerChrysler have announced that they are encouraging everyone to replace their tires every six years. Stop by Ann Arbor Tire anytime and we'll inspect your tires for free.

Ann Arbor Tire Features:

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TYRES**

YOKOHAMA

www.annarbortire.com



Technician's Corner

How to save at the pump

Rising prices at the pump are leaving everyone's pocketbook a little lighter, and relief doesn't seem to be in sight. The good news is that there are numerous things you can do to reduce your fuel consumption on your own.

- **Accelerate gradually.** Anytime you use a "lead foot" you'll reduce your overall fuel economy.
- **Don't drive aggressively.** Driving offensively on the highway can reduce fuel efficiency by 5% or more.
- **Drive the speed limit.** Excessive speeds (driving 75 instead of 65) can lower fuel economy by 15%.
- **Keep your tires inflated.** Under-inflated tires can reduce gas mileage by 4-10%.
- **Combine trips.** Rather than making multiple trips, combine your errands and make one longer trip.
- **Travel light.** Remove any excess items from your car. Less weight means better mileage.
- **Don't idle.** Today's cars don't need to warm up; idling wastes gas.
- **Watch the brakes.** Don't rest your left foot on the brake while driving. It creates drag and requires more gas.
- **Change the oil.** A cleaner engine is more fuel efficient.
- **Keep it maintained.** Keeping your car maintained will increase performance and efficiency.

—Tom O'Connor, ASE-certified Advanced Level Master Technician.



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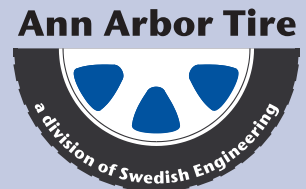
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