



# ***CVC Newsletter***

***Tony Giverin, President***

***www.canadianvolvoclub.org***

***3/4 Fall, 2010***

## ***2010 S80L***



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***Promoting Enthusiasm For Volvo Cars!***

## **2010 S80L**

The Volvo S80L, the long-wheelbase version of the S80, has been launched in China. Announced back in November last year, the Volvo S80L comes in five variants, has a 140mm longer wheelbase and features a considerably upgrade in luxury.

The Volvo S80L is powered by a 3.0-liter six-cylinder in-line turbocharged engine that develops 210 kilowatts (285 hp) and 400 Nm torque at 1,500rpm. Powered by this engine, the Volvo S80L gets from 0 to 100 km/h in 7.2 seconds.

The equipment list of the Volvo S80L includes a refrigerator in the rear seat, a premium sound system, a rear seat entertainment system and softer seats.

### **The Volvo S80L price has yet to be announced. Volvo Press Release:**

On March 12th, Volvo Car Corporation launched the all-new Volvo S80L in Beijing, China. The prices and specifications of the 5 variants were presented. To meet the demand of Chinese consumers, the wheel base of this S80L model is prolonged by 140mm and the car is considerably upgraded.

The sale of the all-new model has now started and the production started in February. S80L is one of the safest premium cars tailor-made for China and will mark the arrival of Volvo in the center of the Chinese premium car market.

### **Volvo S80L, all the security needed**

Volvo Car's flagship, S80L is one of the safest vehicles in the premium segment in China, providing all the security needed by governmental and business customers. The Volvo S80L redefines the highest criteria for a stretched premium car in China. And the Chinese business elites will find an undisputed top premium vehicle of top safety and luxury.

Based on comprehensive research of the Chinese market, Volvo Cars has designed the all new S80L and considerably upgraded the car in terms of space, quality, premium equipment specifications, drivability and service.

### **Volvo on Call for emergency**

The S80L will also provide a 3-year warranty and 3-year Volvo on Call service for the customer. Customers can use the Volvo on Call service in case of an accident and/or emergency. Volvo Cars is among the few manufacturers who offer Car Accident Aid, while most manufacturers in China only offer assistance on car malfunction. By this kind premium service, Volvo Cars would like the customers to feel the advantage of being a Volvo S80L owner.

### **80 years of car manufacture experience tailor a car for Chinese**

Since entering China, Volvo Cars has performed very well. With the success of the locally built S40 and the accumulation of local production experience, Volvo Cars decided to further develop its localization strategy. S80L is the pinnacle of Volvo's localization effort in China. "Volvo S80L is an all new model specially tailored for the Chinese market, and also the most luxurious car Volvo has ever made.

The stretched wheel base fully meets the discerning demands of Chinese luxury car consumers. Meanwhile, S80L proves Volvo's leadership in terms of safety and design", says Dr. Alexander Klose, CEO of Volvo Cars China.

### **140mm longer wheel base enlarges rear seat space**

The wheel base of S80L is stretched by 140mm, reaching 2,975mm with a full length of 4,991mm. This results in a big rear seat leg space of 1,025mm. The width and height reach 1,861mm and 1,490mm.

## **Enriched equipment, much more luxury experience**

The all new Volvo S80L is equipped with such luxurious specifications as a refrigerator in the rear seat, Premium Sound, rear seat entertainment system, and more deeply padded leather seats, according to the preferences of Chinese luxury car consumers.

The refrigerator is located in the rear seat backrest of the middle back seat. To open the refrigerator, the backrest is folded forward. Two cup holders are located in the backrest.

The design of the S80L fully reflects the intention to provide a limousine-like traveling experience for rear seat passengers. For the same reason, the armrest connected with the suspended center console has been lengthened, enabling access to such functions as a cigarette lighter, sound control, seat heating, and the front seat adjustment control for the rear seats passengers.

While the comfort of Volvo Cars seats is widely acknowledged, S80L has gone a step further to provide an even more comfortable driving experience, by installing not just high-grade leather but also more luxuriously padded seats. In addition, the S80L 3.0 T6 AWD Prestige is equipped with the Volvo Premium Sound package. A digital amplifier from Alpine and 12 loudspeakers from Dynaudio® of Denmark, give an audio experience of the very highest premium level. The Premium Sound in S80L turns the car into a mobile "Grand Theater" among luxury cars, something even the most discerning audio enthusiast will be enthusiastic about.

In addition, S80L is also equipped with both an advanced Electronic Climate Control system (ECC), and Air Quality System (AQS), which greatly enhance comfort and provide a green and healthy in-car environment for passengers.

## **Dynamic power**

S80L 3.0 T6 AWD is equipped with the classic 3.0-liter six-cylinder in-line turbocharged engine, with a maximum power rating of 210 kilowatts (285 hp) and a maximum output of 400 Nm torque at 1,500rpm. It needs only 7.2 seconds to accelerate from 0 to 100 km/h, so it doesn't seem to be overstated if "extremely fast" is used to describe the speed. The T6 engine uses Twin Scroll technology, inhaling exhaust in two stages and dividing it into two scrolls, which then flow into three cylinders. Twin Scroll Technology uses a more compact and simple turbocharger with quick response, giving equivalent performance to dual turbochargers.

The T6 model is equipped with Volvo's all-wheel drive system which uses an electrically controlled hydraulically-activated clutch to distribute power between the front and rear wheels, to provide the best possible road grip in all situations. The system uses the instant traction system, which can distribute power very quickly between the front and rear wheels, when the car is driven in wet and slippery conditions, or on a soft road surface.

## **Leading safety technology and premium quality**

Volvo's safety technology is unique around the world. At Volvo Cars' Safety Center in Sweden, the world's most advanced automotive crash testing institution can simulate a wide range of collision scenarios, thereby improving vehicle safety performance in all aspects. The S80L has been tested at Volvo Cars Safety Center, shipped there from China.

## **Preventive and protective safety**

A main part of Volvo's high-end security technology is implemented in S80L. Preventive safety: Blind Spot Information System (BLIS), Personal Car Communicator (PCC), Intelligent Driver Information System (IDIS) and other leading safety technology.

Protective safety: the body structure is further enhanced by four varying grades of steel. Side Impact Protection System (SIPS) and Whiplash Protection System (WHIPS).

The production of the Volvo S80L started in February 2010.

[www.zercustoms.com](http://www.zercustoms.com)

## **President's Message**

This newsletter is our "Fall" issue and while the weather is still very much in summer mode, we can't deny the inevitable cooler months that lay ahead. The fall season is a wonderful time of year to enjoy road trips. A favourite pastime of mine has been attending VCOA and other Volvo events that take advantage of the cooler temperatures and the fall colours accompanying them. If you take a look, a number of car shows and meets continue on into September and October, giving yourself plenty of opportunity to drive your favourite car, well before winter storage.

Fall is also time for the CVC Annual Meeting, giving you a perfect excuse to drive your Volvo and enjoy the drive to Milton. Many who attend choose secondary roads and consider the drive the best part of the day. Our annual meeting includes reports from executive members, including nominations and appointments of Directors. While sticking to an agenda, the meeting last no longer than 90 minutes and affords our members an opportunity to voice any suggestions, opinions and comments while more importantly, gives you the right to vote on issues that are important to the club. After 30yrs, we are still motivated to move forward and improve on what we have, as suggested by our members and volunteer executives. Look at pg.5 for details and plan to attend. Your input is important to us!

Our executive members are individuals who donate their time and energy on behalf of the club, taking on the various responsibilities required in running a corporation. Without these individuals the club would collapse. Looking back on the history of our club and our archives (Yes the CVC keeps an archive!) one component that has kept the club strong is its Newsletter. A number of editors have stepped up to the plate over the years and I as editor have simply carried on where my successor left off. It came as a surprise to me when checking our archives that I began editing the newsletter at the end of 2003 with the first full publication the following Spring of 2004. I continue to enjoy the role as editor and have managed to produce a work method that feels less like work and more like play. It has been six years and while I continue to enjoy the job, for the newsletter to move forward, an infusion of new talent, new ideas and cutting edge technology is required.

Your CVC Newsletter is produced using Adobe PageMaker 7.0 on a Windows XP Platform, then exported as a PDF for printing. The program is no longer supported by Adobe and the operating system is already growing tired. Our next newsletter editor will likely use Adobe InDesign, a purchase the executive have already discussed and recognize. I want to take this opportunity to invite anyone interested in taking on the role of newsletter editor. As editor you will have complete support of the club including a tutorial by myself, while at the same time, having complete creative input. If you think you're up to the task, have computer skills with a visual mind and can produce a newsletter in the best interest of the club, consider volunteering as Newsletter Editor. Contact any of the CVC Executive and share your ideas with us!

See you all at the CVC General Meeting!

*Tony Giverin*

## **Nomination of Directors**

In the Summer 2010 issue of the newsletter there was a call for nominations for 2 Directors of the Canadian Volvo Club. Rick Guy and Brad Davies have completed their 3-year terms, as established under the initial election of Directors when the club became incorporated. The deadline for sending in nominations for 2011 was August 1, 2010. Rick Guy and Brad Davies have both been nominated and have accepted their nomination.

At the Canadian Volvo Club (Canadian Swedish Iron, Inc.) Annual Meeting, to be held at Country Heritage Park, Milton, Ontario on Sunday, November 14, 2010, nominations for Directors will be called for from the floor. Please note that nominees must provide written agreement from those being nominated if they are unable to attend the Annual Meeting to accept in person.

***Bev Hughes, Secretary***

## CVC 30th FAMILY DAY THANKYOU

The CVC 30th Annual "Family Day" was held this past July 25th, enjoying hot dry weather throughout the day. 120 Volvo's were registered at last count, a little down from last year. Volvo owners from Michigan, New York, Quebec and all points of Ontario gathered, making our event a success once again.

**Volvo** sponsorship came from **John Martins, Kyle Fedsin, Hamilton Volvo (showing '09 XC70); John Martins, Andrew Murdock, Volvo of Oakville ; Gary Sodoski, Robert Motors Volvo (showing '10 V50);** and **Gordon Drew, Newmarket Volvo.**

**Additional** sponsorship came from **Dan Reynolds, DRD Distributing, Corbeil; Corky Zaron, Swedish Engineering, Ann Arbor, MI.; Ron Norris, Acklands-Grainger, Stoney Creek; Frank Derks, EuroSport Tuning; Joe Daniel, Woodstock Wood Show.**

Special thanks go to **Volvo Cars of Canada**, specifically **Jeff Pugliese, President and CEO.** Thanks also go to **Thomas Roosimagi** of **APPCO** and **Adrian Plante** of **Fanshawe Motors** for sponsoring our People's Choice awards plaques and **Fred Sleight**, Engineer of the "**Volvo Train**" site-seeing tour. **Fred** was also the recipient of our first **Director Emeritus** award, presented at the awards ceremony.

### **Family Day Volunteers**

Tony & Sean Giverin  
Bev & Beverly Hughes  
Fred & Merna Sleight  
Brad & Melissa Davies  
Mary Ellen Cooper

Robert Foltz  
Rob Funnekotter  
Ray Corsaut  
Rachel Palmer  
Devon Varga

Jesslyn Taylor  
Nick Palmer  
Bob Sutherland  
Bill Dampier  
Eugene Leenders

Don Leonard  
Rick Guy  
Joe Derks  
Marilyn Whibley

Winner of 50/50 draw – Boris Decker

### 2010 People's Choice Winners

#### **Category**

**544/444/210  
1800  
120/140/160  
240 & 260  
700 & 900  
800  
S/V/C  
XC**

#### **1<sup>st</sup> Place**

Steve Knowles  
Doug Yeo  
Brad Davies  
Brad Gardiner  
Brian Reynolds  
Frank Derks  
Craig Connelly  
Brian Nho

#### **2<sup>nd</sup> Place**

Rob Funnekotter  
Stuart Morley  
Leon Lok  
Tony Giverin  
Tomasz Szumigaj  
Alvin (last name not provided)  
Bill Cummings  
Pat Misner

### Annual Meeting Announcement

The Canadian Volvo Club, Canadian Swedish Iron Inc., will hold its Annual Meeting on **Sunday, November 14, 2010 beginning at 2:00 p.m.**, in the Niagara Room at Country Heritage Park, Milton, Ontario. This facility is located at 8560 Tremaine Road, just off Hwy. 401, half way between Exits 312 and 320. Watch for provincial signs for the Park. Detailed directions are available at their website [www.countryheritagepark.com](http://www.countryheritagepark.com), under the Directions link at the bottom of their Site Map. Enter through the South Gate Entrance and follow signs to the parking lot of the Main Administration Building. Watch for signs directing you to the meeting room.

Anyone interested is invited to stay for the Park's Christmas Heritage Parade of Lights, which begins at 6 p.m. Wagons, vintage tractors, machinery and even combines are fully decorated in thousands of festive lights for this parade. Over 35 parade entries are expected. Wagon rides through the village are provided after the parade, and you are invited to join Santa for hot chocolate and treats in the heated Gambrel Barn before heading home. Admission is by cash donation.

## **Tire Aging**

*The following two articles are the result of research when questioning the 15yr old tires on my '82 240. Despite the excellent overall appearance, the tires were replaced, citing safety concerns.  
Editor*

### **Nothing Lasts Forever...and Tires Are No Exception**

Tires are manufactured by bonding rubber to fabric plies and steel cords. And despite the anti-aging ingredients mixed into the rubber compounds, there is a realization that tires are perishable, as well as a growing awareness that some tires will actually age out before their treads will wear out.

For the most part today's tires deliver more miles and years of service than ever before. In the 1970s, typical bias ply tires lasted less than 20,000 miles and were only expected to be in service for about two years. In the 1980s, early radial ply tires offered a treadwear expectancy of about 40,000 miles during four years of service. And by the turn of the century, many long-life radial tires extended treadwear to about 60,000 miles during four or more years of service. While passenger car and light truck tire technology and American driving conditions in the past resulted in tire treads wearing out before the rest of the tire aged, it may not always be true of today's even longer lasting tires that are approaching 80,000 miles of treadwear.

How many years will tires last before aging out? Unfortunately it's impossible to predict when tires should be replaced based on their calendar age alone.

The U.S. National Highway Traffic Safety Administration (NHTSA) and tire manufacturers are currently studying the many variables. Exposure to the elements (sun and atmospheric), regularity of use (frequent or only occasional) and the quality of care (maintaining proper inflation pressure, wheel alignment, etc.) will all influence the answer. So while tire life depends on the service conditions and the environment in which they operate, the difficult task remains how to identify all of the variables that influence a tire's calendar age and attempt to quantify their influence.

The current industry association recommendations regarding inspecting and replacing tires due to age originate outside the United States.

The British Rubber Manufacturers Association (BRMA) recommended practice issued June, 2001, states "BRMA members strongly recommend that unused tyres should not be put into service if they are over six years old and that all tyres should be replaced ten years from the date of their manufacture."

"Environmental conditions like exposure to sunlight and coastal climates, as well as poor storage and infrequent use, accelerate the aging process. In ideal conditions, a tyre may have a life expectancy that exceeds ten years from its date of manufacture. However, such conditions are rare. Aging may not exhibit any external indications and, since there is no non-destructive test to assess the serviceability of a tyre, even an inspection carried out by a tyre expert may not reveal the extent of any deterioration."

More recently, The Japan Automobile Tire Manufacturers Association (JATMA) recommended practice issued May, 2005, states "customers are encouraged to have their vehicle tires promptly inspected after five years of use to determine if the tires can continue to be used (recommends spare tires be inspected as well). Furthermore, even when the tires look usable, it is recommended that all tires (including spare tires) that were made more than ten years ago be replaced with new tires.

Additionally, because in some cases automobile makers—based on the characteristics of the relevant vehicle—stipulate in the owner's manual the timing of tire inspection and replacement, please read and confirm the content of the owner's manual."

Several European vehicle manufacturers of high performance sports cars, coupes and sedans identify that "under no circumstances should tires older than 6 years be used" in their vehicle owner's manual. However, it should be noted that European recommendations must include driving conditions that include roads like the German Autobahn, which allows vehicles to be legally driven at their top speeds for extended periods of time.

While American driving conditions don't include the high-speed challenges of the German Autobahn, Chrysler and Ford Motor Company joined their European colleagues in 2005 by recommending that tires installed as Original Equipment be replaced after six years of service. (General Motors declined to offer a recommendation until a more scientific analysis of driving conditions and tire aging could be completed).

It is important to take into account Original Equipment tires are mounted on wheels and put into service right after being received by vehicle manufacturers, so their calendar age begins immediately. However the same cannot be said of tires properly stored in a tire manufacturers' warehouse or in Tire Rack distribution centers before they go into service. Properly stored tires that are protected from the elements and not mounted on a wheel age very slowly before they are mounted and put into service.

Our experience has been that when properly stored and cared for, most street tires have a useful life in service of between six to ten years. And while part of that time is spent as the tire travels from the manufacturing plant to the manufacturer's distribution center, to the retailer and to you, the remainder is the time it spends on your vehicle.

[www.tirerack.com](http://www.tirerack.com)

### **Watch Out for Old Tires**

Recent news reports about old tires failing has experts asking if tires should have expiration dates the same as many other products. Why? Because old tires are failing and killing people!

In a letter released back in September 22, 2003, a private safety group called Strategic Safety asked the National Highway Traffic & Safety Admin. (NHTSA) to investigate the problem of tire aging. The group says they have documented at least 20 accidents caused by old tires blowing out, 10 of which resulted in fatalities. Most of the lawsuits involving these tread separation accidents have been on tires that were six or more years old. The group says the NHTSA should have a new rule requiring tire manufacturers to put expiration dates on all new tires.

### **REPLACE OLD TIRES**

Strategic Safety says based on their findings, motorists should replace tires that are more than ten (10) years old, including the spare tire. (Note: In Europe, vehicle manufacturers typically recommend replacing tires that are more than six (6) years old.) The group also says tire retailers should NOT sell tires that have been in storage for more than six years since the date of manufacture.

Tires deteriorate over time, even if they are not used or driven on. The tires may appear to be in like-new condition on the outside, but inside the rubber is slowly deteriorating. This may dangerously weaken the tire and increase the risk of a blowout at high speed or during hot weather. In one such incident, the owner of a 1964 Sunbeam Tiger was returning from an antique car show. The tires only had 4,000 miles on them and looked good as new on the outside, but the tires were 11 years old. On the way home, one of the tires blew out causing the car to crash. The passenger suffered permanent brain injuries as a result of the accident.

### **NO TIRE EXPIRATION DATES**

The Rubber Manufacturers Association, to which tire manufacturers belong, has responded by saying tire expiration dates may be hard to determine because there are so many variables that affect tire aging. "It's not so simple to just slap a date on it," said Dan Zielinski, a spokesman for the Rubber Manufacturers Association.

Zielinski said a discussion of expiration dates would be worthwhile, but said NHTSA should not act without collecting some solid scientific evidence. Zielinski said tire manufacturers worry that consumers wouldn't pay any attention to the an expiration warning anyway and would not replace old tires with new ones. "People might think, 'Here's the tire industry trying to get us to buy more tires by stamping a date on them,'" he said.

NHTSA issued new tire performance standards in June 2003 but put off an aging test because experts couldn't agree on how to conduct such a test. NHTSA spokesman Rae Tyson said the agency hopes to have a new proposal on tire aging at some point in the future.

Tire makers say expiration dates would complicate their distribution systems because new tires often sit on shelves for two years or more. They also say tires vary in chemical makeup, so one expiration date would not fit all tires. The National Highway Traffic Safety Administration says additional research is needed to come up with an appropriate aging test for tires.

**OUR 30TH FAMILY DAY!**



***Hamilton Volvo Courtesy Car***



***Beautiful PV544***



***Rockin'120 Wagon***



***Good Lookin' P1800***



***Modified S40***



***Nice S70!***

**OUR 30TH FAMILY DAY!**



***EuroSport Tuning***



***Sweet S60***



***Classic 700***



***Classy XC70***



***Volvo Blue***

## **K-Pax Racing & Volvo**

### **Brief History...**

In the fall of 2006 owner Jim Haughey met with Bob Raub, a long time racer and car builder to discuss the possibilities of a new race effort for the coming season. Using Porsche 911 GT3 car chassis as a base, 3R built 3 cars to SCCA World Challenge GT specifics. Drivers Michael Galati and Randy Pobst were brought on to fill the seats, and the team began to take shape. The two car effort, K-PAX Racing has become a high caliber Championship race team in the SCCA World Challenge GT Series.

In 2007 and 2008, Driver Randy Pobst captured the Driver's Championship. In 2008 he and team mate Michael Galati took K-Pax Racing to a Manufacturers Championship in their 3R Racing built Porsches. In two seasons they have managed to capture 6 wins, 6 poles, 26 top 5, and 31 top 10.

For the 2009 season, 2008 GT Driver Champion Randy Pobst and 2005 GT Driver Champion Andy Pilgrim, will team up in newly built 2.5L Turbo 2009 Volvo S60 AWD to make a run for the Manufacturer Championship. With support from Volvo North America, 3R Racing has built a competitive new platform from the chassis up. Designing, machining and assembling most of the car in house, with the motors being built by Mahle, and transmissions by Weismann.

"We here at 3R are very excited at the opportunity we have been given to engineer and build all-new cars and bring a new manufacturer back to the series"; 3R Racing owner Bob Raub said. We know that this is not an easy task or one that will not be without its share of problems and failings, but through those problems and failings we will work hard to have success for Jim, Volvo, Randy and Andy.



### **K-PAX Racing Volvo Clinches a Win at Mosport (May 22, 2010)**

In his 100th World Challenge start, Randy Pobst has secured a win at Mosport in the K-PAX Racing Volvo S60. Pobst was the front-runner for the entire race, and moves into 1st place in the driver's championship with this win. The win also puts Volvo squarely into the lead in the Manufacturer's Championship points standing, edging Porsche out of the lead.

Pobst was elated with the finish and seemed particularly happy with the development pace of the Volvo racecar, noting that improved reliability was a big factor that contributed to the win. "We're running a unique car," said Pobst, "We worked really hard last year developing this car, and this weekend we actually learned a lot. We made some tuning changes to the suspension which is kind of a new thing for us at K-PAX - we spent a lot of time last year just keeping the car running."

While he led the entire 30-lap race Pobst explained that holding the lead was not easy, particularly when navigating through the slower cars in the field. "The traffic situations were really tough, there's a huge speed difference and it makes it really interesting" Pobst explained, "The most exciting moment in the race for me was when I caught a slower group of cars and put a pretty nice pass on a Porsche. I don't think the driver ever knew I was there, and he ran into the side of me pretty hard." Despite having to navigate through the slower traffic, Pobst managed to keep a gap between his Volvo and the Viper of Kuno Wittmer right to the finish.

While the team was ecstatic about Randy's win, mechanical issues unfortunately forced Andy Pilgrim and his #8 car to retire early, a tough failure for K-PAX Racing after such a strong qualifier. Andy held the second place spot for the first few laps before experiencing a fluid leak. "I was coming up the back straight and there was water coming out (on the windshield), I just didn't know how much" explained Pilgrim "I kept going until turn 10, where the car got completely sideways.... there was a lot of fluid leaking." Despite the DNF, Andy Pilgrim moves into 4th place in the driver standings behind Kuno Wittmer and Dino Crescentini.

**K-PAX Racing Volvo Finishes Second place at Mosport (May. 24, 2010)** – K-PAX Racing wrapped up a successful double-header weekend at Mosport, as Randy Pobst secured a second place finish in Sunday's World Challenge race. A triumphant end to a winning weekend for Pobst and his Volvo S60, as the second place finish marked a near sweep of both qualifying and race sessions at Mosport. "Another great day for the K-PAX Racing team" exclaimed Pobst "My Volvo S60 ran beautifully, it was incredibly fast and capable on the Mosport course."

Pobst, who held the lead for the better part of the 50 minute race, could not quite hold off the local favorite, Ron Fellows, who took the checker flag. "He got by me in some traffic" explained Pobst, "I was pushing the all wheel drive and the Toyo tires for all they were worth; I almost spun it a couple times in (turn) 5b". Pobst's second place finish helped solidify Volvo's lead in the manufacturer's championship, and he was quite happy with the team's overall results "We get to further Volvo's lead in the manufacturer championship" said Pobst, "and I look forward to going to more races and keep chasing the championship for Volvo."

In an unfortunate finish to his Mosport weekend, Andy Pilgrim in the number 8 K-PAX Racing Volvo had to retire early again due to mechanical issues. After starting 4th and holding his position for the better part of the race, his car died on Mosport's Andretti straightaway. "I think I could have stayed with Jason (Daskalos) and had a go at third place by the end," said Pilgrim, "but unfortunately it just died." While it was a tough end to Pilgrim's weekend, he was happy for the team's overall finish and looks forward to the next race at Watkins Glen.

Team Manager Bob Raub was pleased with the team's double header results, but at the same time disappointed with the difficulties experienced with Pilgrim's number 8 Volvo S60. "It's bittersweet when you run a two car team," said Bob, "but it's hard to come away not being happy leading the driver's and manufacturer's championship."

[www.kpaxracing.com](http://www.kpaxracing.com)

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***Wanted: CVC Newsletter Editor***

*The Canadian Volvo Club is seeking an editor to take on the responsibility of producing our quarterly newsletter. Computer skills a must including experience with graphics, images and layout. Enjoy complete creative freedom including provided software. Further details will be provided upon enquiry. Commitment of a minimum two years is required.*

**Contact: Editor; [newsletter@canadianvolvoclub.org](mailto:newsletter@canadianvolvoclub.org) or any of the executive members.**

## Irv Gordon Aims For 3 Million



American Irv Gordon - driver of the highest mileage vehicle on the road, a 1966 Volvo P1800 - has just turned 70. Now he aims to reach an unmatched record sometime in the next three years.

The two-seater sports coupe P1800 was presented at the auto show in Brussels 1960. Production started one year later, so in 2011 the P1800 celebrates its 50 year anniversary.

Almost 46,000 units of the famous Swedish sailor Pelle Petterson designed model were produced in various versions until production finished in 1973.

One of the P1800 icons is the British actor Roger Moore, who drove the car in the TV series "The Saint". Another famous P1800 driver is the American Irv Gordon. With more than 2.8 million miles on his sporty red Volvo sports car, Gordon was celebrating his birthday on 15 July by affirming his goal of reaching three million miles before his 73rd birthday - forever enshrining him as an iron man in automotive endurance.

Gordon, a retired science teacher from East Patchogue, N.Y., purchased his Volvo in June 1966, and immediately fell in love, driving 1,500 miles in the first 48 hours. With a 125-mile round-trip daily commute, a fanatical dedication to vehicle maintenance and a passion for driving, Gordon logged 500,000 miles in 10 years.

### **In the Guinness Book of World Records**

In 1998 with 1.69 million miles, he made the Guinness Book of World Records for most miles driven by a single owner in a non-commercial vehicle. In 2002, he drove the car's two-millionth mile down Times Square to national and international media attention.

Today, Gordon breaks his own record every time he drives, whether it's to Cincinnati for coffee, Rolla, Mo., for lunch or Green River, Wyo., for dinner. Gordon - like any mighty record-holder at the top of his game - is mindful of his legacy, as well as setting a record no one can beat.

"Three million miles by my 73rd birthday sounds right," Gordon said. "But, whether I reach that mark is more up to me than it is the car. The car's parts have long proven they can take it, but I'm not so sure about my own. Either way, it will be a fantastic testament to the engineering genius of Volvo as well as to the resiliency of folks my age.

### **Like baseball legend diMaggio**

"Three million miles is an iron clad number that I'd like to think sits right up there with DiMaggio's consecutive game hitting streak. Who's going to beat that? No one."

Gordon is unsure what to do with his Volvo after three million miles, though he has considered selling it for no less than one dollar per each mile he's driven.

"I used to think I'd park it in a museum where people will get to enjoy seeing the car that beat the odds - all with the same engine, same radio, same axles, same transmission and of course the same driver," Gordon said. "Now I think, 'no way.' I'll either keep driving it or sell it for \$3 million."

And what would he do if he made \$3 million off the car?

"I'd spend it on traveling," he said. "Road trips, of course."

**[www.volvocars.com](http://www.volvocars.com)**

*Irv attended our annual Family Day last year and has been a friend of the Canadian Volvo Club for many years.  
Editor*

## **Volvo's Chinese Owner Plans To Broaden Product Range, Build Vehicles in China**

LONDON — Volvo's new Chinese ownership told Inside Line late Tuesday that it expects "to broaden our product range in the coming years. What that strategy will be and how it will be accomplished will be presented at a later date," it said in response to an e-mailed query about whether the brand plans to go upscale and target Audi, BMW and Mercedes-Benz.

An earlier report in the Financial Times here said that China's Geely, which acquired Volvo on Monday, would move Volvo upmarket and offer a competitor to the BMW 7 Series and Mercedes-Benz S-Class. Volvo Cars of North America also sent Inside Line an internal memo written by Li Shufu, chairman of Volvo and co-chair of Geely.

The memo was clearly written to calm jittery nerves inside and outside of the company and confirmed rumors that Volvo's new owners may manufacture Volvo vehicles in new production facilities to be built in China. The accompanying memo was described by Volvo's U.S. arm as "all very positive."

Li Shufu's memo read: "Dear employees: We can guarantee you that Volvo Cars will remain a Swedish brand, incorporated in Sweden, as a wholly owned subsidiary of Geely Holding Group. The headquarters and the Volvo board will be based in Sweden and will follow Swedish corporate rules and regulations. We also intend to preserve Volvo Car's existing manufacturing facilities in Sweden and Belgium, while exploring opportunities to manufacture Volvo vehicles in new production facilities to be built in China for the local Chinese market."

At the same time, the Swedish brand's U.S. arm took pains on Tuesday to reassure nervous customers that little has changed and that it retained its "Swedish heart."

When asked by Inside Line how the sale of Volvo to Geely will affect the brand's U.S. customers, it received this e-mailed response from Geno Effler, director of corporate communications for Volvo Cars of North America: "There's no affect (sic) to consumers' wallets or choices of vehicles. We'll remain a company with its design, engineering, manufacturing and management based in Scandinavia — in essence, we'll retain our Swedish heart."

Volvo's new board will meet in mid-September to discuss product strategy.

"At the moment we are competing with BMW, Audi and Mercedes, but we don't have a product to compete with the BMW 7 Series and Mercedes S-Class," Li Shufu told the Financial Times. "We need to fill that gap." Under Ford's ownership, Volvo did not move into the upscale luxury segment, in part because of fears that it would cannibalize sales from Jaguar and Land Rover, when they were still part of Ford's Premium Automotive Group.

The Financial Times said that Volvo's new owner wants to nearly double its sales to 600,000 over five years, largely by building market share in China.

Inside Line says: Volvo may retain its Swedish heart, but other changes are definitely afoot, from product strategy to production locales. — Anita Lienert, Correspondent

**[www.insideline.com](http://www.insideline.com)**

### **Volvo Amazon 1956-1970**

The Volvo Amazon (although never officially called Amazon in the UK) came out in 1956 and, for its time, was a quality piece of kit. Replacing the PV544 and variants, the 120 range of Volvos soon established the Volvo reputation for solidity and it's concern for offering the car occupants a decent level of safety in the event of impacting something solid.

Further models were introduced as time rolled by, and by the time production ended you could have chosen from 2 & 4 door saloons, and the amply-large estate versions, with a number of engine options featuring throughout production based on the same basic engine as lifted from the PV, and shared with the sporty P1800 range.

***continued...***

The basic 121 model, introduced at the models launch in '57, came with a single Stromberg carb and was the bottom rung of the ladder of Amazon ownership through to 1967, early examples having the B16 1600 engine, later updated to 1800cc B18 spec. The 122S featured similar engines, but were warmed up a little with twin SUs, many featuring the desirable overdrive gearbox option to keep the revs down when cruising.

The 2 door 123GT was available in the latter years of 120 production and was really the sportiest of all Amazons produced. The GT came with a perkier cam profile and some other refinements, not least a tachometer bolted onto the top of the dash panel. 131 and 132 2 door variants of the standard model were also introduced around 1961, as were the 221 and 222 estate cars, which soldiered on until the 140 series replaced the 120 in 1970/1.

If you want a charismatic 4 seater old car to use every day, then go rallying with at weekends, for which most spares can be ordered over the phone, you cannot really do better than the Volvo Amazon range. I've had 6 or 7 in varying conditions and I think they are great cars. If you want an economical little runaround however, and fuel economy is your main interest, then the ~25mpg or so Amazon may not be for you, especially if you are slight-of-frame as the Amazon steering, and un-servo'd brakes on some models, can be tiring after a while.

[www.oldclassiccar.co.uk](http://www.oldclassiccar.co.uk)



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Your contact for Volvo Parts, Gordon Drew at **Newmarket Volvo** is offering 20% off of list, on parts over the counter.

Contact: Gordon Drew  
Phone: 905-830-5585  
Email: gdrew@newmarketvolvo.com

### ■ **For Sale**

NOS Parts for 850/S70/V70  
Serpentine belt removal tool,  
Too many parts to list...  
Contact: John Bell  
Phone: 604-467-8938  
Email: bellfamily33@telus.net

### ■ **For Sale**

1960 544, Blue, South American Car  
Fully Restored with custom trailer, 4,000km  
New V rated tires and brakes  
Contact: Stuart Morley  
Phone: 905-372-3834  
Email: 544vphoto@eagle.ca

### ■ **For Sale**

1964 P1800, 3rd Owner, Diamond Black  
Fully Restored, Headers, Street Cam  
IPD Sway Bars, Custom Wheels, Best Offer  
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Phone: 905-372-3834  
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### ■ **For Sale**

1984 240, 2nd Owner, Blue, A.C.  
Restored, 322k on motor, Lowered,  
Full Gauges, V rated tires and GT Rims  
Contact: John Bell  
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### ■ **For Sale**

1994 850, 117,000km  
Very Good Shape. Gold, leather interior  
Two sets of tires  
Contact: Denise Smith  
Phone: 519-595-8686.  
Email: mecarnut@cyg.net

### ■ **Discounted Service**

**Newmarket Volvo** offers 10% off service appointments to current CVC Members. This promotion does not include previously discounted parts or software downloads.  
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### ■ **Trying To Locate**

Spotted in Ottawa area, Reddish Brown 1800E.  
Early model with leather interior.  
Rear wheel arches modified.  
Contact: Norm Peacey (original owner)  
Phone: 613-832-5508  
Email: npeacey@bell.net

### ■ **For Sale**

2007 C70, Celestial Blue Metallic  
Premium & Climate Packages  
Wind Blocker, Back-up Radar,  
6sp T5, 30,000km, No Winters, \$29K  
Contact: Patrick  
Email: harleyd@magma.ca

### ■ **For Sale**

1970 142, Blue, California Car  
Fully Restored, Louvered Hood, Lowered  
Custom Front End, New tires, A.C. GT Dash  
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OEM Cargo Box & Load Bars  
New 2005, used 5 times. Bars new 2008  
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Contact: Ken Stephen  
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Email: dormie@rogers.com

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1963 544, B18, \$2,000 o.b.o  
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*Canadian Swedish Iron Inc.*

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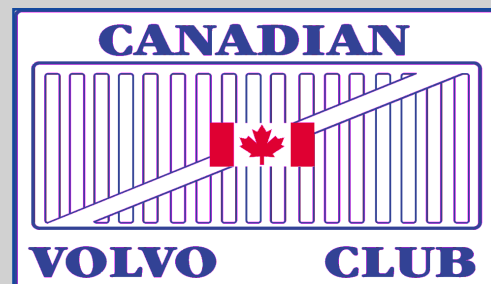
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CVC Newsletter is published quarterly in March, June, September and December by Canadian Swedish Iron Inc.

Technical advice presented in this newsletter is based on the experience and level of expertise of the writers of those articles. While information contained in the articles is believed to be accurate, the CVC Newsletter does not accept any responsibility for damages arising from the application of technical advice contained therein.

The Canadian Volvo Club is an unaffiliated non-profit organization made up of Volvo car enthusiasts.



*For up-to-date club information visit:  
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***Canadian Volvo Club Newsletter***