

WE THINKING



This book belongs to:

~~Anna~~ Phil

Alex James

Elizabeth Dan

Sue ~~DAVE~~

Sarah Amy

JAMIE TIM

Rob Paul

~~Yess~~ ~~Anthony~~

Rachel John

JACK MARK

Matt Sue

~~DEB~~ Marcos



TWO HEADS ARE BETTER THAN ONE.

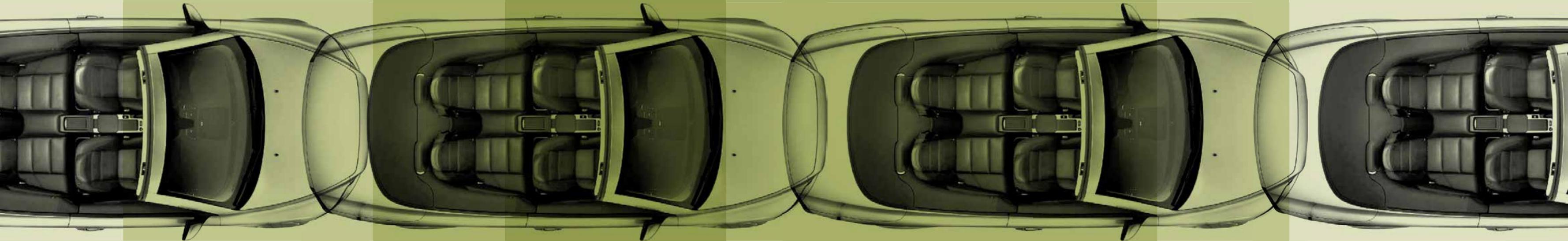
Why does a vision have to be single minded?

In 1924, two old friends, Assar Gabrielsson and Gustaf Larsson, sat down for a crayfish dinner and discussed the idea of starting a Swedish car company.

They believed that with Assar's sales skills (and dapper suits) and Gustav's engineering expertise (and honest face) they could make it happen. And they did. On April 14th 1927 their first car left the factory in Hisingen, Göteborg and Volvo was born.

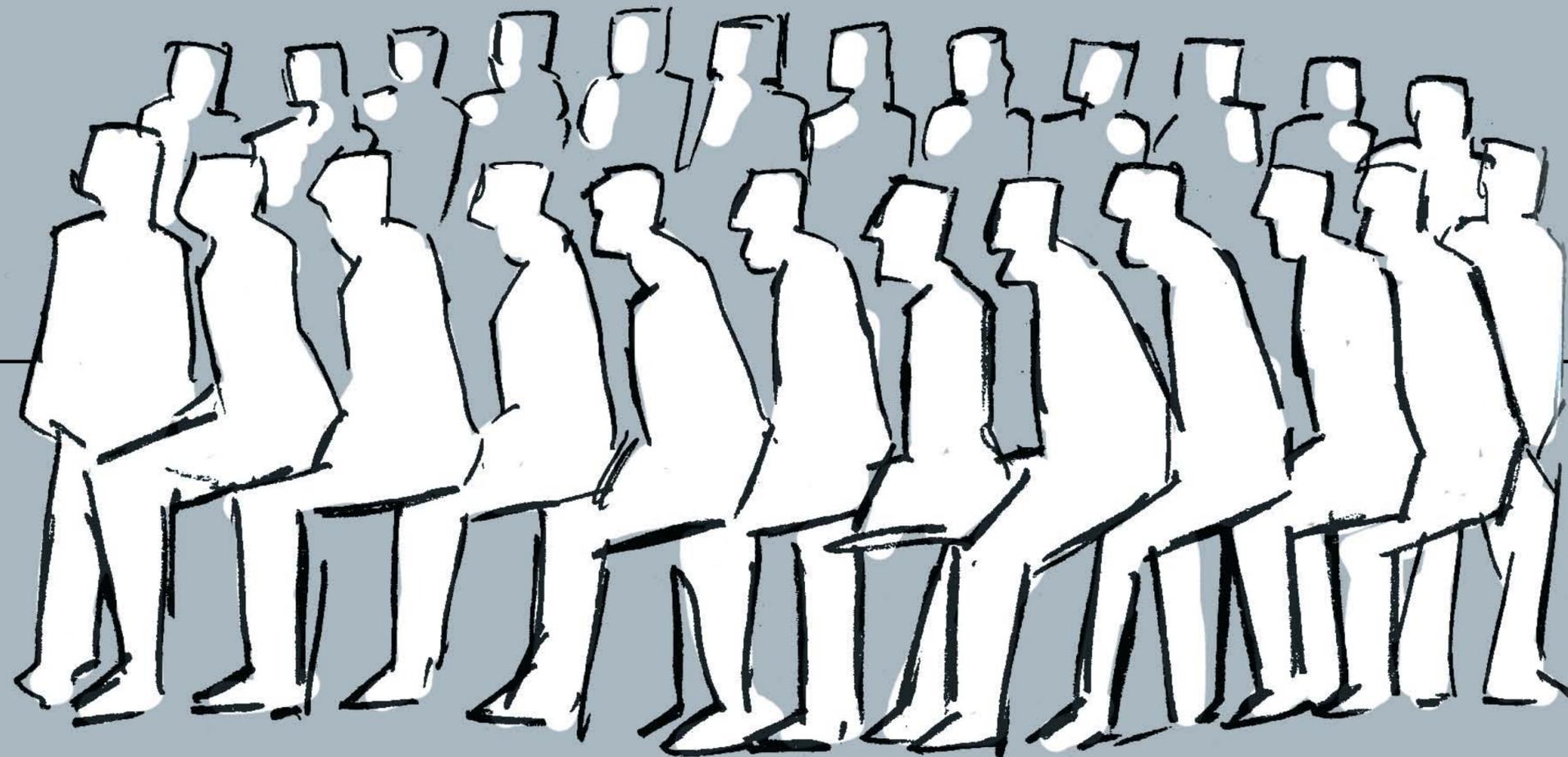


4 SEATS ARE BETTER THAN 2



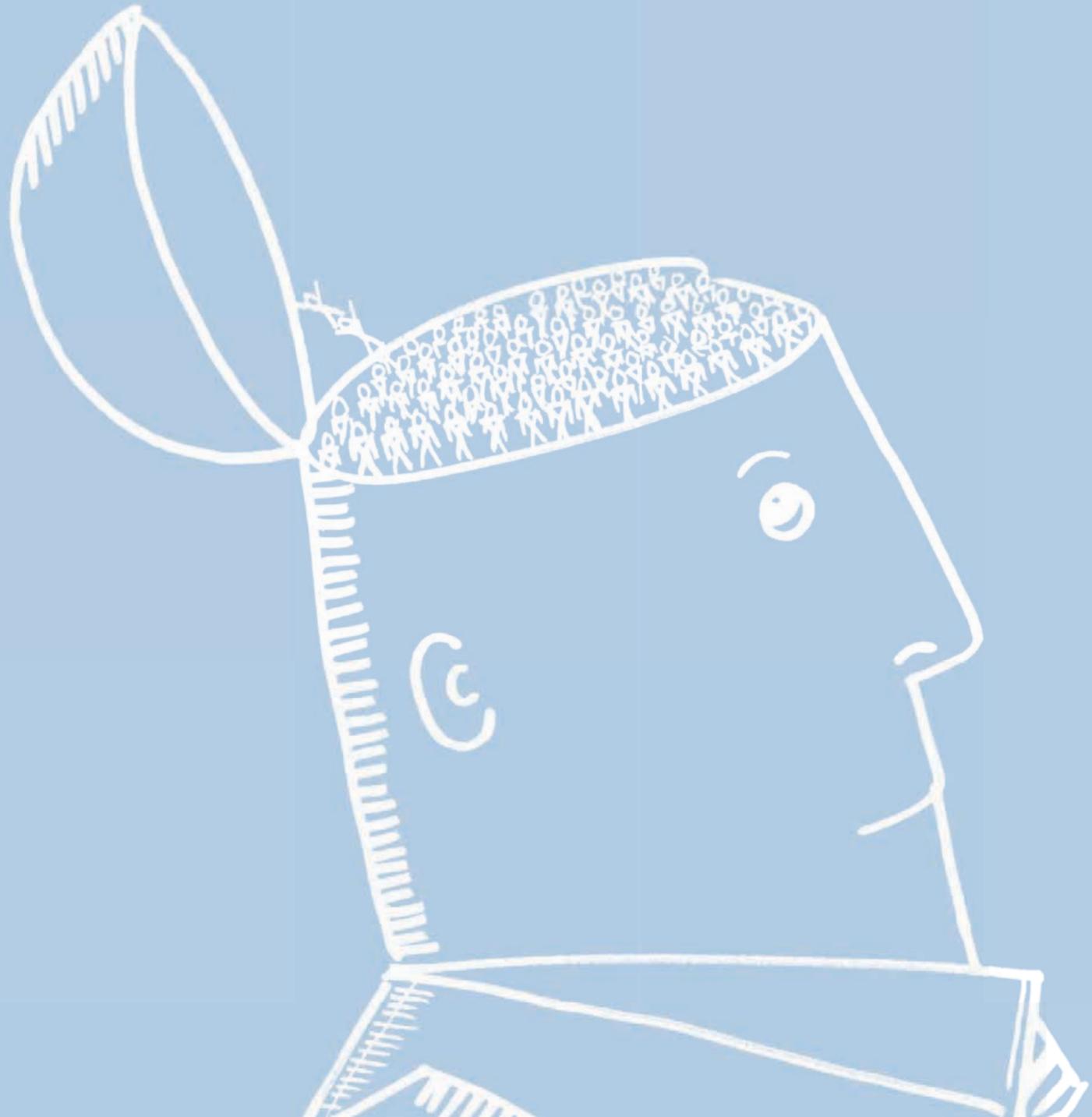
VOLVO DON'T MAKE TWO-SEATER CARS. WE DON'T THINK THEY'RE VERY FRIENDLY. WE DID MAKE ONE ONCE, MIND - THE P1900. BUT IT WAS SO UNPOPULAR THAT WE ABANDONED THE WHOLE IDEA AFTER ONLY 68 CARS. SO MAYBE OTHERS AGREED WITH US. THESE DAYS, WHEN IT COMES TO SEATS, WE THINK THE MORE THE MERRIER. CURRENTLY OUR RECORD IS SEVEN.

**YOU'D BE AMAZED WHAT YOU CAN DO
WHEN YOU DO IT TOGETHER**



Circle Sit-Down

1. Form a large circle facing the centre.
2. All make a quarter turn to the left.
3. Ensure you are roughly a foot behind the person in front, facing the back of them.
4. At the count of three, sit down on the knees of the person behind.
5. Relax and take it easy.



NONE OF US IS AS SMART AS ALL OF US.

KENNETH BLANCHARD

WE THINKING (NOS 37-49)



**RING THE DOORBELL
INSTEAD OF HONKING.**



**DRIVE-THROUGH STAFF. ALWAYS CHECK
THAT COFFEE LIDS ARE ON PROPERLY.**



**SLOW DOWN FOR PUDDLES
NEXT TO BUS STOPS.**



**TAKE TURNS PICKING
THE CAR MUSIC.**



**WAIT UNTIL YOU'RE OUT
THE CAR TO PASS WIND.**



**OLDER KIDS. LET YOUNGER ONES SIT
IN THE FRONT ONCE IN A WHILE.**



**RESPECT THE SAT NAV.
SHE'S DOING HER BEST.**



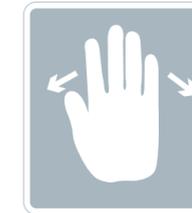
**PARKING ATTENDANTS.
GIVE DRIVERS A BREAK.**



**DRIVERS. GIVE PARKING
ATTENDANTS A BREAK.**



**HAND OVER A STICK OF
GUM WITH YOUR TOLL FARE.**



ALWAYS WAVE PEOPLE OFF.



**SLEEPY PASSENGERS. STAY AWAKE
TO KEEP THE DRIVER COMPANY.**

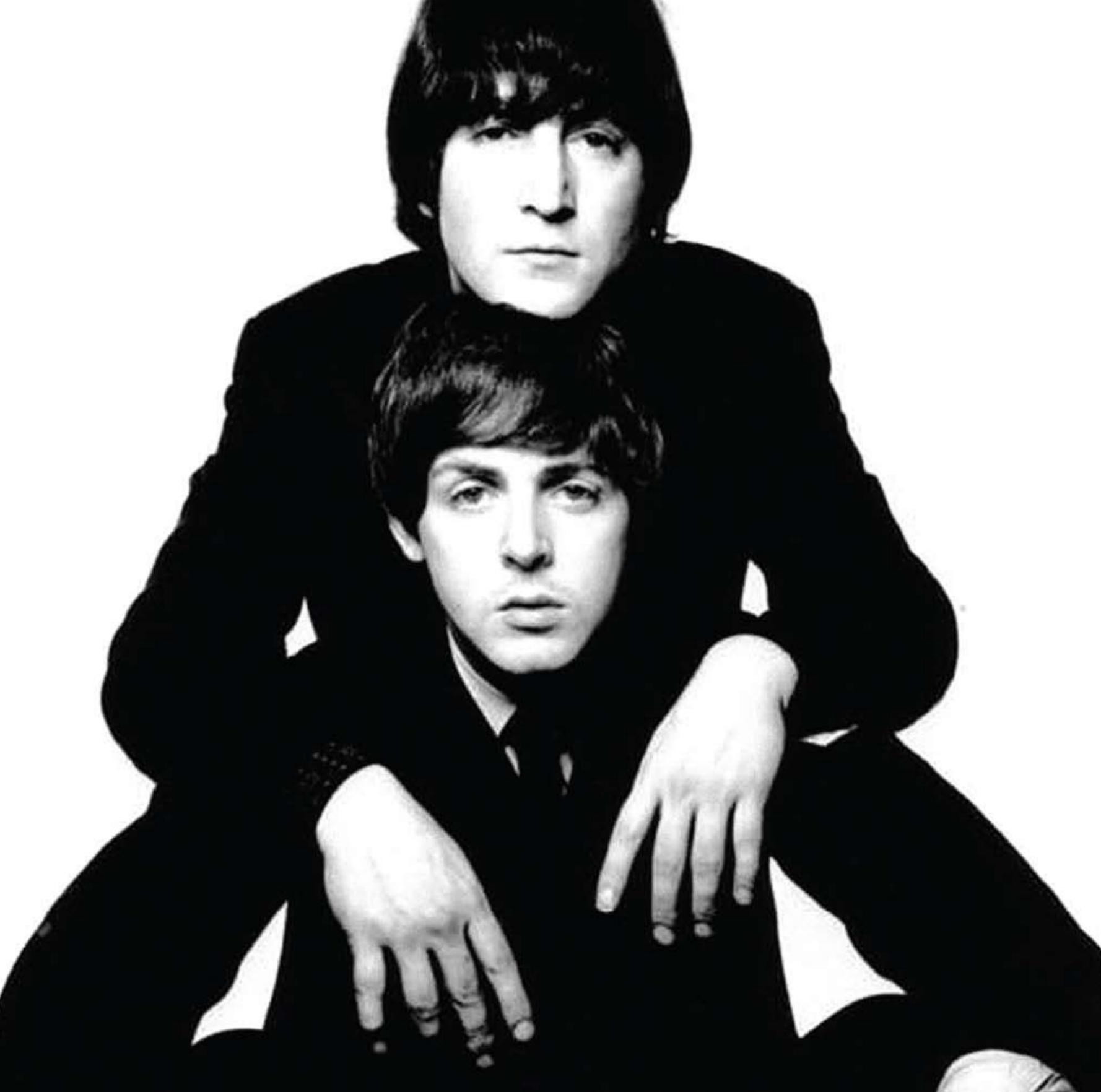
SOMETIMES, VOLVO BRING PEOPLE TOGETHER IN WAYS WE'D NEVER IMAGINED.



**THE BEST CAR TO
HAVE SEX IN**
(yesinsurance.co.uk public survey, Oct '06)

WHEN IT COMES TO SAFETY, WE'RE ALL IN THIS TOGETHER. FROM US HELPING YOU, EVEN THROUGH TO US, HELPING OTHER CARMAKERS. WHICH IS WHY, IN 1959, WHEN WE INVENTED THE THREE-POINT SEATBELT, WE MADE THE IMMEDIATE DECISION NOT TO PATENT IT. IT JUST FELT TOO IMPORTANT TO KEEP IT TO OURSELVES.





**BETTER
TOGETHER**



STICKS IN A BUNDLE ARE UNBREAKABLE.

PROVERB

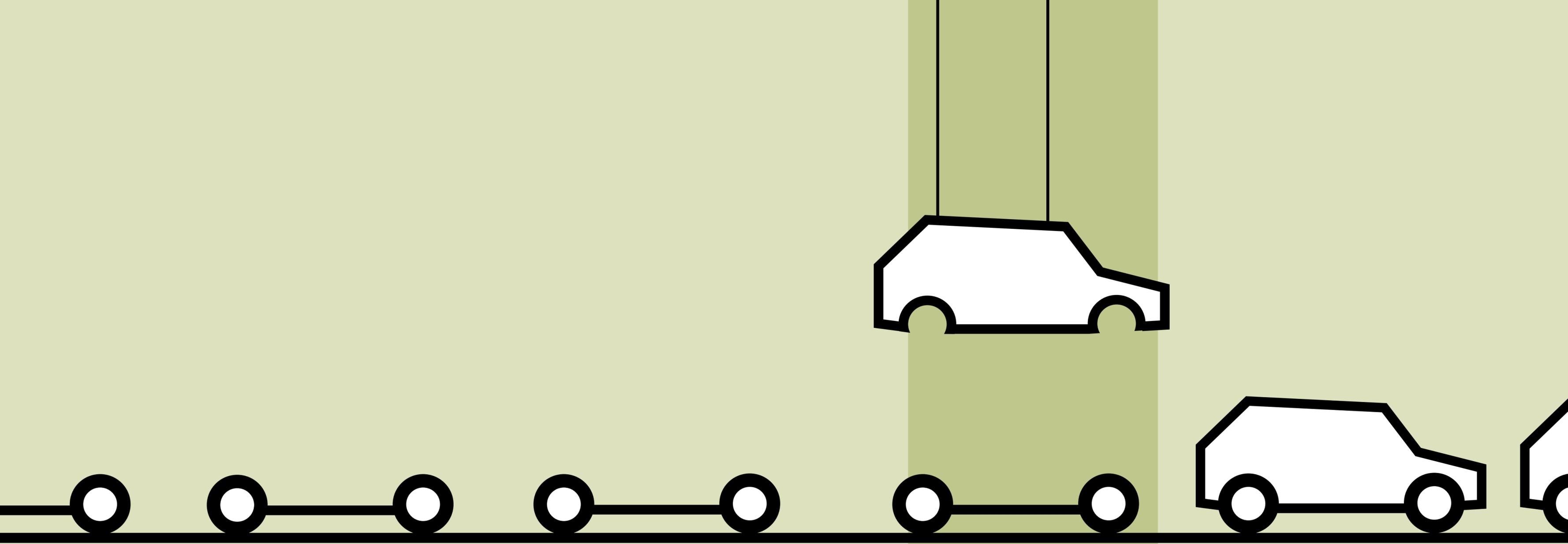
WHY DON'T WE ALL SHARE THE ROAD?

“SHARED SPACE” SCHEMES IN SWEDEN, HOLLAND AND BRITAIN HAVE PROVED THAT WHEN YOU REMOVE THE TRAFFIC LIGHTS, SIGNS, WHITE LINES AND EVEN PAVEMENTS THEN ACCIDENTS ARE SIGNIFICANTLY REDUCED.

WITHOUT MARKINGS, ROAD USERS HAVE TO RELY ON EYE CONTACT AND GESTURES AND SLOW DOWN TO READ THESE SUBTLER SIGNS. AND BECAUSE THE ROAD NOW BELONGS TO EVERYONE, NOBODY FEELS THEIR SPACE IS BEING INVADED.

TURNS OUT WE ALL GET ALONG JUST FINE.





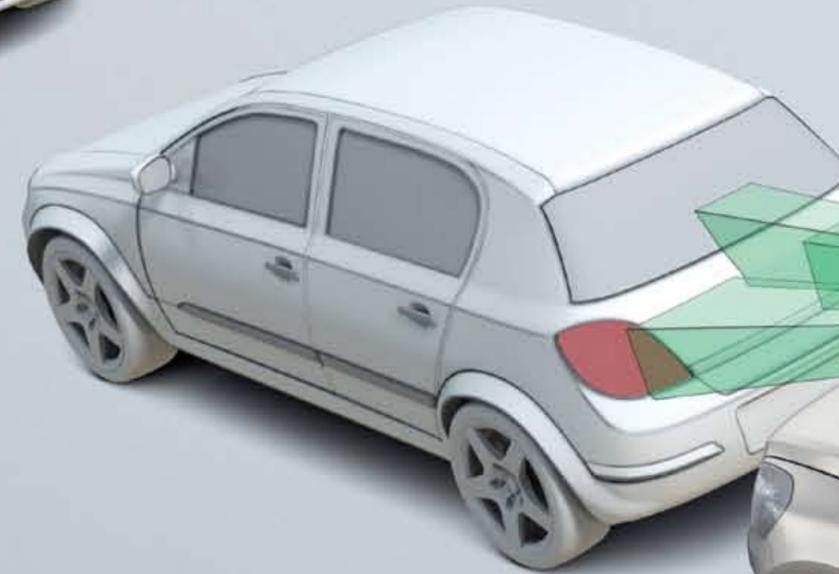
THERE IS A PLACE ON THE VOLVO PRODUCTION LINE WHERE THE CAR BODY IS LOWERED ON TO THE CHASSIS AND THE TWO BECOME ONE.

WE CALL IT 'THE MARRIAGE POINT'. IT HAPPENS ABOUT 1000 TIMES A DAY. AND AS YET, NOT A SINGLE DIVORCE

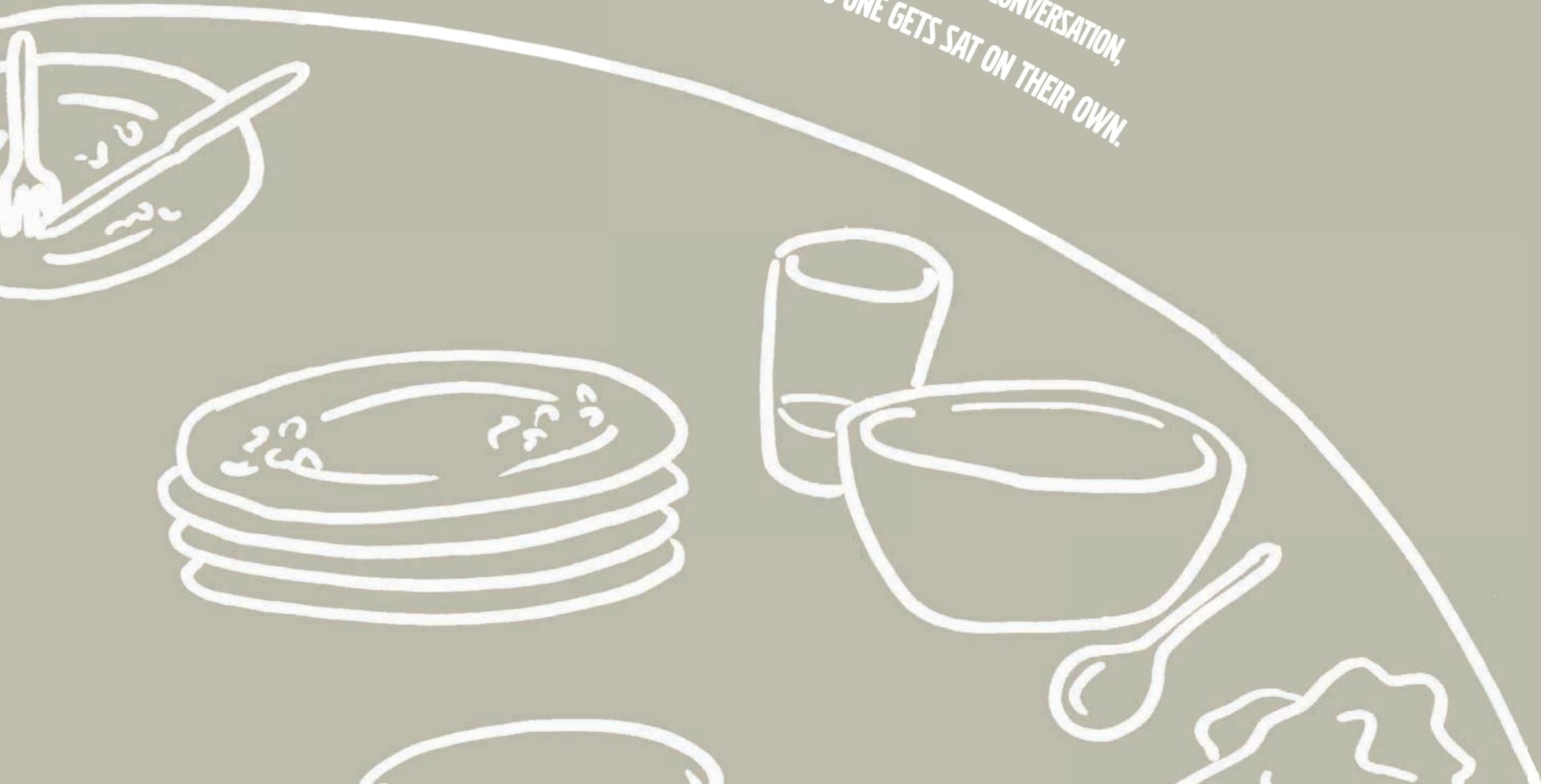


EVEN THE LONE RANGER HAD A COMPANION

**CITY SAFETY TECHNOLOGY.
BECAUSE SOMETIMES, TOGETHER IS BAD.**



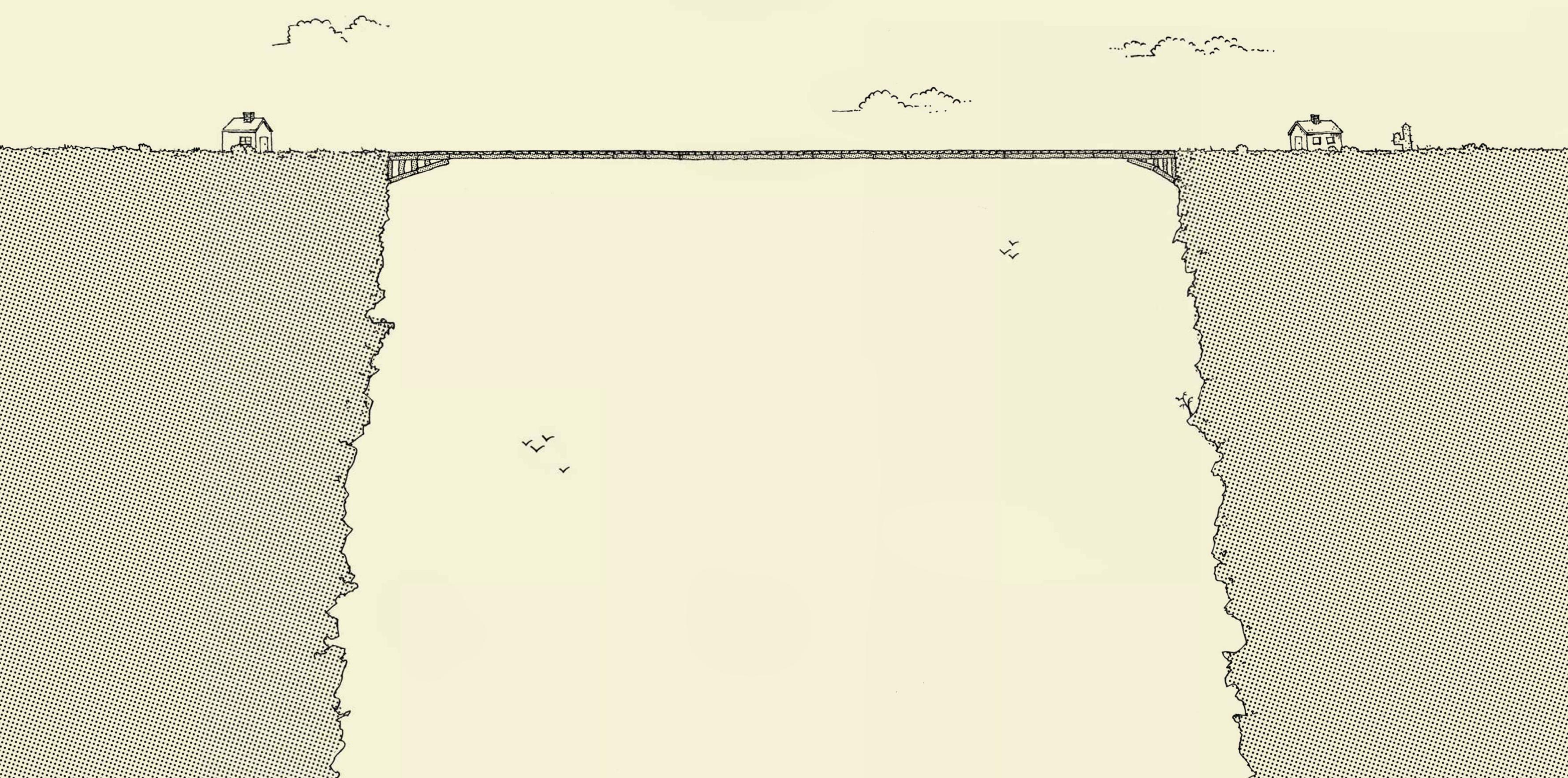
IF YOU HAPPEN TO VISIT VOLVO HQ AT LUNCHTIME (AND IF SO, WE HIGHLY RECOMEND THE KOTTSOPPA)
TAKE A LOOK AT THE CANTEEN SEATING ARRANGEMENTS.
IT'S A SMALL DETAIL BUT WE'VE ADDED ROUND TABLES. IT MEANS THAT EVERYONE'S INCLUDED IN THE CONVERSATION,
PEOPLE FROM DIFFERENT DEPARTMENTS GET TO KNOW EACH OTHER, AND NO ONE GETS SAT ON THEIR OWN.
(THE OSTKAKA'S PRETTY GOOD TOO.)



TOGETHER ISN'T JUST BETTER. IT'S BETTER FOR YOU.

A 1999 STUDY IN THE BRITISH MEDICAL JOURNAL FOUND THAT STRONG RELATIONSHIPS AND CLOSE COMPANIONSHIP ARE MORE IMPORTANT IN DETERMINING LONGEVITY THAN BLOOD PRESSURE AND CHOLESTEROL LEVELS. IN FACT, A GOOD SOCIAL LIFE IS AS IMPORTANT AS REGULAR EXERCISE.







THE PARABLE OF THE JAGUAR AND THE VOLVO

IN 1961, THE PRODUCERS OF TV SERIES THE SAINT ASKED JAGUAR FOR PERMISSION TO USE THE E-TYPE IN THE SHOW. JAGUAR REFUSED, BELIEVING THEY DIDN'T NEED THE EXTRA PUBLICITY.

SO THE PRODUCERS ASKED US IF THEY COULD USE THE P1800. WE WERE HAPPY TO OBLIGE. WE DIDN'T MIND BEING NUMBER TWO. ROGER MOORE WASN'T THEIR FIRST CHOICE EITHER.

SEVEN YEARS ON THE P1800 WAS ONE OF THE MOST FAMOUS CARS IN THE WORLD. AND IN THE LATE SEVENTIES JAGUAR JUMPED AT THE CHANCE TO HAVE THE XJS APPEAR IN FOLLOW UP SERIES RETURN OF THE SAINT.



THE IDEA OF USING STEAM POWER TO REPLACE HORSE HERD OF ALEXANDRIA, 150 BC

THE IDEA OF AN AUTOMATED CARRIAGE
LEONARDO DA VINCI, LATE 1400'S

L POINT SEATBELT
EDWARD J CLAGHORN 1885

BATTERY
THOMAS EDISON, 1903

RADIATOR
ALPHONSE BEAU DE ROCHAS, 1862

CAR HEATER
THOMAS AHEARN, 1890

STEAM POWERED ROAD VEHICLE
NICOLAS-JOSEPH CUGNOT, 1769

VULCANIZED RUBBER
CHARLES GOODYEAR, 1844

OIL FILTER
ERNEST SWEETLAND, 1923

DRIVE SHAFT
LOUIS RENAU, 1898

WHEEL
ANONYMOUS CAVEMAN,
8000 BC

GASOLINE POWERED ROAD VEHICLE
KARL FRIEDRICH BENZ, 1886
GOTTLIEB WILHELM DAIMLER, 1886

TRANSMISSION
LEONARD DYER, 1908

ENGINE MUFFLER
HIRAM PERCY MAXIM, 1909

ELECTRIC CARRIAGE
ROBERT ANDERSON, 1839

DRUM BRAKES
LOUIS RENAU, 1920

WINDSCREEN WIPERS
MARY ANDERSON, 1903

FENDER
FREDERIK SIMMS, 1901

GASOLINE POWERED ROAD VEHICLE
KARL FRIEDRICH BENZ, 1886
GOTTLIEB WILHELM DAIMLER, 1886

POWERSTEERING
FRANCIS W. DAVIS, 1951

ODOMETER
CHANG HENG, 125 AD

DISC BRAKES
FREDERICK WILLIAM LANCHESTER, 1901

TURN SIGNALS
BUICK, 1938

INTERNAL COMBUSTION ENGINE
ETIENNE LENOIR, 1860
NI KOLOUS AUGUSTUS OTTO, 1876

SPARK PLUG (FOR ENGINE)
OLIVER LODGE, 1855

3 POINT SAFETY BELT
NILS BOHLIN, 1959

CAR RADIO
PAUL GALVIN, 1929

FUEL INJECTION SYTEM
ADAMS FARWELL, 1910

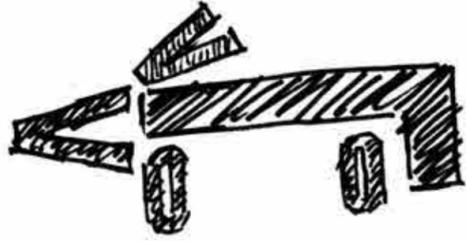
INTERNAL COMBUSTION ENGINE
ETIENNE LENOIR, 1860
NI KOLOUS AUGUSTUS OTTO, 1876



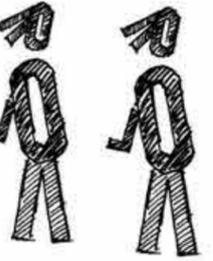
BETTER TOGETHER



WA



LOV

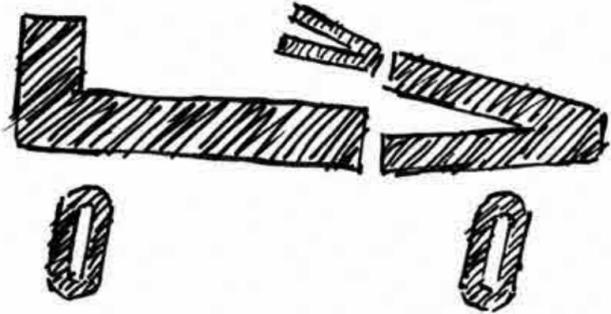


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VOLVO



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