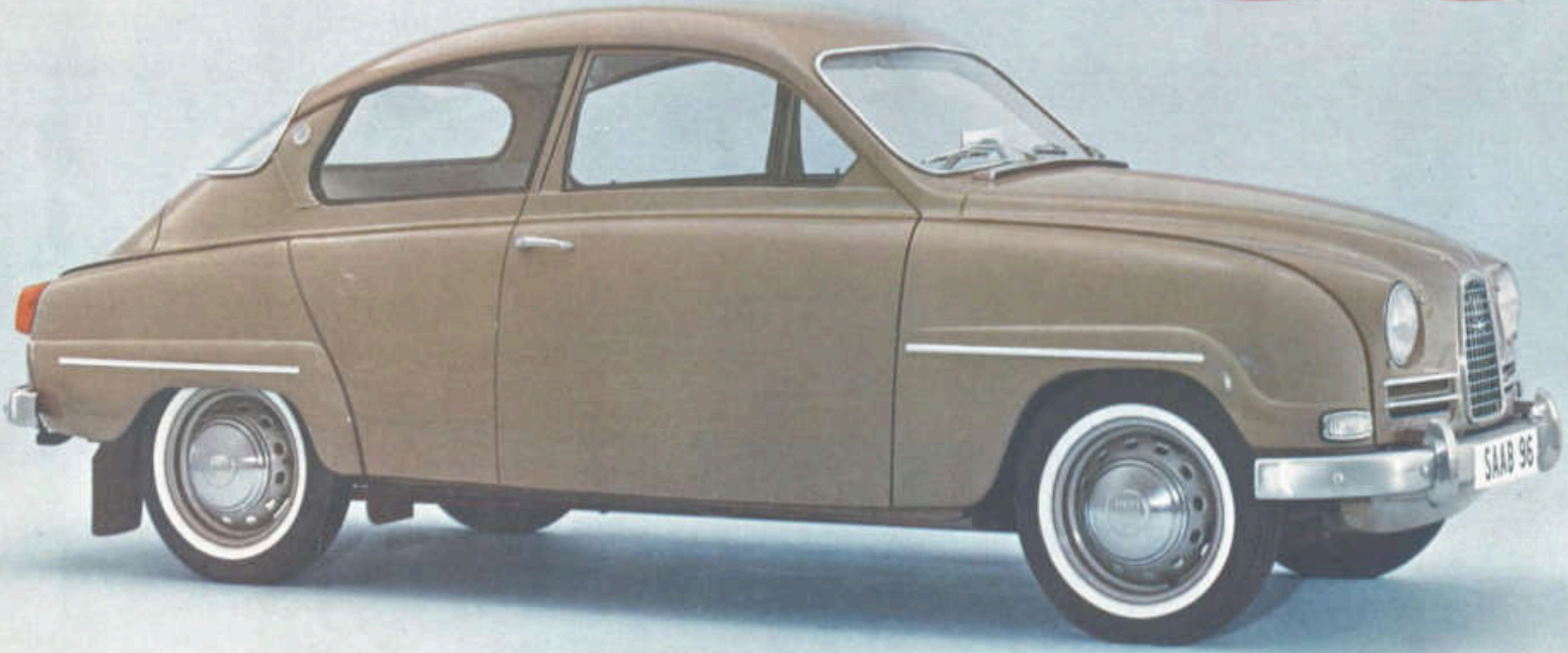
SAAB 96



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SÄLJES HÄR!
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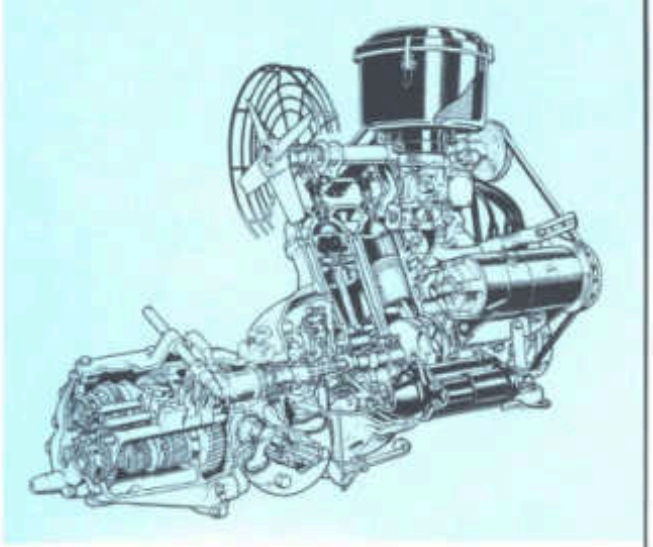
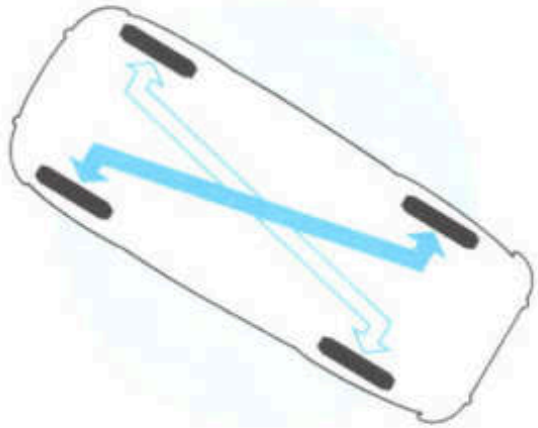
If they ever give an award to a car for not looking like all the rest . . . for retaining individualism in the face of look-alike styling trends . . . for sticking to the sound engineering principle of putting more emphasis on function than form . . . they will have to give it to Saab.

Function first, then form. In the United States Saab's are bought mostly by professional people — engineers, designers, architects, doctors, lawyers, technicians, teachers, clergymen, scientists. To these people, Saab is a very beautiful car because it does make sense — from its 15-inch wheels to its reeinforced roof. They simply appreciate it. And they also seem to appreciate the knowledge that Saab is built by one of Europe's largest aircraft manufacturers, where the car is subject to all the disciplines of exact engineering: extreme, not ordinary reliability . . . thoroughly proven performance . . . abundant, if not excess safety. Function, then form. But just for a moment, take a look at the cover picture. The form's not bad, either — in spite of all the function you're to read about.





■ We could have made Saab's dashboard a lot flashier. Instead we made it sensible. Large circular instruments and electric clock that you can see at a glance. Control knobs you can reach easily. Safety padded dash and sun visors . . . windshield washers . . . electric wipers . . . large glove compartment . . . ash tray . . . horn ring . . . and a new mechanical gearshift lever lock. All of this is standard equipment. Make sense?

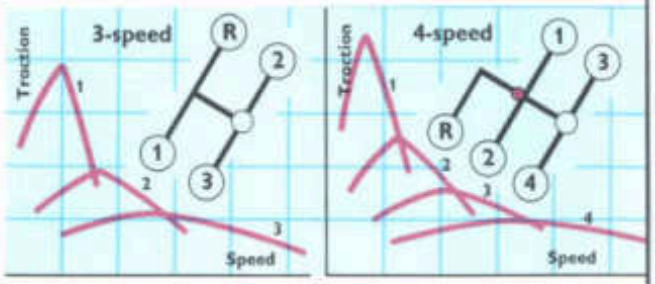
■ Saab's 2-stroke engine is the epitome of function. It has only 3 cylinders. No valves. Only 7 basic moving parts. Very functional and efficient. You get 28—38 mpg . . . a 24-month or 24,000-mile warranty* . . and, strangely enough, an engine that holds a U.S. speed record and more international rally victories than any other engine. One reason: great efficiency and torque, directed to the *front* wheels, not the rear. Strange. And terrific.

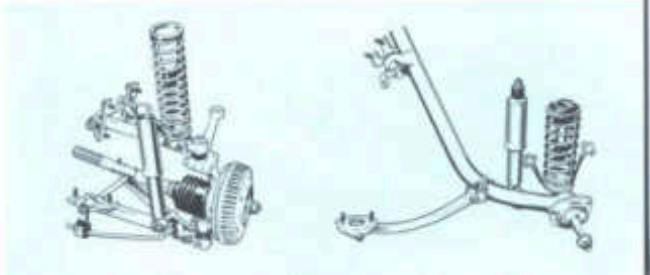
■ Saab has a new brake system. Two independent hydraulic lines connect diagonally — the front wheel on one side and the rear wheel on the other side. If one fails, you still get safe braking on one front wheel and one rear wheel. And the diagonal arrangement counteracts skidding. That's what we mean by "abundant safety" . . . for you, for your family, and the other guy.

■ A 3-speed synchromesh gear box is standard on Saab. The car is extremely easy to shift. Women appreciate that. You can also get (as one of the few optional extras with Saab) a 4-speed gear box which provides outstanding performance at high speeds, plus excellent acceleration and hill-climbing ability. Drive both. They're not just slapped on. They're part of a complete power system design concept which makes Saab handle like nothing else on the road.

■ Saab's suspension system was designed to cope with the generally unpaved roads of Scandinavia. Each wheel has coil springs and the front wheels are individually suspended. Costs more, but it had to be that way.

*) Engine, transmission and differential warranted in writing for 2 years or 24,000 miles. Compare that to other imports.





MEETHS
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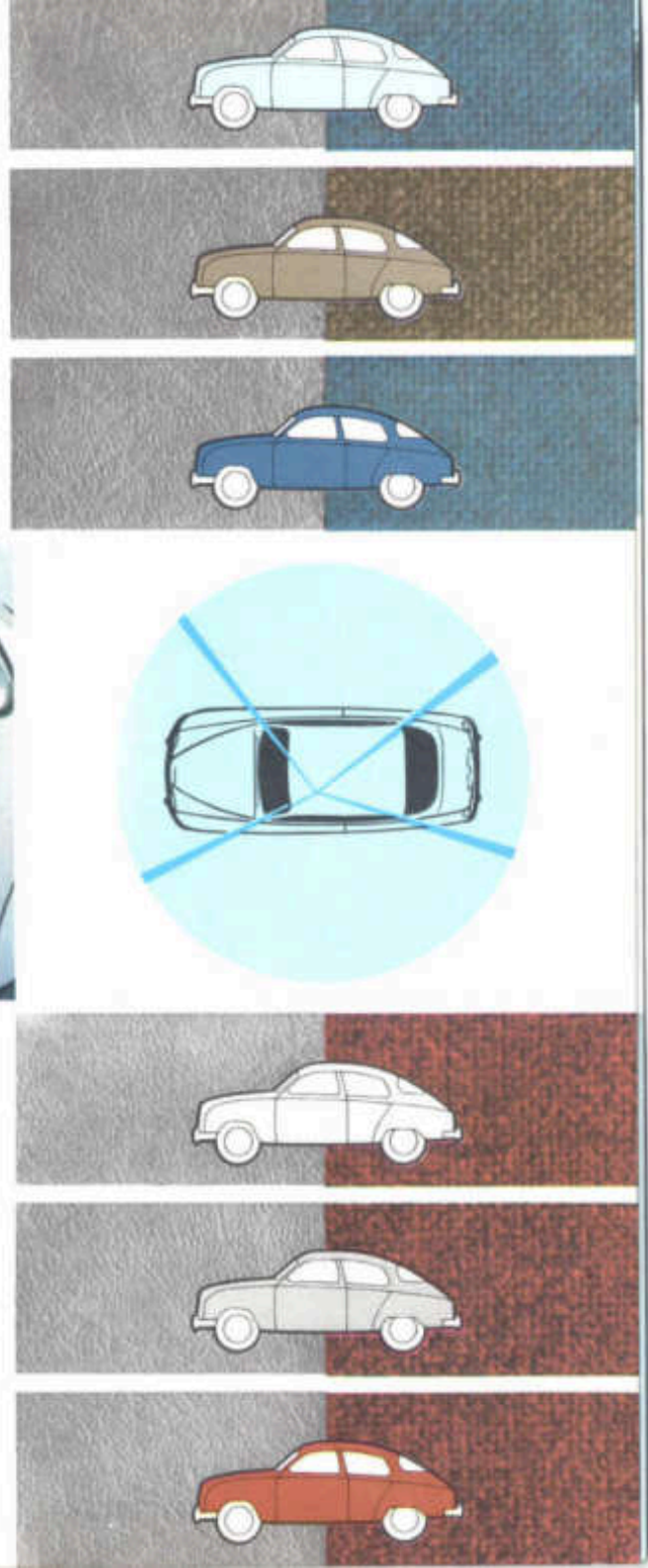
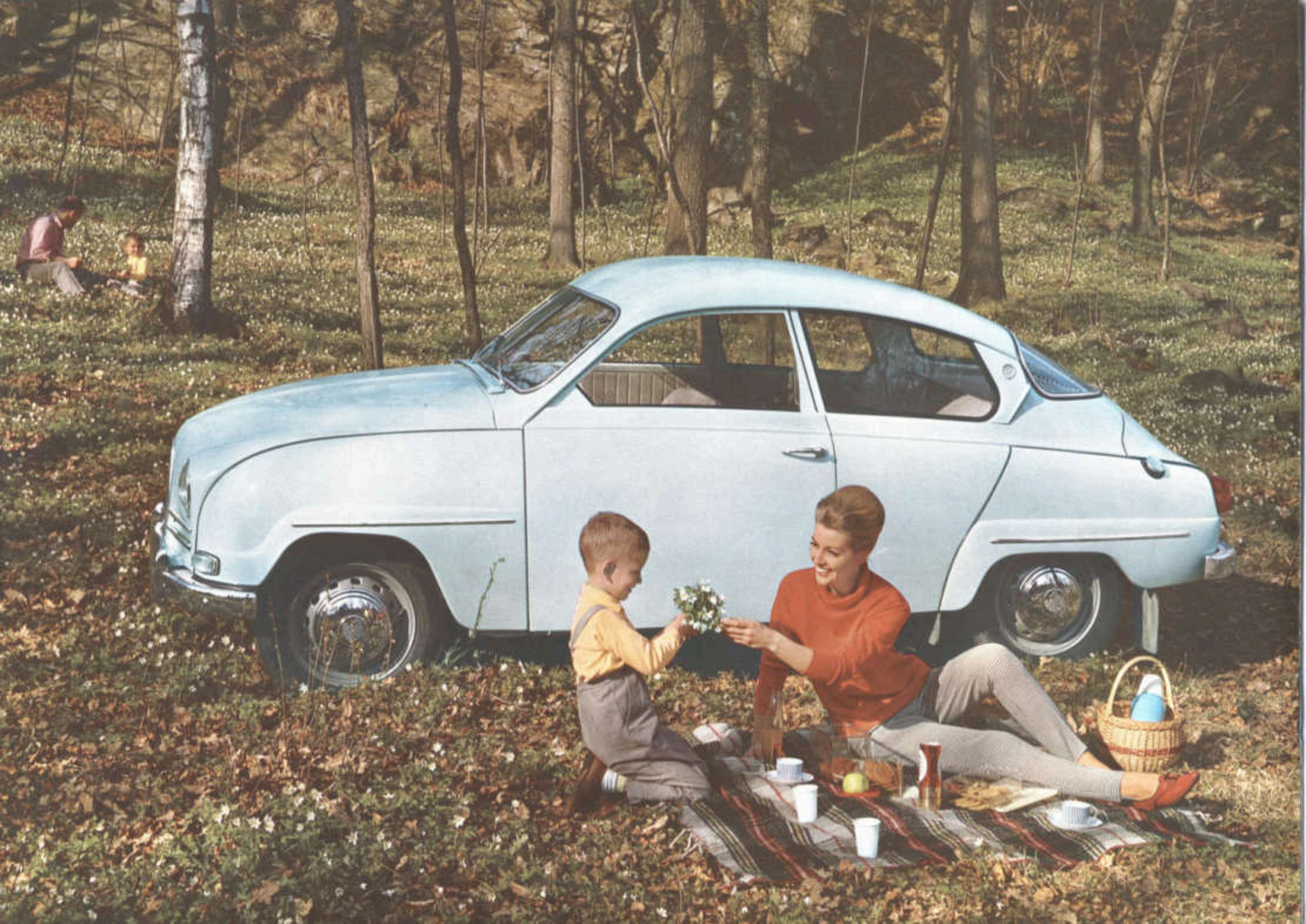
Maybe Saab is not the handsomest car in the world, but it certainly is nice looking. Its appearance, actually, is a compromise between discreet styling and insistence on function. For exemple, the undercarriage is completely protected and enclosed with a belly pan. The body has no sharp edges, corners or protuberances. Saab is virtually a wing. Smooth, aerodynamic lines that cut through wind at high speed. It could have been lower, larger and wider, but it wouldn't have been as easy to park or maneuver through traffic. Big fenders and hoods give the *wheels* and engine more space, but what do they do for *you?* We concentrated on other things . . . like interior space and comfort. One reason: Swedes are big people. Saab had to be big inside. So you get more leg-room, head-room and hip-room than in most compacts. So do the other 4 people who ride with you.

Even the door is big, wide and high. No problem entering or getting out. Inside, you'll find the floor is flat — front and rear. And notice the space in the back seat. (Some people wonder how we do it.) One reason: no drive shaft hump because the transmission and differential are up front with the engine. Now, back to function. In the front, you get two big, fully contoured bucket seats with foam rubber cushions. (Standard equipment. Not optionals.) And Saab still comes with wool upholstery, decorator colors and styling — with vinyl where the wear is greatest. On the floor, no rug, but a long-lasting rubber mat that's easy to clean. The front seats adjust to and fro to 9 positions. You can even take them out. The back-rests adjust to 7 different angles. The back seat adjusts to 3 levels. And to top it off: the whole inside of the car can be converted into a bedroom big enough for two six-footers. Great feature for campers, hunters, fishermen. The inside of a Saab is functional. Period.

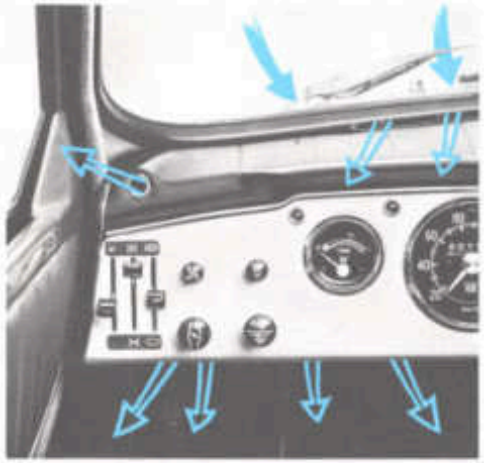
■ As for visibility, you have about 95 % clear, unobstructed vision in all directions. The other 5 % consists of superstructure — those parts of Saab's one-piece unitized body that arch into the windshield, door posts and reinforced roof. Some cars peddle glass. We mix it up with what we know is best for you and everyone — steel!

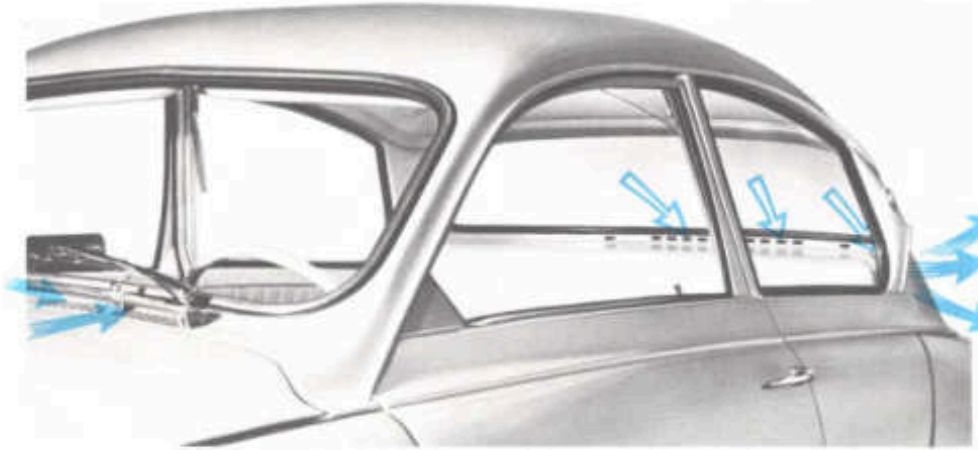
■ Saab body finishes and colors are good looking. So are the matched upholsteries. But it's also important to know that Saab has 3 coats of enamel over a bonding coat. The entire underbody is undercoated at the factory, too. All that helps to keep Saab's bright — year in year out. And don't worry about rust. That's the other guy's problem, today.





Saab is basically a cold-weather car. (Sweden is basically a cold-weather country). But it's no accident that Saab is also a perfect all-weather, all-year-round car — even without a sunroof. In the summer, there's nothing like a little sun. So Saab offers a sunroof, as an optional extra. Take its fresh-air heater/defroster and ventilation system. It has a radiator, thermostat, fan, etc. Fresh air from outside is heated and admitted to the passenger compartment. The fan is needed to circulate incoming air only when the car is at a standstill or moving slowly. Above 30 mph, the velocity of the incoming air distributes the heat automatically. Air — warm or cool — is diffused without drafts to the windshield, side windows, floor, rear seat and rear window. It then goes out through ports under the rear window — through the body — and out through vents on the sides of the car. The air is in constant flow — in and out. Fresh warm air . . . fresh cool air — even with the windows closed. And the windows stay fog free.

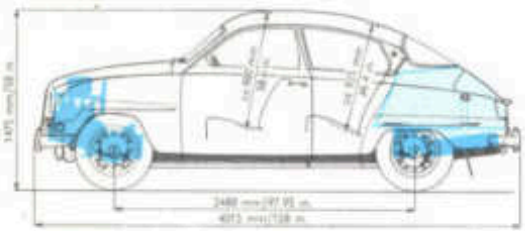




■ For winter, you get some other unusual, but useful things in a Saab. Fast starts, for instance — even in sub-zero temperatures. Behind the grill under the hood there's a shade (just like a window shade). You pull it up (from inside the car) and it blocks out cold air or rain. As for driving on snow, ice, slick pavement, sandy curves, or any kind of curves — winter or summer — Saab's front wheel drive gives better traction, grip and go than any other car. Big statement, but Saab has a competition record to prove it. Like it did in the Monte Carlo Rally. Another reason: front wheel drive pulls the car into and through a turn. Rear drive pushes the car into a turn.

■ For travelling any time of the year, Saab's trunk takes one of the largest loads of any compact — 13 cubic feet. And if the rear seat is vacant, take it out. The trunk opens into the back of the car for a truck-load of cargo. (Function, lest we need to remind you by now.)

Specifications



Engine
Three-cylinder, two-stroke. Bore 2.76 in. Stroke 2.87 in. Piston displacement 51.3 cu. in. Compression ratio 7.3:1. Max. horse power 42 BHP (SAE) Max. torque 61 lb-ft SAE at 2,800 r.p.m.
Cooling system: Water cooling. Circulation pump, fan, thermostat. Cap. of system including heater, about 8 qt.
Fuel system: Electric pump, down-draft carburetor. Tank capacity about 10½ U.S. gal.
Lubrication: Addition of 3 % oil to fuel.

Power train
Engine, clutch, gearbox, and differential are assembled as a unit, mounted between driving wheels. Front-wheel drive. Free-wheeling.
Clutch: Single, dry-disk, cushion-center. Saxomat automatic clutch available as an extra (only in connection with three-speed gearbox).
Standard gearbox: Three forward ratios and reverse. 2nd and 3rd speeds synchronized. Overall gear ratios Top 5.1:1, 2nd 8.5:1, 1st 16.7:1, reverse 21.0:1.
4-speed gearbox, available at extra cost: All forward speeds synchronized. Overall gear ratios Top 4.5:1, 3rd 7.0:1, 2nd 11.4:1, 1st 19.3:1, reverse 17.6:1.
Steering column gear shift lever.
Differential: Gear ratio 5.43:1. Gearbox and differential (same housing) take about 1.5 qts. of oil. At an engine speed of 1,000 r.p.m. in top gear, road speed is 14.0 m.p.h. with three-speed gearbox, and 15.7 m.p.h. with four-speed.

Brakes
Lockheed dual hydraulic system foot brakes *(two independent hydraulic systems, each actuating one front and one rear wheel diagonally)*, mechanical hand brake acting on rear wheels. Linings 9"×1¾" front, 8"×1¼" rear. Total brake lining area 105 sq. in.

Steering
Rack-and-pinion. Mean overall reduction, 14:1. No. of steering wheel turns from hard over left to hard over right, 2¼.

SAAB OVERSEAS, INC.
New York, N.Y. — New Haven, Conn.

SVENSKA AEROPLAN AKTIEBOLAGET
Linköping - Trollhättan, Sweden

SAAB DRAKEN — Right arm of Sweden's modern Air Force. And SAAB automobiles are products of the same solid engineering and manufacturing quality. Remember that. It should give you lots of reassurance.

Suspension
All wheels have individual coil springs and direct-acting telescopic shock absorbers. Independent front wheel suspension with wishbones. U-formed, tubular, rigid rear axle.

Wheels and tires
Wide base artillery wheels, 4J×15". Tubeless tires, 5.00—5.20×15".

Electrical system
12 volt, 33 amp. battery. 0.5 h.p. starting motor. 300 watt generator, max. output 25 amp. Ignition cables of supression type. Vacuum- and centrifugal-type spark control.

Body frame unit
Unit construction. Two-doors. Rustproofing and undercoating applied at factory. Trunk at rear; cap. 13 cu. ft.

Dimensions

Overall length (including bumpers)	158 in.
Overall width	62 in.
Overall height (empty)	58 in.
Road clearance (two passengers in front)	7.5 in.
Track, front and rear	48 in.
Wheelbase	98 in.
Turning radius	18 ft.

Weights
Curb weight (including fuel, water, tools, spare wheel): approx. 1,815 lb. 58 per cent of curb weight is on front wheels.

Standard equipment
Safety padded instrument panel with speedometer, odometer, temperature gauge, fuel gauge (with warning light when the fuel drops below 2 gallons), electric clock, turn signal indicator, high-beam indicator and battery charge control lamp
Asymmetric headlights
Self-cancelling turn signals
Dual windshield washers and electric wipers
Twin-safety-padded sun visors
Combined ignition and theft-proof lock. Theft-proof mechanism locks gear shift in reverse position
Large, lockable glove compartment
Horn ring on steering wheel and dual horns
Ashtray on dash and at rear seat
Automatic interior courtesy lights
Thermostatically controlled, fresh-air heater and defroster with cowl intake and discharge behind rear side windows
Radiator blind operated from inside car
Undercoating applied at factory prior to painting
Selfmixing fuel tank
Spare wheel and tire, jack and tool kit are included

Manufacturer reserves the right to change specifications and equipment at any time, without notice.

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