



A VOLVO

BUYER'S PROFILE



VOLVO DISTRIBUTING, INC.

THE VOLVO BUYER- WHO HE IS and WHERE TO FIND HIM!



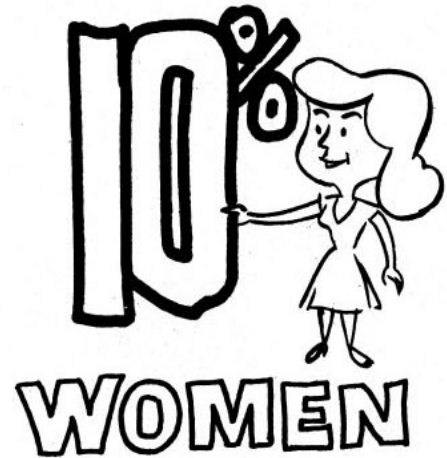
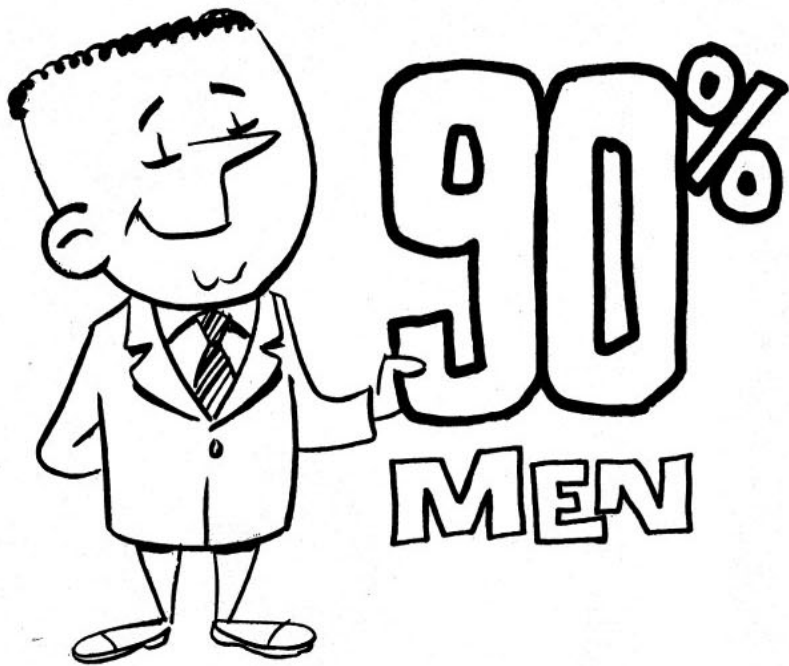
Automobiles are bought by people, but not all people have the same tastes or desires when it comes to buying cars. In 1963 one person out of approximately 30 will buy a new car. Perhaps one out of 300 will buy an imported car — while one out of about 3,000 will buy an imported sedan in Volvo's price category.

To find the answer to the problem of how to locate the one person out of 3,000 who is most likely to be a prospect for a Volvo is a task for every Volvo dealer and salesman.

To help pinpoint the market, Volvo Distributing, Inc. has conducted an extensive survey among its Volvo dealers and the returns sent in by you along with statistics from the Trade Journals have been tied together in the composite which appears on the following pages. The information received from Volvo dealers was actually obtained from the customer's credit application and is presumed to be accurate.

The result is a clear picture of the typical Volvo buyer — his age, education, occupation, income, car ownership, family status, etc. Most Volvo buyers tend to be the same type of individual. This fact is very important to a Volvo salesman. It indicates who is most likely to buy a Volvo in the future and where prospecting will pay off in bigger returns.

Some of the findings of the Volvo Buyer's Survey follow. Where available, comparable statistics for buyers of domestic cars are also given.

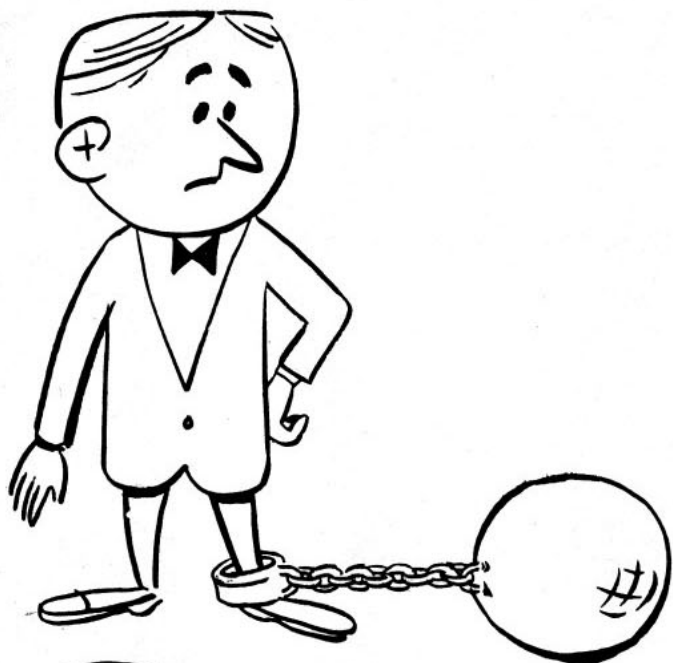


9 OUT OF 10 VOLVO BUYERS ARE MEN

*APPARENTLY VOLVO IS A MAN'S CAR AND
VOLVO SALES PROVE IT. THE ACTUAL
PERCENTAGES FOLLOW:*

VOLVO BUYERS

<u>MEN</u>	<u>WOMEN</u>
90.8%	9.2%



80%

MARRIED

20%

NOT MARRIED

***4 OUT OF 5 VOLVO BUYERS
ARE MARRIED.***

THE ACTUAL PERCENTAGE:

VOLVO BUYERS

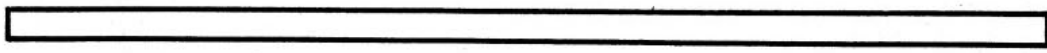
MARRIED

NOT MARRIED

80.8%

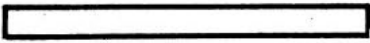
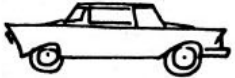
19.2%

VOLVO ONLY



73%

VOLVO PLUS 1 OR MORE OTHER CARS



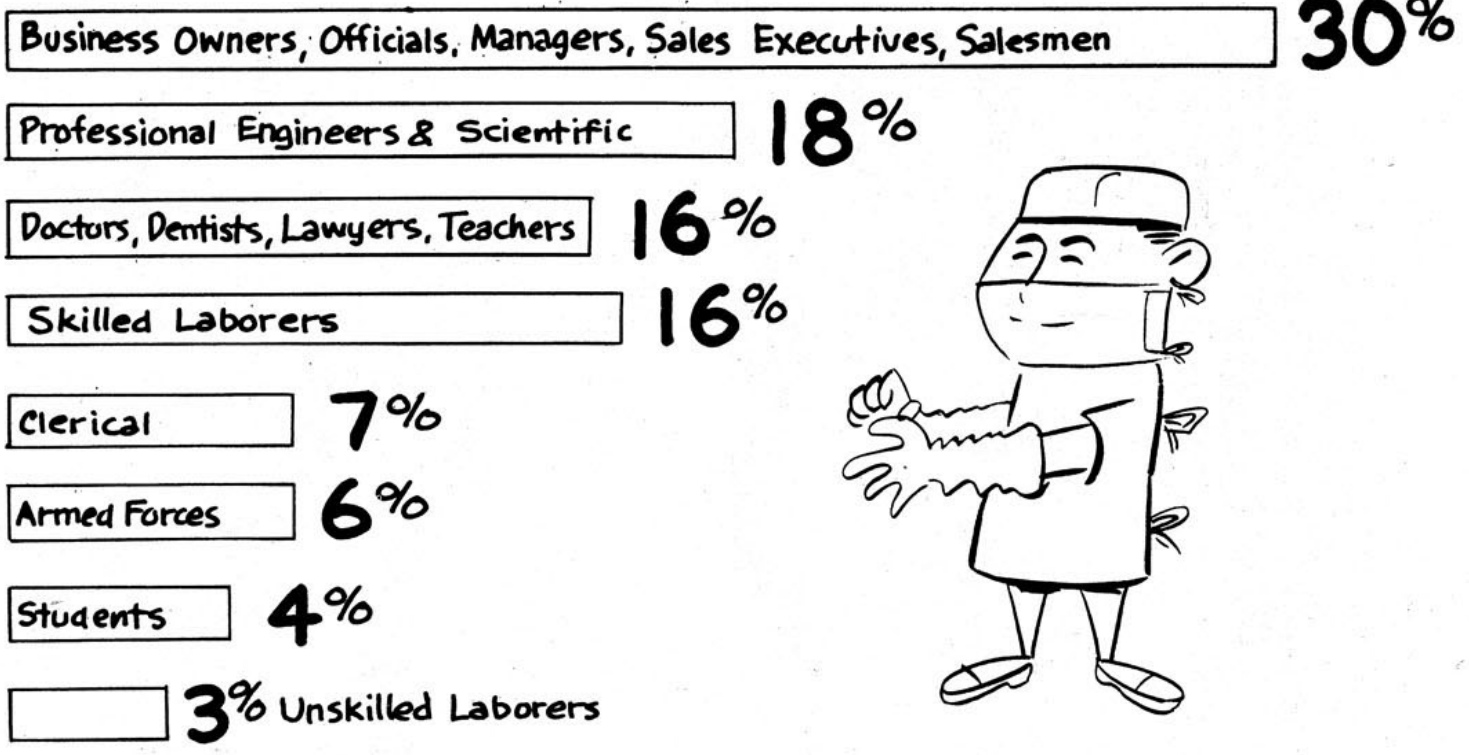
27%

ALMOST 3 OUT OF 4 VOLVO BUYERS ARE ONE CAR OWNERS

VOLVO IS NOT A SECOND CAR. THE BIGGEST MARKET FOR VOLVO SALES IS THE ONE CAR FAMILY. HERE ARE SOME PERCENTAGES:

	OWN ONE CAR	OWN TWO OR MORE CARS
VOLVO BUYERS	73%	27%
Domestic Car Buyers	63%	37%

MOST VOLVO BUYERS WHO OWN 2 OR MORE CARS CONSIDER VOLVO THEIR "FIRST" CAR AND THEIR OTHER MAKE THE "SECOND" CAR.



A TYPICAL VOLVO BUYER HAS A BUSINESS or PROFESSIONAL OCCUPATION

THE VOLVO BUYER IS TYPICALLY A WHITE COLLAR WORKER. TWO OUT OF THREE HAVE BUSINESS OR PROFESSIONAL OCCUPATIONS. HERE'S HOW THEIR OCCUPATIONS COMPARE WITH THOSE BUYERS OF DOMESTIC CARS.

	BUSINESS OR PROFESSIONAL	CLERICAL	ARMED FORCES	STUDENTS	SKILLED LABORERS	UNSKILLED LABORERS
VOLVO BUYERS	64%	7%	6%	4%	16%	3%
DOMESTIC BUYERS	45%	11%	4%	1%	21%	18%



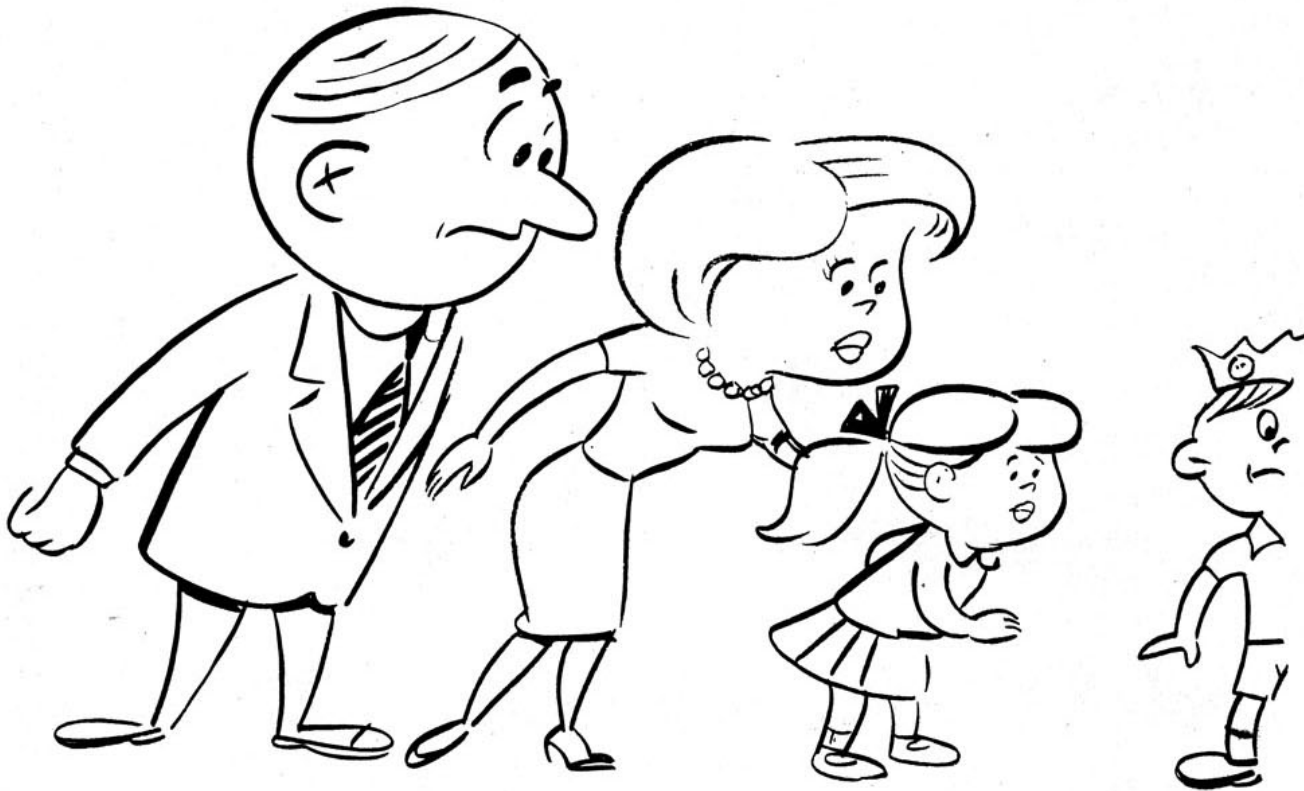
**VOLVO
BUYER**



**DETROIT CAR
BUYER**

***THE VOLVO BUYER IS 10 YEARS YOUNGER
THAN THE DOMESTIC CAR BUYER.***

AN INTERESTING FACT IS THE AGE OF THE TYPICAL VOLVO BUYER. THE BUYER OF A 54408 IS 34 YEARS OLD, OR 10 YEARS YOUNGER THAN THE TYPICAL BUYER OF A DOMESTIC CAR WHO IS 44. INCIDENTALLY, YOU MIGHT BE INTERESTED TO KNOW THAT THE TYPICAL BUYER OF A 122 S IS ALSO 44 YEARS OF AGE.

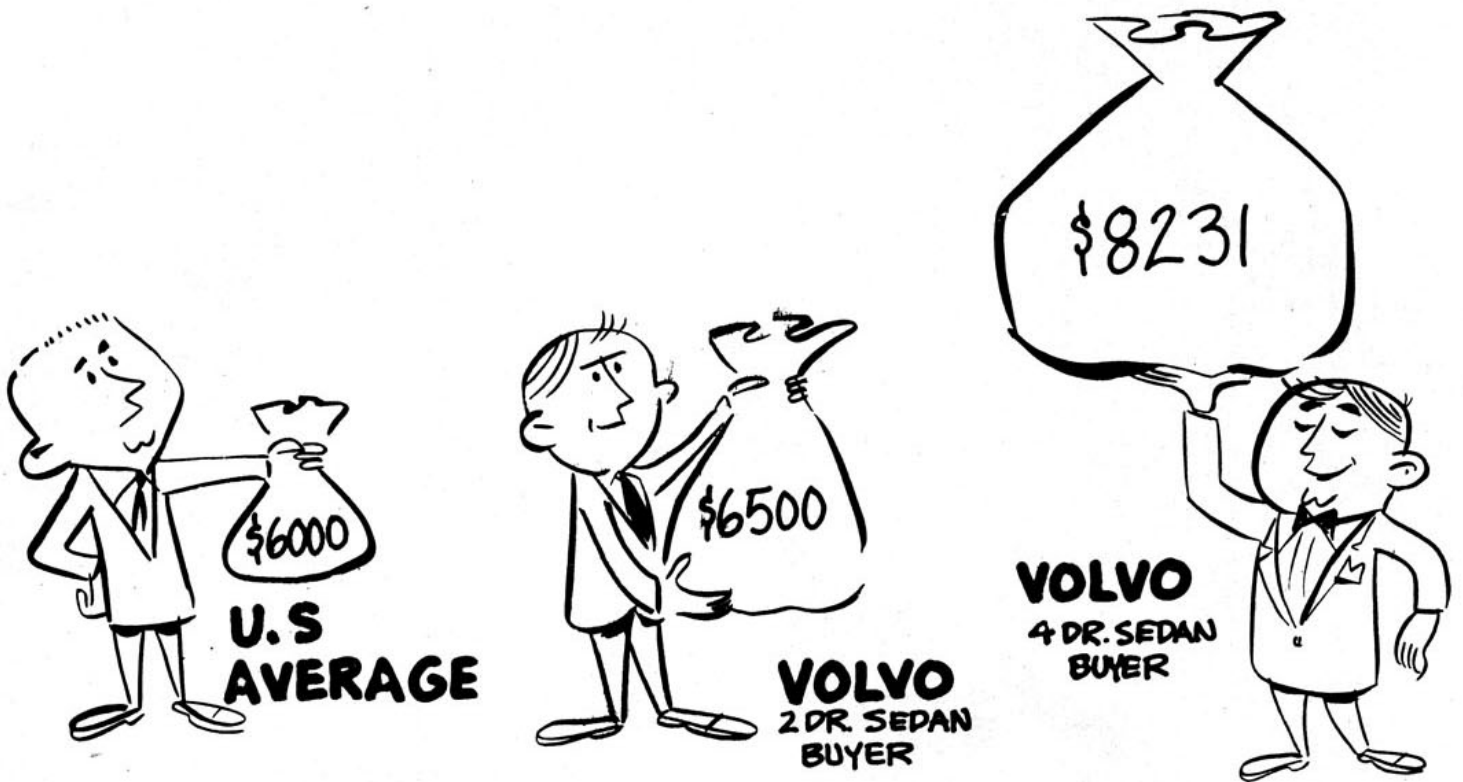


THE TYPICAL VOLVO BUYER HAS 2½ DEPENDENTS

THE MAJORITY OF VOLVO BUYERS ARE MARRIED. MOST ALSO HAVE CHILDREN. HERE'S HOW FAMILY SIZE BREAKS DOWN:

VOLVO BUYERS

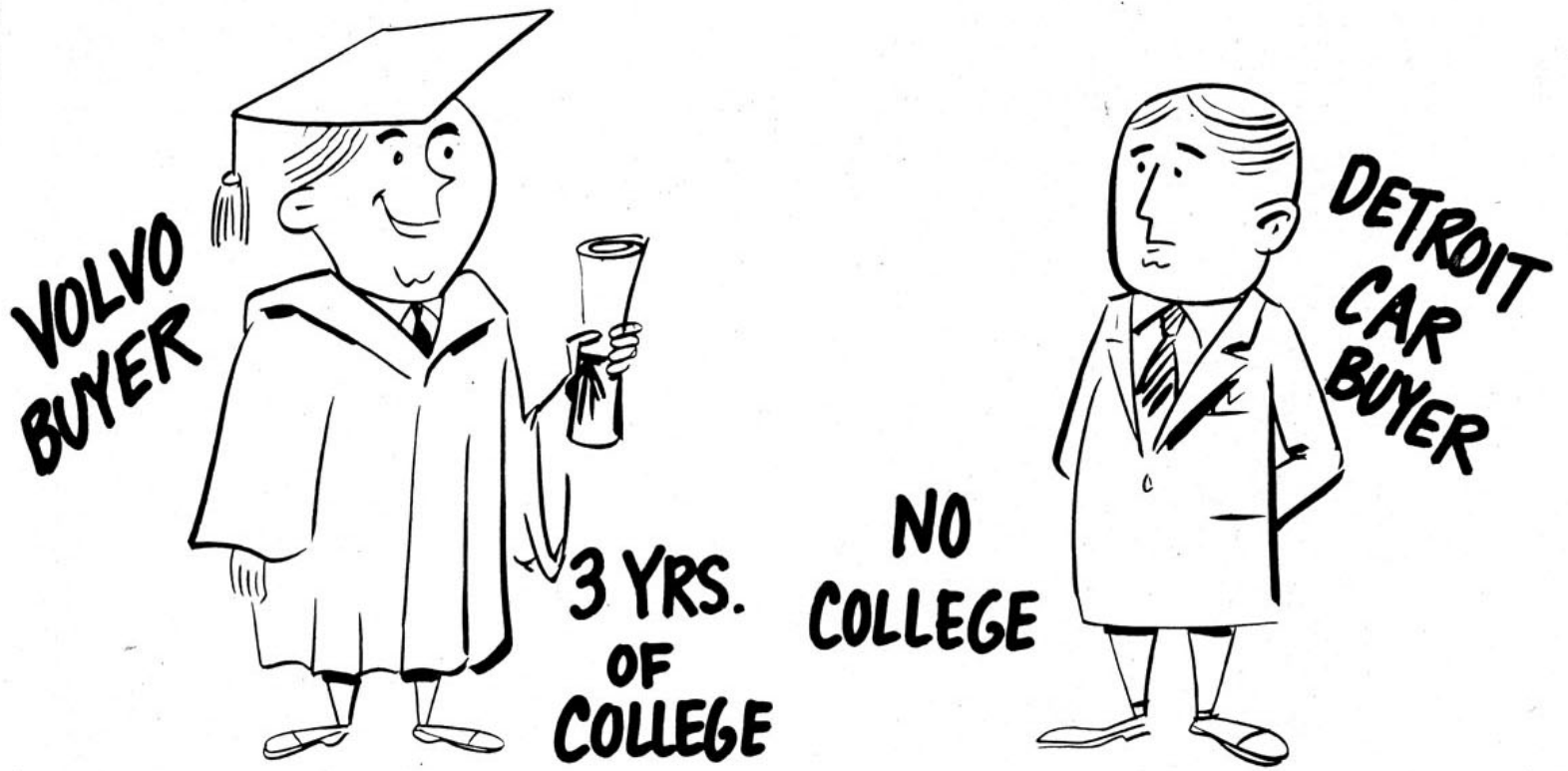
NO DEPENDENTS	1	2	3	4	5 OR MORE
22.6%	18.0%	21%	21.3%	10.9%	6.2%



THE VOLVO BUYER HAS AN ABOVE AVERAGE INCOME

THE TYPICAL VOLVO 2-DOOR SEDAN BUYER HAS AN AVERAGE FAMILY INCOME OF \$6500 A YEAR WHILE THE VOLVO 122 S 4 DOOR SEDAN BUYER HAS AN AVERAGE ANNUAL INCOME OF \$8231 - CONSIDERABLY HIGHER THAN THE U.S. AVERAGE WHICH IS ABOUT \$6000 A YEAR. HIS INCOME IS ALSO GREATER THAN THE DOMESTIC COMPACT CAR BUYER.

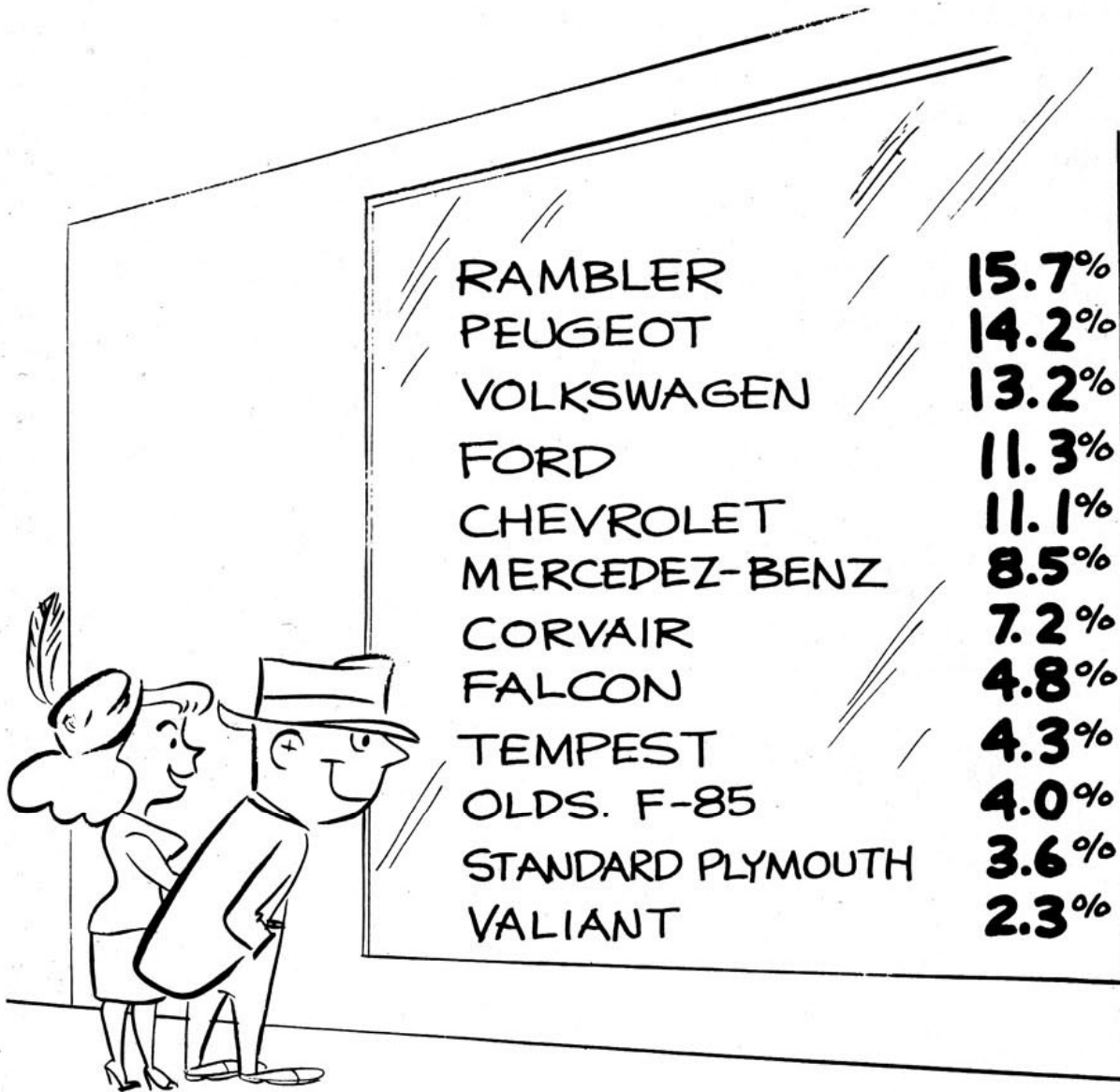
	UNDER \$5000	\$5000 TO \$7500	\$7500 TO \$10,000	\$10,000 AND OVER
VOLVO BUYER 122 S	16.2%	37.7%	18.9%	27.2%
DOMESTIC COMPACT CAR BUYER	32.0%	33.3%	19.9%	14.9%



THE EDUCATIONAL BACKGROUND OF THE VOLVO BUYER IS WAY ABOVE AVERAGE

THE TYPICAL VOLVO BUYER HAS HAD 3 YEARS OF COLLEGE. MANY HAVE TAKEN POST GRADUATE WORK. AS A MATTER OF FACT ONE SOURCE STATES THAT THERE IS A HIGHER PERCENTAGE OF COLLEGE GRADUATES AMONG VOLVO OWNERS THAN AMONG OWNERS OF ANY DOMESTIC CAR.

NEARLY HALF OF THE VOLVO OWNERS WHO HAVE GRADUATED FROM COLLEGE HAVE GONE ON TO POST-GRADUATE WORK, INDICATING A HIGH PERCENTAGE OF PROFESSIONAL OWNERS.



THE VOLVO BUYER SHOPS A WIDE VARIETY OF OTHER MAKES

ABOVE IS A LIST OF LEADING MAKES WHICH VOLVO BUYERS CONTACT BEFORE MAKING THEIR PURCHASE. IN OTHER WORDS A VOLVO SALESMAN SHOULD BE UP-TO-DATE ON A WIDE VARIETY OF COMPETITIVE BRANDS.

★ MALE

★ YOUNG-ABOUT 34 YRS. OLD
(2 DOOR -FAST BACK)

★ YOUNG-ABOUT 44 YRS. OLD
(4 DOOR -122 S SEDAN)

★ MARRIED-WITH 2 CHILDREN

★ A ONE-CAR OWNER

★ COLLEGE EDUCATED

★ A JUNIOR EXECUTIVE
OR PROFESSIONAL WITH ABOVE
AVERAGE INCOME



IN SUMMARY!

HERE IS A COMPOSITE OR QUICK
PICTURE OF THE BEST PROSPECT
FOR A VOLVO.

HE REPRESENTS YOUR BEST MARKET.
CONCENTRATE ON HIM AND YOU'LL
INCREASE YOUR SALES.