

VOLVO S40 RACING

TRACK ATTACK '98

Q8 FORMULA

Q8

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**Auto
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TWR

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VOLVO BIDS FOR BTCC GLORY

Volvo is making its most determined bid yet to carry off the biggest prize in British motorsport, the internationally renowned British Touring Car Championship.

After a thorough review of its Super Touring options Volvo is deploying its expertise and experience in the BTCC again with a Volvo S40 Racing team which allies some exciting new elements with the strength of the operation which has brought it 12 race wins and a position among the elite teams in the BTCC.

The BTCC remains the best, most prestigious, and most internationally significant Super Touring championship in the world. Eight manufacturers will again be pitting their cars, wits and resources against each other in 1998 as the series makes big changes to spice the show up to even greater heights.

Volvo is itself determined to make its 1998 challenge its strongest yet with the S40 now through a very promising development year, and former Ferrari Grand Prix test driver Gianni Morbidelli joining established BTCC title contender Rickard Rydell to create a dynamic driving force for S40 Racing.

Born-again BTCC

Volvo's study of its options included serious consideration of a programme in the much improved German series, but as Thomas Lindskog, Chairman of Volvo Motorsport, explained: "The BTCC is still the world's premier Super Touring Championship. The new race-meeting format is sure to make racing even more exciting and this is where we want the S40 to achieve the success it deserves."

For 1998 BTCC organiser TOCA has come up with a

series of measures which aim to take the BTCC to new heights of entertainment and excitement. New race



formats, and a massive new cash incentive for any driver winning the majority of 1998's 26 rounds give us the prospect of the best season yet in Britain's premier racing series.

At each of the 13 1998 BTCC meetings there will still be two rounds, but the first will now be slightly shorter and the second will include a compulsory pit stop as well as being a little longer. During the pit stop each crew must change two wheels. The idea is to add an element of strategy to proceedings and follow the lead of all the other top international categories - like Formula 1, Indycars and NASCAR - in benefiting from the extra interest created by pit stops.

New qualifying arrangements will also add grist to the mill. There will be an all-new, one-at-a-time, single lap shoot-out to determine the grid for the first race of the weekend - which should produce more overtaking during the race as frontrunners occasionally fail to produce their

best form on that one crucial qualifying lap and set about making up ground. The grid for the longer second race will be set in a conventional 30-minute qualifying session.

And finally should any driver manage to dominate the series, he will be in line for a massive cash prize. A driver winning 19 races (70%) will win £700,000, rising to a full £1million for anyone making a clean-sweep of all 26 races.

Team strength

Volvo S40 Racing will be in the forefront of those doing their best to swipe TOCA's cash.

The two S40s will be prepared, developed and run, like all BTCC Volvos before them, by the crack TWR Racing outfit from its state of the art technical centre at Leafield in Oxfordshire (also the home of the TWR Arrows Formula 1 team). The drivers will be Rickard Rydell - a top four finisher in each of the last three BTCC seasons - and new signing Gianni Morbidelli - a man with a top-class pedigree, who joins Volvo directly from his 1997 tasks as test driver for Ferrari and F1 race driver for Sauber.

Both men will benefit from the development work carried out on the S40 during its 1997 debut season. Touring cars never reach their full potential immediately (the championship winning Renault was in its fourth season in '97), but the S40 certainly showed it has what it takes last year when Rydell won at Brands Hatch, took pole position at Thruxton and challenged for top finishes all year. Now the team has experience with the S40 at all the BTCC tracks, its championship challenge will be much stronger in 1998.

New-look racer

To match the team's renewed vigour there is an all-new colour scheme for the S40 Racing cars one which will become familiar not only to BTCC race fans, but also to devotees of the all-new Volvo Penta one-design powerboat racing series.

The new silver and blue livery on the S40 Racing cars matches the new Volvo corporate identity and among the exhibits joining the S40 BTCC racer in the new colours on the Volvo stand at the first big event of the motorsport year - the Autosport International show in Birmingham - is one of the dramatic new Volvo Penta-powered DPX24 race boats.

The S40 racer's new look is striking enough, but when the new BTCC season starts at Thruxton on April 13 it will become clear that beauty is far more than skin-deep. Everyone in the Volvo S40 Racing team is determined that 1998 will be Volvo's year, and Rickard Rydell and Gianni Morbidelli will start the season as two of the most hotly tipped drivers in the field.

Road-runners

Volvo's successful S40 family has gained two exciting new performance variants - the sizzling 200bhp T4 and the 2.0T, which manages not only to pack a real punch, but also to deliver exceptional fuel economy.

Enthusiastic drivers now have an outstanding choice of models within the S40 four-door and V40 five door ranges. The T4 tops the pile, bringing the heritage of the legendary performance S70 and V70 (from the T5 to the V70R AWD) to the S40 family. The T4 has all the elements that made its larger cousins so successful - sure-footed handling, comfort, safety and more power than any other car in its class.

Power

The heart of the car is the 1.9-litre turbocharged four-cylinder engine, which produces a full 200bhp and impressive levels of torque. The T4 has a maximum speed of 145mph and will reach 60mph in just over seven seconds. Relaxed power is available at all times, kept safely in control through Volvo's own Dynamic Stability Assistance (DSA) traction control system.

Handling

The T4's straightline speed is almost a match for that of its cousin the S40 BTCC car, but as with the racing version the quality of the chassis is at least as impressive as the outright speed. DSA is not the only thing the T4 is on its side when it comes to challenging country roads.



The T4 chassis is designed to ensure excellent handling. It has fast rack and pinion power assisted steering and independent suspension all round (in sport and comfort settings), to produce a car which will handle twisty roads with composure and efficiency. All that get up and go is matched by equally impressive stopping capacity. The T4 benefits from the latest in anti-lock braking technology - Electronic Brake Distribution (EBD).

With a strong, powerful stance on its slotted alloy wheels, the T4 looks the business as well as having the ability to cover the miles with ease, and in safety. It's as practical as any other Volvo, but also has all the verve that 200bhp brings.

Economy

The 2.0T may not quite have the outright speed of the T4, but it's no slouch, reaching 60mph in just 8.5 seconds and going on to a maximum speed of 136mph. Its turbocharged engine uses a light-pressure turbocharger (which operates at just 60% of the pressure of a conventional set-up) together with a highly sophisticated engine management system, using twin-scroll technology to maximise engine efficiency and combine sparkling performance with excellent fuel economy.

Safety

Both new models inherit Volvo's vast experience with safety and environmental issues. The S40 family has class-leading safety standards and all cars have Volvo's SIPS side-impact protection structure, three-point seatbelts for every occupant, driver airbag and side-impact airbags as standard.

Affordability

The T4 and the 2.0T both take something of their spirit from the S40 BTCC racers, but without losing any of Volvo's traditional concern for comfort, quality, safety and the environment. They are also affordable, with 2.0T prices starting at £17,625 and T4's at £20,130. The extensive list of options available allows customers the opportunity to own a car that is virtually custom-built.

VOLVO



RICKARD RYDELL

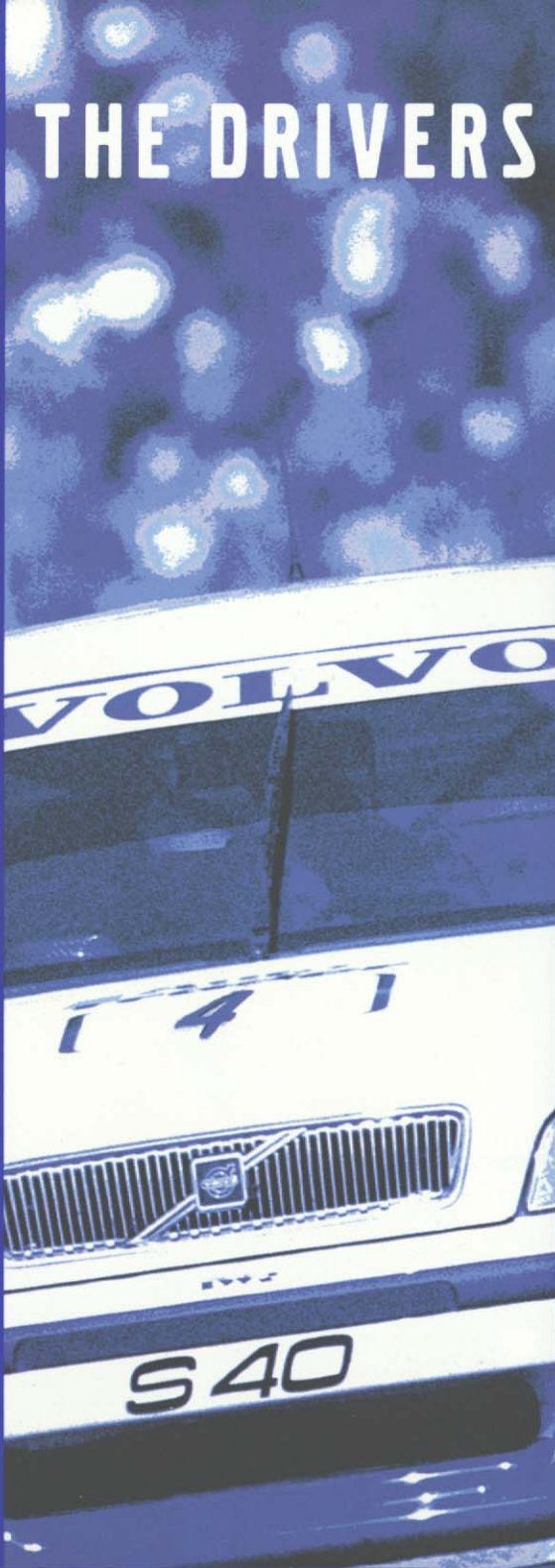
Rickard is a familiar figure in the BTCC now and he has established an enviable reputation as one of the very few drivers (champion Alain Menu is another) who can draw that extra special turn of speed from a front-wheel-drive Super Tourer.

After a learning year with the 850 estate in 1994, Rickard has been a championship title contender in each subsequent season, and it's fair to say that most journalists' lists of the top three front-wheel-drive racers in the world would include the name Rydell.

A quiet family man off the track (he and Ulrika now have three children), he also still plays an active role (in the most unlikely guise for a racing driver - as an accountant) in the Rydell family flower business back in Sweden.

A special diet adopted last year meant that 30-year-old Rickard was fitter than ever before and he'll be aiming to add to his tally of nine BTCC wins and put one over regular rival Menu and the rest of the BTCC pack in '98.

THE DRIVERS



GIANNI MORBIDELLI

The name Gianni Morbidelli is new to the BTCC, but it is very well-known and respected in the world of F1 and signing the 29-year-old Italian is a real coup for Volvo S40 Racing.



Morbidelli has contested 65 Grands Prix and has been regularly employed in recent seasons as a test driver by top teams, he has had just one race in a front-running car, when he replaced the sacked Alain Prost at Ferrari for the 1991 Australian Grand Prix.

Gianni has clocked up many test miles in F1 Ferraris and was the Scuderia's 1997 test driver, but he is also an experienced touring car driver, having contested the 1994 Italian championship for BMW.

Transferring to the BTCC direct from duty in the Sauber Grand Prix team, Morbidelli has proved himself to be blindingly quick in almost every competition machine he has ever driven from his debut in karts in 1982, through Formula 3 (he was the 1989 Italian Champion) and F3000 to Formula 1. Expect him to be a competitive BTCC runner right from the start and a winner very soon.