



Dec 1957 – Dec 2017

60 years

1st prototype Volvo P1800

SPOTLIGHT ON VOLVO P1800 DIECAST TOYS

from different prototypes

over the English-built P1800 'Jensen' production model

to the Swedish-built 1800 S

by Luc Vancampenhout 'Driving Volvo for Life'





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1st prototype Volvo P1800

The project was originally started in 1957 because Volvo wanted a sports car to compete in the US & European markets, despite the fact that their previous attempt, the P1900, had failed to take off with only 68 cars sold. The man behind the project was an engineering consultant to Volvo, Helmer Petterson, who in the 1940s was responsible for the Volvo PV444. The design work was done by Helmer's son Pelle Petterson, who worked at Pietro Frua at that time. Volvo insisted it was an Italian design by Frua and only in 2009 officially recognized that Pelle Petterson designed it. The Italian Carrozzeria Pietro Frua design firm (then a recently acquired subsidiary of Ghia) built the first three prototypes between September 1957 and early 1958, later designated by Volvo in September 1958: P958-X1, P958-X2 and P958-X3 (P:Project, 9:September, 58:Year 1958 = P958, X: eXperimental.)



Dec 1957 – Dec 2017

60 years

1st prototype Volvo P1800



*This is the very first
photo of the first
P1800.
Proudly I am showing
it to my (then fiance)
wife Irene.
In December of 1957.*

Tekno



At the left, the P1800 designer, Pelle Peterson, presents the **very first P1800 (P958-X1)** made by Frua in Italy to his then fiancée Irene (now his wife). Very typical for the first 4 P1800 prototypes is the %&+ on the radiator grill, which was omitted on the production models. We find this %&+back on both the Tekno and Corgi diecast toys.



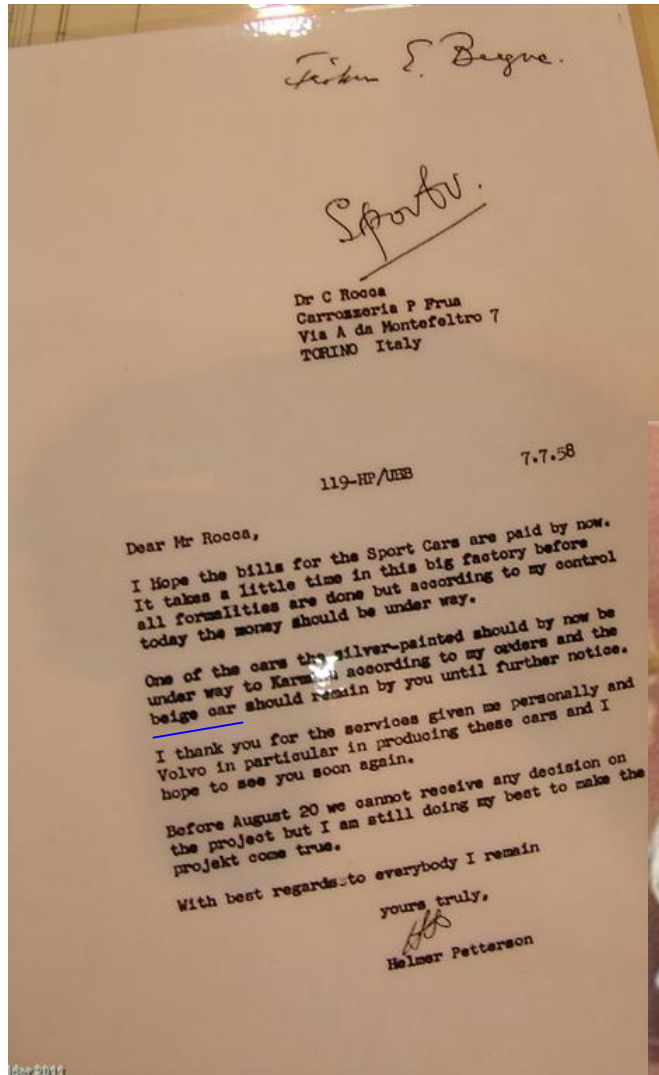
CORGI TOYS



Volvo P1800

Frua P958-X2

The beige-light yellow Tekno with white wall tyres portraits the **second prototype built by Frua, P958-X2**, to which was referred in a letter from Helmer Petterson to Frua dated 7th July 1958 : %The beige car should remain by you until further notice.+





Volvo P1800

Frua P958-X2

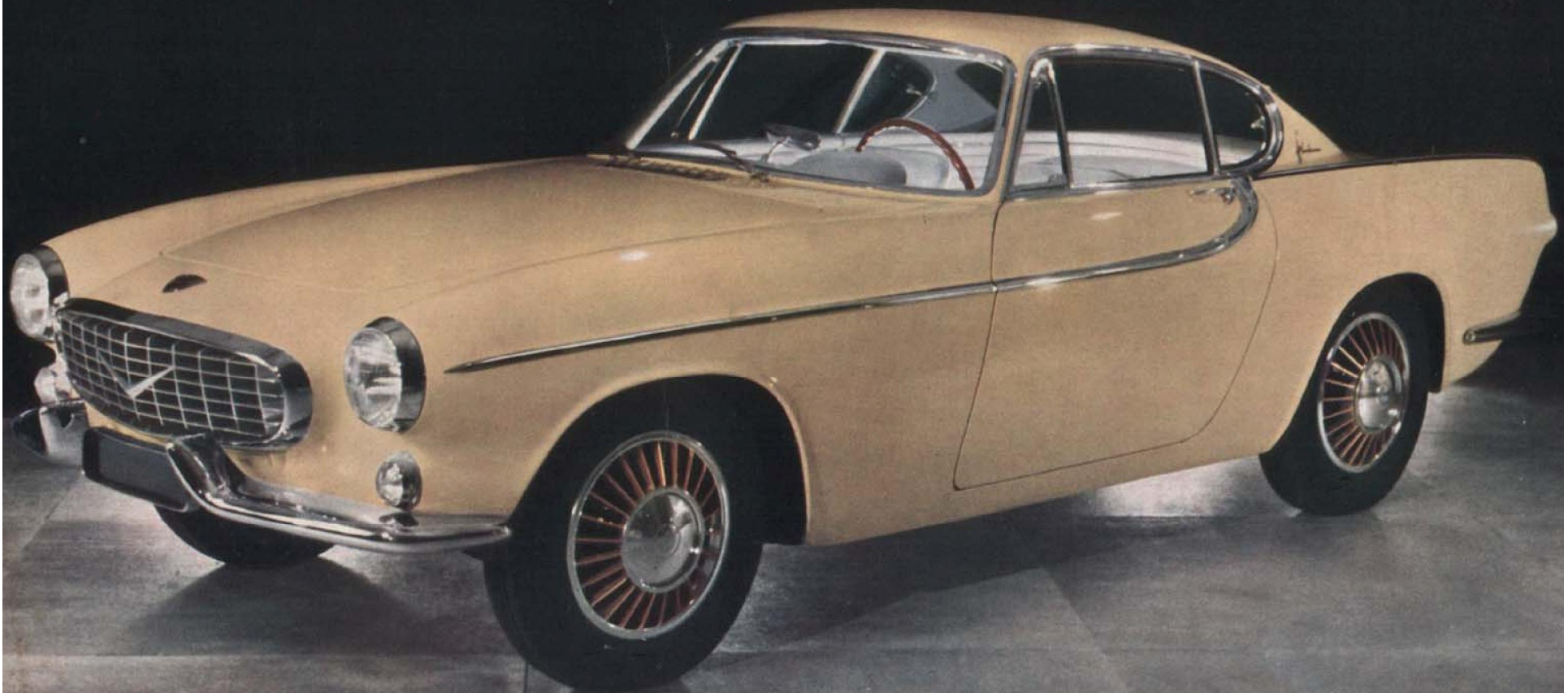


The same **P958-X2** with some modifications was shown on the Brussels Motor Show in January 1960 . the first official appearance of the P1800.
On the next slide the leaflet edited for this occasion.



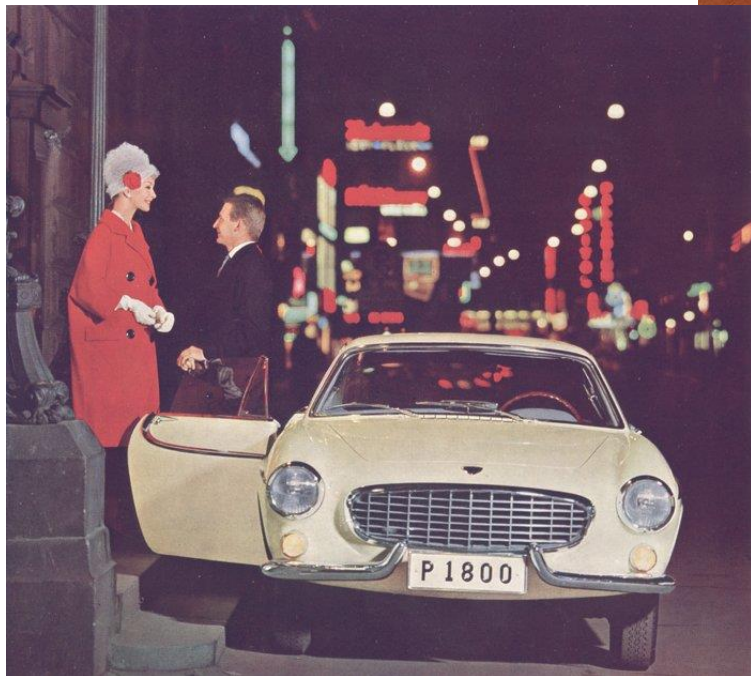


VOLVO P 1800





P958-X2 after some modifications (like deleting the V on the grill) was used in several Volvo catalogues and is now in the Volvo museum in Göteborg. It was recently portrayed by Norev.





When Volvo launched the new design line in 2013, which was later incorporated in production models like the 2017 XC60 left, they made a clear link to the P1800 by showing at the IAA Frankfurt a Concept Coupé together with **P958-X2**. Norev has made resin models of these cars.

In December 1957 Helmer Petterson drove P958-X1, (the first hand-built P1800 prototype) to Osnabrück, West Germany, headquarters of Karmann. Petterson hoped that Karmann would be able to take on the tooling and building of the P1800. Karmann's engineers had already been preparing working drawings from the wooden styling buck at Frua. Petterson and Volvo chief engineer Thor Berthelius met there, tested the car and discussed the construction with Karmann. They were ready to build it and this meant that the first cars could hit the market as early as December 1958. But in February, Karmann's most important customer, Volkswagen, forbade Karmann to take on the job. They feared that the P1800 would compete with the sales of their own cars, and threatened to cancel all their contracts with Karmann if they took on this car. This setback almost caused the project to be abandoned.

Other German firms, NSU, Drautz and Hanoamg were contacted but none was chosen because Volvo did not believe they met Volvo's manufacturing quality-control standards.

It began to appear that Volvo might never produce the P1800. This motivated Helmer Petterson to obtain financial backing from two financial firms with the intention of buying the components directly from Volvo and marketing the car himself. At this point Volvo had made no mention of the P1800 and the factory would not comment. Then a press release surfaced with a photo of the car, putting Volvo in a position where they had to acknowledge its existence. These events influenced the company to renew its efforts: the car was presented to the public for the first time at the Brussels Motor Show in January 1960 and Volvo turned to Jensen Motors, whose production lines were under-utilised, and they agreed a contract for 10,000 cars. The Linwood, Scotland, body plant of manufacturer Pressed Steel was in turn sub-contracted by Jensen to create the unibody shells, which were then taken by rail to be assembled at Jensen in West Bromwich, England. Three more prototypes were built by Jensen, known as **Jensen X1-PP (Pre-Production), X2-PP and X3-PP.**



Volvo P1800

Jensen X1-PP



The first **Jensen P1800 prototype, X1-PP**, appeared as soon as February 1960 in several car magazines.

It is this English **Jensen P1800 X1-PP** with the typical **V** on the front grill and at the rear **two** horn+bumpers, splitted number plate lights and a different **VOLVO** letter type which is portrayed by Corgi Toys.

Corgi Toys considered the car as a British one : the car was RHD. (At that time, Corgi scale models of British cars had RHD, while continental cars had LHD). Nevertheless, the Corgi Club Magazine (see slide 9) considered the Volvo P1800 as an example of international (pan-European) co-operation.







Corgi Toys launched their Volvo P1800 model on scale 1/46 in July 1962, with number 228, priced in the United Kingdom at 4s.5d. (4 shilling 5 pence), stencilled on the box by the merchant as 4/5.

Colours were red, rare salmon (each time with yellow interior), tan or very rare white (each time with red interior). Also a two-tone colour trial was made.



From all these colour combinations, the **white with red interior is the only one which was offered on real cars as Volvo colour code 69.**

The Corgi 228 model stayed in production until 1965, when it was followed by number 258 ±The Saints Car q 315.000 ex. were made in the period 1962-1965.



MotorFöraren 15 February 1960
 right : unknown British car magazine



New Swedish GT coupe will be produced in England

FEW NEW CAR ANNOUNCEMENTS have aroused as much excitement as Volvo's P-1800 coupe. It appears that they have the formula—smart design and proven components—to crack a segment of the auto market which will give them both prestige and profit.

The P-1800, designed in Italy by Frua, bears a strong resemblance to some of the beautiful custom coupes which were installed on Ferrari chassis during the mid-'50s. Wheelbase, 96½ inches, is shorter than their sedan, and unit construction has been used to insure typically solid Volvo construction. Although the factory claims that the engine is of completely new design, it appears to be a bored-out, slightly hotbed-up version of the sturdy sedan powerplant. The four-cylinder in-line displaces 108½ cubic inches (1780cc) and develops 100 bhp at 5500 rpm. An all-synchro four-speed gearbox, optional overdrive, braking system that incorporates 10¾-inch discs at front and drums at rear, independent front suspension and live rear axle suspended with coils complete the mechanical components. Interiors are lavishly appointed. Individual bucket seats appear to be carefully designed while the dash panel and steering wheel could have come right out of Detroit.

No real word yet on how the car handles but there is every reason to believe that it should handle as well or better than the already good handling PV-544 sedan—making the coupe a first-rate Gran Turismo machine.

Production will start in September but not at the home plant in Sweden. Pressed Steel Ltd. in England will produce the bodies and assemble the cars. According to the factory, existing facilities in Sweden are running to capacity, necessitating the move. By January of next year production is expected to be about 100 cars a week. If price is kept between \$3000-4000, we believe there will be a ready market.



Interiors are set up for sportscar minded even though steering wheel and instruments are on the flamboyant side. The seating appears good.



Cleanly executed fin, lack of extra chrome, and Italian styling make the P-1800 one of the most attractive medium-priced coupes we have seen.

Corgi Toys announced their P1800 model in the June 1962 interim leaflet containing all new models up to July 1962. The P1800 model was presented in the rare salmon colour.

The P1800 figures among other sport cars, like a competition version of the Aston Martin DB4 and a Mercedes-Benz 300 SL. Talking about good company !



GIFT SET No. 16
 Racing Car Transporter with B.R.M., Vanwall and Lotus

GET CORGI KITS TO COMPLETE YOUR LAYOUT

150S Vanwall Racing Car
151A Lotus XI Racing Car
152S B.R.M. Racing Car

1126 Ecurie Ecosse Racing Car Transporter
 With seats, steering wheel, suspension, sliding door revealing workshop and self-centring steering.

304S Mercedes Benz 300 SL Hard Top
 With suspension.

309 Aston Martin Competition
 With seats, steering wheel, suspension, jewelled headlights and opening bonnet revealing detailed engine.

228 Volvo P.1800
 With seats, steering wheel, suspension and jewelled headlights.

227 Mini-Cooper Competition
 With seats, steering wheel, suspension and jewelled headlights.

419 Ford Zephyr Motorway Patrol
 With seats, steering wheel and suspension.

409 Forward Control Jeep FC-150

435 Dairy Produce Van

1102 Euclid T.C. 12
 Tractor with Dozer Blade

Dimensions for various models:
 7 3/4 inches 197 mm
 3 3/4 inches 95 mm
 2 3/4 inches 70 mm
 2 7/8 inches 73 mm
 3 7/8 inches 97 mm
 3 5/8 inches 91 mm
 4 inches 102 mm
 6 1/4 inches 159 mm

Also the Corgi Club Magazine Summer 1962 edition pays tribute to the P1800 on pages 6 and 13.

*Corgi Club
Magazine
Summer 1962
p.6*



The beautiful Volvo P.1800 and (on the right) for comparison, a drawing of the Corgi model.

THE Volvo P.1800 represents all that is best in British and Swedish sports car design. The body is built in Scotland, the tyres are made in Burton-on-Trent, the brakes at Leamington Spa, and the engine, gear-box, and most other components by Volvo at Gothenburg in Sweden. Components also come from other European countries—all chosen by Volvo with an eye to quality. Assembly is carried out by

Jensen Motors at Wolverhampton—and the name Jensen itself is a famous name in motoring circles. So the Volvo P.1800 has a true international flavour, and is a very worthy subject for a Corgi model. Top speed is 110 m.p.h. and cruising speed 95 m.p.h. The petrol consumption is about 28 m.p.g. and the engine capacity is 1,780 c.c. The weight is 24 cwt.

6



Although the Corgi Club Magazine shows a white P1800 (with red interior, a colour combination known as Volvo colour code 69 being the only one available with a white body colour), Corgi's interpretation of this car was only produced during a very short production run.



This white Corgi 228 Volvo P1800 with red interior was only produced in a very small production run which was normally commercialised (as some models have %GB+ and tax disc stickers applied later on.) It is the only Corgi colour combination which corresponds to one of the real Volvo colour combinations.

Today we have knowledge of 5 near mint to mint examples of this small production run.



*Corgi Club
Magazine
Summer 1962
p.13
indicating the
original price
4s.5d.*

New Corgi Models

INTRODUCED IN JULY



VOLVO P.1800

The Volvo P.1800 is the first model of a Swedish car to appear in the Corgi range. This lively sports car, which has only recently become available in Great Britain, has a coupé body, which gives it saloon car comfort. The Corgi model, as befits a model of a £2,000 car, is superbly detailed and features windows, seats, steering wheel, and 'Glidamatic' spring suspension and jewelled headlights. The Corgi Volvo — a 'must' for your collection — is finished in caramel or signal red,

(Left) Volvo P.1800, No. 228, length 3 $\frac{1}{4}$ ins. (95 mm), U.K. retail price: 4s. 5d.

BERMUDA TAXI

By special request Corgi have produced a new gay model for the summer holidays. This is a Bermuda Taxi, a familiar mode of transport in the West Indies,

where everything — including automobiles — is likely to be unusual! To protect passengers from the hot Caribbean sun, a removable canopy is provided and Corgi have faithfully reproduced this feature in miniature. The car itself, a white Ford Thunderbird, carries 'Taxi' signs on its side doors. A beautifully moulded West Indian driver adds a colourful and authentic touch to this unusual little model.

Bermuda Taxi, No. 430, length 4 ins. (102 mm), U.K. retail price: 5s. 3d.



Finally the Corgi Toys model makes its screen appearance on March 5th 1964, in The Saint's episode 2-25 "The Gentle Ladies", where the good looking real estate agent Kathleen Howard, The Saint's most important reason for his visit to Bosham (a village in Sussex), is showing . on a diorama in her office's window - a scale model of her lover's car : a P1800 with red interior. (As this episode is still in black and white, probably a beige Corgi P1800 was used to represent the Saint's car.)

*Corgi Toys model in
The Saint episode
'The Gentle Ladies'*

*on a diorama in
Kathleen Howard's
real estate office
window*



Perhaps this screen appearance inspired Corgi Toys to launch one year later, in March 1965, 'The Saints Car'. Volvo P1800+, under number 258. It was no more than a Corgi 228 (so still with the prototype features like the 'M' on the radiator grill and the rear 'low horn+bumpers!'), in white with red interior, completed with a Saint logo (black on white background) on the bonnet and a Saint figure in the driver's seat. This logo was taken over on the second Saint's Volvo (a pearl white 1800S registered 77 GYL), in the 'Cars of the Stars' car museum in Keswick, United Kingdom.



DISTINCTION BETWEEN CORGI 228 VOLVO P1800 AND CORGI 258 THE SAINT'S CAR – VOLVO P1800

The pictures on the next page show clearly the differences

CORGI 228

1) no Saint logo on bonnet

2) no driver

3) ~~%228~~+on base plate

4) bumpers partly in

body colour

(distinction between

silver bumpers and

body colour is not as it

should be)

CORGI 258

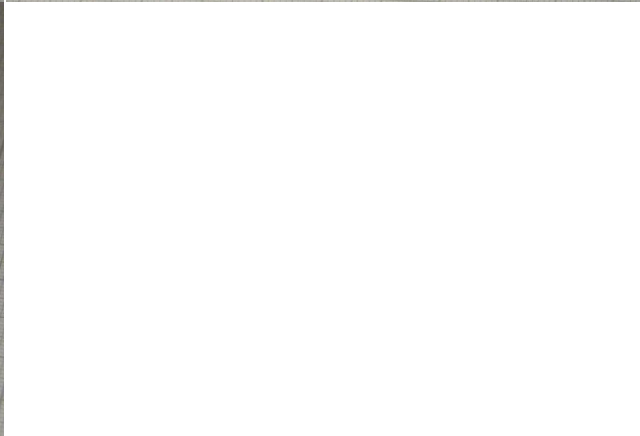
Saint logo on bonnet

Saint driver

~~%228~~+number on base plate blanked out

silver bumpers correctly

distinguished from body colour





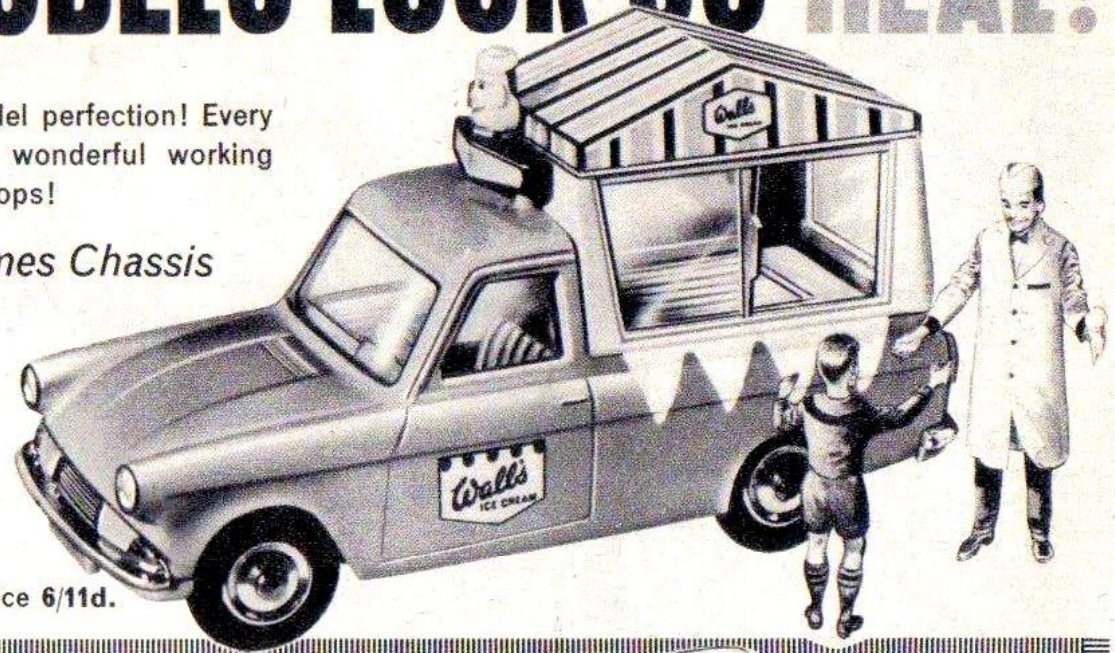
Left : ST I The Saint at Trafalgar Square

CORGI MAKE MODELS LOOK SO REAL!

LOOK AGAIN TO CORGI for the greatest in model perfection! Every month you get super new models—models with wonderful working features, accuracy, intricate detail! Corgi Toys are tops!

WALL'S ICE CREAM VAN on Ford Thames Chassis

You've seen it everywhere—you've bought ice cream from it—now buy your own Wall's Van! Look at this Corgi, closely. It's perfect! See these fabulous features—the sliding windows, the plated fittings and Glidamatic spring suspension; the realistic figures of the salesman and the boy; the detailed moulded interior. This one's a *must* for your collection! Don't miss it!



Length 3½ ins. No. 447 Price 6/11d.

SMITH'S KARRIER MOBILE CANTEN



For the first time ever, Trans-o-Lite Glow Lighting is used on a Corgi model. Corgi have used it to superb effect—as neon strip lighting above the serving section of this great new model. Other features? Hinged serving counter! Turn-around chef! Spring suspension, seats and steering wheel! Buy yours today! Length 3½ ins. No. 471 Price 6/3d.



VOLVO P1800 The "Saint's" Car

Here's yet another 'must'! A brilliant model of the car driven by the famous 'Saint' on T.V.! Painted white with the 'Saint' emblem on the bonnet, this Volvo model has Glidamatic spring suspension, superb interior detail and the 'Saint' at the steering wheel! Get it now!

Length 3½ ins. No. 258 Price 4/6d.



SEE THEM ALL AT YOUR CORGI SHOP.
Get the 40-page Corgi Catalogue—it's only 3d.

The Saint's Volvo was Corgi's first TV or film related Crime-Buster model in a long successful range (with James Bond's Aston Martin the best known) explaining why Corgi survived while other toy makers like Dinky Toys went bankrupt.


On later models, the logo was changed to white on a red background or, more rare, a blue background. There are also versions with spoke wheels.

The Corgi 258 model launch meant also the end of Corgi model 228.


In 1970 the model was equipped with Whizzwheels and a yellow interior under number 201, until production was definitively stopped in 1972.

Between 1965 and 1972, 1.306.000 The Saint's Volvo (258 +201) were sold (excluding the 1969 turnover, which is not known due to a factory fire), more than 5 times the normal P1800 model (nr 228)


CORGI MODEL CLUB
MAJORS
 CLUB MEMBERSHIP FORM WITH EVERY CORGI MODEL




Above: James Bond Toyota—the new model with back firing missiles.
 Below: Ilya Kuryakin, Napoleon Solo and the Corgi model of their car.



Left: The real Batmobile from which the Corgi car was modelled.









Above: The Saint's Volvo was the first of the Corgi Crime Busters' cars.



Below: None other than the real James Bond Aston Martin, Corgi model of this car was Toy of the Year.

CORGI CRIME-BUSTERS

Illustrated here is a selection of real Crime Busters' cars. See if you can identify them and recall the special features of the Corgi models.

Left: The Avengers—Mrs. Emma Peel's Lotus Elan and John Steed's vintage Bentley.
 Below: Straight from the American scene is The Green Hornet's "Black Beauty". The Corgi model is packed with action—watch out for it.

Advertisement in TV Century 21, number 96, 19 November 1966

(on slide 21 : advertisement in TV Century 21, number 9, 20 March 1965)





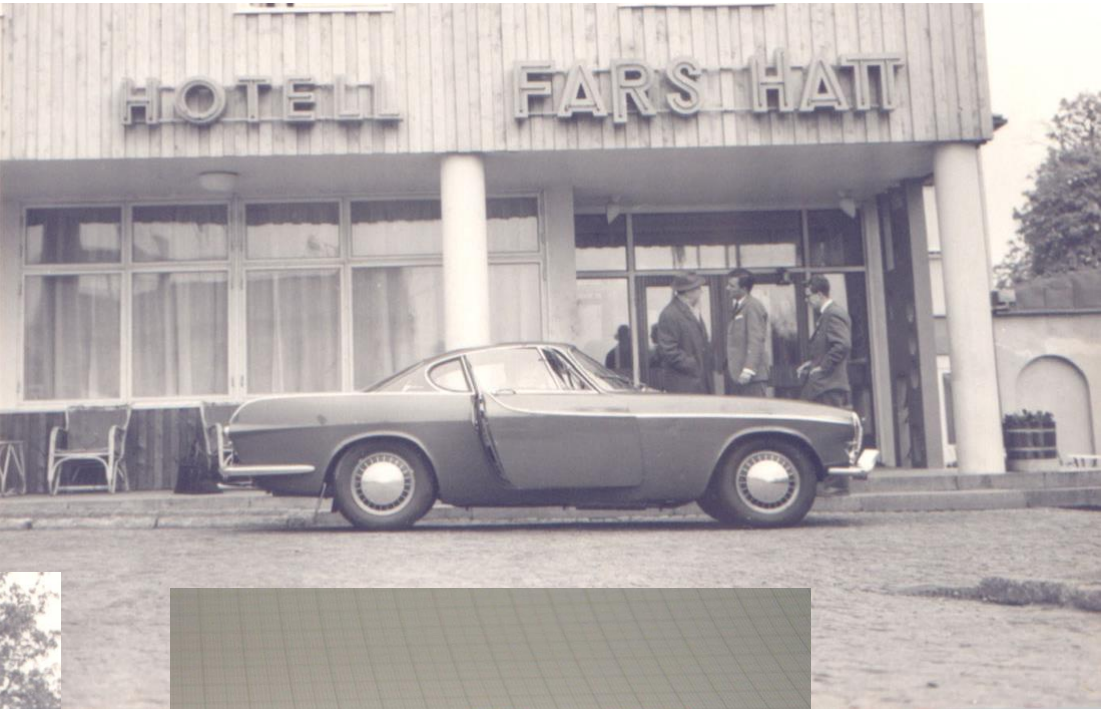


Volvo P1800

Jensen X2-PP

Jensen prototypes **X2-PP** and **X3-PP**, both scarlet red with white interior (Volvo colour code 70) were very close to the later production models : no %b+on the radiator grill and no %ow horns %o at the rear bumper. This model is portrayed by Spot-On.







260 ROYAL ROLLS-ROYCE
length 5½" - 143mm

259 FORD CLASSIC WITH SLIDING ROOF
length 4¼" - 105mm

258 R.A.C. LANDROVER
length 4¼" - 108mm

261 VOLVO P1800 WITH OPENING BOOT & BONNET
length 4¾" - 106mm

- * All Spot-On Models have fully detailed chassis.
- * Alle Spot-On Modellen hebben een chassis met alle details.
- * Alla Spot-On modeller har exakt detaljerat chassi.
- * Alle Spot-On Modelle haben ein eingetailtes Chassis.
- * Tous les détails figurent sur les châssis des modèles Spot-On.
- * Tutti i modelli Spot-On hanno telia molto particolareggiati.

an Introduction.
SPOT-ON models by Triang

Are built in a large modern plant in NORTHERN IRELAND. Here, under the most ideal conditions, a team of highly skilled DESIGNERS and PRODUCTION ENGINEERS, labour unceasingly to create for you, the most accurate, authentic and realistic models available today.

Each model is true to scale, 1/42nd. of the size of the original vehicle, and built to the same high standard. Every perfect miniature, is a collector's item, and justly deserves pride of place in your collection.

Start Collecting Now!

SPOT-ON MODELS LTD.
CASTLEREAGH ROAD BELFAST N. IRELAND



Spot-On models was a range of diecast vehicles made from 1959 through about 1967 by Tri-ang, a division of Lines Brothers, which had been established as a toy maker in 1935. The Lines Brothers made just about everything toy related, from push-along and The company then proceeded to adopt this same scale for buses and commercial vehicles rocking horses in the first decades of the 1900s to their main staple of trains. They were manufactured in Belfast, Northern Ireland.

While Dinky and Corgi were both a little loose with their scale, Spot-On decided always to be exactly "spot-on" in 1:42, because models were built to fit into "Cotswold" village style playsets. which made these models larger than most Dinky and Corgi counterparts. For example, the 12 wheel A.E.C. Mammoth Major petrol lorry lived up to its name in toy form and was massive compared to toy lorries from other manufacturers that often were pared down to a more manageable 1:50 or 1:64 scale.

Spot-On tried first to establish itself in the British market, concentrating on a choice of model cars that were familiar in the United Kingdom. Non-British cars were rather the exception. Despite this policy, two Volvos were included in the range : the P1800 and the Amazon, the last one even featuring an innovation : a sliding sunroof.



In 1964, Lines Bros. acquired Meccano, the parent company of Dinky Toys and, rather than support two brands simultaneously, the owners decided to discontinue Spot-On in favour of Dinky in 1967.

The Spot-On P1800 was produced from 1963 to 1966, the year in which the Dinky 1800 S was launched, also in 1:42 scale, and which was produced until 1971.

(source : Wikipedia)



The Volvo P1800, your ideal golf partner

(1961 Volvo
catalogue pictures
withh Spot-On P1800
and Corgi golf trolley
& caddie from Corgi
440 Ford Consul
Cortina Super Estate
Car Golfing Set)





Jensen X2-PP or X3-PP on front of the 1961 catalogue. Picture taken in 1960 at Bailiffscourt Hotel & Spa at Climping St in Climping in West Sussex, England. Spot-On used the same background for the P1800 leaflet.



| Color | Upholstery codes | | |
|--------------------|------------------|------|------|
| | 1961 | 1962 | 1963 |
| White (69) | | | |
| Red (70) | | | |
| Grey Metallic (71) | | | |
| Red (46) | | | |
| Pearl White (75) | | | |
| Graphite Grey (80) | | | |

Legend:
 Upholstery
 Armrest
 Carpet

Source: Chassis Plate analysis, Ove Ericsson, www.p1800s6.wordpress.com



The Spot-On model was produced in 2 original Volvo colour combinations (besides a lot of non-original Volvo colour combinations) :

- white with red interior
(Volvo colour code 69)
- scarlet red with white interior
(Volvo colour code 70)

Both models are very rare.

These are the only diecast toys of the P1800 production model with real colour combinations (as the Corgi 228 in white with red interior portrays the 1st Jensen Prototype X1-PP.)



Rare & desirable Spot-on models from The Berlin Collection



I bought my Spot-On P1800 in original Volvo colour code 70 (scarlet red with white interior) from The Berlin Collection at QDT.



VOLVO 1800 S



Volvo 1800 S 1965

As time progressed, Jensen had problems with quality control, so the contract was ended early after 6,000 cars had been built. In 1963 production was moved to Volvo's Lundby Plant in Göteborg and the car's name was changed to *1800S* (S standing for Sverige, or in English : Sweden). The red colour was changed from scarlet red with white interior (Volvo colour code 70) to red with black interior (colour code 46.)

The Dinky **1800 S** portrays the **1965** model. Compared to the P1800 Jensen and earlier 1800 S, some changes were made to the bumpers, front and rear :

- straight front bumpers with rubber moulding replace the cow horns;
- shorter rear bumpers around the corners, towards the rear wheels.

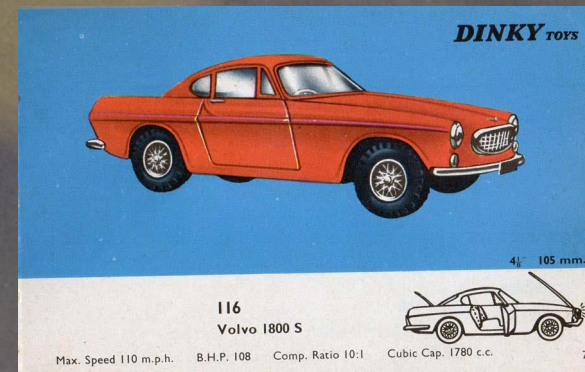


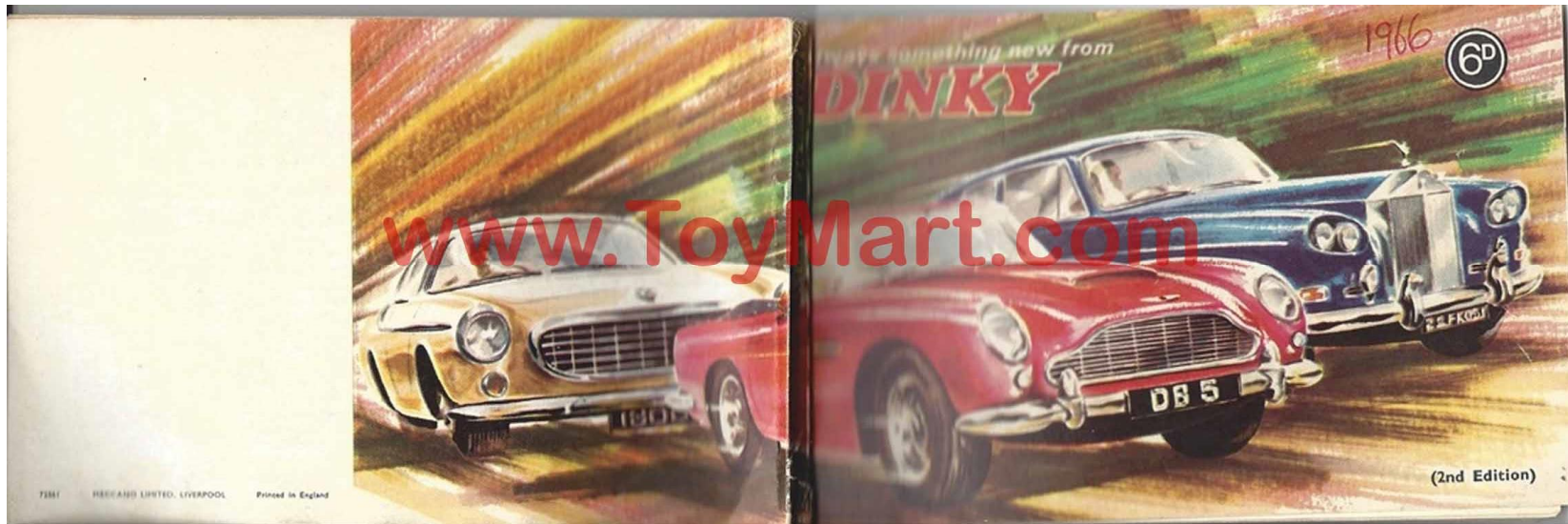


Above : Australian TV commercial

Right : Volvo 1800 S catalogue 1965

Right bottom : Dinky catalogue 1965





The Dinky 1800 S 1965 was first shown in the 2nd edition of the Dinky 1965 catalogue and appeared on the cover sheet of the 1966 catalogue, together with the Aston Martin DB5 convertible and the Rolls Royce Silver Cloud Mark III. We will see the 1800 S often in company of these cars, like in the Australian TV commercial below and in later catalogues (next page).



Weer nieuwe
DINKY TOYS

No 3
fl. 0,45

Ja, Dinky's zijn de mooiste

116 Volvo 1800 S

Max. Speed 110 m.p.h. (176 km.)
B.H.P. 108 (Ch. SAE)
Comp. Ratio 10:1
C.C. 1780

4 1/8" (105 mm.)

DINKY TOYS

7

Dinky Toys 1967 catalogue

DINKY TOYS

4 1/2" (111 mm.)

110 Aston Martin DB 5

3 1/2" (89 mm.)

114 Triumph Spitfire

11 1/2" (289 mm.)

118 Tow-Away Glider Set

4 1/2" (105 mm.)

116 Volvo 1800 S

4 1/2" (125 mm.)

127 Rolls Royce Silver Cloud Mark III

5 1/2" (147 mm.)

4 128 Mercedes-Benz 600

Dinky Toys 1969 catalogue

Frua P958-
X2 (Tekno)



Jensen
X1-PP
(Corgi Toys)



no horn on radiator grill ; low horn+ bumpers front & rear

Jensen
X2-PP/X3-PP /
P1800
production
model
(Spot-On)

Compared to
Jensen X1-PP :
no horn on radiator
grill
straight rear
bumper
low horn+front
bumper





left: P1800 on 1961 catalogue

right : 1800 S on 1965 catalogue



P1800 has front low horn bumper

1800 S 1965 has straight front bumper



P1800 has long rear bumpers around the corners

1800 S 1965 has shorter rear bumpers around the corners



| Color | Upholstery codes | | |
|--------------------|------------------|------|------|
| | 1961 | 1962 | 1963 |
| White (69) | | | |
| Red (70) | | | |
| Grey Metallic (71) | | | |
| Red (46) | | | |
| Pearl White (75) | | | |
| Graphite Grey (80) | | | |

Legend:
 Upholstery
 Carpet

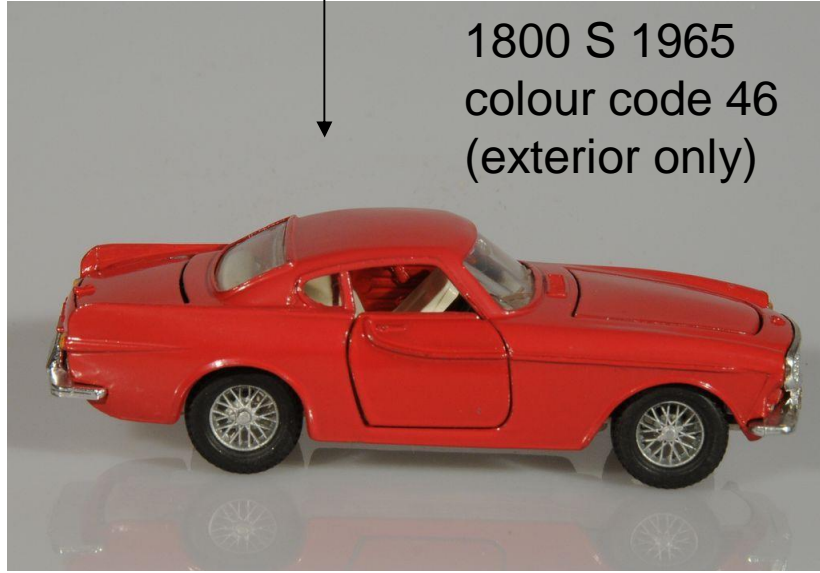
Source: Chassis Plate analysis, Ove Ericsson, www.p1800s66.wordpress.com

P1800
Jensen

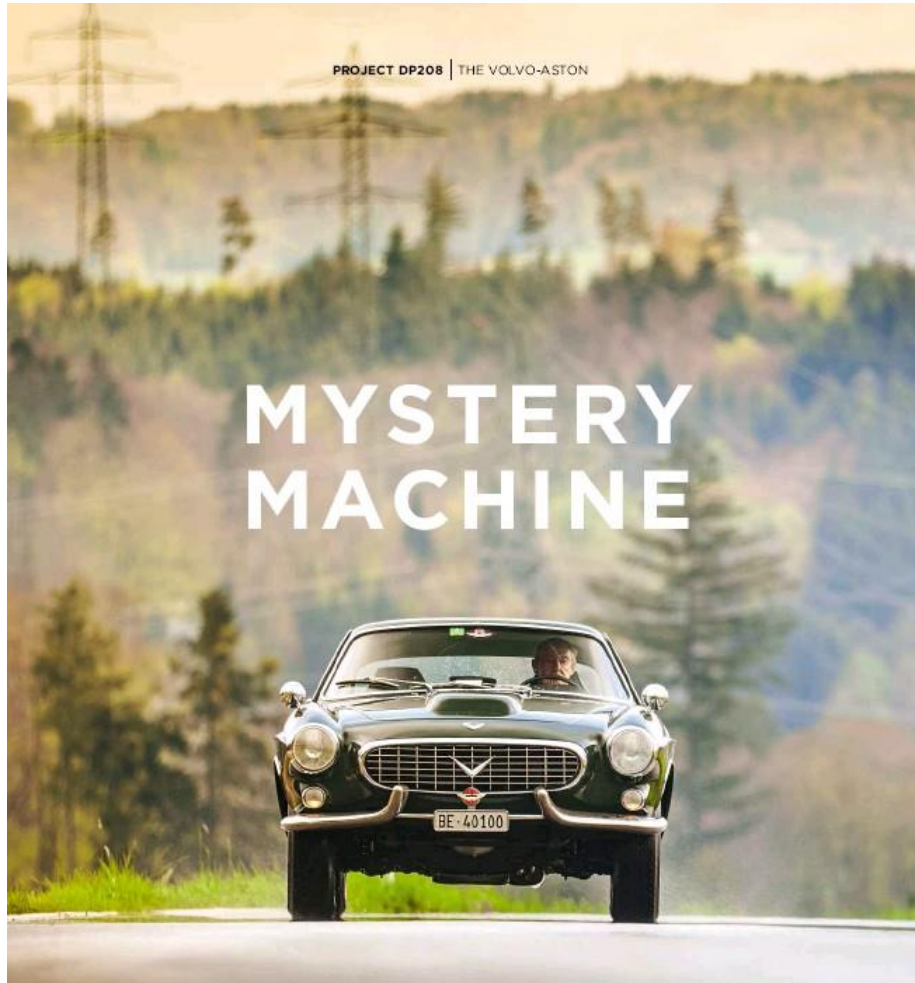
colour
code
70



1800 S 1965
colour code 46
(exterior only)

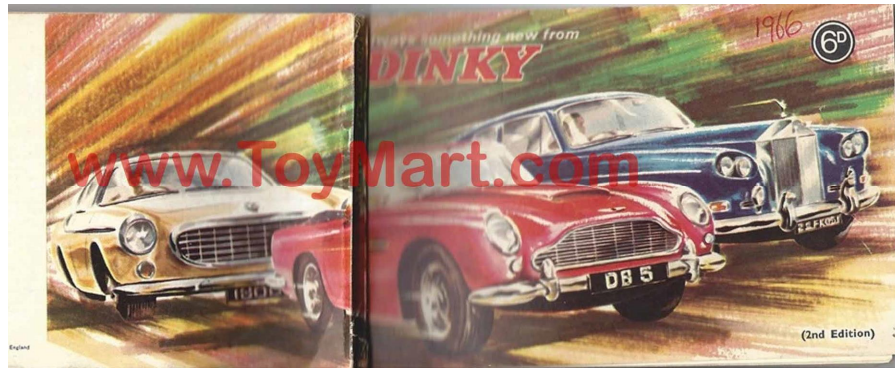


While the Spot-On P1800 exists in the real Volvo colour code 70 combination (scarlet red with white interior), the Dinky 1800 S 1965 has the correct exterior colour (red 46) but is combined with a white instead of black interior.



SOMETHING SPECIAL

Not only Corgi Toys and Dinky Toys, but also Volvo liked to put the P1800 in company of Aston Martin and the likes (see next page).



GIFT SET No. 14
 Racing Car Transporter with B.R.M., Vanwall and Lotus

GET CORGI KITS TO COMPLETE YOUR LAYOUT

1126 Ecurie Ecosse Racing Car Transporter
 With seats, steering wheel, suspension, sliding door revealing workshop and self-centring steering.
 7 1/4 inches 197 mm

150S Vanwall Racing Car
151A Lotus XI Racing Car
152S B.R.M. Racing Car
 3 3/4 inches 95 mm

304S Mercedes Benz 300 SL Hard Top
 With suspension.
 3 3/4 inches 95 mm

309 Aston Martin Competition
 With seats, steering wheel, suspension, jewelled headlights and opening bonnet revealing detailed engine.
 3 3/4 inches 95 mm

228 Volvo P.1800
 With seats, steering wheel, suspension and jewelled headlights.
 2 3/4 inches 73 mm

227 Mini-Cooper Competition
 With seats, steering wheel, suspension and jewelled headlights.
 2 1/4 inches 73 mm

419 Ford Zephyr Motorway Patrol
 With seats, steering wheel and suspension.
 3 3/4 inches 97 mm

409 Forward Control Jeep FC-150
 3 3/4 inches 91 mm

435 Dairy Produce Van
 4 inches 102 mm

1102 Euclid T.C. 12
 Tractor with Dozer Blade
 6 1/4 inches 159 mm

DINKY TOYS

4 1/2" (111 mm.)

110 Aston Martin DB 5

3 1/2" (89 mm.)

114 Triumph Spitfire

11 1/2" (289 mm.)

118 Tow-Away Glider Set

4 1/2" (105 mm.)

116 Volvo 1800 S

4 1/2" (125 mm.)

127 Rolls Royce Silver Cloud Mark III

4
128 Mercedes-Benz 600

5 1/2" (147 mm.)



What's it like to own a \$10,000 car?



Find out for \$3995.

This is the Volvo P1800. Road & Track magazine put it through its paces and wrote: "The P1800 is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay."

You pay over \$10,000 for a Ferrari or Aston Martin and get this: disc brakes, 4-speed synchromesh transmission with optional overdrive, live rear axle, independent front

suspension, precise steering, complete instrumentation including tachometer, European styling and coach work. You pay \$3995* for a Volvo P1800 and get the same.

One thing. A P1800 will not do 150 mph. Many of the \$10,000 cars will—all you need is a race track to enjoy this kind of performance. The P1800 will do over 100 mph. At 90 it uses no more gas than a Volkswagen uses at 70—all you need is a highway to enjoy this kind of performance.



*MANUFACTURER'S SUGGESTED RETAIL PRICE EAST AND GULF COAST P.O.E. WEST COAST, \$4080.

See the Yellow Pages for the Volvo dealer nearest you. Distributors: Volvo Distributing, Inc., 452 Hubson Terrace, Englewood Cliffs, N.J.; Volvo Western Distributing, Inc., 12925 Riverside Dr., Sherman Oaks, California; Swedish Motor Import, Inc., 3303 W. 121st St., Houston 24, Texas. Overseas delivery available.



So, should it be amazing that in 1963, Aston Martin put two thirds of a DB4 engine in a P1800 : project DP208 ?



ASTON MARTIN \$12,500 BMW \$10,500 FACEL VEGA \$12,990

FERRARI \$12,900 MASERATI \$11,400 MERCEDES-BENZ \$11,099

What's it like to own a \$10,000 car?



Find out for \$3995.

This is the Volvo P1800. Road & Track magazine put it through its paces and wrote: "The P1800 is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay."

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In late 1960, David Brown decided to have his technicians explore the opportunities offered by a smaller engine, the intention being, in the main, to create an engine to be offered to other manufacturers, nor for use on the smaller Aston Martins. Tadek Marek's team came up with two thirds of a DB4 engine : a four-cylinder, 2.5-liter, DOHC engine, capable of delivering around 150 HP, with the internal code number DP208 (Development Project 208). Three units were manufactured for early tests, and one of them needed to be installed in a real car to simulate real usage. Any thoughts of using an Aston Martin as the test bed were soon discarded, the in-house cars being considered too big and heavy to test such an engine.

Charles Singer, whose Lex Group was not only an Aston Martin dealer but Volvo's British importer as well, suggested to use a Volvo P1800 which, at that time, were built in Britain by Jensen on Volvo's behalf.

This choice had an added advantage: as well as giving the engineers a car to put the new unit in, it also made Volvo aware of the project, and the people at Aston Martin hoped that the Swedish company's curiosity might be aroused.

The project was approved by John Wyer on 29th July 1963.

The combination worked well enough that, after testing, it became Mrs Marek's daily driver.

However, the project did not develop as hoped: Volvo soon declared that it was not interested, and the car was put in storage in an Aston Martin warehouse where it remained for years before finally being sold, still with its unique engine installed.

There are no pictures available of DP208. All we know is that it was equipped with wire wheels.

Swiss-based Roos Engineering, one of the 13 Aston Martin Heritage Centres in the world, found one of the three original DP208 engines and decided to construct a complete DP208 replica by putting the original DP208 engine in a Jensen built Volvo P1800. The car has a bonnet bulge as otherwise the Aston engine could not be fitted. The Roos Engineering replica is British Racing Green, a colour not available for the Jensen built P1800, and LHD which is logical for a Swiss-based company.

So the idea came up for a diecast toys replica of DP 208, in a colour combination which was available for the Jensen-built P1800, with wire wheels like the original car and RHD as the original car probably was, with Mrs Marek driving more than a year with it on British roads. All the components to be used for the diecast toys replica should have been available in 1963, the year DP208 was built.

So a Corgi 228 Volvo P1800 was adapted with a bonnet bulge, equipped with original wire wheels from the Corgi 218 Aston Martin DB4, and painted scarlet red with white interior and black steering wheel (Volvo colour code 70). Also the P1800 design on the Corgi box was adapted with the bonnet bulge, and the description of the model adapted to "Project DP208 Volvo Aston Martin". Using components from Corgi model number 228 and 218 for DP208, it was logical to give this model number 208.



The original DP208 project sheets for the engine construction, dated 9th March 1961 and for the engine installation in a P1800, dated 29th July 1963.



ENGINEERING DEPARTMENT PROJECT Master Project No. DP 208

Subject 2½-litre 4-cylinder Engine

Departments affected Experimental. Design. Buying. Accounts.

Requirements This project covers the design and construction of three 2½-litre 4-cylinder engines to be made as far as possible from the pattern equipment and using as many parts as possible of the existing 3.7 litre 6-cylinder engine.

Review cost at £3,000.

W/O No. 24076

Requested by General Manager

Issued to Mr. J. Wyer
Mr. J. Stirling
Mr. R. Edwards
Mr. H. Beach
Mr. T. Marek
Mr. E.J. Cutting

Copies to Mr. R. Evans
Mr. B. Clayton
Mr. C.A. Perkins ✓
Mr. R. Hornsby
Mr. C.P. MacKenzie.

Approved J. Wyer
Date ~~29.7.63~~ 9th March, 1961.

26/4/22

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ENGINEERING DEPARTMENT PROJECT COVER SHEET. Project No. DP 208

Subject 2½-litre 4 Cylinder Engine

Subsequent Action Project to be increased in scope to cover installation in a Volvo P.1800 Sports Car.

Issued to The General Manager
Mr. R. Beach
Mr. B.C. Clayton
Mr. E.J. Cutting
Mr. D.O. Hodges
Mr. R. Hornsby
Mr. J.J. Horrocks
Mr. C.P. MacKenzie
Mr. T. Marek
Mr. C.A. Perkins ✓

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26/4/22

Approved J. Wyer
Date 29.7.63

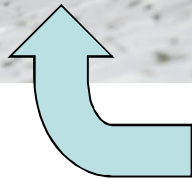




ROOS
ENGINEERING LTD



DP208 replica made by Roos Engineering in company of several Aston production models. In front a DB4. 2/3 of a DB4 engine formed the base for DP208.



2/3 of DB4 engine





Corgi Toys has never made a diecast toy of Aston's DP208 project, but the DB4 engine (left, top) on which the 2/3 engine in the Volvo (left, below) was based, was nicely modelled in and designed on the box of the first diecast toy ever with an opening bonnet and detailed engine - Corgi's 218 Aston Martin DB4.



Corgi 228 compared to DP208

