

2018-04-13: HISTORICAL SAAB.

SAAB 93/96 ADVERTISEMENT `MOTORHISTORISKA MAGAZINE `FROM 1997.

Just as winter is biting us hard in Europe (February 2018) it is with interest that I read this advert shown in the Saab book “Motorhistoriskt Magasin” no 3, 1997.

STARTS AS QUICK AS LIGHTENING EVEN IN SUB-ZERO TEMPERATURES.



GUESS WHAT I HAVE FOUND HERE?

It's another winter morning for Mr Erland Rova from Nattavara in the north of Sweden and like many others he needs to clear a lot of snow from his SAAB 93 before finally driving to work. Erland is a state forester in one of Sweden's coldest forest regions.

Here it's not uncommon for the air-temperature to drop to - 45°C (- 49° F)!

Following a heavy snow-fall it usually takes Erland just five minutes to clear the snow from his car and after six minutes he's started the engine and on his way to work!

It's a regular morning routine for him – “Once I've cleared the snow, the engine starts as quick as lightening and runs like clockwork all day long”, he informed.

COLD WEATHER DOESN'T PENETRATE THE SKIN OF A SAAB!

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Winter driving experiences in Northern Lapland, Norway, and many remote cold spots in the regions show that the SAAB is perfectly suited for driving in sub-zero winter climates.

The engine starts like lightening in really cold weather and is a warm and comfortable car to drive and, thanks to its front- wheel-drive and large 15-inch wheels and ideal weight distribution etc., it is perfectly suited for driving on wintry ice and snow-covered roads.

Unusual for cars of this size, a highly efficient thermostat regulated heating system is included to keep the interior warm and the windscreen and the side windows clear of ice etc. - even at extremely low temperatures.

With a thick coating of under-seal and insulated roof headliner and body sections interior noise levels are reduced to a minimum.

The car has now a wider windscreen including more efficient wiper blades that sweep across 43% more glass.

The aircraft inspired bodywork, designed for safety, is built with strong body sections and A-pillars, front wheel drive and explosion proof tires.

With all of this and a little more, the Saab has all the qualities of a safe and reliable winter car.

Take a test drive in a SAAB, especially when it's icy and cold!

A SWEDISH CAR BUILT WITH AIRCRAFT QUALITY.

SAAB - PHILLIPSON'S - BRANCHES, RETAIL DEALERSHIPS AND SERVICE WORKSHOPS THROUGHOUT THE COUNTRY.

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Saab Car Museum Support Organisation

www.supportsaabcarmuseum.com