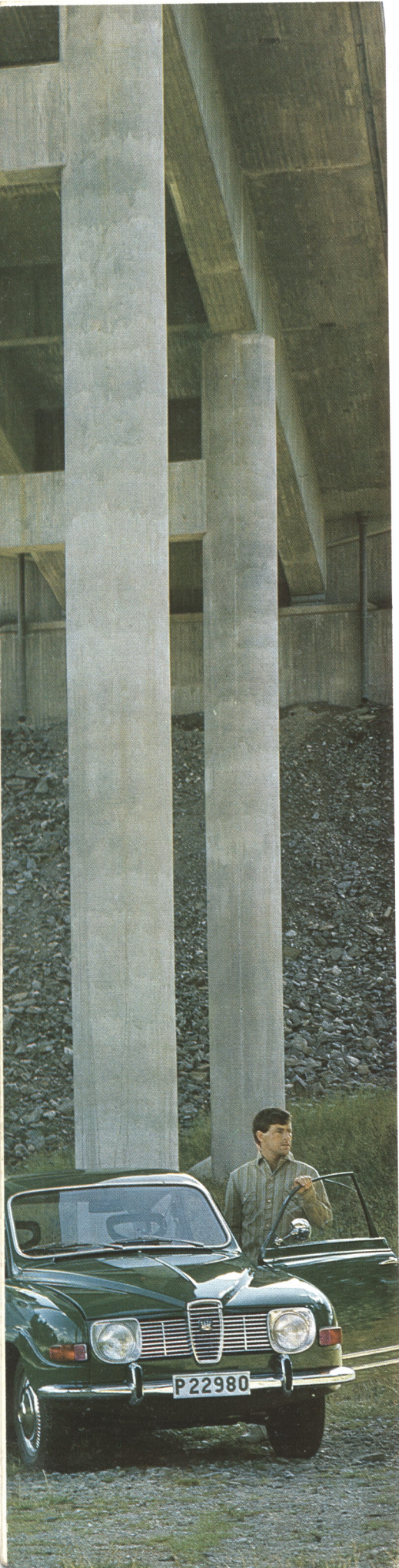


1969 SAAB of Sweden





A SAAB takes care of you, you don't take care of it!

SAAB is built to be manhandled, even ignored, and still come back for more.

SAAB is built in Sweden to aircraft standards. That's because SAAB is built by one of Europe's leading aircraft manufacturers. (SAAB Aktiebolag makes supersonic jets, guided missiles and computers as well as cars.)

SAAB has front-wheel drive so it doesn't push you around. It pulls you around corners. Around curves. And around other drivers' mistakes.

SAAB envelopes you and yours in a reinforced, Swedish steel framework.

SAAB's tough, new V-4, 4-cycle engine has, as an optional extra, a lifetime guarantee. (That could be a long time when you stop to consider that SAABs have been known to be driven 180,000 miles.)

SAAB has an engine that's easily accessible. You don't have to spend two hours just to change a spark plug.

SAAB has five separate rust prevention treatments: Undercoating compound, jointing compound, weld primer, pulverized zinc paint, and an aluminium pigmented agent.

SAAB undergoes 30 inspections before it gets out of the factory. (Every twelfth employee in our assembly plant is an inspector.)

SAAB has safety features in excess of requirements. For example: Our dual diagonal braking system. (The safest on any car.) If one pair fails, a second pair stops you.

SAAB has power-assisted disc brakes up front for fade-free high performance.

As we said before, a SAAB takes care of you, not vice versa.



SAAB story

The story of SAAB performance is largely the story of SAAB's incredible — that's the word for it, incredible — front-wheel drive.

Front-wheel drive puts the weight where the power is, on the front wheels.

Front-wheel drive gives you firm traction on ice, snow and rain-slicked pavement.

Front-wheel drive gives you directional stability. Should a skid occur, a SAAB will follow its front wheels and straighten out as soon as you take your foot off the gas.

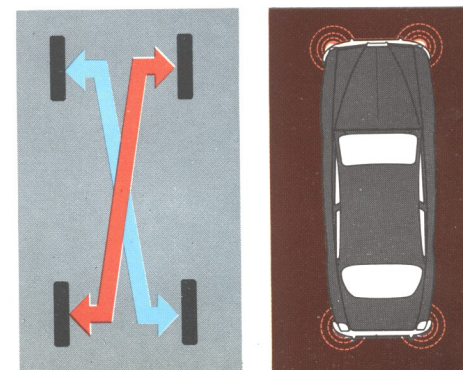
Front-wheel drive pulls you through thick and thin. Whether it's the weather or other drivers' mistakes.

SAAB also sports rack and pinion steering. Very quick, very precise. (A mere two and three quarter turns lock to lock).

SAAB has a V-4, 4-cycle engine. Zero to fifty in ten seconds. Top speed of over ninety.

And SAAB has free wheeling which saves gas, as well as engine wear, while it lets you shift without touching the clutch.

SAAB has a unique, dual diagonal braking system. Independent lines connect diagonally to front wheel on one side and opposite rear wheel. Thus minimizing the risk of skidding or swerving.





SAAB sister



The SAAB station wagon is lot like the SAAB sedan. Except the station wagon is bigger.

It can carry a half a ton of people or cargo or any combination of the two.

SAAB has 5 feet, 4 inches of forward space. 4 feet of width. And a floor-to-ceiling height of 3¹/₄ feet.

SAAB has a loading deck of plastic coated steel. Won't scar. Easy to keep clean.

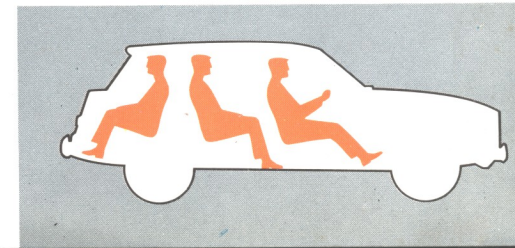
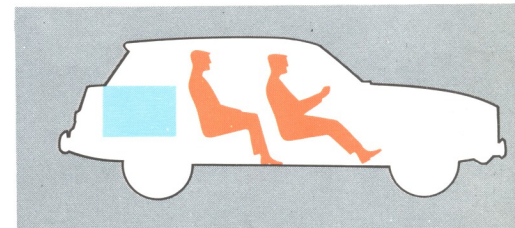
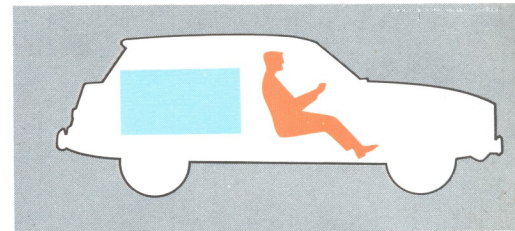
SAAB has a flat loading deck. So you can slide a lot of bulky cargo in.

SAAB has a rear door that swings up out of the way. And it stays up, it's spring loaded.

SAAB has a rearward-facing seat in the back that's an especially safe place for kids to sit. (And lots of fun.)

SAAB has a well under the loading deck for tools and such to keep 'em out of the way.

SAAB has a ventilating system that circulates fresh air through wagon and out the rear.





SAAB creature comforts

Step into a SAAB. You'll notice that something is missing. That something is the transmission hump. (No one has to sit with his knees tucked under his chin.) You'll be surprised how much more comfortable life is without it.

Now that we've told you what a SAAB doesn't have, let's go on to what a SAAB does have.

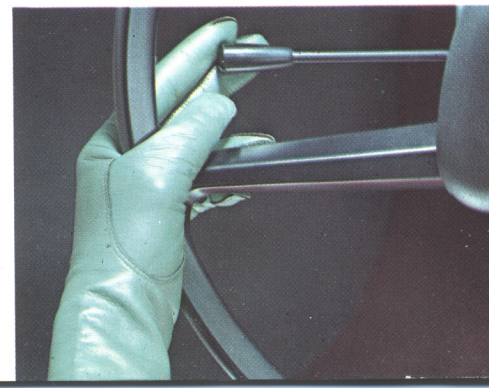
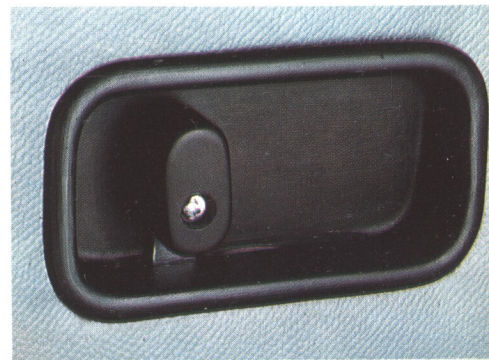
Bucket seats in the front, for instance. Very comfortable, even on the longest trips. On curves, bucket seats prevent you and the passenger in the front from rolling around. Sidepockets, donut-shaped headrests that don't block out the view for those behind, and adjustable seat backs make SAAB almost too comfortable.

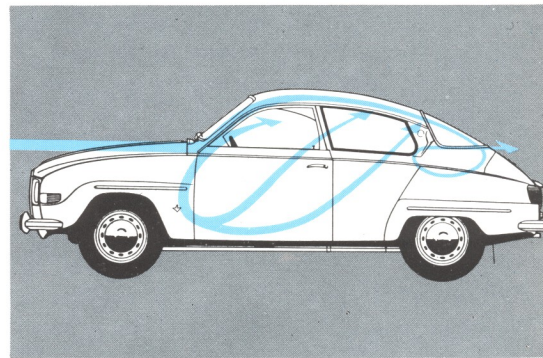
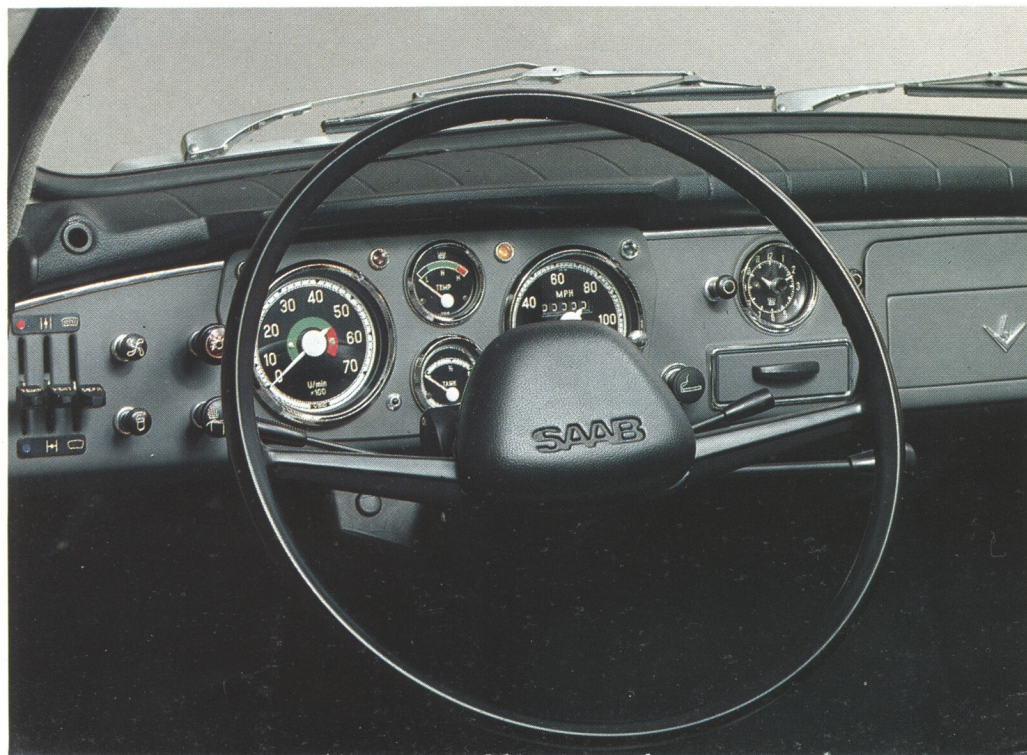
SAAB has full instrumentation including a fuel gauge with a warning light that pops on when there's less than two gallons left, a warning light for the brake system, and 4-lamp hazard warning lights.

SAAB has a draft-free ventilation system that replaces stale air even when the windows are closed. The defroster works on the front side windows as well as the windshield. And in the winter, a SAAB will never give you the cold shoulder. SAAB's heater pre-warms the air before it turns on. (It's the same heater that keeps the Swedes comfortable during their 8-month-long winters.)

SAAB has safety padding on the visors, steering wheel, dash and around the sides. The door handles are recessed, so they won't jab you or snag the lady's nylons.

SAAB has a flat trunk floor. There's no lip to lug things over. The spare tire has a compartment of its own — keeps it out of your way and keeps you from getting dirty.





The extras are standard on SAAB

The nice thing about buying a SAAB is that you don't have to lay out a lot of money for extras.

Because a lot of so-called "extras" come as standard equipment on SAAB.

For instance, SAAB gives you two-speed wipers plus an electrical windshield washer.

SAAB gives you adjustable backs on the front seats. (6 positions.) The rear seats are adjustable for height. (3 positions.)

SAAB gives you safety locks on front seats and on doors.

SAAB gives splash guards. Keeps mud and water from hitting windshield of the car behind you and marring the driver's visibility.

SAAB gives you bumper guards with high-impact rubber inserts. Just in case the parking in your neighborhood is a tight squeeze.

SAAB gives you rear windows that open and stay open.

SAAB gives you a glove compartment with a lock.

SAAB gives you draft-deflectors on the door windows.

SAAB gives you a unique, dual-diagonal braking system.

SAAB gives you a rust preventing undercoating that's baked on.

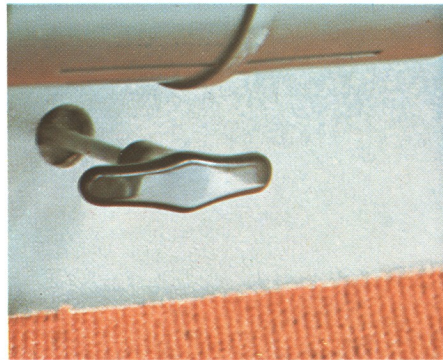
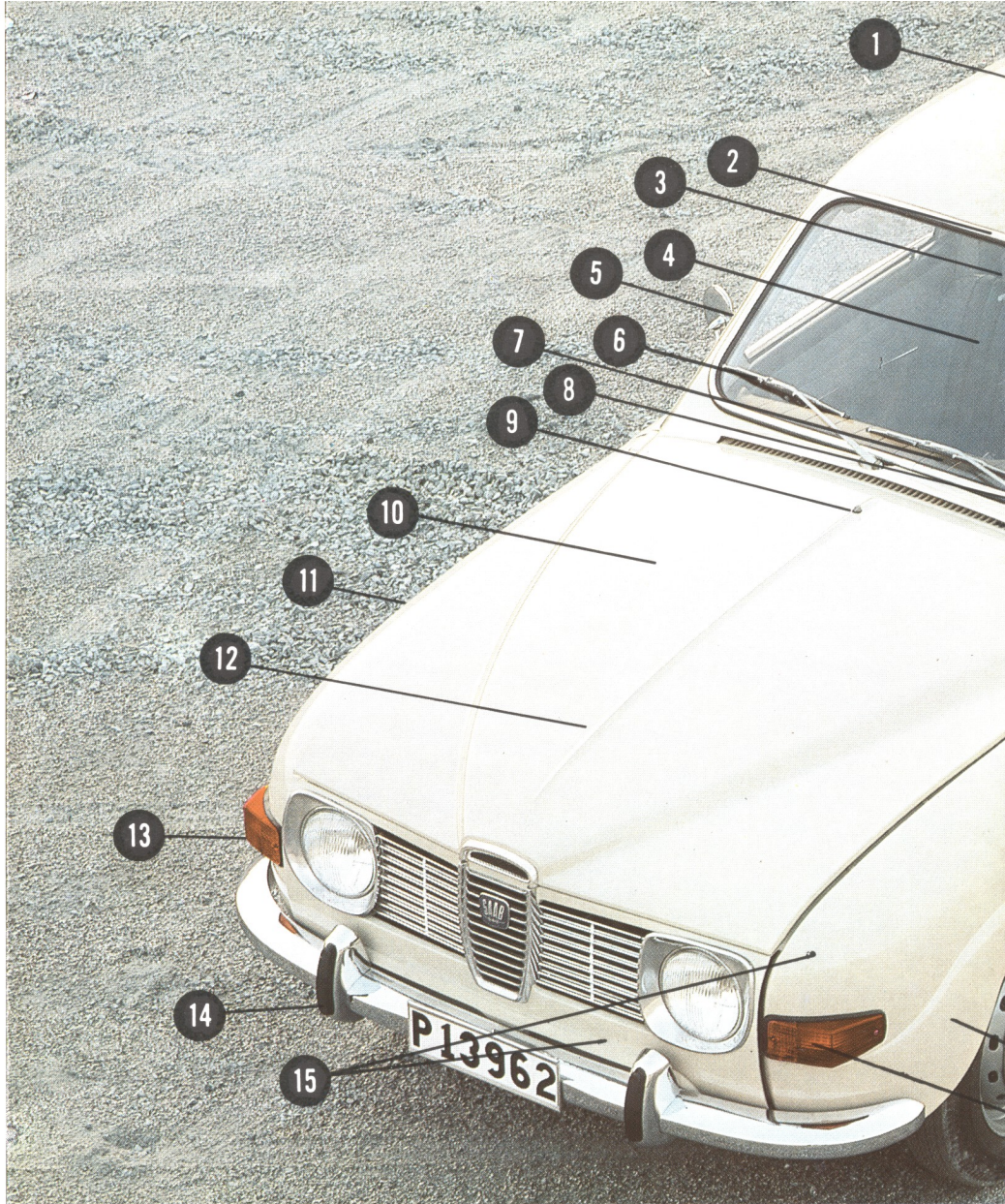
SAAB gives you 15-inch wheels for a better ride and longer tire life.

SAAB gives you power-assisted brakes.

SAAB gives you donut-shaped head-rests that don't obstruct the view for those in the back seat.

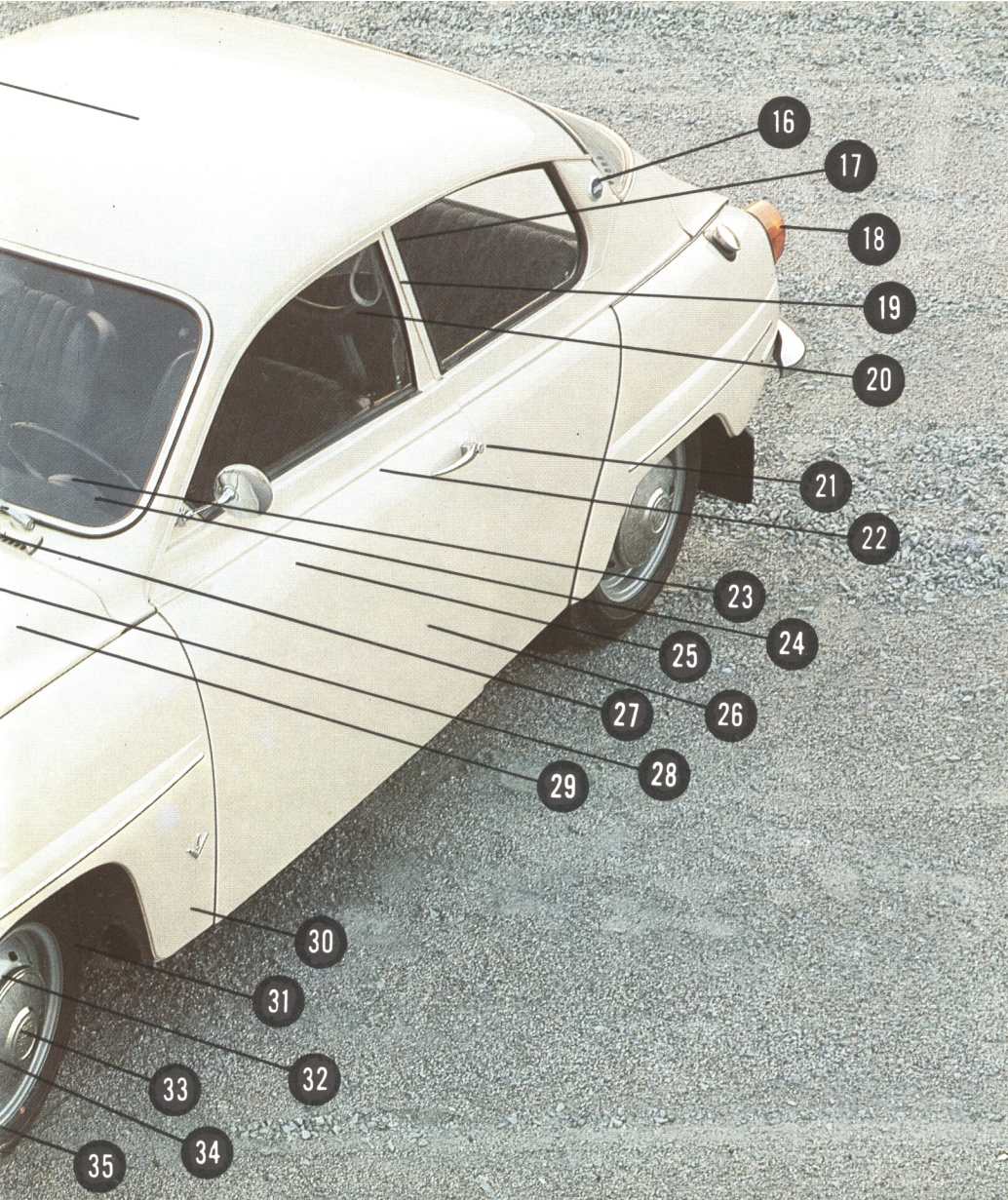
SAAB gives you adjustable arm rests.

SAAB gives you a two position rear-view mirror and two outside side-view mirrors.

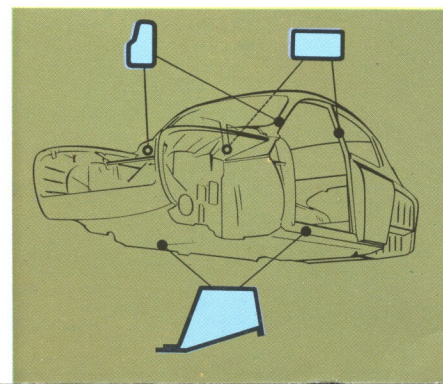
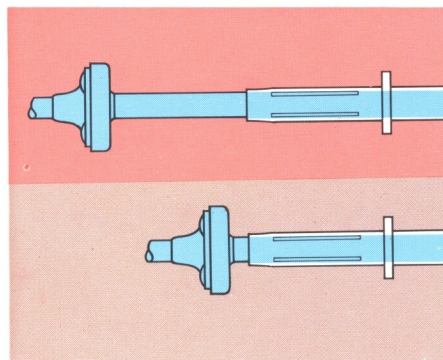
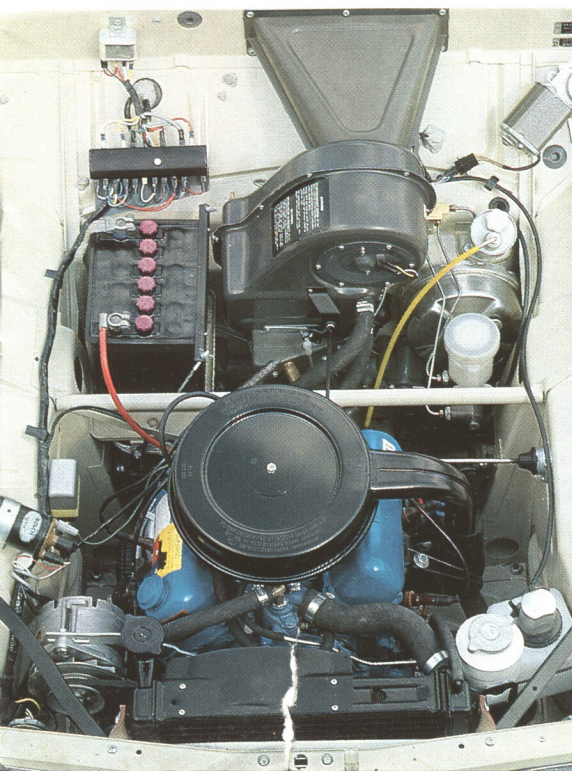


SAAB

the world's safest small car



1. Impact-absorbing padding on the underside of the window sills and the inside of the roof section.
2. Padded, impact-absorbing sun visors. Can be swung to side.
3. Rear mirror with two height adjustment positions and safety attachment.
4. Windshield of laminated safety glass.
5. Heavily reinforced windscreen and door pillars.
6. Inner door handles recessed into the doors. Safety type window winders.
7. Dull black safety padding on top of the dashboard.
8. Anti-reflecting windshield wipers with wide sweep.
9. Centrally positioned windshield washers, providing a wide angle of spray.
10. Safety body. Rattle-free, rigid, durable.
11. Extensive anti-corrosion treatment. The underside of the chassis is undercoated before final spraying.
12. Front-mounted engine for best possible weight distribution and directional stability.
13. "Wrap-around" front flashers.
14. Rubber inserts on the bumper overriders.
15. The sheet metal parts at the front end are constructed in such a way that they absorb impact shocks through deformation if involved in an accident.
16. First-class ventilation makes even long trips pleasant and keeps the windows free from mist.
17. Front seat head rests.
18. Rear lamps with five functions — reversing lights, brake lights, flashers, reflectors and side marker lights.
19. Three point front safety harnesses. Lap type seat belts rear.
20. Gas tank at rear in the safest possible place between the rear wheels.
21. Door locks of reliable safety type.
22. The front seat backrests are latched to prevent unintentional folding.
23. Padded steering wheel hub to prevent injury in the event of a collision.
24. A warning lamp on the instrument panel lights if the brake pedal can be pressed too far down for any reason.
25. Robust mounting of the front seats and rear backrest.
26. The seat rails have double catches.
27. Rubber guard on ignition key.
28. Collapsible, safety-type steering column.
29. Vacuum-operated brake servo assistance.
30. Heavy sill beams, rustprotected inside and closed.
31. Large 15" wheels for long life and good road grip.
32. Well dimensioned front disc brakes for positive braking even from high speeds.
33. Front wheel drive gives the best possible road grip in snow and slippery conditions.
34. Diagonally arranged dual-circuit brake system.
35. Four-corner warning flash system.



SPECIFICATIONS Saab 96 Sedan and Saab 95 Station Wagon, 1969.

Dimensions and weight

Overall length: Sedan 165.4 in, Station Wagon 169.3 in.
 Overall width: 62.2 in.
 Height, unladen: approx. 58 in.
 Ground clearance, unladen: approx. 7 in.
 Wheelbase: 98.3 in (2498 mm).
 Track, front and rear: 48 in.
 Curb weight (with fuel and water): Sedan 1960 lb., Station Wagon 2105 lb.
 Max weight, fully loaded: Sedan 2890 lb. (1310 kg); Station Wagon 3395 lb. (1540 kg).

Engine

1498 c.c., four stroke V4-type
 Number of cylinders: 4 (in Vee, 60°).
 Bore: 3.54 in. (90 mm).
 Stroke: 2.32 in. (58.86 mm).
 Piston displacement: 91.4 cu.in. (1498 cm³).
 Compression ratio: 9.0:1.
 Max. output: 73 b.h.p. SAE at 5000 r.p.m., 65 b.h.p. DIN at 4700 r.p.m.
 Max. torque: 87 lb. ft. SAE (12 kgm) at 2700 r.p.m. 85 lb. ft. DIN (11.7 kgm) at 2500 r.p.m.
 Camshaft-driven fuel pump. Downdraft carburetor. Automatic choke.
 Pressure lubrication. Full-flow filter.
 Water-cooling system. Pump, fan and thermostat.

Transmission

Front-wheel drive. Free wheel.
 Single dry plate clutch, hydraulically operated.
 Four forward gears, all synchromesh.
 Steering column gearshift lever.
 Outer driveshaft joints of Rzeppa constant-velocity type.
 Both inner and outer joints permanently lubricated.
 Gear ratios, engine to wheels: 1st 17.0:1. 2nd 10.2:1, 3rd 6.3:1, top 4.1:1, reverse 15.5:1.
 Final drive ratio: 4.88:1.
 Theoretical top gear speed at 1000 engine r.p.m.: 17.2 m.p.h. (with 155×15" tires).

Brakes

Disc brakes front, drum brakes rear.
 Lockheed hydraulic foot brake system is divided into two independent circuits, each acting on one front wheel and opposite rear wheel.
 Vacuum-operated servo assistance.

Diameter of front wheel discs: 10½ in.
 Size of rear wheel linings: 8 in.×1½ in.
 Total friction area, front and rear: 256 sq.in
 Handbrake acts mechanically on rear wheels.

Steering

Rack and pinion type steering gear.
 Ratio, steering wheel to road wheel: 15.8:1.
 Number of steering wheel turns from lock to lock: approx. 2.7.
 Turning radius approx. 17.4 ft. (5.3 m).

Suspension

Independent front wheel suspension.
 Tubular, rigid rear axle in U-form.
 Coil springs front and rear.
 Stabilizer bar at front.
 Double-acting telescopic hydraulic shock absorbers front and rear (of lever type at rear on Station Wagon).

Wheels and tires

15 in. steel disc wheels.
 Wide base rims, 4J×15 in.
 Tires: 5.60×15 in. tubeless.
 Radial ply tires: 155×15 in. Sedan De Luxe. (Optional.)

Electrical system

12 volt battery, 44 Ah.
 1 b.h.p. starting motor.
 Alternator type generator.

Body

Self-supporting body with flat base.
 2 doors (+ rear door on Station Wagon).
 Strong tubular steel reinforcements in windshield and side pillars.
 Fuel tank between rear wheels.
 Sedan trunk space (SAE rating): 7.5 cu.ft. (210 litres).
 Max loading space in Station Wagon: 42.4 cu.ft (1.2 m³).
 Anticorrosion treatment and undercoating applied before final painting.

Capacities

Engine oil quantity, including filter: 3.5 US qts. (3.3 litres).
 Engine cooling system holds 7.5 US qts. (7.1 litres).
 Fuel tank capacity: Sedan, 10.5 US gals. (40 litres); Station Wagon 11.3 US gals. (43 litres).

Standard equipment

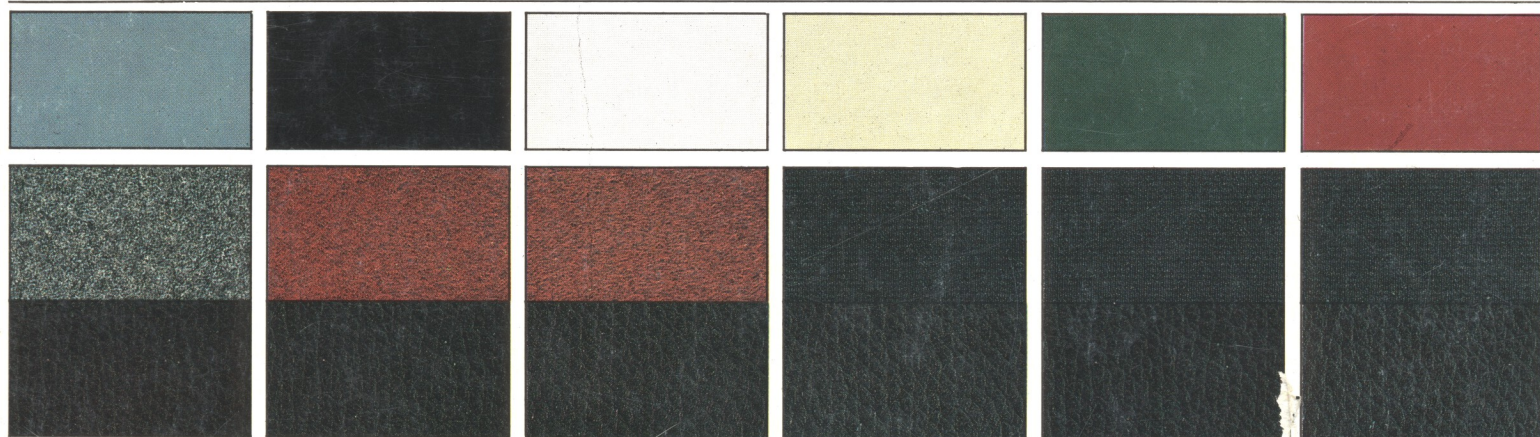
	96 DE LUXE	96	95 V4C	95
Sealed beam headlights	•	•	•	•
Back up lights	•	•	•	•
Dual horns	•	•	•	•
Two-speed wipers	•	•	•	•
Windshield washer	•	•	•	•
Safety padded sun visors	•	•	•	•
Dash board foam padded for safety	•	•	•	•
Three point front safety harness	•	•	•	•
Seat belts lap type rear	•	•	•	•
Adjustable front-seat backs	•	•	•	•
Front seat head rests	•	•	•	•
Adjustable rear seat bench, 3 heights	•	•	•	•
Front seat-back safety locks	•	•	•	•
Heater, thermostatically controlled	•	•	•	•
Opening rear side windows	•	•	•	•
Automatic, draft-free ventilation	•	•	•	•
Defroster, front side windows	•	•	•	•
Safety type rear view mirror, 2 heights	•	•	•	•
Outside rear view mirrors	•	•	•	•
Air slot to keep rear window clean	•	•	•	•
Automatic interior light	•	•	•	•
Nylon velour on seats	•	•	•	•
All vinyl upholstery	•	•	•	•
Textile carpets	•	•	•	•
Paper boxes	•	•	•	•
Ashtrays	•	•	•	•
Cigarette Lighter	•	•	•	•
Glove compartment with lock	•	•	•	•
Electric clock	•	•	•	•
Tachometer	•	•	•	•
Warning light, fuel below 7 qts.	•	•	•	•
Warning light for brake failure	•	•	•	•
Sill guard	•	•	•	•
Splash guards	•	•	•	•
4 lamp hazard warning system	•	•	•	•

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



SAAB AKTIEBOLAG, Works Trollhättan
 Head Office Linköping Sweden

Distributed in U.S.A. by SAAB Motors Inc.,
 New York, New Haven, Jacksonville, Portland,
 Oregon; and SAAB Southwest, Inc., Denver,
 Colorado



The SAAB 96 Sedan (standard version) is delivered with black or red vinyl on seats and gray vinyl on doors and seat sides.