

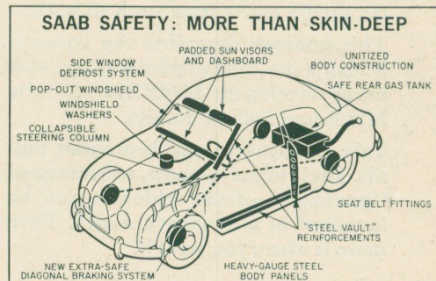
Actual photos from film of SAAB safety test on Norwegian ski slope.

## SAAB engineers don't take safety lightly. Don't you!

This SAAB was deliberately rolled down a Norwegian ski slope, with a man in it. It turned over 25 times, and the driver walked away. It proved that the SAAB body can take an awful beating, if it has to. A comforting fact to know, if you're inside.

In a SAAB, safety is not just a matter of seat belts and a padded dash. A SAAB is safety-engineered throughout. You may never need everything we've built into SAAB to keep you safe; we hope not. But if you're at all concerned about safety, you'll be glad to learn that the 1964 SAAB has: an almost uncrushable unitized body, heavy reinforced steel columns front and rear, pop-out windshield, strong 18- to 20-gauge body steel throughout, a collapsible steering column, safety-padded dash and sun visors, seat belt fittings, 95% visibility from the driver's seat, sure-traction front-wheel drive, a rear gas tank, and a new supersafe braking system (dual independent master cylinders with hydraulic lines that diagonally connect front and rear wheels). SAABs are built this way because we don't take your safety lightly. If you don't either, see your SAAB dealer soon. He sells one of the safest cars on the road. Only **\$1895, P.O.E.**

\*Engine, transmission and differential warranted for 2 years or 24,000 miles.



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