

# 400

*The Home Run*

**“Baseball is not a life or death matter. It’s more important than that.”**

*It was just over 150 years ago when Alexander Cartwright of the New York Knickerbockers established the rules of modern baseball and in 1903 the first World Series was born. By comparison, our own 400 Series boasts a very modern heritage.*

*Launched in only 1987 with the 480, and with the 440/460*



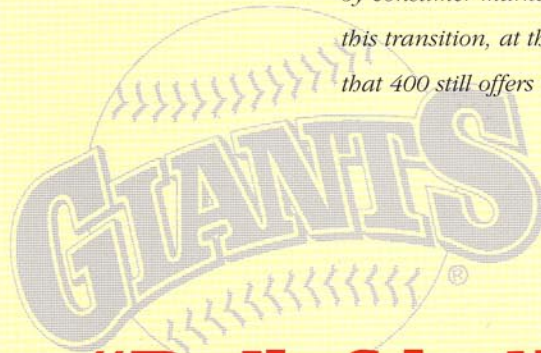
Champions of 1908 - McGraw's Giants. On the Club Roster Were Such Names as Evers, Wills, "Dummy" Taylor, George Brown, Doolin, McCormick, McGinnis, McGinn, Ames, Bowdoin, Gilbert and Marshall

**NEW YORK GIANTS**

*restyled for model year 1994, the 400 Series remains an extremely popular car in a fiercely competitive market.*

*You will by now, however, have heard and perhaps even seen snippets about the V40. As part of the Challenge, the Volvo network is tasked to achieve a smooth, professional transition to this new car. 400 The Home Run is a two-year programme of dealership activities, supported*

*by consumer marketing offers which will enable us to achieve this transition, at the same time maximising the opportunity that 400 still offers us.*



**Don't believe - "Belief is the start. don't win."**