

*Reds Parts Attic & Chrome Plating Service*  
*2017 Newsletter Volume 2 Issue 10*

Customer Service, Communication and Quality of work are important to us.  
We stand by every job we do! Read what our customers have to say!  
\$ We Offer *Volume Discounts*. Contact Us for details! \$



**TESTIMONY:** "These bumpers belong to me, they look better in person than they do in pictures. I requested that I get the bumper back in time for my son's birthday. Joe put a rush on them for me with no extra charge and did not compromise quality. They look brand new NO better than new I doubt if Volvo did Copper Nickel Chrome. Joe is my new go to guy. I have a few old cars and chrome plating is a big part of any old car restoration. Thanks for a great job Joe". Dolores (New York)

**FEATURE:** In this issue we are featuring our customer's 1971 Volvo P1800. Carl and Dolores Russo were helping their son locate a chrome shop to restore a front bumper for his Volvo and contacted us to help. When their order was received their son's birthday was right around the corner. They asked if it was possible to complete the order before his birthday because they wanted to present the bumper to him as a gift. We were glad they contacted us and allowed us the opportunity to help. We immediately started their order to complete before his birthday. Our experienced crew was able to complete the order in time without compromising on quality. They were so happy with the outcome that they asked us to help with the rear bumper.

Their son's 1971 Volvo is complete and ready to hit the road. He enjoys driving around town any chance he gets. His Volvo receives a lot of attention everywhere he goes. One day at the mall he was parked next to a new Maserati and his Volvo received a lot more attention. It is not every day you see a beautifully restored 1971 Volvo P1800. It is safe to say this is one of the nicest restored 1971 Volvo P1800 on the road!

**RED'S COMMENT:** Thank you so much for your business. Your 1971 Volvo P1800 turned out great! The yellow paint job compliments the FRESH CHROMED bumpers. We hope you have many years of enjoyment driving around in your classic. Thank you for sharing your photos and your testimonial about our service and quality. That is what matters most!

**SHARE YOUR PROJECTS:** Send us pictures and a short description of your project for a chance to be featured in a future Newsletter!

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**HISTORY OF THE VOLVO:** The Volvo P1800 was produced from 1961–1973. The P1800 was a two passenger, front engine rear wheel drive sports car. The P1800 had an 1800CC engine with twin carburetors. The P1800 is capable of producing 118 HP with a top speed of around 110 MPH. The P1800 gained popularity when it was featured in a hit TV series “The Saint” that aired from 1962-1969. In 1998, Irv Gordon the owner of a red 1966 Volvo P1800 broke a record exceeding three million miles with his Volvo. He broke 1 million miles in 1987 and 2 million miles in 2002. Irv Gordon and his 1966 Volvo P1800 still hold the Guinness Book of World Records for most miles logged on an originally owned car. Irv Gordon and his P1800 helped prove the reliability of a Volvo automobile.

The Volvo Company was founded in Gothenburg, Sweden. The word Volvo in Latin means “I roll.” Volvo was first registered in 1915 and the company was originally intended to manufacture specialty bearings for the American market. The company was never used for its intended purpose. Instead in 1927 Volvo assembled their first car the Volvo OV 4, also nicknamed Jakob. That year 280 Volvo cars were built. A few years later in 1930 Volvo built and sold 639 cars. From day one Volvo’s were built with safety in mind. The company’s original statement “Cars are driven by people. The guiding principle behind everything we make at Volvo, therefore, is and must remain safety.” Volvo introduced the PV444 a passenger car that entered production in 1947. The PV444 was to help Volvo expand into the American market. The first Volvo arrived in the United States in 1955. Volvo was originally distributed out of California and soon after in Texas. In 1963 Volvo opened its first North American plant in Nova Scotia, Canada. This was Volvo’s first assembly plant outside of Sweden.

Throughout Volvo’s history the company partnered with other automakers around the world. In the 70s, 80s and 90’s Volvo collaborated with French car manufacture Renault. Throughout their partnership they helped each other in research and development. In 1991 Volvo had joint ventures with Mitsubishi Motors of Japan. During the 1990s Volvo partnered up with America manufacturer General Motors. In 1999 Volvo sold their car corporation to Ford Motor Company for \$6.45 billion to focus on heavy trucks. Ford placed Volvo cars within their Premier Automotive Group along with Jaguar, Land Rover and Aston Martin. Since 2010 Volvo cars has been owned by Chinese manufacture, the Geely Holding Group. Since the beginning Volvo has offered a wide range of products for a variety of markets. They started to manufacture buses in 1934 and in 1935 they started to produce marine engines. In the 1940s they added aircraft engines to their growing list. In the 1950s Volvo acquired a Swedish agricultural and construction manufacturer Bolinder-Munktell. They renamed the company Volvo BM and started to manufacture construction and agricultural equipment. Volvo introduced their trucks in 1928, which helped them gain attention outside Sweden. They started exporting trucks to the Europe market in the 1930s. Volvo has continued their success manufacturing heavy-duty trucks, even till today. In 2016 Volvo was the world’s 2nd largest manufacture of heavy duty trucks.



Early & late filter. Fill plug. Limit Valve.

**CLASSIC REPAIR TIPS:** This tip will be of most interest to early Ford owners with C4 transmissions 1964 thru 1969. Part of the vehicle maintenance schedule includes the replacement of the automatic transmission filter. An easy job for any handy man. Where you can get in trouble (a mistake made by many) is the dropping of the throttle pressure limit valve into the drain pan. The early method of retaining the valve and spring was the tab that was part of the filter (see photo). As you remove the filter often the valve drops into the

drain pan without notice. So the new filter gets installed without the valve and spring. The car will move out of the garage and drive off. What is noticed is that now the transmission is slipping and will burn out the transmission if driving continues. So your thinking what the heck happened? By retracing your steps you stumble on three strange parts in the bottom of the drain bucket. A spring, a little metal cap and a plastic top looking part with an O ring around it. Searching in repair manuals may identify the valve and spring but not the plastic top. This plastic top has over the years been the subject of many phone calls to transmission shops. So what is this plastic top? At the factory it was in the fill hole of the transmission to keep out dirt. The person on the assembly line that was responsible to remove the plug and install the fill tube decided it was easier to push the plug into the pan then remove it. There you have it mystery solved. This is the reason it ended up in the pans of many C4 transmissions (and others). You would think that by this time everyone in the world would know about this story. Not really, if you are new to the Classic Fords you can go down the same path as others. So we put this information together to help you not waste time looking for answers you can find in this Classic Repair Tip!  
Advanced Auto Parts Search Link: [GO!](#)

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**REDS PARTS ATTIC & CHROME PLATING:**

We specialize in restoring vintage and classic auto parts. Our crew has over 100+ years combined experience. Every part we restore is Triple Plated using Copper, Nickel & Chrome. This is the best way to restore old parts to a deep mirror, chrome finish that will last. Every day we are helping our customers restore parts to complete their restoration projects. Spring time and warm weather are just around the corner. Are you ready? Contact us today for a quote and delivery time estimate!

**NEED HELP DECIDING? CHROME OR POLISH?** Our staff of experts will evaluate your parts and suggest the best option finish for your parts!

**BIKERS:** We can help with your motorcycles plating & polishing needs!

[Reds Parts Attic & Chrome Plating](#)

Phone: 713-299-1555

Email: [joe@redspartsattic.com](mailto:joe@redspartsattic.com)

Website: [www.redspartsattic.com](http://www.redspartsattic.com)

[facebook.com/redspartsattic](https://facebook.com/redspartsattic)

