

Press Release

Dec 02, 2015 | ID: 170061

Volvo Cars stakes its claim in the premium sedan segment with the long-awaited S90

The new Volvo S90 is Volvo Cars' entry ticket to the premium sedan club.

The S90 marks a giant step forward for Volvo Cars. The Swedish car maker is better known for its SUVs and estates, but with the launch of the S90 Volvo is clearly intent on shaking up the premium sedan segment with its distinctive executive class sedan.

Equipped with a host of new technologies ranging from cutting edge safety to cloud-based apps and services, the S90 is further proof of the Swedish brand's continuing transformation.

"With the launch of the XC90 we made a clear statement of intent. We are now clearly and firmly in the game. With \$11 USD billion of investment over the past five years we have not only reimagined what Volvo Cars can be – we are now delivering on our promise of a resurgent and relevant Volvo Cars brand," said Håkan Samuelsson, President & CEO, Volvo Car Group.



The new Volvo S90 comes equipped with an advanced semi-autonomous drive feature, Pilot Assist. The system gives gentle steering inputs to keep the car properly aligned within lane markings up to motorway speeds of around 130 km/h and no longer needs to follow another car. Pilot Assist is another step towards full autonomous drive – a key innovation area for Volvo.

The S90 will also come with a clean and powerful T8 Twin Engine plug-in hybrid powertrain and one of the most luxuriously appointed interiors and connected infotainment systems in the large sedan segment.

“Our idea was to bring something entirely new to this rather conservative segment and deliver a visual expression that exudes leadership and confidence on the exterior. On the inside we have taken the S90 to the next level, delivering a high-end luxury experience that promises comfort and control,” said Thomas Ingenlath, Senior Vice President Design at Volvo Car Group.

The S90 also introduces a world first function to City Safety - large animal detection - a system capable of detecting large animals such as elk, horses or moose, night or day. The technology offers an intuitive warning and brake support to help avoid a collision. The S90 has also benefitted from Volvo Cars’ recent investment in a highly advanced chassis simulator.

“The S90 has taken a big stride forwards in terms of driving dynamics, performance and ride. We have completely redesigned the Volvo driving experience from the ground up to deliver a sense of precision, engaging control and comfort,” said Dr Peter Mertens, Senior Vice President, Research & Development at Volvo Car Group.

The S90 is set to be publically unveiled at the NAIAS in Detroit

For more detailed information on the technical specifications of the S90 and for the press kit click [here](#).

Volvo Car Group in 2014

For the 2014 financial year, Volvo Car Group recorded an operating profit of 2,252 MSEK (1,919 MSEK in 2013). Revenue over the period amounted to 129,959 MSEK (122,245 MSEK). For the full year 2014, global sales reached a record 465,866 cars, an increase of 8.9 per cent versus 2013. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

About Volvo Car Group

Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 465,866 in 2014 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2014, Volvo Cars had over 26,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company’s main car production plants are located in Gothenburg (Sweden), Ghent (Belgium) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

Keywords:

Corporate News, Press Releases, 2017, S90, Product News

Descriptions and facts in this press material relate to Volvo Cars’ international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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