

## Press Release

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# Volvo Cars takes Cross Country brand into sedan territory

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- Volvo Cars points to the future with the exciting S60 Cross Country
- A segment first from Volvo Cars
- Builds on a strong heritage of lifestyle-oriented products

Volvo Cars is stepping up to meet the demands of its core customers with the unveiling of the exciting S60 Cross Country at the Detroit Auto Show.

Back in 1997, when Volvo was the first premium brand to introduce an all-road capable variant of its successful wagons, no one could predict the future success of the crossover concept. Today, the crossover is ubiquitous and has helped to define a whole new category of lifestyle vehicle. Volvo is once again taking a bold step forward – this time in the sedan segment – with the unveiling of the S60 Cross Country – the first premium sedan with the same level of capability and rugged design cues of the renowned Cross Country wagons.



“We want to further explore the market with our Cross Country brand. We did this back in 1997 with the V70 Cross Country and it led to the birth of a whole new segment. We have included all the capability-driven benefits of the Cross Country brand in this new model, while offering a completely unique expression of adventure and all-road readiness in a distinctly sporty and stylish package,” says Lex Kerssemakers, Senior Vice President Product Strategy and Vehicle Line Management at Volvo Cars.

### Capable stance

Like the recently introduced V60 Cross Country, the S60 Cross Country shares an increased ride height of 65mm (2.5 inches) and comes with the same capable All-Wheel Drive underpinnings of its sibling, making it the only truly capable and stylish all-road sedan crossover on the market. The S60 Cross Country will also be delivered with front-wheel drive in Europe and selected markets.



“The S60 Cross Country is the sole contender in the crossover sedan segment. We have identified a clear niche in the market for a more capable sedan with rugged styling cues and a higher stance. The S60 Cross Country will appeal to people that are searching for an exciting and capable sedan, whilst enjoying the clear benefits that a crossover offers,” says Alain Visser, Senior Vice President Sales, Marketing and Customer Service.

Reflecting Volvo’s love of nature and Scandinavian heritage, the S60 Cross Country offers both 18” and 19” wheels with high profile tyres that add both comfort and all-road aesthetics, reduce road noise, and add increased wheel protection when needed.

Delivering an involved and focused driving experience with rugged substance, this dynamic design brings a sporty, unconventional and adventurous edge to the sedan concept.



#### **Powertrain**

The S60 Cross Country will launch with a full powertrain program, ranging from a powerful T5 All-Wheel Drive gasoline powertrain delivering up to 250 bhp\* available in the US, Canada, Russia and Europe, to the Front-Wheel Drive 190 hp diesel D4, based on Volvo’s class-leading Drive-E powertrain architecture, offering a no-compromise blend of efficiency and performance in European markets. A diesel All-Wheel Drive D4 will also be launched based on the proven 2.4l 5-

cylinder diesel engine. The S60 Cross Country is expected to be available to order by early summer.

**Note to Editors:**

- US 250 bhp
- EU 254 hp
- Russia 249 hp (for taxation reasons)

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**Volvo Car Group in 2013**

*For the 2013 financial year, Volvo Car Group recorded an operating profit of 1,919 MSEK (66 MSEK in 2012). Revenue over the period amounted to 122,245 MSEK (124,547 MSEK), while net income amounted to 960 MSEK (-542 MSEK). Global retail sales for the year amounted to 427,840 (421,951) cars, an increase of 1.4 per cent compared to 2012. The operating profit was the result of cost control and strong sales and was further tangible proof of Volvo Car Group's progress in implementing its transformation plan. For the full year 2014, global sales reached 465,866 cars, an increase of 8.9 per cent versus 2013. Full year financials for 2014 will be announced during the first quarter of 2015.*

**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 427,000 in 2013 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 25,000 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).*

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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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