

## Press Release

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# Instant success: First Edition of all-new Volvo XC90 sold out in 47 hours

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The First Edition of the all-new Volvo XC90, 1,927 individually numbered cars only available for sale via digital commerce, sold out in 47 hours after it was released on Wednesday afternoon at 16.00 hours CET. Most of the cars were reserved within one hour from sales start. At its peak, 7 cars were sold every minute

“We are very pleased, but not really surprised,” said Alain Visser, Senior Vice President, Marketing, Sales and Customer Service of Volvo Car Group. “The huge interest in the XC90 escalated to astronomical levels after the world premiere last week.”

The First Edition cars, which celebrate the year Volvo was founded, were for the first time in history only available at [www.volvocars.com](http://www.volvocars.com).



The 1,927 First Edition owners of the best SUV in the world will get a fully equipped car with uniquely numbered tread plates and a distinctive badge on the tailgate.

“The first buyers signed up for their favourite number in milliseconds. The rapid response confirms that the XC90 is a truly iconic car model. The First Edition will be a collectors item in the future,” said Alain Visser.

**Black exterior and Amber leather seats**

The Onyx Black exterior and 8-spoke, 21-inch Inscription wheels are combined with an interior featuring nappa leather seats in Amber, a Charcoal leather dashboard and Linear Walnut inlays.

The First Edition will be powered by a high-performance petrol or diesel engine from Volvo Cars' new four-cylinder Drive-E powertrains. The supercharged and turbocharged T6 All Wheel Drive has an output of 320 hp, while the D5 twin turbo diesel engine has 225 hp. The engines are teamed with a smooth 8-speed automatic transmission.

**Striking tablet-like touch screen**

The tablet-like touch screen in the centre is one of the most striking features in the all-new XC90. The heart of the all-new in-car control is virtually button free and represents an entirely new way for drivers to operate their car and access a range of Internet-based products and services.

The Bowers & Wilkins audio system features a 1,400 watts Class D amplifier, 19 speakers and the latest sound processing software, which brings the emotional experience of a world-class live performance into the car.

**Most comprehensive standard safety package**

The most comprehensive and technologically sophisticated standard safety package available in the automotive industry includes two world first safety technologies: a run-off road protection package and auto brake at intersection capability. All of Volvo Cars' auto brake functions vehicles, covering cyclists and pedestrians in front of the car, are also standard.

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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, the company expects to stay in black figures and predicts to record a global sales increase of close to 10 per cent.*

**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 2013, Volvo Cars had over 23,000 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).*

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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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