

## Press Release

Mar 06, 2012 | ID: 42953

# Stefan Jacoby reveals the all-new Volvo V40 in Geneva: "The outstanding V40 will change the balance of power in the C-segment"

### **Stefan Jacoby reveals the all-new Volvo V40 in Geneva: "The outstanding V40 will change the balance of power in the C-segment"**

Stefan Jacoby, President and CEO of Volvo Car Corporation, made a distinctive statement about the company's sharpened competitive edge when he revealed the all-new Volvo V40 at the 2012 Geneva Motor Show on Tuesday.

"The all-new V40 will change the balance of power in the C-segment. Its class-leading driving dynamics, fuel efficiency and full deck of safety and support features make it outstanding in the class," Stefan Jacoby said.

"The V40 is perfectly in tune with the current downsizing trend with consumers favoring more compact cars and fuel-efficient engines. It is charged with features you normally have to buy a larger model to get," said Stefan Jacoby. He continued:

"With this ingenious vehicle we prove that superior fuel economy in a compact package can go hand in hand with genuine driving pleasure and all the features and properties consumers expect from a true luxury car."

#### **World-first pedestrian airbag**

The world-first Pedestrian Airbag Technology stands out among the new features. The pedestrian airbag lifts the hood when inflating, softening up the hood and cushioning parts of the A-pillars and windscreen area.

"Just as the groundbreaking Pedestrian Detection with full auto brake, which is also available in the all-new V40, the Pedestrian Airbag Technology is world-first and it confirms our safety leadership," said Stefan Jacoby.

The City Safety low-speed collision avoidance system has been further developed and it now operates at speeds up to 50 km/h. The V40 can also be equipped with Lane Keeping Aid with haptic auto steering and an ingenious Park Assist Pilot that makes parallel parking easy.

#### **Full deck of features in compact size**

The all-new Volvo V40 is a modern, expressive car with a Scandinavian luxury look and feel. A new, graphic interactive dashboard with personalised layout and information enhances the intuitive and uncomplicated driver experience.

"This human-centric approach is what our Designed Around You philosophy is all about. We have listened carefully to our customers and used their input to create an inspiring car for the individual mind," said Stefan Jacoby.

Production of the all-new Volvo V40 starts in May 2012. The car will be built in Volvo Car Corporation's plant in Ghent, Belgium.

#### **First-year volume of V60 Plug-in Hybrid almost booked**

Parallel with the world-première of the all-new Volvo V40, the new Volvo V60 Plug-in Hybrid made its first motor show appearance in Geneva.

"We have seen an enormous interest. The first model year's batch of cars is almost booked even before the Plug-in Hybrid has reached the showrooms," said Stefan Jacoby.

The first 1,000 units of the Volvo V60 Plug-in Hybrid are only available in Electric Silver livery. The

car is also distinguished by aero-designed 17-inch wheels, integrated exhaust tailpipes and a number of bodywork features in glossy black.

"With the V60 Plug-in Hybrid we boost our leading position in electrification. None of our competitors can offer customers an equally ingenious car. It elevates hybrid technology to an entirely new level," Stefan Jacoby said.

After the initial batch of 1,000 cars for model year 2013, production of the V60 Plug-in Hybrid will increase to 5,000 cars as of model year 2014. The Volvo V60 Plug-in Hybrid will be built in the Volvo Cars Torslanda plant in Sweden.

Read all about the all-new Volvo V40 in the [media kit](#)

## Keywords:

V40, Corporate News, Press Releases, 2013, 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.

## Media Contacts

### **Volvo Cars Media Relations**

Phone: +46 (0)31-59 65 25  
media@volvocars.com

## Related Images



[More Images >](#)

## Related Videos



[More Videos >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).