

Press Release

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Volvo V50 - model year 2011

The Volvo V50 is one of the favourites among customers. Volvo Car Corporation has its sights firmly set on customers with high demands on sportiness and premium feel for this model. A number of distinctive design cues during the last years has meant that the V50 has moved a visual step closer to the Volvo V70.

EXTERIOR

Broad, low stance

The Volvo V50 has a compact body with rounded lines that exude modern design and speed. The short bonnet and pronounced cab-forward stance help create a spacious cabin with a generous interior.

Despite its compact exterior dimensions, the Volvo V50 offers spacious flexibility. To free up extra load space, the car's rear section is extended by 46 mm compared with the Volvo S40 sedan model.

The black egg-crate grille with its larger Volvo iron mark emphasises a sporty language. The new headlamps and the three sculpted lower air intakes are other details that give the colour-coordinated soft-nose V50 front an increased impression of solidity.

The low, horizontal impression is reinforced when the car is seen from the side. The broad shoulders and convex side panels radiate power and emphasise the car's compact dimensions. At the rear, it is the shape of the tail lamps and the bumper that further boost the dynamic appearance.

Exterior colours

The following exterior colours are available for the Volvo V50:

- Flamenco Red Metallic (new) 702
- Cosmic White Metallic (new) 481
- Orange Flame Metallic (new) 701
- Black Stone Solid 019
- Passion Red Solid 612
- Ice White Solid 614
- Silver Metallic 426
- Black Sapphire Metallic 452
- Titanium Grey Metallic 455
- Barents Blue Metallic 466
- Electric Silver Metallic 477
- Chameleon Blue Metallic 490

INTERIOR

Flexible interior with iconic centre stack

The interior is inspired by Scandinavian product design with the emphasis on uncluttered surfaces, honest materials and functionality.

Together with the S40, the Volvo V50 was first of Volvo's models to feature the ultra-slim, free-floating centre console with illuminated storage compartment at the rear. The iconic centre console is available in several decor versions such as with Nordic Light Oak real wood inlay, and

the theme flows smoothly with similar elegant soft curves all the way to the rear seat. The storage space between the seats has also been designed with the help of Scandinavian design tradition's most renowned hallmark - smart functionality.

The sliding cover over the larger storage compartments, in which there are also two holders that provide secure support for large and small cups, is complemented by a flexible armrest for the driver.

With the rear seats folded down, the load compartment floor is entirely flat.

New contrasting leather combination

The upholstery range has been expanded over the years both at base level and for the more exclusive options, for instance with a new, finer-grained leather.

The range now includes a new contrasting leather option with black seat sides, white backrest and orange stitching.

Audio and information

The Volvo V50 can be equipped with Bluetooth® technology that enables wireless communication. By connecting Volvo's Bluetooth device to the car's audio system and a Bluetooth-compatible cellular telephone, easy and practical hands-free phoning is made possible.

Cars with Volvo On Call now have the option of activating the cabin heater remotely via SMS text messaging.

The High Performance and Premium Sound systems have a USB port, making it easy to attach an iPod® or other MP3 player or even a digital camera to the audio system.

CHASSIS

Well-balanced and controlled driving

The chassis, with spring struts at the front and Multilink axle at the rear, is set up for controlled, reassuring driving manners and alert steering response. The Multilink rear axle is an independent rear suspension system featuring a number of links and it is designed to offer a good combination of controlled wheel movements and a high level of ride comfort. A long wheelbase and wide track together with a very rigid body all contribute to the predictable, controlled driving manners.

DSTC standard

Volvo's advanced DSTC (Dynamic Stability and Traction Control) stability-enhancing system is fitted as standard. DSTC intervenes and helps stabilise the car if it registers any tendency to skid.

DRIVELINE

Transverse engines

The engines in the Volvo V50 are transversely installed in-line units. Together with large displacement, the five-cylinder configuration provides high torque across a broad rev band, and thus also swift acceleration and excellent driveability within a wide speed range. Four-cylinder engines are also available.

T5 with 230 hp

The Volvo V50 T5 is the top model, featuring a turbocharger and five-speed automatic transmission. It produces 230 hp and 320 Nm of torque.

There are also other petrol engine versions available, plus a 2.0-litre bio-ethanol Flexifuel variant on certain markets from late 2010.

New 2-litre diesel - D3

The new five-cylinder 2-litre turbodiesel (introduced in the all-new Volvo S60) is now available throughout Volvo Cars' model range. The new five-cylinder D3 is in principle the same engine as the well-established 2.4-litre diesel, but its displacement has been reduced with a shorter stroke to optimise fuel consumption.

The engine has been optimised for low fuel consumption and the injection system has a different type of piezoelectric fuel injector compared with the D5 engine. These injectors minimise consumption with exceptionally rapid and precise injection pulses under high pressure. This promotes extremely efficient combustion.

In the Volvo V50 the new 2-litre turbodiesel is available in two variants:

- D4 with 177 hp and 400 Nm of torque.
- D3 with 150 hp and 350 Nm of torque. (introduced in late 2010)

Both the new D3 and D4 meet the Euro 5 emission standards.

All the variants of the new two-litre turbodiesel can be specified with a six-speed automatic transmission or six-speed manual gearbox.

D2 with 114 g CO₂ emissions

The V50 is in addition available with the 1.6-litre D2 diesel engine, which also complies with the Euro 5 standards. Fuel consumption is 4.3l/100 km (EU Combined), which corresponds to CO₂ emissions of 114 g/km. The engine produces 115 hp and 270 Nm of torque and now comes with a six-speed manual gearbox.

DRIVE with 99 g CO₂ emissions

The DRIVE version of the 1.6-litre diesel has a Start/Stop function, lowering fuel consumption to 3.8 l/100km and CO₂ emissions levels to 99 g/km. The engine delivers 115 hp.

The Start/Stop function shuts off the engine when the car is standing still and the driver releases the clutch and puts the gear lever into neutral. As soon as the driver presses the clutch again the engine restarts. The Start/Stop function reduces fuel consumption and CO₂ emissions by 4-5 per cent (in mixed driving conditions). In urban traffic, fuel consumption and CO₂ emissions can be reduced by up to 8 per cent.

SAFETY AND SUPPORT

IDIS promotes safer driving

Volvo Car Corporation has developed various information systems and features designed to help the driver while on the move. One such system is IDIS (Intelligent Driver Information System), which for instance delays incoming phone calls in complex traffic situations that require the driver's undivided attention.

Some other preventive safety features that will support the driver in different ways are; Dynamic Stability and Traction Control (DSTC), Adaptive brake light, Dual Xenon lights as well as Active Bending lights (ABL) and water-repellent front side windows.

Systematic safety approach

Protective safety in the Volvo V50 is structured around a network consisting of exterior and interior safety functions that interact with one another to reduce the risk of occupant injury in a collision. The body of the Volvo V50 features immense torsional rigidity and the car has a sturdy chassis, a combination that results in consistent, predictable behaviour on the road.

Incoming collision forces are distributed so the passenger compartment remains as intact and undamaged as possible. The body is therefore built in the form of a metal cage made from different grades of steel, where all the components interact with one another to ensure controlled deformation.

The interior safety features aim to keep the passengers securely in place and also to reduce the risk of serious injury. In order to provide the most effective protection possible, Volvo Cars has developed a number of in-house systems and features such as WHIPS (Whiplash Protection System), SIPS (Side Impact Protection System) and IC (Inflatable Curtain). All are fitted as standard in the Volvo V50. What is more, all five seats are equipped with three-point inertia-reel seat belts, belt pre-tensioners and head restraints.

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