

## Press Release

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# All New Volvo S80L - launch and start of production in China

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On March 12th, Volvo Car Corporation launched the all-new Volvo S80L in Beijing, China. The prices and specifications of the 5 variants were presented. To meet the demand of Chinese consumers, the wheel base of this S80L model is prolonged by 140mm and the car is considerably upgraded. The sale of the all-new model has now started and the production started in February. S80L is one of the safest premium cars tailor-made for China and will mark the arrival of Volvo in the centre of the Chinese premium car market.

### Volvo S80L, all the security needed

Volvo Car's flagship, S80L is one of the safest vehicles in the premium segment in China, providing all the security needed by governmental and business customers. The Volvo S80L redefines the highest criteria for a stretched premium car in China. And the Chinese business elites will find an undisputed top premium vehicle of top safety and luxury.

Based on comprehensive research of the Chinese market, Volvo Cars has designed the all new S80L and considerably upgraded the car in terms of space, quality, premium equipment specifications, drivability and service.

### Volvo on Call for emergency

The S80L will also provide a 3-year warranty and 3-year Volvo on Call service for the customer. Customers can use the Volvo on Call service in case of an accident and/or emergency. Volvo Cars is among the few manufacturers who offer Car Accident Aid, while most manufacturers in China only offer assistance on car malfunction. By this kind premium service, Volvo Cars would like the customers to feel the advantage of being a Volvo S80L owner.

### 80 years of car manufacture experience tailor a car for Chinese

Since entering China, Volvo Cars has performed very well. With the success of the locally built S40 and the accumulation of local production experience, Volvo Cars decided to further develop its localization strategy. S80L is the pinnacle of Volvo's localization effort in China.

"Volvo S80L is an all new model specially tailored for the Chinese market, and also the most luxurious car Volvo has ever made. The stretched wheel base fully meets the discerning demands of Chinese luxury car consumers. Meanwhile, S80L proves Volvo's leadership in terms of safety and design", says Dr. Alexander Klose, CEO of Volvo Cars China.

### 140mm longer wheel base enlarges rear seat space

The wheel base of S80L is stretched by 140mm, reaching 2,975mm with a full length of 4,991mm. This results in a big rear seat leg space of 1,025mm. The width and height reach 1,861mm and 1,490mm.

### Enriched equipment, much more luxury experience

The all new Volvo S80L is equipped with such luxurious specifications as a refrigerator in the rear seat, Premium Sound, rear seat entertainment system, and more deeply padded leather seats, according to the preferences of Chinese luxury car consumers.

The refrigerator is located in the rear seat backrest of the middle back seat. To open the refrigerator, the backrest is folded forward. Two cup holders are located in the backrest.

The design of the S80L fully reflects the intention to provide a limousine-like traveling experience for rear seat passengers. For the same reason, the armrest connected with the suspended centre console has been lengthened, enabling access to such functions as a cigarette lighter, sound control, seat heating, and the front seat adjustment control for the rear seats passengers.

While the comfort of Volvo Cars seats is widely acknowledged, S80L has gone a step further to provide an even more comfortable driving experience, by installing not just high-grade leather but also more luxuriously padded seats. In addition, the S80L 3.0 T6 AWD Prestige is equipped with the Volvo Premium Sound package. A digital amplifier from Alpine and 12 loudspeakers from Dynaudio® of Denmark, give an audio experience of the very highest premium level. The Premium Sound in S80L turns the car into a mobile "Grand Theater" among luxury cars, something even the most discerning audio enthusiast will be enthusiastic about.

In addition, S80L is also equipped with both an advanced Electronic Climate Control system (ECC), and Air Quality System (AQS), which greatly enhance comfort and provide a green and healthy in-car environment for passengers.

### **Dynamic power**

S80L 3.0 T6 AWD is equipped with the classic 3.0-liter six-cylinder in-line turbocharged engine, with a maximum power rating of 210 kilowatts (285 hp) and a maximum output of 400 Nm torque at 1,500rpm. It needs only 7.2 seconds to accelerate from 0 to 100 km/h, so it doesn't seem to be overstated if "extremely fast" is used to describe the speed. The T6 engine uses Twin Scroll technology, inhaling exhaust in two stages and dividing it into two scrolls, which then flow into three cylinders. Twin Scroll Technology uses a more compact and simple turbocharger with quick response, giving equivalent performance to dual turbochargers.

The T6 model is equipped with Volvo's all-wheel drive system which uses an electrically controlled hydraulically-activated clutch to distribute power between the front and rear wheels, to provide the best possible road grip in all situations. The system uses the instant traction system, which can distribute power very quickly between the front and rear wheels, when the car is driven in wet and slippery conditions, or on a soft road surface.

### **Leading safety technology and premium quality**

Volvo's safety technology is unique around the world. At Volvo Cars' Safety Centre in Sweden, the world's most advanced automotive crash testing institution can simulate a wide range of collision scenarios, thereby improving vehicle safety performance in all aspects. The S80L has been tested at Volvo Cars Safety Centre, shipped there from China.

### **Preventive and protective safety**

A main part of Volvo's high-end security technology is implemented in S80L.

**Preventive safety:** Blind Spot Information System (BLIS), Personal Car Communicator (PCC), Intelligent Driver Information System (IDIS) and other leading safety technology.

**Protective safety:** the body structure is further enhanced by four varying grades of steel. Side Impact Protection System (SIPS) and Whiplash Protection System (WHIPS).

The production of the Volvo S80L started in February 2009.

## **Keywords:**

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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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