

Press Release

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Volvo V50 - model year 2009

Launch

The Volvo V50 was launched in early 2004 as a somewhat larger estate evolution of its Dutch-built V40 predecessor. The design language and the specification level harmonised more closely with the larger Volvo V70 estate car. The aim was to give customers large-car properties in a compact format and with clearly sporty overtones.

The Volvo V50 has been developed to attract young buyers looking for a compact premium estate.

Business project manager: Peter Ewerstrand

New features, Volvo V50, model year 2009 - brief summary

- Exterior rear emblem with increased space between the letters
- Auto-fold function for power retractable exterior mirrors
- Deactivated global close function (US, CDN)
- Savile Grey Pearl exterior colour
- HomeLink system
- Fuel-operated engine heater
- Bluetooth® system

Please note that some systems and functions are optional.

Design

Five-door sports wagon.

The Volvo V50 has a design with a curved roofline and an abrupt tail section. The car's appearance emanates modern design and speed. This is emphasised by a rounded nose section, short bonnet and pronounced cab-forward stance. Broad shoulders and convex side panels signal power and underscore the car's compact dimensions. The tail lamps follow Volvo's modern form and sweep up towards the roof panel.

As of model year 2009, the space between the letters in the rear Volvo emblem has been increased in order to enhance visibility of the brand. The individual letters will also be larger.

An Auto-fold function has been introduced for the power retractable mirror option. With the Auto-fold function, the mirrors are set to automatically fold in when the car is locked. When the car is unlocked, the mirrors will fold out again.

Legal requirements in the U.S. and Canada prohibit automatically closing windows by pressing a button. As of week 820, the global close function on the lock/unlock switch in the door panels will be deactivated.

The following exterior colours are available for the Volvo V50:

- * Silver Metallic (426)
- * Electric Silver Metallic (477)
- * Flint Grey Pearl (462)
- * Titanium Grey Pearl (455)
- * Ice White (614)

- * Safari Green Pearl (464)
- * Gekko Green Pearl (488)
- * Matt Gold Pearl (489)
- * Passion Red (612)
- * Maple Red Pearl (478)
- * Orinoco Blue Pearl (479)
- * Brilliant Blue Pearl (476)
- * Chameleon Blue Pearl (490)
- * Barents Blue Pearl (466)
- * Black Stone (019)
- * Black Sapphire Metallic (452)
- * New colour: Savile Grey Pearl (492)

Despite its compact exterior dimensions, the Volvo V50 offers a spacious and flexible interior. Every passenger seat has a fold-flat backrest. With the seats folded down, the load compartment floor is entirely flat. In order to create even more space for luggage, the car's rear section has been extended by 46 mm compared with the Volvo S40 sedan model.

The interior is inspired by Scandinavian product design with the emphasis on uncluttered surfaces, honest materials and good function. The Volvo V50 (and Volvo S40) saw the introduction of Volvo's ultra-slim, free-floating centre console with illuminated storage compartment behind. The Volvo V50 and S40 were also launched with a specially developed upholstery material - T-Tec - that echoes ultra-modern sports clothes and luggage.

Safety

Volvo Cars adopts a holistic view of safety that encompasses both Preventive and Protective safety. Preventive safety is closely linked to the car's driving properties. 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.

Volvo Cars has developed various information systems 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.

The Active Bending headlamps have a swivelling function, making it possible for the headlamps to follow the curvatures of the road.

Protective safety in the Volvo V50 is structured around a network consisting of exterior and interior safety systems that interact with one another to reduce the risk of occupant injury in a collision. The exterior systems have the task of distributing and absorbing incoming collision forces so that the passenger compartment remains as intact and undamaged as possible. The body is therefore built in the form of a metal cage made of different grades of steel, where all the components interact with one another to ensure controlled deformation.

The interior safety systems 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, 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 pretensioners and head restraints. To attain the highest possible level of safety, all the car's occupants should always use their seat belts.

The Volvo V50 can be equipped with the HomeLink system. The system makes it possible to operate up to three remote controlled home devices (e.g., garage door, home alarm system, etc.) via a module integrated into the sun visor. HomeLink contributes to easy and safe access to your home.

Driveline and handling

The engines in the Volvo V50 are transversely installed in-line units. A five-cylinder engine offers low vibration and smooth operation. Together with large displacement, the five-cylinder configuration provides high torque across a broad range of rpm, resulting in swift acceleration and excellent driveability within a wide speed range. Four-cylinder engines are available as an option.

The Volvo V50 T5 is the top model, featuring a turbocharger and five-speed automatic transmission or a six-speed manual gearbox.

The engine programme for the Volvo V50 is as follows:

Petrol	Cylinders	Power, bhp	Torque, Nm
1.6	4	100	150
1.8	4	125	165
2.0	4	145	185
2.4	5	140/170	220/230
T5	5	230	320

Diesel*	Cylinders	Power, bhp	Torque, Nm
1.6	4	109	240
2.0	4	136	320
D5	5	180	350/400

*All diesel engines have a turbo function.

Flexifuel	Cylinders	Power, bhp	Torque, Nm
1.8F	4	125	165

The T5 model is also available with electronically controlled All-Wheel Drive. The chassis, with spring struts at the front and Multilink axle at the rear, is set up for stable, 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 riding comfort. Some of these links have the task of providing a certain degree of anti-skid steering effect. A long wheelbase and wide track, together with a very torsionally rigid body, contribute to the predictable, controlled driving manners.

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.

The 4-cylinder engine family can now be supplemented by a fuel-operated engine heater. The heater will be available for the 1.8 and 2.0 petrol engines but not for the 1.8 Flexifuel engine.

Audio and information

Volvo V50 can be equipped with Bluetooth® - a 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.

The environment

The Volvo V50 is designed and equipped to have as little impact as possible on the global environment, and to offer a clean and healthy interior climate. Petrol engines with low internal friction, efficient combustion and advanced exhaust filtration technology result in low emissions. Energy-efficient diesel engines with particle filters produce low emissions of carbon dioxide and soot particles. In addition, the Volvo V50 is available with a bio-ethanol-powered FlexiFuel engine.

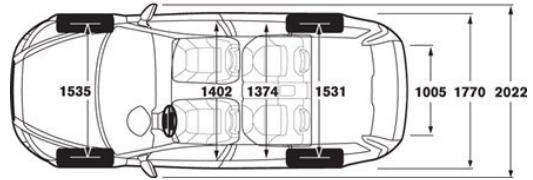
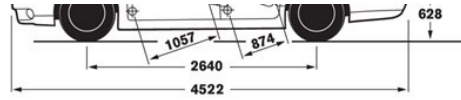
Volvo's IAQS (Interior Air Quality System) effectively reduces the amount of particles, pollen, gases and certain unpleasant odours in the air entering the cabin. In addition, all textiles and leather are certified under ÖKO-TEX 100. This is an international standard, which ensures that fabrics and hides have been thoroughly tested to check for certain allergy-inducing substances and emissions.

Keywords:

V50, Press Releases, 2003

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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