

## Press Release

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# Volvo Car Corporation all-time-high sales record: 458,323 cars worldwide in 2007

- Global sales totalled 458,323 cars - a Volvo all-time-high
- Volvo Cars sales in Asia increased by 50 percent on average
- Volvo Cars sales in Europe increased 9.0 percent
- All-new Volvo V70 and Volvo XC70 world premiere at Geneva Motor Show
- Volvo ReCharge Concept unveiled at the Frankfurt Motor Show
- Volvo Cars introduced in India
- Russia has become Volvo Cars' fifth biggest market

With worldwide sales totalling 458,323 cars, Volvo Cars increased its total global sales by 7.4 percent compared with 2006 - a record-breaking result. The old record was set in 2004 when Volvo Cars sold 456,244 units. The biggest volume increase was achieved in Northern Europe, Russia and China.

In Volvo Cars' home market, Sweden, sales increased by 12.2 percent and reached a market share of almost 25 percent during some months. This positive result was firmly boosted by the all-new Volvo V70, which continues its tradition as a bestseller in Sweden, and the all-new Volvo XC70, together with the success of the Flexifuel (E85) models. By year end 2007 the company's market share in Sweden was 20.8 percent.

Belgium, France and the Netherlands all increased sales compared with 2007. The three markets together achieved a sales increase of 21.9 percent.

Volvo Italy reported a sales result of 20,290 cars - an increase of 15.6 percent compared with the previous year. The result in Spain remained static at 18,400 cars and South-East Europe was up 47 percent, although the year started at a low level.

The United Kingdom and Germany were both down compared to last year, although Volvo Germany gained market shares in a declining overall market.

Emerging markets like Hungary (8.5), Bulgaria (24.0), Romania (74.1), Poland (33.8), Slovakia (32.9) and the Czech Republic (35.5) all performed very well and gained market shares within the relevant segments.

Volvo Car Russia ended 2007 with a sales increase of 95.1 percent compared with 2006. This was a very strong achievement bearing in mind that Volvo Russia doubled its sales in 2006 compared over 2005 figures. And Volvo is still the leading brand in the competitive premium segment in Russia. Volvo XC90 sales in Russia reached 6,159 units out of a total of 21,077 sold cars.

Sales in China increased by 73.2 percent during 2007 and with 12,460 sold cars, China is taking one step further towards becoming a top-ten market for Volvo Cars. The growing demand for Volvo cars in China is challenging the 55 dealerships in the country, although the number of dealerships is planned to increase in 2008. The locally produced Volvo S40 is the bestselling Volvo in China with a total of 6,560 sold cars.

## Vehicles sold in Volvo's Top-10 markets

	2007	2006	% Change 2007/2006
USA	106,125	115,818	-8.4
Sweden	62,229	55,455	12.2
Germany	32,329	35,626	-9.3
UK	30,003	30,512	-1.7
Russia	21,077	10,803	95.1
Italy	20,290	17,554	15.6
Netherlands	20,253	16,607	22.0
Spain	18,400	18,247	0.8
Belgium	13,991	11,844	18.1
France	13,497	10,726	25.8

## Markets with the biggest sales increase (number of cars) in 2007

	2007	2006	Difference sold cars
Russia	21,077	10,803	10,274
Sweden	62,229	55,455	6,774
China	12,460	7,193	5,267
Netherlands	20,253	16,607	3,646
France	13,497	10,726	2,771
Italy	20,290	17,554	2,736
Norway	8,842	6,306	2,536
Belgium	13,991	11,844	2,147
Switzerland	7,651	6,246	1,405
Poland	3,567	2,665	902

In 2007 Volvo Car Corporation produced a total of 461,108 cars, where of 240,192 were manufactured in Ghent, Belgium and 193,370 were manufactured in Gothenburg, Sweden. Also 20,306 cars were produced at Pininfarina Sverige AB's facilities in Uddevalla, Sweden (The Volvo C70 convertible). The production in Chongqing, China totalled 6,313 cars (Volvo S40). Volvo Cars did produce a limited number of so called knock-down units in Malaysia (486 cars) and Thailand (441 cars).

### Environmental approach based on three cornerstones

The terms "alternative fuels" and "fuel consumption" have been frequently used in the car industry. However, when discussing the future, Volvo Cars prefers to go via "multi-fuel" to the far broader terms "multi-energy" and "energy efficiency". Adding on top a holistic view of the various solutions available and researched.

"In order to more accurately judge the environmental effect of a new driveline, it is necessary to examine the entire chain from raw material extraction and fuel production to distribution and use in the car. For instance, if a lot of electricity produced by fossil fuels is needed to create a renewable fuel, this will not be CO<sub>2</sub>-efficient from a holistic perspective even if the emissions from the car's tailpipe are minimal," said Volvo Cars President and CEO, Fredrik Arp.

The holistic view that Volvo Cars applies to driveline technology is based on three cornerstones:

- To innovate. Continuous efficiency improvements to today's petrol- and diesel-powered cars are taking place in parallel with intensive work on new hybrid technology.
- To cooperate. Coordination with customers, politicians, organisations and other companies is a precondition for sustainable transport. Volvo Cars is determined to influence initiatives and decisions that are taken outside the car industry.
- To deliver. Customers in a growing number of European markets will soon have access to one of the automotive world's broadest Flexifuel ranges: five models, three different bioethanol engines.

"At present, bioethanol is the most attractive alternative when you take into account availability, environmental effectiveness and cost-efficiency. However, what is regarded as most favourable today may be refined or converted to an even more sustainable solution tomorrow. As an

innovative knowledge-based company, we are an active and constructive partner in the global and regional forums that evaluate emerging alternatives for the future. It is our responsibility to deliver the car technology that makes transitions possible," said Fredrik Arp.

In Europe the total number of diesel cars continues to increase. Volvo Cars sold 184,802 cars with diesel engines in 2007. That was an increase of 17.8 percent compared with 2006. Global sales of Volvo Flexifuel models increased by 37.3 percent during 2007. The vast majority of these Volvo Flexifuel cars were sold in Sweden, where around one-third of all cars sold in the country were powered by E85 engines in 2007.

#### **Volvo cars sold per type of fuel**

	<b>2007</b>	<b>2006</b>	<b>%</b>
Petrol	262,622	259,997	1.0
Diesel	184,802	156,904	17.8
Bioethanol E85 (Flexifuel)	9,682	7,053	37.3
Methane (Bi-Fuel)*	1,217	3,793	-67.9

\* production of Bi-Fuel ceased in 2007, due to low demand

#### **Four new car models and three concept cars**

The Volvo XC60 Concept was launched on January 7 at the Detroit Auto Show. It showed that Volvo is ready to challenge the competition in what is currently the toughest and fastest-growing segment in the automotive world - the Small Premium cross-over segment.

The concept car received lots of attention around the world while hinting at the keenly awaited Volvo XC60. Even more, however, it pointed the direction of Volvo car design in the future. "The XC60 features a number of innovations that indicate what our cars will look like in a few years time. It is time to once and for all forget all about boxy Volvos. Instead, we will make our Scandinavian design heritage more emotional and radiant by adding sculpted, exciting shapes and innovative new features," said Steve Mattin in connection with the launch in Detroit.

#### **All-New Volvo V70**

Backed by 54 years of ongoing refinement and improvement, Volvo Cars is still the global leader in the segment for large estate cars - and the aim is to remain in the lead.

The all-new Volvo V70 was shown to the press and public for the first time at the Geneva Motor Show in March 2007 and entered the market with an innovative combination of luxury and versatility.

The segment for estate cars is growing and the demands on the cars themselves are increasing. The sales target for the Volvo V70 is 75,000 cars annually, with Sweden being the biggest market.

Attitudes towards estate cars have undergone significant changes in recent years, with an increased focus on design and comfort. In fact, half of all V70 buyers are people without children.

#### **All new Volvo XC70**

The cross-over version of the Volvo V70 - Volvo XC70 - has become an icon since the "Cross Country" version of the Volvo 850 was introduced in spring 1996.

The all-new XC70 model represents Scandinavian design at its best - that is to say every little detail has been designed with one hundred percent focus on clean lines and intelligent functionality.

#### **New Volvo S40 and new Volvo V50**

The compact Volvo S40 sedan and the Volvo V50 sports wagon were refined with several new exterior features such as front and rear bumpers and lights. And the Volvo V50 was chosen as "The Most Delightful Vehicle" in the "Medium Multifunction" category by American customers in the 2007 Strategic Vision Report.

#### **ReCharge Concept**

The Volvo ReCharge Concept was unveiled at Frankfurt Motor Show, showcasing a proposal for a long-term energy-efficient solution for the future.

The car is a plug-in hybrid with individual electric wheel motors and batteries that can be recharged via a regular mains electrical socket for maximum environmental benefit. Recharging allows the car to be driven about 60 miles (100 km) on battery power alone before the car's four-cylinder diesel engine is needed to power the car and recharge the battery. The Volvo ReCharge Concept combines a number of the latest technological innovations into a so-called "series hybrid" where there is no mechanical connection between the engine and wheels.

- The battery pack integrated into the luggage compartment uses lithium-polymer battery technology. The batteries are dimensioned to have a useful life beyond that of the car itself.
- Four electric motors, one at each wheel, provide independent traction power.
- Four-cylinder 1.6-litre turbodiesel engine (109 hp) drives an advanced generator that efficiently powers the wheel motors when the battery is depleted.

### **Volvo XC70 Surf Rescue Concept**

At the yearly SEMA (Specialty Equipment Market Association) in Las Vegas Volvo presented the Volvo XC70 Surf Rescue Concept. The aim was to combine the wild and bold design that characterises the custom cars presented at the SEMA show, with Volvo's core value of "Safety". The car's design and functionality were inspired by the surf rescue vehicles rolling up and down southern California's beaches to safeguard the area's many surfers.

### **Innovative safety systems hit the market in 2007**

The Volvo Car Corporation is a leading car manufacturer when it comes to both preventive and protective safety. The company has a long history of developing advanced safety technologies and has focused on a new generation of groundbreaking protective safety systems.

These are intended to enhance safety for people both inside and outside the vehicle, as well as allowing more relaxed and enjoyable driving.

Several active safety systems developed by Volvo Car Corporation are already in use and, recently, three new systems were introduced:

- Driver Alert Control - unique technology that alerts tired drivers whose concentration is slipping.
- Collision Warning with Auto Brake - including automatic braking when the car risks colliding with the car in front.
- Lane Departure Warning - alerts the driver if the car crosses one of the road markings without an obvious reason.

These systems have been available in the Volvo S80, Volvo V70 and Volvo XC70 since the end of 2007.

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### **The 2007 Award List**

#### **SAFETY**

2007 - Sweden

"Hjulklappen" (Christmas Gift-Tyre) for the Driver Alert Control system  
Motormännens Riksförbund (The Swedish Automobile Association)

2007 - Switzerland

Volvo Cars - Best Brand in the Safety Category  
Auto-Illustrierte readers poll

2007 - UK

Innovation Award for the unique Personal Car Communicator (PCC)  
The 'British Insurance Car Security Awards' (BICSA)

2007 - United States

First prize in the Automotive Manufacturer category for the Innovative Child Booster Cushion System

## World Traffic Safety Symposium

2007 - United States

"Best of What's New" Award for Innovative Child Booster Cushion System  
Popular Science Magazine

### **VOLVO S40**

2007 - China

Best Power and Best Safety Car of 2007  
Sina.com news portal

### **VOLVO S60**

2007 - Philippines

Executive Car of the Year Category  
"Car of the Year" Awards

### **VOLVO S80**

2007 - Austria

Fleet Car of The Year  
Car magazine "Firmenwagen" (Company Car), March 2007

2007 - Austria

Auto1 award in Geneva "Best New Car in the Saloon/Estate Category in the Upper Middle Class"  
Auto Bild Austria

2007 - Germany

"Firmenauto des Jahres 2007" in the import category Upper Middle Class.  
"Firmenauto", magazine for the fleet business, and DEKRA, service provider in the car business.

2007 - Malaysia

Safety Innovation Award  
NST/Maybank Car of the Year Awards

2007 - Philippines

Luxury Car of the Year Category  
"Car of the Year" Awards

2007 - Philippines

"Standard Insurance" Best Safety Package  
"Car of the Year" Awards

2007 - Russia

S80 - Best Car in Business Class, Golden Klaxon  
Klaxon Magazine

2007 - United Arab Emirates

Executive Saloon of the Year 2007  
Car ME Awards

2007 - United States

Car of the Year for 2007  
AutoMundo

### **VOLVO V70**

2007 - Belgium

"Best in Class in the Executive Segment" in the Belgian survey of Lease Car of the Year,  
organised by ING Car Lease  
ING Car Lease

2007 - Germany

"Autoflotte Award 2007" in the import category Upper Middle Class  
"Autoflotte", magazine for fleet business

2007 - Germany  
"Chefkombi 2007" in the import category  
"handwerk magazin"

### **VOLVO XC90**

2007 - Canada  
Volvo Cars of Canada Ltd - Clé d'or (Golden Key) for Best Intermediate-Size SUV  
L'Annuel de l'automobile 2007

2007 - Germany  
"Firmenauto des Jahres 2007" in the import category SUV  
"Firmenauto", magazine for fleet business, and DEKRA, service provider in the car business.

2007 - Germany  
"Autoflotte Award 2007" in the import category SUV  
"Autoflotte", magazine for fleet business

### **VOLVO C30**

2007 - Czech Republic  
Best Design - Production Cars  
Auto Design & Styling Magazine

2007 - Germany  
Best Import Car in Subcompact Category "Besten Autos 2007"  
auto, motor & sport magazine

2007 - Germany  
International "red dot design award", category product design.  
"Design-Zentrum Nordrhein Westfalen"

2007 - Germany  
Volvo C30 (Compact Class) was voted no.1 for the "autonis Car Design Award 2007" among the readers of "auto motor und sport" magazine.  
"auto motor und sport" magazine.

2007 - Norway  
Best car in compact category "Best Cars 2007" Auto  
Motor & Sport magazine

2007 - Philippines  
Car of the Year  
"Car of the Year" Awards

2007 - Philippines  
Luxury Subcompact Category  
"Car of the Year" Awards

2007 - Philippines  
"Concept One" Sexiest Car  
"Car of the Year" Awards

2007 - Spain  
Car of the Year 2006 in the Castilla-La Mancha region  
Tribuna de Ciudad Real

2007 - Spain  
Car of the Year in Galicia  
Vigo Motor Show

2007 - Switzerland

3rd place Award in Subcompact category  
Auto-Illustrierte readers poll

2007 - United States  
2008 Best New Small Car  
Autobytel

2007 - United States  
AUTOMOBILE Magazine All-Star  
AUTOMOBILE Magazine

### **VOLVO C70**

2007 - United States  
Play Car of the Year  
Cars.com

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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