

Press Release

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Spice up your Volvo XC90 with R-design - the choice for customers with a refined taste

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Volvo Cars' R-design programme - a sporty factory-fitted option package - is now also available for the Volvo XC90.

R-design is tailor made for customers who want a car with refined attributes. The package is also available for the Volvo C30, Volvo S40 and Volvo V50.

"The possibility of tailoring one's car to suit personal tastes is becoming increasingly important to car buyers today. R-design has been developed for buyers who want a refined and sporty look for their cars," says Gerry Keaney, Senior Vice President, Marketing, Sales and Customer Service at Volvo Cars.

The R-design package for the Volvo XC90 is an extension of the XC90 Sport version that was introduced in the end of 2006. New R-design features are the optional 20-inch wheels, the dual exhaust pipes, a unique skid-plate and the R-design badges in the grille, on the steering wheel and on the seats as well as rear-view mirror caps in silk matt finish.

Features remaining from the XC90 Sport version are:

- Sport chassis
- Details and trim in a silk-matt finish rather than the standard chrome.
- Unique sill mouldings in brushed stainless steel.
- Sport steering wheel and gear selector of perforated leather and sports seats with additional lateral cushioning to support the driver, even in faster cornering.
- Seats with a combination of two different grades of leather, enhanced by décor piping in different colour shades.
- Instrument dials with metal chronograph watch-style faces and a shimmering blue lustre.
- Sport carpets with accent-coloured décor piping.

To accentuate the sporty nature and create a sleeker appearance, the vehicle is not fitted with roof rails - although they will be available as an option for customers who need them.

R-design for C30, S40 and V50

The R-design package for the Volvo C30, S40 and V50 includes a choice between 10 exterior colours and the R-design badge in the grille is accompanied by a range of specially designed exterior and interior details.

Exterior features include a silk matt-finish grille, colour co-ordinated bumpers and lower side mouldings, rear or roof spoiler, silk matt-finish door mirror caps and five-spoke aluminium wheels (17 inches, 18 inches available as option). There is also a deco trim on the trunk lid of the S40 and tailgate on the V50.

Contrasting seats

Inside the car there are seats in off-black Flex-Tec with the seat cushion and backrest in contrasting cream-coloured leather. The R-design logo embossed on the backrest and the contrasting stitching reinforce the seats' sporty appearance.

Other R-design interior details include the leather-trim steering wheel with its R-design logo, the unique combi instrument, aluminium pedals, specially designed aluminium centre stack and

door inlays, gear selector with aluminium inlay and tufted dark sport floor mats with contrasting light leather piping.

A selection of R-design features will also be available as accessories.

Emotional and extrovert

"R-design is entirely in line with the accelerated focus on making our cars more extrovert and emotional. It gives the buyers the opportunity to spice up the already distinct personality of these car models," says Steve Mattin, Senior Vice President and Design Director at Volvo Cars.

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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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