

## Press Release

Jul 17, 2007 | ID: 11929

# Volvo C30 - model year 2008

### Launch

Launched in 2006, the new Volvo C30 is based on the Volvo SCC - a modern and exciting concept car that was unveiled in 2001. A true challenger in the compact car premium segment, the Volvo C30 displays clear elements of other classic Volvo models with a sporty emphasis - such as the Volvo 1800 ES. The C30 is a dynamic and functional two-door model that is tailor-made for young, modern city dwellers with an active lifestyle.

Business project manager: Håkan Abrahamsson.

### Design

The Volvo C30 has been developed to provide a sporty image. Several innovative design solutions have been combined with lines that typify a modern Volvo.

The gently rounded front has several features that contribute to the sporty impression, such as the large, low grille, characteristic spoiler and short overhang. The headlamps are set high in the wings.

The sweeping silhouette of the body sides is emphasised by black wing extenders at each corner of the body and by the long wheelbase. The characteristic shoulder is more rugged than on any other Volvo model, while the shoulder line conveys an impression of movement - even when the car is at rest. The Volvo C30 can be complemented with a sporty skirt package, or Accessory Body Kit. Certain body finishes can also be combined with different accessory kit colours. The modern and unique design of the rear end is an important element of the sporty image. The shape of the tail lamp clusters delineates the powerful shoulder profile, especially in the dark.

Following colours will be available for the 2008 Volvo C30:

- Black Stone Solid (019)
- Passion Red Solid (612)
- Ice White Solid (614)
- Silver Metallic (426)
- Black Sapphire Metallic (452)
- Titanium Grey Pearl (455)
- Flint Grey Metallic (462)
- Safari Green Pearl (464)
- Barents Blue Pearl (466)
- Brilliant Blue Pearl (476)
- Electric Silver Metallic (477)
- Maple Red Pearl (478)
- Orinoco Blue Pearl (479)
- Cosmic White Metallic (481)
- Gekko Green Pearl (488)
- Matt Gold Pearl (489)
- Chameleon Blue Pearl (490)

A newly developed R-design theme will be available by autumn 2007 for the 2008 Volvo C30. This package features a number of exciting options and design details, satisfying an increasing group of customers, looking for an even more refined and sporty car. Some R-design features will also

be available as separate accessories for the standard Volvo C30 models.

The R-design concept features:

- Satin matt-finish grille
  - Colour-coordinated bumpers...
  - ...and lower side mouldings
  - Rear or roof spoiler
  - Satin matt-finish door mirror caps
  - 17" five-spoke aluminium wheels (18" as an option)
  - Decotrim on the tailgate
  - R-design badge in the grille
  - Seats in off-black Vulcaflex
  - Seat cushion and backrest in contrasting cream-coloured leather
  - Embossed R-design logo on backrests
  - Contrasting stitching
  - Leather-trim steering wheel with R-design logo
  - Unique instrument cluster
  - Aluminium pedals
  - Specially designed, aluminium centre stack...
  - ...and door inlays
  - Gear selector with aluminium inlay
  - Tufted, dark sport floor mats...
- ...including contrasting light leather seams

The major interior news is the tunnel console and the armrest that has been given a completely new design matching the dashboard's unique, floating centre console and with the same type of decor inserts. The aim has been to provide the highest possible feeling of quality while still increasing the flexibility and storage possibilities.

In the rear, the Volvo C30 is equipped with two individual seats instead of a conventional bench seat. The side panels are divided into two compartments. The space between the seats is occupied by a comfortable armrest and can also be used to load long, narrow objects. The seat backrests can be folded down to provide a large, almost completely flat load floor. The backrests can also be lowered from outside (with the hatch open). The luggage compartment can be equipped with two different luggage blinds - a soft type (standard in certain markets) that can be used with the backrests up or down, and a rigid type that is mounted behind the upright backrests. Featuring the same design as in the new Volvo C70, the front seats are easy to fold down, making access to the rear even easier. Electrically operated front seats are available as an option. The 'bathtub' line around the dashboard and door panels is designed to provide a feeling of security and harmony. The Volvo C30 also features the same characteristic, super-thin centre stack as in the Volvo S40 and V50.

Volvo S40, V50 and C30 models all now come with the same leather steering wheel as the Volvo C70, with a type of leather that feels more comfortable and provides a greater sense of quality.

Boda has been launched as a new, common base upholstery material for the Volvo S40, V50, C30 and C70 models, replacing the two upholstery materials Boden and Bodal. Spring Green is a completely new upholstery colour.

Dalarö replaces Dala. The look has been updated with, among other things, a new accent colour for the Off Black interior.

DotCom is leather upholstery with a new surface structure. For the Off Black interior there is a new dark brown accent colour - Cacao.

### **Safety**

The Volvo C30 is equipped with basically the same safety systems and chassis characteristics as the Volvo S40 and V50. Examples include the crash safety structure and advanced suspension. The gently rounded front is provided with a special spoiler under the bumper that helps to reduce the risk of leg injuries to a pedestrian or cyclist if struck by the car. The C30 also comes with familiar Volvo safety features, such as side-impact protection (SIPS) and WHIPS (which helps to reduce the risk of whiplash injury in a rear-end collision). The car can also be equipped with Active Bending Light (ABL) type headlamps.

The short overhang, the generous track width and the relatively long wheelbase contribute to handling of the very highest class.

The Volvo C30 also offers a number of systems for greater personal security, such as Keyless Drive (which enables the car to be started without a key).

### **Driveline and handling**

The Volvo C30 is available with a very wide choice of engines, from a four-cylinder, 1.6-litre, 100-hp variant to a five-cylinder turbo - the T5. The T5 has been given increased power output. The improvement in power, from 220 to 230 bhp, is the combined result of a number of minor changes.

The diesel engines are available in four and five-cylinder variants, the liveliest of which is a five-cylinder, 2.4-litre unit with an impressive 180 hp output. C30 models designed for the Swedish market can also be equipped with an ethanol-burning engine. The manual gearbox for the Volvo C30 is either a five-speed or six-speed unit, while a five-speed automatic transmission (with Geartronic) is also available for the T5 model. The torsionally rigid chassis and the powerful engines all contribute to the very sporty and harmonious driving experience offered by the model while an even sportier chassis is available as an option. All models (except the 1.6-litre petrol variant) feature electro-hydraulic steering that delivers a constant and precise steering force. The C30 is also equipped with several of Volvo's electronic systems that contribute to even better stability and driving pleasure.

### **Environment**

The new Volvo C30 has been developed with the greatest possible attention to environmental protection. Care for the external environment and providing the best possible environment in the car itself are both part of Volvo's environmental philosophy. Volvo has also developed detailed procedures to minimise the environmental impact of the manufacturing and recycling processes alike. All Volvo cars are equipped with efficient exhaust gas treatment systems.

IAQS (Interior Air Quality System) - a system designed to reduce the quantity of particles and pollen entering the cabin with the incoming air - is available as an option. In addition, all fabrics and leathers are certified under ÖKO-TEX, an international standard guaranteeing that the interior trim materials are free of allergenic and noxious substances.

### **Production**

The Volvo C30 is produced in Volvo's Belgian plant in Ghent.

### **Sales**

Volvo aims to sell 65,000 C30s per year. The company estimates that Europe will account for 75% of the model's buyers. The biggest markets will be Italy, Germany, Spain, Britain, USA, France, Sweden and the Netherlands.

### **The 2008 Volvo C30 - brief summary:**

- New exterior colours
- R-design
- New design on tunnel console and armrest
- Leather steering wheel
- New upholstery - Boda
- Improved power output for the T5-model - 230 bhp

Please note that some systems and functions are optional.

### **Keywords:**

C30, Press Releases, 2006

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