

Press Release

Jun 28, 2007 | ID: 11729

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

Volvo Cars is now introducing R-design - an exclusive factory-fitted options package for customers who want a car with refined attributes. R-design will initially be available on the Volvo C30, Volvo S40 and Volvo V50 as of autumn 2007.

"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.

Customers can choose 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 satin matt-finish grille, colour co-ordinated bumpers and lower side mouldings, rear or roof spoiler, satin matt-finish door mirror caps and five-spoke aluminium wheels (17 inches, 18 inches available as option). There is also a decotrim on the tailgate of the C30 and V50.

Contrasting seats

Inside the car there are seats in off-black Vulcaflex 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 seams. 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.

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.

Media Contacts

Volvo Cars Media Relations

Phone: +46 (0)31-59 65 25

media@volvocars.com

Related Images



[More Images >](#)

media.volvocars.com >

volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).