

Press Release

Feb 11, 2005 | ID: 5022

Volvo introduces special Volvo Ocean Race Edition – three models with unique Ocean Blue livery

Volvo Cars has started the countdown for the second Volvo Ocean Race by presenting a series of specially designed Volvo Ocean Race Edition models.

The customers can choose between three models – Volvo XC90 Ocean Race Edition, Volvo V70 Ocean Race Edition and Volvo XC70 Ocean Race Edition. All of them feature the unique Ocean Blue livery.

“The Volvo Ocean Race represents values that reflect what our customers are looking for in their cars. It’s all about an active lifestyle, adventure and passion. The campaign cars radiate all this and we know from experience that they are highly attractive models”, says Gerry Keaney, Senior Vice President Marketing, Sales and Customer Service at Volvo Cars.

When the Volvo Ocean Race was held the first time round, the company sold twice as many of its special campaign cars as planned. 4,500 Ocean-Blue Volvo V70 and XC70 models were delivered before the winning boat, “Illbruck”, crossed the finishing line in Kiel, Germany, on 9 June 2002.

Exciting new interior designs

“This time we have an even better offer than before, with particular focus on a range of interior details in exciting materials, for instance blue-tone aluminium inlay panels and upholstery in materials resembling exclusive yachting clothes. With this offer we expect to sell considerably more cars compared to previous Volvo Ocean Race Edition”, says Gerry Keaney.

As before, the marine atmosphere is radiated by the special Ocean Blue body colour combined with silver mouldings, roof rails in aluminium and the Volvo Ocean Race emblem on the front doors.

Production of the specially built Volvo Ocean Race models will start in mid June 2005.

The Volvo Ocean Race

The Volvo Ocean Race is a round the world yacht race featuring nine offshore racing legs. It starts on the 12th of November 2005 in Vigo, Spain. An inshore race at each of the main stopover ports will also be included in the 2005–2006 event.

This race also features “The Volvo Open 70” – a new and faster boat with a modern design.

For more detailed information about the race please click on: <http://www.volvoceanrace.org>

50220/HÅ

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).