

Press Release

May 25, 2004 | ID: 4978

Volvo XC70 - The adventure car – even more appealing, even more robust

- The car for active people who enjoy outdoor adventures
- New design elements for enhanced appeal
- USA the largest single market
- Sales target 35,000 cars

When the Volvo XC90 was introduced in early 2002, there were people who thought that the in-house competition would badly hurt the company's highly successful Volvo XC70.

"Here at Volvo, however, we felt quite the opposite – we believed that the Volvo XC70 would enjoy renewed appeal. When the Volvo XC90 was launched, the entire XC concept got a boost. These are, after all, two entirely different cars that are aimed at two entirely different target groups," explains Hans-Olov Olsson, President and CEO at Volvo Cars.

Increased sales in 2003

In 2003, the Volvo XC90 took the car market by storm and Volvo Cars raised its production target from the original 50,000 to 90,000 units.

Despite this, sales of the Volvo XC70 continued to increase over the 2002 figures – and now the model is being rejuvenated with features that make it even more attractive.

"The strength of the XC70 is that it radiates an ability to carry you wherever you want, no matter which adventure you've set your sights on. New design elements both when it comes to the exterior and interior, reinforce that feeling and give the car an even more appealing and more robust appearance," says Hans-Olov Olsson.

XC70 hits the adventure trail while the XC90 stays in town

In terms of commercial appeal, these two Volvo models turn to different target groups, each of them using the cars differently.

Buyers of the Volvo XC90 generally stick to the city's asphalt roads and are secure in the knowledge that their car radiates readiness to carry them off-road.

The owner of a Volvo XC70, on the other hand, is often on his or her way to and from recreational activities in environments with tougher driving conditions.

Better driving characteristics – increased safety

This is why the car's driving characteristics have been enhanced. The Volvo XC70 is now also available with the sophisticated FOUR-C (Continuously Controlled Chassis Concept) active chassis.

What is more, safety is enhanced with a number of additional features, such as the intelligent camera-based BLIS (Blind Spot Information System), which monitors the driver's "blind spots".

USA the largest market

The Volvo XC70 created a whole new Cross Country segment in North America with the introduction of the original model back in 1997.

The United States will continue to remain by far the largest single market. The renewed Volvo XC70 will reach the showrooms in August 2004 and more than half of the first year's production volume of 35,000 cars will go to the U.S. Canada is the fourth-largest market for the Volvo XC70.

Sweden is the second-largest market, with Japan in third place and Germany fifth.

Diesel power for two-thirds of total European sales
In Europe, two-thirds of all Volvo XC70s sold in 2004 will be turbodiesels.

The Volvo XC70 is built with the Volvo V70, Volvo S80 and Volvo XC90 at the Volvo Cars plant in Torslanda, Sweden.

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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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