

## Press Release

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# New Volvo V50 - Sportswagon with attitude

- Consistent design strategy
- Sporty and "cool"
- Extended tail
- Own, distinct profile
- Compact, athletic impression
- Interior with sense of advanced technology
- Extremely slim centre stack with functional design
- Discreet lighting points create a theatre-like effect
- Innovative upholstery, inspired by sportswear
- Roomy, flexible passenger compartment

The Volvo V50 is here – a sporty and "cool" car with a youthful attitude!

The Volvo V50 is a totally new five-door model with sporty lines, intelligent design solutions and a flexible interior – a modern sportswagon.

– "The V50 is the result of a consistent design strategy, in which the Volvo character has been developed for each new model," says Henrik Otto, Volvo Cars' Design Director. "Our new sportswagon is indisputably a genuine Volvo, but, at the same time, it has its own, totally individual and distinct profile – with characteristics from classics like the Volvo 1800 ES, Volvo 480 and its most recent predecessor, the V40.

### Unique profile with extended tail

The rear of the Volvo V50 has a softer, more sports-oriented design than the very typical estate model, the V70. The combination of rounded roof lines and extremely abrupt tail is designed to create a modern, flair-filled impression.

This is reinforced by the softly rounded nose, the short bonnet and the marked cab-forward design.

The track and wheelbase have been extended, virtually putting a wheel at each corner. This also contributes to the sporty appearance, as well as giving the car stable on-the-road behaviour. The long wheelbase also makes it possible to fit conveniently wide rear doors.

The Volvo V50 is 46 mm longer than the new S40. It is the section behind the rear wheels that has been extended and utilised to increase luggage space.

"The luggage compartment is not simply spacious," says Henrik Otto. "It is also practical and easy to load, thanks to the vertical side windows and the totally flat load floor."

### Front also distinguishes V50 from New S40

The Volvo V50 has a completely individual profile, while retaining a clear-cut Volvo identity.

The grille with its characteristic diagonal has chrome-plated, upright bars, as different from the horizontal mesh pattern on the new S40. The design of the foglamps also distinguishes the models. On the V50, they are rectangular. The paintwork round the headlamps on the V50 is also a contrasting lighter shade.

The bonnet has the classical V shape. The contour lines of the body – the Volvo shoulders, as they are known – have also been inherited from other Volvo models.

These broad shoulders are a modern Volvo feature that signals power and safety. From the rear, the distinctive, high tail lamps show with the utmost clarity that what lies ahead is a five-door Volvo.

### **Boat shape**

From above, the body resembles the shape of a boat, with a rounded prow, a broad midship section and a narrowing stern. Together with the broad shoulders, this hull shape creates a compact, athletic impression, while contributing to the excellent aerodynamics.

The doors of the Volvo V50 are convex in shape, unlike the concave design of the doors on the larger Volvo models. This reinforces the compact appearance and increases the width of the cabin.

The windscreen wipers are of an entirely new type and are concealed under the bonnet. The turn indicator repeaters are integrated in the door mirrors, where they are easily visible from the sides. A number of newly-designed aluminium wheels, several of which are unique to the V50, are available on the options list. The sportiest wheels are 18 inches in diameter and are equipped with ultra-low profile 215/45 tyres.

### **Exterior Sport Styling – sporty design concept**

The Volvo V50 will also be available with an Exterior Sport Styling design concept, which further accentuates the sporty, dynamic image of this new model.

The package includes specially-designed spoilers front and rear, side skirts and a rear roof spoiler. A lowering kit, which reduces the height of the car by 20 mm and further enhances the driving experience, is also included.

### **Clean layout creates a sense of high tech**

The interior of the Volvo V50 is built up of several visual layers. The first shows as an edge trim around the entire interior, along the side windows and the windscreen. It creates the impression of being safely ensconced in a cocoon.

The next layer is the instrument panel. It has a clean, uncluttered layout, with air vents and other details positioned as islands in an otherwise free area. The instrument panel has a new type of surface, a texture conveying a feel of cutting-edge technical innovation rather than classical leather-trimmed furniture. This special surface texture separates the instrument panel visually from the outer edge trim of the cabin.

The main instrument features two round gauges, surrounded by contrasting metal bezels. This design creates a sporty, three-dimensional look.

### **Elegant and spacious**

The unique, super-slim, free-floating centre stack (which was introduced in the new Volvo S40) constitutes the topmost layer of the interior. It links the tunnel console with the instrument panel in an elegant, airy manner.

Behind the centre stack, there is a practical storage compartment for personal possessions, which can easily be accessed from both sides. This compartment features soft lighting, thereby further accentuating the impression of a free-floating panel – combined with a sense of carefully-planned function.

"The stack is the ultimate design symbol of this new car and represents a revolution in itself. A great deal of creativity and effort has gone into finding a technical solution for the super-slim format," explains the responsible designer, Guy Burgoyne.

- Four decor levels Like the other panels in the car, the centre stack can be specified with different decor panels. This gives car buyers the opportunity to adapt the car to match their particular taste.
- At the basic level, the colour of this panel is the same as the basic interior colour.
- The version made of transparent plastic, "IcedAqua", is totally unique. It creates a high-tech impression, as the electronics and technology partly can be seen through it.
- The dark panel, "Wood Effect", creates a more elegant, refined impression.
- The "Aluminium" panel, made of real metal, produces the most product-oriented impression, combined with a feeling of top-class quality.

### **Multi-function controls**

The controls on the centre stack have been given an ergonomic, functional design. Most of them perform several different functions in a logical, easy-to-use way. The top half of the control panel is used to operate the audio unit and integrated telephone, while the lower half is dedicated to the climate unit.

The four large knobs are used to regulate the main system functions. Other function buttons have been gathered together on a panel resembling a remote control. Each push-button is profiled in such a way that it is avoided to depress two at the same time. The same design concept can be seen in different parts of the interior.

The audio unit in the Volvo V50 can be supplemented with the same cutting-edge technology that was introduced in the Volvo XC90 – Dolby Surround Pro Logic II.

### **Theatre lighting**

Inside the new Volvo V50, there are a number of discreet lighting points. They create a theatre-like effect by softly lighting different sections of the interior. Among other things, the centre stack is constantly lit from the roof, but the light is so soft that it never distracts the driver. The first time the light makes its presence felt is when the driver moves his or her hand towards a control, something that facilitates operation when driving at night.

### **T-Tec upholstery**

The interior is available in a choice of three shades: off black, grey and dark beige. Each interior colour comes with a range of matching upholstery colours. Leather is one of four upholstery alternatives. The most innovative upholstery is Dala, a ribbed textile with T-Tec elements and visible light-coloured seams. T-Tec is a material that has been specially developed for Volvo Cars and is inspired by sportswear and modern travel accessories. The contrast between T-Tec and textile – along with seams of a different yet matching colour – reinforces the dynamic appeal of the car.

### **Fold-down backrests**

The cab-forward design, the long wheelbase and Volvo's concept of transverse engine installation combine to give the Volvo V50 a spacious cabin. The cabin can be rearranged in the same flexible manner as in the Volvo V70. The rear seat splits into two sections and the backrests fold down. The front passenger seat is equipped with a fold-flat backrest. With the seats folded down, the load floor is entirely flat.

### **A brief comparison**

The Volvo V50 is slightly shorter than its predecessor, the V40, but it is larger in every other respect.

Length 4514 mm (2 mm shorter than the V40 model – but 46 mm longer than the new S40)  
Width 1770 mm (54 mm wider than the V40)  
Height 1452 mm (27 mm taller)  
Wheelbase 2640 mm (78 mm longer)  
Track front 1535 mm (63 mm wider)  
Track rear 1531 mm (57 mm wider)

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"The descriptions and data contained in this press material (release) apply to the international model range of Volvo Car Corporation. Specifications may vary from country to country and change without notice."

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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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