

Press Release

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Eight great things to do in a Volvo C70 Convertible

There is something about convertibles that help you feel differently about life. The Volvo C70 Convertible not only helps escape the mundane but gives the added bonus of providing everything ensuring an occupants every comfort, from smooth unhurried ride through luxurious comfort and probably the best sound system in the world. Below are some tips about what you can get up to in a Volvo C70 Convertible when you feel the urge to drive to the beat of a different drum.

The C70 Convertible is an ideal partner to take 2-3 days to drive sunny California's Pacific Coast Highway sweeping grandly between Santa Barbara and San Mateo. The scenic ride will take you through four Californian ocean-side counties, including dramatic sections of highway that dip and soar along the mountainous coast, ranches, vineyards and pretty coastal towns. With the top down, you will get breathtaking views from your Volvo C70 Convertible of rocky headlands tumbling into the Pacific Ocean. Take time to enjoy the Route 35 section from Santa Cruz County line to State Route 92 as the narrow road winds along the backcountry of the famous 'Silicon Valley' and its large residences, sycamore and oak forests and views of San Francisco Bay.

Talking of wine, another ideal blue-skies tour for the Volvo C70 Convertible is a visit to the Temecula Valley Wine County, birthplace of winemaking in California. About 100 kilometres north of San Diego, Temecula Valley first saw wine grown by local mission padres in 1820 and today boasts some 14 wineries growing excellent Chardonnay, Merlot and Sauvignon Blanc grapes as well as Mediterranean varieties such as Viognier, Syrah and Pinot Gris. Major awards in domestic and international competitions have mirrored the quality of the Southern Californian Temecula Valley wine.

Enjoying the heat, blue skies and sun-drenched countryside of France's Haute Provence, north of Aix-en-Provence, during the early summer lavender season is an essential touring experience just made for a Volvo C70 Convertible. Cruising along narrow roads surrounded by huge blue-ribbed fields of lavender seemingly stretching beyond the horizon, breathing in the air drenched with the unmistakable scent of lavender, is an unforgettable experience. Exploring the Routes des Lavandes is best done over a couple days, staying at one of the many guesthouses, taking walks and visiting local markets and lavender festivals. Apart from its aromatic qualities, lavender has been used for centuries for its medicinal and anti-septic virtues.

Why not use the Volvo C70 Convertible to take a week to follow in the footsteps of the famous artists of the 19th century who used the sun, light and colour of Provence to such advantage. Start in the attractive cathedral town of Avignon, sited on the River Rhone, once home of painter Frédéric Mistral. From Avignon, drive country roads to Saint-Remy-de-Provence, home of Vincent Van Gogh, to the Roman town of Arles, the tiny port of Martigues, L'Estaque (loved by Emile Zola), dazzling, bustling Marseille and, finally, Aix-en-Provence, birthplace of Paul Cézanne.

No 'Grand Tour' of Europe in a Volvo C70 Convertible would be complete without a visit to Italy. A classic blue skies 4-5 day journey could start in the southern historic and noisy metropolis of Naples, with its palaces, churches, convents and monasteries. From Naples a visit to ancient Pompeii, destroyed by stones and ash erupting from Mount Vesuvius in AD79, is just a short hours drive away. Then further southwards, lies the stunning, enchanting Costiera Amalfitana (Amalfi Coast) coastline. Narrow, winding roads snake along cliffs, plunging fiercely into the sea, providing

access to small villages and towns like Positano, Amalfi and Ravello, where visitors can dine on local grilled fish and sip wines from the vineyards on the slopes of Vesuvius.

The Volvo C70 Convertible is one of the very few soft-tops that has space for four golf bags, so a week touring the Scottish Highland golf clubs makes for an enriching and unforgettable experience. A highly recommended five round tour could take in such clubs as the Royal Dornoch (6514 yards. SSS 73.), Skibo Castle (6671 yards. SSS 72. Spectacular scenery beside the Dornoch Firth), Nairn (Championship course. 6732 yards. SSS 74. Established in 1887.), Tain (6404 yards. SSS 71. Established 1890) and Fortrose & Rosemarkie (5858 yards. SSS 69. Links course with superb views).

Fancy something completely different? Why not take a page out of the book of Volvo Cars design guru Peter Horbury and drive through the Spanish city of Barcelona at night with the hood down! Home to the Miro Museum, Gaudi and much more, Barcelona is considered one of the most 'alive' places in Europe today. So don't worry if you want to play some Rolling Stones full blast while doing some boulevard cruising – the locals will almost certainly appreciate your efforts to stand out from the crowd.

Now what about trying something really wild? Like dropping the roof of the C70 Convertible above the Artic Circle in Norway? Norway's Kystriksveien (Road 17) is an exciting 650-km long coastal road stretching between Steinkjer in the south and Bodø in the north. There's no way blue sky can be guaranteed even during the summer, but the Volvo C70 Convertibles climate control system can certainly cope with whatever the weather holds, so chill out on one of the planet's greatest driving adventures. Take the time to explore the islands in the Helgeland archipelago, for example, or drive to the top of the Dønnesfjell mountain on the island of Dønna and admire the views of the ocean with the islands of Lovund and Træna as a backdrop. Experience the low-key hustle and bustle of the myriad ports dotted along the coast. And if you are looking for a challenge, there are plenty of mountains to climb or glaciers to explore. Or why not try your hand salmon fishing in the River Namsum – it's said to be almost unmatched in Europe – or going on a whale safari at Andenes. But, whatever you do, please don't forget your umbrella!

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