

## Persberichten

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# Immense interest suggests that the first series of the V60 Plug-in Hybrid will sell out quickly

Volvo Car Corporation is on the threshold of introducing the Volvo V60 Plug-in Hybrid - a rechargeable diesel hybrid car that is the company's most technically advanced model ever. Production gets under way in November 2012 and the first model year's volume is limited to 1,000 cars. They will be offered with Pure Limited specifications, including the highest trim level Summum.

The indicative price of the world's first plug-in hybrid with diesel engine is starting at EUR 59,000 in Belgium.

"There is immense interest from the markets. We are convinced that the first thousand cars will be sold even before production gets under way next autumn," says Stefan Jacoby, President and CEO of Volvo Car Corporation. He adds:

"With the V60 Plug-in Hybrid we boost our leading position in electrification. None of our competitors can offer customers an equally ingenious car. It elevates hybrid technology to an entirely new level."

The Volvo V60 Plug-in Hybrid is the synthesis of close cooperation between Volvo Car Corporation and Swedish electricity supplier Vattenfall. The development project was financed jointly by the two companies.

"We are proud of launching this unique car together with Volvo. The Plug-in Hybrid confirms that electricity is the fuel for future transports," says Øystein Löseth, CEO of Vattenfall.

### **Nordic region the biggest market**

After the initial batch of 1,000 cars for model year 2013, production of the V60 Plug-in Hybrid will increase to 4,000-6,000 cars as of model year 2014.

About 30 per cent of total volume will go to Sweden and the other Nordic countries. Germany, Switzerland, Belgium, France, the Netherlands and Britain will have a share of between 5 and 15 per cent each.

"We expect the order books to fill very quickly. The most discerning customers have many exclusive cars to choose between. But for anyone who truly wants to be in a league of their own behind the wheel of the most ingenious car in the world, there's only our V60 Plug-in Hybrid," concludes Stefan Jacoby.

### **Electrifying temporary presence**

In addition to other venues, the V60 Plug-in Hybrid will be launched through "electrifying" temporary presence in high profile venues. They will appear in places such as Stockholm, Berlin and London. The idea is that customers should meet the car where they feel most at home.

Surveys reveal that the main target group for the V60 Plug-in Hybrid includes customers that are eager to adopt unique new technology. The car is ideal for customers who want superior environmental performance without compromising any of the established qualities in a contemporary luxury car.

Volvo Car Corporation expects that 80 per cent of total sales will be in the form of company cars.

### **Starter pack from Vattenfall included**

Vattenfall offers the owners of this new car a starter pack including 100 per cent renewable electricity generated by Vattenfall's own production facilities and a wall-mounted charging station. The starter pack will be provided in Vattenfall's core markets Sweden, Germany and Netherlands.

"Neither the business world nor society can tackle climate changes single-handedly. It is Volvo Car Corporation's mission to develop cars with minimum carbon dioxide emissions, but it is up to society as a whole to create a sustainable future. This project shows how cooperation between experts in different spheres brings us closer to a changeover from individually carbon dioxide-lean products to a climate-smart lifestyle," says Stefan Jacoby.

### Superior technology

From the environmental viewpoint the plug-in hybrid is totally superior to the first generation of hybrid cars, which in principle reduce carbon dioxide emissions by about 15 per cent compared with the same model without hybrid power.

In hybrid mode, the large rechargeable battery pack in the V60 Plug-in Hybrid gives 65 per cent lower carbon dioxide emissions than a conventional V60 with the same diesel engine: 49 g/km. This corresponds to fuel consumption of just 1.9 litres/100 km.

What is more, at the touch of a button the driver can choose to cover up to 50 kilometres on pure electric power - or utilise the combined capacity of the diesel engine and electric motor to create a veritable driving machine that offers 215+70 horsepower and 440+200 Nm of torque.

"It is the on-demand possibility to choose between the car's three different temperaments that makes the V60 Plug-in Hybrid superior to all other hybrids on the market. Thanks to the Pure, Hybrid and Power buttons, this car is the perfect choice for the uncompromising customer who wants minimum carbon dioxide emissions combined with maximum driving pleasure," says Stefan Jacoby.

A study of daily driving shows that most European drivers cover less than 50 kilometres a day, for instance to and from work. On longer trips, the diesel engine gives the car the same range as a conventional hybrid - but with far lower carbon dioxide emissions.

### Keywords:

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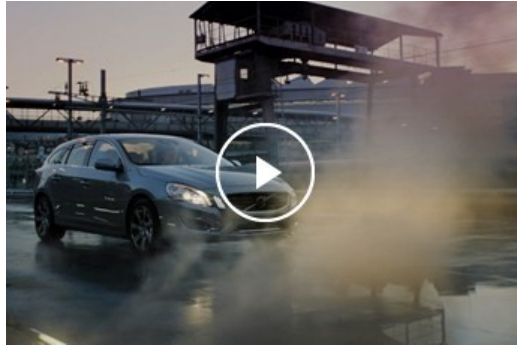
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