

Persberichten

Apr 27, 2011 | ID: 37978

Volvo S60 Honored as 2011 International Sedan of the Year

Volvo Cars of North America (VCNA) was awarded the 2011 International Sedan of the Year at the New York International Auto Show by the International Car of the Year (ICOTY) jury on April 21. The all-new sports sedan was deemed best-in-class for the most superlative connection with consumer lifestyles. The selection was made by a jury of 12 nationally recognized automotive journalists.

"To receive the International Sedan of the Year award and be named 'Most Dependable' demonstrate first-hand that the Volvo S60 connects with consumers' lifestyles on both an emotional and rational level," said Doug Speck, president and CEO of VCNA, who accepted the award. "From our advanced technology safety features and masterful Scandinavian design, to its best-in-class fuel economy and award-winning engine, the S60 delivers something for everyone. It is without a doubt a game changer for us."

In its 15th year, the ICOTY Awards remain a respected industry honor, measuring what no other automotive award does, the emotional connection between car and consumer.

"The ICOTY Awards are not based on camshafts and chrome but rather lifestyle compatibility and how well automakers achieve that goal," said Courtney Caldwell, ICOTY executive producer.

Trophies were presented by Courtney Caldwell; Mike Martini, president, Consumer OE, Bridgestone Americas; James Bell, market analyst and president, Motor Press Guild; Joe Wiesenfelder, senior editor, Cars.com; Denise McCluggage, contributor, AutoWeek; and B.J. Killeen, road test editor, Drivers Talk Radio.

Keywords:

Old S60, Press Releases, 2011, Product News

De beschrijving en de feiten vermeld in het persmateriaal hebben betrekking op het internationale aanbod van auto's van Volvo Cars. De apparatuur kan optioneel zijn. Specificaties kunnen per land verschillen en onderhevig zijn aan verandering zonder kennisgeving.

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