

## Press Release

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# The new Volvo EX30 Cross Country – it's an experience, not just a car

Sweden is our home. Deep lakes, endless forests, great mountain ranges, some of the harshest winters on the planet – and some of the best and most enjoyable cars ever made. So today we unveil not only the new Volvo EX30 Cross Country, but a whole new experience to go with it.

Revealed today as part of a literal fireside chat including outdoors equipment brand [Fjällräven](#) at a secluded winter cabin in the north of Sweden, the EX30 Cross Country is designed for people who want big experiences from their small, fully electric SUV.

It takes the successful recipe of the [EX30](#) and adds rugged ingredients, making it perfect for the growing number of people who want to explore beyond their crowded cities – come rain, come shine, or when everything is covered in snow and ice.

We think that 'Cross Country' should be an experience, not just a car, so alongside the EX30 Cross Country we're also launching a new experience package for customers who buy the car, with access to accessories, gear and information aimed at giving you the full potential to explore the great outdoors.

*"We launched our first Cross Country car over 25 years ago, and this concept of durable and all-weather cars is core to the Volvo brand," said Jim Rowan, Volvo Cars' CEO. "In Sweden we face harsh winters, but we also like to make the most of them by getting out and exploring our amazing nature, even when it's minus 20 Celsius outside. That's why we want to deliver a fully rounded experience, not simply a car, to our EX30 Cross Country customers."*

### From city to trail

As a small SUV, the EX30 Cross Country is perfect for the city. It is fully electric, with zero tailpipe emissions, and can be charged from 10-80 per cent in as little as 26 minutes. But it also has several extra features that enable a seamless switch from one natural EX30 habitat to another.

For example, we've raised the car higher off the ground compared with the standard EX30, to help you navigate rough terrain more easily and make those regular countryside outings even easier.

Naturally, the EX30 Cross Country also comes with all-wheel drive, making it more than capable of handling the tough and slippery conditions that are part and parcel of life outside the city.

### A style to match ability

The first model in our Cross Country range was introduced in 1997. Designed to cope with the demanding Scandinavian climate, our Cross Country cars perform in a wide variety of road conditions – from muddy tracks and ankle-deep snow to highway driving – with the comfort and convenience elements that Volvo drivers have come to expect.

While its real-world capabilities come first, the EX30 Cross Country is also designed to excel in more diverse conditions – and to look good while doing so.

The front shield of the car and the trunk get a special dark colour, with the front featuring a unique piece of artwork showing the topography of the Kebnekaise mountain range in Arctic Sweden – an inspiration for many of our designers. Chunky front and rear skidplates as well as wheelarch

extensions complete the more rugged look and underline that this car is ready to get out into the wild.

### **Functional and as safe as you'd expect from a Volvo car**

Inside, the EX30 Cross Country is highly functional and contains all the clever tech, storage and design that made the original EX30 such a hit from the moment we revealed it. The doors contain large storage compartments, because we removed the speakers and incorporated them into the soundbar on the dashboard.

A versatile central storage tunnel between driver and passenger can be slid out as a cupholder for your morning coffee or your travel mug, or back if you need to store more things. There's also a big storage compartment on the floor between driver and passenger. The glove compartment has been placed beneath the center console, providing easy access for both driver and passenger.

Rear passengers get a neat storage box that slides out from beneath the central tunnel. This box is also removable and washable, so can double up as a waste bin. At the rear, on the liftgate, we included a handy 'Will it fit?' guide, so you know exactly how much of your gear you can get in.

Like every new Volvo car, the EX30 Cross Country has Google built-in. That means you get a variety of Google products as standard – including Google Maps, one of the best mapping systems in the world. Finding your way to the most remote nature locations was never easier. To make sure you can get straight into a nice warm car, the Volvo EX30 app allows you to precondition your car while you're still exploring nature.

And naturally, the EX30 Cross Country is as safe as you'd expect a Volvo car to be. We have applied our high standards of protective safety should you need it, but aim to help prevent you getting into a collision in the first place with some clever tech. Braking and steering support will help you avoid collisions with oncoming vehicles, pedestrians and cyclists, while a driver monitoring sensor will give you a nudge if it seems like you are distracted or tired.

### **Embrace the experience**

To further bring the Cross Country concept to life, we're also launching a Cross Country Experience, to create concrete, tangible benefits that will help you to embrace your inner explorer even more. This means that EX30 Cross Country owners will benefit from an array of bespoke offers. Think of a dedicated, discounted 'Cross Country Experience' package of accessories for your car, which includes a load carrier, a roof basket, and mudflaps\*.

We aim to announce further offers in due course.

*"We know that more and more people are seeking ways to get closer to the nature," says Jim Rowan. "This is why with our new Cross Country Experience, we aim to create an entire ecosystem around those models, supporting our customers as they embrace adventure."*

In short, the new Volvo EX30 Cross Country is an all-road car that delivers safety, comfort and performance in a capable and adventurous package. The Volvo EX30 Cross Country will be available in Canada later this year.

### **The small print**

- Official EPA range will be released at a later date.
- Charging times are dependent on factors such as outdoor temperature, current battery temperature, charging equipment, battery condition and car condition.
- \*Subject to local availability – offer may differ between individual markets.

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### **About Volvo Car Canada Ltd.**

*Volvo Car Canada Ltd. is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCCL provides marketing, sales, parts, service, technology, and training support to the 37 Volvo automobile retailers across Canada. For more information, please refer to the Volvo Cars Canada media website at: [www.media.volvocars.com/ca/en-ca](http://www.media.volvocars.com/ca/en-ca)*

### **Volvo Cars in 2024**

*For the full year 2024, Volvo Car Group recorded a record-breaking core operating profit of SEK*

27 billion. Revenue in 2024 amounted to an all-time high of SEK 400.2 billion, while global sales reached a record 763,389 cars.

### **About Volvo Car Group**

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2024, Volvo Cars employed approximately 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

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Descriptions and facts in this press material relate to Volvo Cars's 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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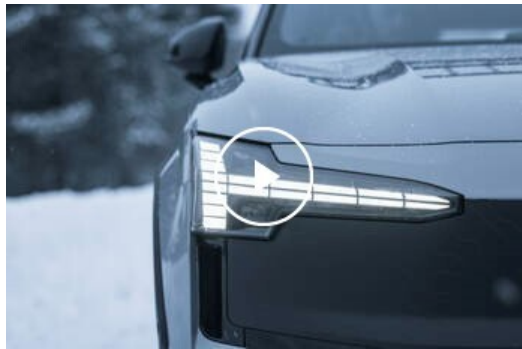
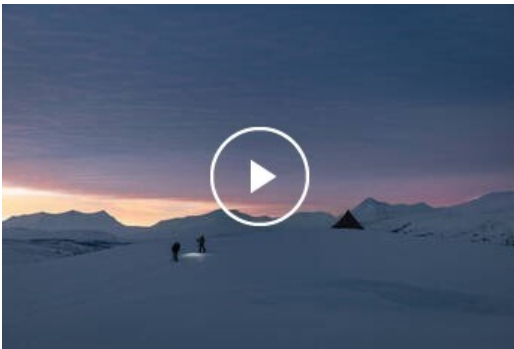
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