

## Press Release

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# MEDIA ADVISORY: THE NEW VOLVO XC90 WILL MAKE ITS CANADIAN DEBUT AT THE INTERIOR DESIGN SHOW

**TORONTO, Ontario – January 20, 2025** – Volvo Cars Canada is excited to return to the Interior Design Show (IDS) where guests will have their first opportunity to experience the brand's flagship hybrid SUV – the newly redesigned Volvo XC90. Making its Canadian debut at IDS, the XC90 is a Volvo Cars icon, and now, thanks to a broad suite of technology and design upgrades inside and out, it's better than ever before.

A premium seven-seater, the new XC90 comes with a comprehensive suite of active safety features, a refreshed interior and exterior featuring a more contemporary look, improved suspension and the company's new-generation user interface seen in its latest electric cars, with a larger and higher resolution screen. The new XC90 is offered in both mild-hybrid and plug-in hybrid (PHEV) powertrains—delivering up to 53 km\* of all-electric range in PHEV mode.

Visitors at IDS can immerse themselves in Volvo's latest electrified innovations. The Volvo display will feature the new XC90 alongside the company's newest all-electric flagship, the Volvo EX90. Attendees will also have the opportunity to get behind the wheel, with the XC90, EX90, and EX30 available for test drives at the show.

### **Media Advisory**

Accredited members of the media are invited to the Interior Design Show, to preview the new XC90.

- WHAT: Canadian debut of the new Volvo XC90
- WHERE: Metro Toronto Convention Centre, North Building
- WHEN: January 23, 2025

For Media Accreditation, [please click here](#).

For further information or to set up interviews, contact:

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*\*Based on the US EPA test cycle*

### ***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 38 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 2023***

*For the full year 2023, Volvo Car Group recorded a record-breaking core operating profit of SEK 25.6 billion. Revenue in 2023 amounted to an all-time high of SEK 399.3 billion, while global sales*

reached a record 708,716 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 2023, Volvo Cars employed approximately 43,400 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).*

### Keywords:

Corporate News, Press Releases, XC90, Product News, 2025

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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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