

## Press Release

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# Volvo EX90 makes its Canadian debut at 2024 Canadian International Auto Show Electric City

*The Swedish brand's seven-seat, fully electric SUV represents a new era of safety for Volvo Cars*

**TORONTO, ON (February 15, 2024):** The 2024 Volvo EX90, Volvo Cars' all-new, fully electric SUV, will be presented to the Canadian public for the first time at the Canadian International Auto Show (CIAS) in Toronto. The highly anticipated fully electric vehicle will be on display at the Metro Toronto Convention Center (MTCC) February 16-25, along with an electrified lineup of new and award-winning Volvo Cars, including the Volvo C40 Recharge, XC40 Recharge, XC60 Recharge and XC90 Recharge. Volvo Car Canada will be exhibiting within the Electric City space, showcasing the ecosystem that supports a new age of mobility.

A true seven-seat, fully electric SUV, the Volvo EX90 includes the highest level of standard safety in a Volvo car and represents the start of a new era for the brand as it moves ahead on a global ambition to be a fully electric automaker by 2030. The EX90 will be the fourth fully electric vehicle in Volvo Car Canada's lineup, joining the C40 Recharge, XC40 Recharge and the all-new EX30, the company's smallest ever SUV, designed with sustainability in mind.

The Volvo EX90 rides on a dedicated platform that eliminates the need for luxury car buyers to decide between practicality and full electrification by offering up to 480 kilometers\* of tailpipe-emission-free driving range and the ability to charge from 10-80 per cent in about 30 minutes\*.

At CIAS, attendees will have the opportunity to test drive the C40 and XC40 Recharge around Toronto's downtown core and on the indoor EV Test Track – a returning feature to this year's show. Guided by experts, guests will be able to test drive the future of mobility, right inside the Metro Toronto Convention Centre.

A new instant classic in Scandinavian design, the Volvo EX90 defines the principle of form following function:

- **Safe space technology:** The level of standard safety in the Volvo EX90 is higher than any Volvo car before it. It's designed to understand the driver and its surroundings to help keep you, your loved ones, and others in traffic safer. It is also designed to get smarter and safer over time, as it learns from new data and receives updates over-the-air.
- **Tireless sensors:** The sensors—one long-range lidar, five radars, eight cameras, and 16 ultrasonic sensors together create an invisible shield of safety. The Volvo EX90 driver monitoring systems can identify if the driver is distracted or suffering a medical event. The car can intervene if necessary, including coming to a complete stop.
- **Intuitive display:** Inside the Volvo EX90, a 14.5-inch center screen is your gateway to one of the best infotainment systems on offer, with Google built-in. Google apps and services including hands-free help from Google Assistant, Google Maps navigation and more of your favorite apps on Google Play all come built-in. The displays in the Volvo EX90 help you keep your eyes on the road by offering you the right information at the right time.
- **Sound as it's made to be heard:** the Volvo EX90 features an audio system that creates an immersive, high resolution sonic experience. The Bowers & Wilkins High Fidelity sound system pairs perfectly with the quietest Volvo cabin yet.
- **Redefining luxury:** The Volvo EX90 features materials sourced from natural, recycled and renewable sources that set a new standard for premium interior design. Materials that further enhance the experience of contemporary, sustainable luxury, including Nordico upholstery, created from textiles made from recycled material such as PET bottles, as well as bio-attributed polymer from forests in Sweden and

Finland.

The 2024 Volvo EX90 will be available well-equipped starting at \$110,000 with Volvo Car Canada's One Price Promise. The vehicle is now available online for Canadians to configure and place deposits. For more information on the Volvo EX90 and Volvo Car Canada's One Price Promise, a fair and transparent shopping experience that's negotiation-free, both online and in-store for all fully electric vehicles, visit [volvocars.ca](https://volvocars.ca).

#### **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](https://www.media.volvocars.com/ca/en-ca)

#### **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 by 2030 and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to be a climate-neutral company 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).

#### **For more information:**

Jennifer Okoeguale, Volvo Car Canada Ltd., [jennifer.okoeguale@volvocars.com](mailto:jennifer.okoeguale@volvocars.com)  
Holly Wilks, Narrative, [holly.wilks@narrative.ca](mailto:holly.wilks@narrative.ca)

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#### **The small print:**

- Based on lifecycle CO2 footprint over 200,000 kms of driving using EU27 electricity mix and related to globally available products.
- Google is a trademark of Google LLC.
- The figures are preliminary and derive from estimates and calculations performed by Volvo Cars for Volvo EX90 and these outcomes are not guaranteed. The driving range, horsepower, and energy consumption under real conditions vary depending on driving behavior and other external factors. Charging times can vary and are dependent on factors such as outdoor temperature, battery temperature, charging equipment, battery condition and car condition.
- Certain package levels may have limited availability. Final pricing and payment terms will be available closer to delivery time at your Volvo Cars retailer. Retailer price may vary. A reservation does not guarantee availability of a select trim.
- Freight, PDI, fees, taxes and accessories are extra.

#### **Keywords:**

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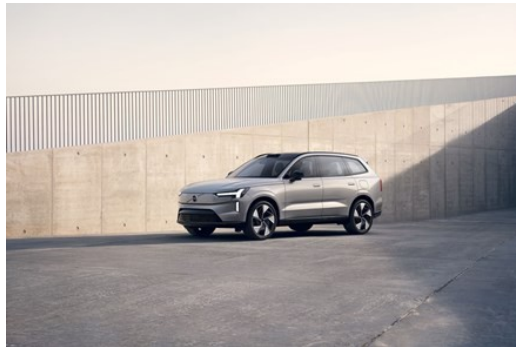
Descriptions and facts in this press material relate to Volvo Cars's international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

## Media Contacts

**Jennifer Okoeguale**

Corporate Communications & PR  
Volvo Car Canada Ltd  
Phone: +1 647-881-6878  
[jennifer.okoeguale@volvocars.com](mailto:jennifer.okoeguale@volvocars.com)

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