

## Press Release

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# Volvo EX30 Makes Canadian Debut in Montreal

**MONTREAL, QC (August 25, 2023)** -- Volvo Cars continues its progressive shift toward becoming a fully electric automaker by revealing the all-new, fully electric Volvo EX30 for the first time in Canada at a media preview in Montreal. The small yet mighty SUV distills the Swedish brand's Scandinavian design principles, commitments to sustainability and legendary safety into an espresso shot of Volvo.

As the company's first small, fully electric SUV, the Volvo EX30 expands Volvo Cars' growing lineup of electric vehicles to four models and will help capture growing demand for fully electric cars in a fast-growing segment.

Officially revealed in Milan earlier this year, the Volvo EX30 is designed to have the smallest CO2 footprint of any Volvo car to date, and helps make people's lives safer, more convenient, and more enjoyable through cutting-edge technology and Scandinavian design. A long wheelbase, large wheels and equal front and rear overhangs bring balance and refinement to the exterior. It's distinctly electric, with a confident face, closed shield and a digital rendition of the signature Thor's Hammer headlights. Five vibrant exterior colors, from stylish Cloud Blue to bright and expressive Moss Yellow – the latter inspired by lichen growing on rocks along the Swedish west coast – give the EX30 character and personality.

Our smallest Volvo SUV yet, the Volvo EX30 offers buyers the freedom to choose the technology that best suits their needs with two powertrain options. For maximum range, the Single Motor Extended Range rear wheel drive variant is the right choice. This option gives customers an estimated range of up to 442 kms between charges. If performance is the priority, the Twin Motor Performance variant pairs the battery with an additional e-motor on the front axle. This all-wheel drive variant of the EX30 provides 422 hp and takes drivers from 0-100 km/h in 3.6 seconds – the fastest-accelerating Volvo car ever.

The Volvo EX30 represents an important step forward for the company's sustainability ambitions. By tackling emissions across the vehicle's entire production and lifecycle, as well as a considerate use of materials inside and out, Volvo managed to reduce the SUV's total carbon footprint to less than 30 tons\* over 200,000 kms of driving.

Starting from \$53,700.00, the MY25 Volvo EX30 makes for an appealing entry into life with a fully-electric Volvo vehicle. Priced to qualify for Federal and relevant provincial EV incentives, customers can get into this fully electric premium SUV for around the same price as an internal combustion engine SUV.

Full pricing for both powertrains and equipment levels will be revealed later this fall on the [Volvocars.ca](https://www.volvocars.ca) configurator when customers will be able to place a deposit and reserve their very first Volvo EX30. The Volvo EX30 is set to become the third vehicle retailed under Volvo's 'One Price Promise' which offers buyers a straightforward, transparent, and negotiation-free shopping experience.

### **New Technology Requires New Techniques**

Volvo Cars understands people have many questions about electric vehicles and how they might fit into their lifestyles. This requires a unique marketing approach, one that aims to educate and inform in a very personal way. For Volvo this means meeting people on their terms, and that's why Volvo Car Canada is currently set to showcase the EX30, EX90 three row SUV and the updated

XC40 Recharge and C40 Recharge at locations throughout Montreal, Toronto, and Vancouver. Product specialists will be on-site to answer any questions about Volvo's electric lineup, and a full schedule of the tour can be found [here](#).

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### The small print

- The carbon footprint calculation of below 30 tons over 200,000 kms of driving is based on usage of charging electricity from the EU27 electricity mix. The lowest carbon footprint of any Volvo car to date statement relates to globally available products over 200,000 kms of driving.
- Stated starting price is for the Single Motor Extended Range, RWD; certain trim levels may have limited availability. Starting price does not include freight, PDI, sales taxes and other fees. Final pricing and payment terms will be available closer to delivery time at your Volvo Cars retailer. A reservation does not guarantee availability of a select trim.
- Range figures are preliminary and derive from estimates and calculations performed by Volvo Cars for EX30 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.

### 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)

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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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