

Communiqués

Jun 29, 2022 | ID: 302753

Volvo Car Canada 2023 lineup to be only hybrid or electric

RICHMOND HILL, ON (June 29, 2022) – Volvo Car Canada Ltd. has announced that the entire lineup of Volvo cars in Canada will consist of mild-hybrid, hybrid or electric vehicles equipped with Google built-in for Model Year 2023 vehicles.

The popular XC90 and XC40 SUVs, in addition to the V60 and V60 Cross Country now receive mild-hybrid engines as standard. Electrified via regenerative braking energy recovery, the newly badged B4, B5, and B6 mild hybrid powertrains offer drivers smoother acceleration, fuel savings, and reduced emissions in real world driving scenarios. The effort reflects another step towards the Swedish luxury car brand's ambition to offer only pure electric vehicles by 2030 and to be carbon neutral by 2040.

Regardless of lifestyle, driving habits, or access to charging, Canadian customers can now find an electrified Volvo to fit their daily routines and preferences. For customers without easy access to charging, mild hybrids offer increased efficiency over their T4, T5, and T6 predecessors, yet never need to be plugged in. The new extended range plug-in hybrids, which as of the previous model year now come with an 18.8kWh battery, offer all-electric driving in Pure mode while still providing a gasoline-powered engine when you need it. For those who prefer the pure electric lifestyle, the 402 hp battery electric XC40 Recharge SUV and C40 Recharge luxury crossover offer emission free driving.

Already standard on the XC60, S90, V90 Cross Country, C40 Recharge, and XC40 Recharge, Google built-in rolls out to the entire Volvo Car Canada lineup for model year 2023. Significantly integrated into the Google ecosystem, all Volvos now offer a seamless transition between digital life at home and on the phone, bringing greater personalization and connectivity directly to the car. Equipped with Google Assistant for voice control, Google Maps for navigation, and the Google Play store for additional applications, every Volvo car is designed to feature a best-in-class digital experience.

With the introduction of an upgraded infotainment system comes the ability to receive over-the-air (OTA) updates. As of model year 2023, all Volvo cars are capable of receiving and installing available software upgrades remotely. As updates are rolled out, each 2023 Volvo car is expected to continue to improve over its lifetime.

Several models receive styling updates for the new model year. New colours, wheels, and interior options that include leather-free materials are available across the range in almost every model. The S60, V60 and V60 Cross Country feature a refreshed styling with a new front grille design and updated rear bumper inserts.

A streamlined offer structure of **CORE**, **PLUS**, and **ULTIMATE** specification levels, reduces complexity and provides customers the freedom to combine the exterior design, interior upholstery, and equipment level of their choice. Volvo Canada's 'One Price Promise' provides C40 Recharge and XC40 Recharge buyers a straightforward, transparent, and negotiation-free shopping experience.

The 2023 Volvo lineup is currently in production and will begin to arrive at Canadian Volvo retailers throughout the summer. More information about mild-hybrid, plug-in hybrid, and electric

powertrains can be found at volvocars.com/en-ca, where customers will be able to order and place a deposit on their ideal Volvo online.

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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 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

Mots clés:

Press Releases, XC90, S90, V90 Cross Country, XC60, XC40, V60, S60, V60 Cross Country, EX40, EC40, Product News, 2023

La description et les faits repris dans le matériel de presse concernant la gamme de voitures internationale de Volvo Cars. Les équipements peuvent être optionnels. Les spécifications peuvent varier en fonction du pays et peuvent être modifiées sans préavis.

Images liées



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