

## Press Release

Oct 02, 2019 | ID: 258472

# Fully electric Volvo XC40 SUV heralds new electric future and does more with less

**RICHMOND HILL, ON** (Wednesday, October 2, 2019) — Sometimes less really is more: the forthcoming battery-powered Volvo XC40 SUV, Volvo Cars' first fully electric car, proves that Volvo cars can be made better by taking certain things away.

The advance of electric cars constitutes the biggest change in the history of the automobile. For the first time in over a century, cars move without a petrol or diesel engine in the engine bay and have a battery in the floor, changing the car at its core.

It also means cars no longer need tailpipes or a large grille for cooling purposes, while the removal of an internal combustion engine creates extra room for even more storage space under the front hood.

At the same time the fully electric XC40 retains all the features that have made it one of Volvo Cars' best-selling models. It also embraces the elegant, Scandinavian design language that has defined Volvo's rebirth and combines good looks with utility and functionality.

"The roots of Scandinavian design are based on visual clarity and the reduction of element. The XC40 is a great example of this," said Robin Page, head of design at Volvo Cars. "Its bold, instantly recognizable design is now even sleeker and more modern in the all-electric version. Without the need for a grille we have created an even cleaner and more modern face, while the lack of tailpipes does the same at the rear. This is the approach we will explore more and more as we continue down the road of electrification."

A unique, covered front grille in body colour creates a distinct visual identity at the front of the car, made possible by the fact that an electric car needs less air flow for cooling purposes. The grille also neatly packages the sensors for the new Advanced Driver Assistance Systems (ADAS) sensor platform.

Eight exterior colours, including a brand new Sage Green metallic option, allow drivers to personalise their electric XC40, while a contrasting black roof comes as standard. Two new 19" and 20" wheel options provide further opportunity for personalization.

Inside, a brand new driver interface specifically designed for electric cars keeps drivers up to date on relevant information such as battery status, while the interior design package features sporty styling details as well as carpets made of recycled materials.

The battery-powered XC40, first previewed in the electric 40.1 Concept vehicle of 2016, is also an example of smart Volvo engineering. Based on Volvo's Compact Modular Architecture (CMA), which was designed from the outset with electrification in mind, the battery pack is integrated into the floor of the car without affecting interior space.

This means the wealth of suitable and functional storage space around the cabin remains in place as one of the major attractions of the XC40. An ingenious and radical new approach to interior design provides XC40 drivers with, among other things, more functional storage space in the doors and under the seats, a fold-out hook for small bags and a removable waste bin in the tunnel console.

Unique to the electric XC40, a special front load compartment (or 'frunk') located under the front hood provides around 30 litres of extra load space because an electric motor takes less space than a combustion engine.

Volvo Cars will reveal more details about the fully electric XC40 in the coming weeks, before it will be first shown to the public on October 16.

---

#### **About Volvo Car Canada**

*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 36 Volvo automobile retailers across Canada. For more information please refer to the Volvo Car Canada media website at: [www.media.volvocars.com/ca/en-ca](http://www.media.volvocars.com/ca/en-ca)*

#### **Volvo Car Group in 2018**

*For the 2018 financial year, Volvo Car Group recorded an operating profit of 14,185 MSEK (14,061 MSEK in 2017). Revenue over the period amounted to 252,653 MSEK (208,646 MSEK). For the full year 2018, global sales reached a record 642,253 (571,577) cars, an increase of 12.4 per cent versus 2017. The results underline the comprehensive transformation of Volvo Cars' finances and operations in recent years, positioning the company for its next growth phase.*

#### **About Volvo Car Group**

*Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected premium car brands in the world with sales of 642,253 cars in 2018 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding of China since 2010.*

*In 2018, Volvo Cars employed on average approximately 43,000 (39,500) full-time employees. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), South Carolina (US), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).*

*Under its new company purpose, Volvo Cars aims to provide customers with the Freedom to Move in a personal, sustainable and safe way. This purpose is reflected into a number of business ambitions: by the middle of next decade it aims for half of its global sales to be fully electric cars and to offer half of all cars to customers via its subscription service. By then, it also expects one-third of its cars sold to be autonomous.*

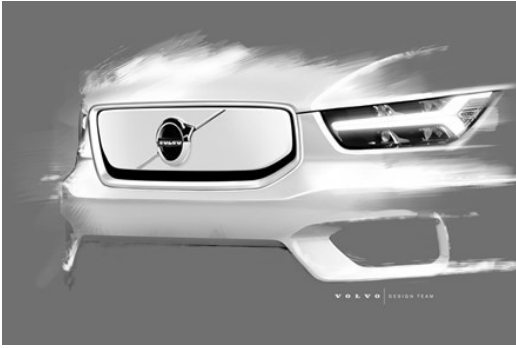
#### **Keywords:**

Corporate News, Press Releases, XC40, Product News, 2020

---

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.

## Related Images



[More Images >](#)

## Related Videos



[More Videos >](#)

[media.volvocars.com](http://media.volvocars.com) >

[volvocars.com](http://volvocars.com) >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).