

## Press Release

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# Volvo Cars Unveils All-New XC40 at AutoMobility LA

### Volvo Canada Confirms Subscription Service Care by Volvo Will Come to Canada in 2018

**LOS ANGELES, CA.** (November 29<sup>th</sup>, 2017.) The new XC40, Volvo's compact SUV, made its North American debut today at AutoMobility LA in front of media and industry professionals.

The XC40 sets a new benchmark for safety, design and connectivity in the compact SUV segment. The stunning new vehicle offers versatility, functionality and significant storage capabilities designed to incorporate the active lives of today's drivers.

The XC40 is the Volvo's third SUV and provides a new expression of Scandinavian design for the brand. The XC40 is the smallest SUV offered by Volvo, preceded by Volvo's largest SUV, the XC90, and the all-new mid-size XC60. With the introduction of the XC40, Volvo completes its SUV range and offers three of the newest vehicles in their respective segments.

In Canada, the XC40 will be equipped with Volvo's T5 Drive-E powertrain and all-wheel-drive capabilities in both Momentum and R-Design vehicle trims. At a starting price of \$39,500, the XC40 will launch as the most powerful luxury compact SUV priced under \$40,000 in the automotive industry.

Care by Volvo, Volvo's new all-inclusive, negotiation free subscription service also debuted at AutoMobility LA, in conjunction with the XC40. Volvo Canada has confirmed Care by Volvo will be offered in Canada in 2018.

The all-new XC40 will arrive in Volvo showrooms Spring 2018 as a model year 2019.

Order for the 2019 XC40 are currently being accepted at Volvo retailers and online at: <http://www.volvocars.com/en-ca/cars/new-models/xc40/pre-order>

### **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 37 Volvo automobile retailers across Canada. For more information please refer to the Volvo Car Canada media website at: <https://www.media.volvocars.com/ca/en-ca>

### **About Volvo Car Group**

*Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 503,127 in 2015 in about 100 countries. Volvo Cars has been under the ownership of Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.*

*As of December 2014, Volvo Cars had over 25,000 employees worldwide. 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) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).*

## Keywords:

Press Releases, 2018, XC40, Product News

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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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