

Press Release

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Volvo Cars Unveils All-New V90

RICHMOND HILL, ON. (February 18th, 2016) The much-anticipated, all-new Volvo V90 was revealed today in Stockholm, Sweden. The V90 is the latest in the all-new Volvo product lineup and joins the award-winning XC90 and recently launched S90 in the 90-series cluster.

Building on Volvo Cars' indisputable heritage in the estate segment, that began over 60 years ago with the Volvo Duett, the new V90 takes the premium estate a clear step forward in terms of aesthetics, materials and finish, while living up to the ultimately practical nature of any true estate. "We have a very strong position in the estate segment," said Håkan Samuelsson, president and chief executive of Volvo Cars. "In many people's minds we are known as the definitive estate brand. While the Volvo brand today stands for more than estates, we are proud to carry forward this rich heritage with the V90."

The new V90 is the third car unveiled in Volvo's top-of-the-line 90 series, all of which are built on the company's specially-designed and fully modular Scalable Product Architecture (SPA), which has opened up a range of new opportunities in terms of how Volvos can be designed, built and equipped.

"The modern premium estate is all about the intriguing combination of a luxurious experience with the functional origins of the estates silhouette. The sophisticated ambience of our new Volvo Interiors is combined with a great cargo space, providing the right kind of functionality – whether through connectivity or cargo and storage solutions," said Thomas Ingenlath senior vice president for design at Volvo Cars.

The all-new V90 delivers cutting-edge Pilot Assist semi-autonomous drive technology, the most advanced standard safety package on the market, with large animal detection and run-off road mitigation, and class-leading connectivity including smartphone integration with Apple CarPlay. The V90 will be available in Canada in the first quarter of 2017.

About Volvo Cars of Canada

Volvo Cars of Canada Corporation is part of the Volvo Car Group of Gothenburg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 38 Volvo automobile retailers across the country. The S60, S80, V60, XC60 & XC90 are among vehicles that have been awarded the prestigious new Top Safety Pick+ by IIHS (Insurance Institute for Highway Safety). Volvo Cars is committed to Vision 2020, our goal that no one shall be killed or seriously injured in a Volvo by the year 2020.

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 465,866 in 2014 in about 100 countries. Volvo Cars has been under the ownership of the 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).

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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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