

Press Release

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All-New Volvo S90 Debuts at the North American International Auto Show

Pilot Assist Upgraded, Comes Standard on All S90s Sold in Canada

Detroit, MI. January 11th, 2016. The all-new S90 made its North American debut today at the North American International Auto Show in Detroit. The launch of the S90 is the second step in the alteration of the model lineup, and follows the 2015 unveil of the critically acclaimed XC90. The S90 has been widely praised since its world-reveal on December 2, 2015. It exudes pride, power and luxury whilst paying homage to the Volvo P1800 with its concave grille. Inside this low, four-door coupé, Volvo has taken cues from the success of its XC90 model and raised the bar with some stunning details on the new dashboard and instrument panel, including new air blades that stand vertically on each side of the Sensus user interface.

“We created our new flagship sedan, the Volvo S90, as a real game changer. It is classy and cool. The exterior is exceptionally well surfaced with a fantastic stance and the sort of clean lines that are singularly appropriate of a Scandinavian design. The interior masters the art of blending innovative technology and natural materials into an elegant, welcoming and tasteful ambience, Swedishness at its best,” said Thomas Ingenlath, Senior Vice President, Design at Volvo Car Group.

The S90 will offer an advanced version of the company’s semi-autonomous Pilot Assist software standard on all vehicles sold in Canada. Pilot Assist was first introduced on the 2016 Volvo XC90 and allows the vehicle to accelerate, decelerate, come to a complete stop and steer in road conditions with clear lane markings based on the car in front up to speeds of 50 km/h. The second generation Pilot Assist on the S90 will allow these functions to work up to highway speeds (130 km/h.) without the need for a pilot car.

The S90 will also offer a world-first large animal detection – a feature capable of detecting large animals such as deer. This feature’s addition to the impressive City Safety function once again illustrates Volvo’s commitment to being the leading auto maker in safety and innovation.

The all-new S90 will be available in Canada in the second half of 2016.

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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