

Press Release

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Volvo Car Corporation Reveals New V60 Cross Country

Toronto, ON. November 5th, 2014.

- **All-road, all-weather capability and rugged design**
- **V60 sporty driving feel with added 'go-anywhere' capability**
- **Extends Volvo's acclaimed Cross Country product line-up**
- **Important product for North American growth plan**

Volvo Cars unveils the long-awaited Cross Country version of its successful V60 sportswagon at the 2014 Los Angeles Auto Show this month.

"We are delighted to add the third true Cross Country model to our product portfolio. The successful combination of dynamic styling and rugged capability places the V60 Cross Country in a class of its own," said Lex Kerssemakers, Senior Vice President Product Strategy and Vehicle Line Management at Volvo Cars.

Heritage

The Cross Country brand has a long and distinguished heritage. Volvo Cars was the first premium brand to offer increased all-road capability and styling on its wagons as far back as 1997 when it introduced the V70 Cross Country, creating a whole new type of car experience that has since captured the imagination of the motoring public.

Reflecting Volvo's Scandinavian heritage and love of nature and adventure, the V60 Cross Country brings together the best of both worlds – a sporty, connected yet comfortable driving experience with the freedom to explore new horizons.

Sporty capability

"With ground clearance increased 65mm compared to the V60, the Cross Country's sturdy construction offers unparalleled control on and off the beaten track, coupled with an enhanced sporty driving experience thanks to torque vectoring technology and corner traction control. The V60 Cross Country really is a getaway car – enabling an adventurous lifestyle in pure rugged form," said Lex Kerssemakers.

Offering new Cross Country 18" wheels, the V60 Cross Country comes with high profile tires, adding comfort and off-road aesthetics, reducing road noise and providing added wheel protection whether climbing curbs or negotiating rocky roads.

Rugged individualist design

Central to the Cross Country concept is the expression of go-anywhere capability and rugged design. It caters to those who have an active lifestyle, favouring the dirt road over the paved, handling either with ease. This is manifested in the V60 Cross Country through explicit design cues that heighten the adventurous nature of the car. With increased ground clearance, skid plates front and rear, side scuff plates and fender extensions, the V60 Cross Country conveys an imposing, muscular presence that underlies its capable nature, while integrated tailpipes reflect its

sporty dark side. To complement the capable exterior styling, sports seats in black leather with distinctive brown stitching will be available from launch.

Powertrains

The US and Canada will get the first V60 Cross Country cars, and they will launch with Volvo's iconic five cylinder 250 horsepower petrol engine with All-Wheel Drive coupled to an automatic transmission delivering a highly competitive combined fuel consumption of 10.2 litres per 100 kilometres.

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 and XC60 are among only 22 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 427,000 in 2013 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 2013, Volvo Cars had over 23,000 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).

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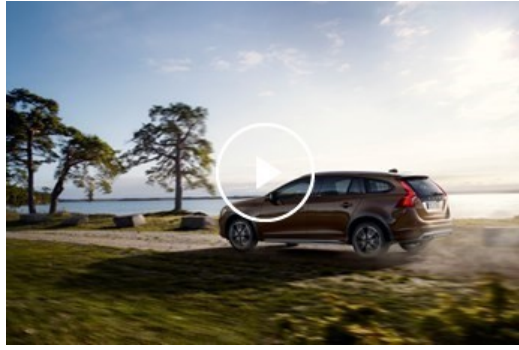
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