

Press Release

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Volvo Canada officially welcomes V60 Sportswagon to Vancouver

2015 model unveiled at VIAS features world-first Cyclist Detection active safety technology

VANCOUVER, B.C. (March 25, 2014) – Volvo Cars of Canada Corp. President and CEO Marc Engelen unveiled the exciting new 2015 Volvo V60 Sportswagon to media at the Vancouver International Auto Show today. Available at Volvo Canada retailers now at a starting MSRP of \$39,800, the new-to-Canada V60 has already garnered an overwhelmingly positive reaction from consumers and automotive media alike.

While the V60 follows the rich heritage of safety and utility that Volvo has always stood for, it also marks a bold departure with its elegant styling, intuitive technology, stirring performance, dynamic handling and a luxurious interior that offers a true premium experience.

Since the very first wagon, safety has always been of paramount importance to Volvo and the V60 Sportswagon takes this legacy to the next level. New advanced software, including more rapid vision processing and advanced radar technology have made it possible to extend the Blind Spot Information System to include a Lane Change Merge Aid and Cross Traffic Alert. It has allowed City Safety to operate up to 50 km/h and also for Pedestrian Detection with Full Auto Brake technology to now identify cyclists.

Customers can choose from the 250 hp V60 T5 AWD, the award-winning T6 AWD putting out 300 hp, or opt for the aggressive styling and sublime performance of the V60 R-Design boasting 325 hp and 354 lb.-ft. of torque mated to Haldex electronically variable all-wheel-drive with Instant Traction.

The V60 Sportswagon is available with a technologically advanced and fuel efficient four-cylinder Drive-E powerplant mated to an eight-speed transmission. This range of smaller, more intelligent engines feature power curves that give exciting drivability compared with engines with more cylinders. At the same time fuel consumption and CO₂ emissions are reduced. Developed completely in-house and produced at Volvo Car Group's engine plant in Skövde, Sweden, the Drive-E family of engines marks a true milestone in Volvo's history.

Utilizing both supercharging and turbocharging technology, these direct-injection powertrains have been optimized to deliver higher performance than today's six-cylinder units, while offering lower fuel consumption than most four-cylinder engines. These highly sophisticated powertrains have also been designed to incorporate electrification right from the start, paving the way towards a greener future without compromise.

Volvo's future also includes a recently announced partnership with Apple. Our innovative Human Machine Interface promises to transform the in-car experience by allowing drivers to use voice and steering wheel controls to access Apple features and services, ensuring that the driver's attention is always on the road.

Volvo's dedication to understanding and preventing distracted driving goes one step further with the development of in-car systems that can recognize and distinguish whether a driver is tired, inattentive or preoccupied.

A number of research projects have also been orchestrated recently with great success, including one that utilizes magnets in the roadway to determine a vehicle's position in the lane. Another is a pilot project in which road friction information from individual cars is shared within a cloud-based system. This real-time data about slippery or dangerous areas on the road can then be used to warn vehicles nearby, at the same time as it contributes to making winter road maintenance more efficient.

All of these innovative technologies strengthen our commitment to Vision 2020; our goal that no one shall be killed or seriously injured in a Volvo by the year 2020.

Volvo Cars of Canada Corp. 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.

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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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