

Press Release

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Volvo Cars of Canada announces availability, pricing of V60 Sportswagon

TORONTO, ON (Nov. 26, 2013) – Volvo Cars of Canada Corp. is excited to announce the availability and official pricing of the 2015 Volvo V60 Sportswagon. Already a success story in other parts of the world, it will be arriving in Canadian showrooms January 2014.

The whole Canadian Volvo community has been waiting for the return of a Sportswagon since the V70 took its final bow with the 2010 model year. It has been a recurring demand from enthusiasts and journalists alike.

60 years of Wagons

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

The V60 is the ideal blend of function and versatility, offering a spirited and rewarding driving experience that no SUV can. And of course, the V60 R-Design delivers a heart-thumping 325 horsepower, calling out to those V70R drivers ready to make a change. Responding directly to market demand and the enthusiastic requests from an incredibly loyal fan base, Volvo Canada President and CEO Marc Engelen championed the cause to offer the elegant V60 Sportswagon to Canadians.

“The no-compromise V60 Sportswagon makes perfect sense for the Canadian premium car buyer,” says Marc Engelen President and CEO Volvo Cars of Canada Corp. “We believe that it fills an unsatisfied niche in the market by offering sleek Scandinavian design, stirring performance, dynamic handling, intuitive technology and world-first safety technology like Pedestrian and Cyclist Detection.”

It's a no-compromises car that provides all of the great new features launched with the 2014 model year, along with a bold new look for a Sportswagon by Volvo. While the V60 trim and option offer follows closely to the S60, there is one important difference; the V60 pricing outlined above includes a standard sunroof.

Starting MSRP by model:

V60 T5 VEP FWD 245 hp \$ 39,800 - June 2014
V60 T5 AWD 250 hp \$ 41,800 - January 2014
V60 T6 AWD 300 hp \$ 46,050 - January 2014
V60 R-Design 325 hp \$ 50,950 - January 2014

Customers who reserve their Volvo V60 Sportswagon by January 16, 2014 will receive a \$1,000 bonus to be used towards options, Volvo accessories or purchase price.

Pedestrian and Cyclist Detection – a world first

Since the first wagon, safety has always been a priority. New advanced software, including more rapid vision processing, has made it possible to extend the present detection and auto brake

technology to cover also certain cyclist situations. The world-first Pedestrian and Cyclist Detection with Full Auto Brake can detect and alert the driver of a potential accident, with the ability to automatically apply full braking force if the driver fails to respond and a collision is imminent. The new functionality is an enhancement of the present detection and auto brake technology. All cars equipped with Pedestrian Detection will also incorporate Cyclist Detection.

"As a leader in automotive safety, we have been first in the industry with all detection and auto brake technologies, from the first-generation brake support in 2006 to Pedestrian Detection with Full Auto Brake in 2010," adds Engelen.

Combining camera and radar

Pedestrian and Cyclist Detection with full auto brake consists of a radar unit integrated into the car's grille, a camera fitted in front of the interior rear-view mirror and a central control unit. The radar's task is to detect objects in front of the car and to determine the distance to them. The camera determines the type of the objects. Thanks to the dual-mode radar's wide field of vision, pedestrians and cyclists can be detected early on. The high-resolution camera makes it possible to spot the moving pattern of pedestrians and cyclists. The central control unit continuously monitors and evaluates the traffic situation.

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 and XC60 are among only 18 vehicles that were 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.

Keywords:

Old V60, Corporate News, Press Releases, 2015

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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