

## Press Release

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# K-Pax Racing Volvo C30 at Toronto Autoshow

### Canadian driver Aaron Povoledo on hand for Family Day at CIAS

**TORONTO, ON (February 14, 2012)** - Volvo Cars of Canada is pleased to host Canadian driver Aaron Povoledo and the race-winning K-Pax Volvo C30 at the 2012 Canadian International Autoshow (CIAS) in Toronto. Povoledo, who raced the C30 during the 2011 season of the Pirelli World Challenge, will be at the Volvo booth in the 800 level of the Metro Toronto Convention Centre on Family Day (Monday, February 20<sup>th</sup>) to hand out posters and answer questions about the bright yellow # 88 racecar.

Competing in the Touring Car class of World Challenge, the Toronto native achieved four victories and six pole positions in only 12 races in his first season driving for the K-Pax team. Originally designed by Canadian Simon Lamarre, the balance, agility and performance of the turbocharged C30 make for an ideal racecar platform. This particular Volvo C30 arrived at the K-Pax facility last winter where a team of engineers and technicians immediately set to work, taking only four weeks to build a full-spec competition touring car.

"It is an amazing feat that K-Pax Racing took delivery of this bone-stock Volvo C30 and transformed it into a winning racecar all within a span of four months," explained Povoledo. "An achievement like this is unheard of. It's the ultimate testimony to how dedicated this team is and how great of a platform the C30 was to begin with."

Visit the Volvo booth in the 800 level of the Metro Toronto Convention Centre (MTCC) over the duration of the show or come by on Family Day (Monday, February 20<sup>th</sup>) to meet Aaron Povoledo and get a free poster - while supplies last!

**Pirelli World Challenge** is North America's top production car-based racing championship, divided into three categories (World Challenge GT, World Challenge GTS, and World Challenge Touring Car). Sanctioned by SCCA Pro Racing, World Challenge races at North America's premier road and temporary street courses. The World Challenge will be competing at the legendary Mosport International Raceway on June 22-24, 2012. For more information about World Challenge, visit: <http://www.world-challenge.com/>.

**Volvo Cars of Canada Corp.** is part of the Volvo Car Corporation of Gothenburg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 41 Volvo automobile retailers across the country. Volvo lead the list of luxury car brands in the 2012 Top Safety Picks by the Insurance Institute for Highway Safety (IIHS), with winners including the Volvo C30, S60, S80, XC60 and XC90.

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