

Press Release

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Volvo C30 wins Total Cost of Ownership Award

2012 Kelley Blue Book's kbb.com award presented at Chicago Auto Show

TORONTO, ON (Feb. 13, 2012) - The Volvo C30 has been honoured with the 2012 Kelley Blue Book Total Cost of Ownership Award. Presented at the Chicago Auto Show, the C30 claimed the top spot in the Entry-Level Luxury Car segment, a testament to its remarkable value. The all-new 2012 awards honour current model-year vehicles and brands with the lowest projected ownership costs, based on Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period.

"Car shoppers should take the time to compare vehicles on their consideration lists to fully understand the financial implications involved with cost of ownership," said Juan Flores, director of vehicle valuation for Kelley Blue Book. "While a vehicle might be less expensive up front, the cost of fuel for that model, insurance and other expenditures could make it the less appealing choice for their wallet in the long run."

Total Cost of Ownership information reveals depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs for new models. Kelley Blue Book calculates total ownership costs for new vehicles by applying sophisticated valuation methodology along with critical financial data from third-party providers.

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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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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