

Press Release

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Volvo Canada announces 2012 C70 Inscription pricing

TORONTO, ON. (Dec. 15, 2011) - Volvo Cars of Canada Corp. today announced pricing for the 2012 C70 Inscription package unveiled at the Los Angeles International Autoshow. The C70 Inscription is a modified version of Volvo's C70 hardtop convertible featuring added horsepower and torque as well as a number of unique interior and exterior enhancements. The premium package available in early 2012 will retail for \$4,400.

Exclusive to the North American market, the C70 Inscription offers performance tuning to the Engine Control Module (ECM). Partnering with Polestar, a Swedish racing and performance company, the software tuning optimizes engine output in a variety of ways. More air and fuel are funneled into the combustion chambers and spark timing is advanced, creating notable performance gains without impacting fuel economy. The turbocharged inline 5-cylinder engine generates 250 horsepower at 5,500 rpm and 273 lb.-ft. of torque at 3,000 rpm, an increase of 23 hp and +37 lb.-ft. Smooth, seamless power is routed to the front wheels through a 5-speed Geartronic automatic transmission.

The Inscription package introduces several new features to the C70 hardtop convertible, including 18-inch black Midir wheels with polished rims and spokes, a black grille surrounded by chrome, Sovereign Hide upholstery, a leather-covered dashboard, and Inscription floor mats, hand brake lever and front headrests. The limited edition model will be available in just two colours: Ice White and Black Sapphire Metallic. Befitting a car of this stature, the C70 Inscription is a limited-production vehicle with an annual global volume of just 2,000 units. North America will see only 500 models in 2012.

2012 C70 T5 Pricing - \$54,500

Inscription Package - \$4,400

- 250 hp (+23 hp)
- 273 lb.-ft. torque (+37 lb.-ft.)
- 18-inch Midir wheel with polished spokes and gloss black finish
- Leather-wrapped dash with contrasting stitching
- Active dual Xenon headlights
- LED Daytime Running Lights (DRL) with chrome trim
- Grille with gloss black finish
- Rear spoiler
- Aluminum sport pedals

*Pricing does not include destination charge of \$1,095

Polestar Performance is Volvo Car's official Motorsport and performance partner. Polestar has collaborated with Volvo since 1996 and is currently responsible for all of Volvo's major undertakings in motorsport. Since 2009 Polestar also develops performance optimization software for Volvo cars. In 2011 Polestar products are sold and installed by Volvo Dealers in 15 countries. For more information please refer to <http://www.polestar.se/>

Volvo Cars of Canada Corp. is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 41 Volvo automobile retailers across the country. The company's product range includes the stylish and sporty C30, the elegant C70 hardtop convertible, the S40 sedan and the S80 flagship sedan. For customers looking for a vehicle with all-road capability, Volvo offers the versatile XC60, XC70 and XC90. The new-for-2011 S60 sport sedan lineup now includes the T6 AWD and T5 FWD, both offering Pedestrian Detection with Full Auto Brake. The S60 recently joined the 2011 S80, C30, XC60 and XC90 as a *Top Safety Pick* from the Insurance Institute for Highway Safety (IIHS).

Keywords:

Releases, Model Year 2012, C70, Special Vehicles

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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