

Press Release

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Performance software from Polestar available on select Volvo models

TORONTO, ON (Nov. 9, 2011) - Volvo Cars of Canada is pleased to announce the availability of factory-authorized performance tuning software for several Volvo models at Volvo retailers across the country. Developed by Volvo's Swedish-based performance partner Polestar, the tuning software is available on model year 2008 or newer C30, C70 and S40 carlines fitted with a T5 engine.

Available starting November 14th, the tuning package adds a powerful 23 hp and 29 lb.-ft. of torque to respective models at an MSRP of \$1,295 installed. Polestar has been Volvo Car Corp.'s official partner since 1996, and has been optimizing cars for racing for several years. The power boost is realized by increasing airflow into the combustion chambers and advancing spark timing.

"Our performance-minded customers have demonstrated that there is interest in developing warranty-friendly performance upgrades for their vehicles," said Carol Kitchen, vice president of customer service for Volvo Cars of Canada, "This Polestar tuning program allows driving enthusiasts to unlock the power potential of our engines."

Impressive acceleration gains offer a more memorable driving experience, not to mention it adding value to the vehicle. Polestar optimizes the power and torque without affecting fuel consumption under normal driving conditions. This is thanks to Polestar's efficient tuning of the engine, which only increases the power output when it is needed. The package also retains the original manufacturer warranty, so customers no longer need to take risks with "chip tuning" to achieve a more powerful driving experience. Additionally, the performance software package for V50 AWD with manual transmission will be available soon.

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:

S40, V50, C30, C70, Press Releases, Product News, 2012

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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