

Press Release

Nov 08, 2011 | ID: 40898

Volvo presents limited edition C70 Inscription model to convertible connoisseurs

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TORONTO, ON (Nov. 8, 2011) - The Volvo C70 convertible reappears in the sunlight in a new limited edition Inscription version with a number of unique and desirable features. The Inscription blends distinctive exterior details such as the painted grille and black 18-inch wheels with exclusive interior features, including Sovereign Hide upholstery and a leather-covered dashboard.

"The C70 is a true icon in our model range. The Inscription is based on our human-centric *Designed Around You* philosophy, offering those who love convertibles and coupes a beautifully detailed version with a lot of curb appeal," says Doug Speck, Senior Vice President Marketing, Sales and Customer Service at the Volvo Car Corporation.

The C70 Inscription boasts a turbocharged five-cylinder T5 with 250 hp and 273 ft-lbs. of torque. The Inscription will be available in two colours: Black Sapphire (Metallic) and Ice White (Solid).

The stunning 18-inch wheels enhance the exclusive look of the sleek convertible. This expressive version of the "Midir" rim comes in black with polished spokes and outer perimeter. Up front, the high-gloss paint on the grille and the LED Daytime Running Lights, both surrounded by contrasting chrome, give the C70 Inscription a distinctive "face".

Exclusive interior echoes the exterior

The interior also features a distinctive new look that echoes the unique exterior, including:

- An exclusive leather-covered dashboard with contrasting stitching
- Sovereign Hide upholstery in Off Black or Calcite with the same contrasting stitching as on dashboard, handbrake lever and carpets
- "Inscription" embroidered on the front headrests
- Special Inscription carpets and handbrake lever
- Steering wheel and gear shift knob with aluminum inlays
- Sports pedals with aluminum inlay
- Aluminum inlay in the iconic ultra-slim centre stack is standard, Black or Nordic Light Oak as an option

The Volvo C70 Inscription will be shown for the first time at the 2011 Los Angeles Auto Show that will start November 16th. Sales will also start November 2011. The C70 Inscription is available worldwide with local adaptations. Production volume is limited to 500 units a year in North America.

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:

C70, Press Releases, 1997, Product News

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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