

Press Release

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Volvo S60 Honored as 2011 International Sedan of the Year

Named "Most Dependable" By ICOTY Jury

TORONTO (April 26, 2011) - Volvo Cars of Canada Corp. is pleased to announce that the Volvo S60 was chosen as 2011 International Sedan of the Year at the New York International Auto Show by the International Car of the Year (ICOTY) jury. The all-new sports sedan was deemed best-in-class for the most superlative connection with consumer lifestyles. The selection was made by a jury of 12 nationally recognized automotive journalists.

"Receiving the International Sedan of the Year award demonstrates that the advanced technology, safety features, masterful Scandinavian design and award-winning engine resonate with industry experts, said Jeff Pugliese, president and CEO of Volvo Cars of Canada Corp., "In addition to receiving countless accolades, the all-new S60 connects with consumers' lifestyles on both an emotional and rational level."

In its 15th year, the ICOTY Awards remain a respected industry honor, measuring what no other automotive award does, the emotional connection between car and consumer. "The ICOTY Awards are not based on camshafts and chrome but rather lifestyle compatibility and how well automakers achieve that goal," said Courtney Caldwell, ICOTY executive producer.

Trophies were presented by Courtney Caldwell; Mike Martini, president, Consumer OE, Bridgestone Americas; James Bell, market analyst and president, Motor Press Guild; Joe Wiesenfelder, senior editor, Cars.com; Denise McCluggage, contributor, AutoWeek; and B.J. Killeen, road test editor, Drivers Talk Radio.

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. Volvo Canada has also recently expanded its line-up to include the new-for-2011 S60 sport sedan with optional Pedestrian Detection with Full Auto Brake.

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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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