

Press Release

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TORONTO, ON (April 12, 2011) - Volvo Cars of Canada Corp. today announced the all-new S60 sports sedan has received yet another prestigious industry award - this time being named to *Ward's 10 Best Interiors* list. The S60 is also fresh-off-the-heels of taking home a *Ward's 10 Best Engines* award for its 300-hp T6 engine.

According to Tom Murphy, Executive Editor of *Ward's AutoWorld*, "The Volvo S60 is a study in Scandinavian serenity. From the beautifully angular door panels to the floating centre stack, the S60 is an undiscovered gem in the heart of the luxury market. Among the S60's best features are the sleek head restraints for front-seat occupants, which stand out in a world of intrusive head restraints up-sized to meet new federal crash standards. Leave it to Volvo to make a safety device sexy."

Volvo Cars of Canada Corp. President & CEO Jeff Pugliese was pleased to hear of yet another accolade for the S60. "Many people are surprised to learn that the sleek new sport sedan that is captivating their attention is in fact a Volvo. These design elements are carried over throughout the interior of the vehicle, offering its occupants comfortable yet practical surroundings."

The S60's masterful exterior design carries over to every inch of the interior, where each detail is well thought out. Volvo's designers obtained their inspiration from the curvaceous lines of road racing tracks as they pursued the uncompromising sportiness inside the all-new S60. The graphic character of a road course is apparent in the instrument panel and in the doors. Each and every detail gives the illusion of motion. The instruments and centre stack are angled towards the driver to create a sensation of focus and control. The new dynamic three-spoke steering wheel and new sports seats with extra side supports are standard.

The interior is full of driver-oriented details, but it is still a five-seater car offering comfortable space for all its occupants. Beige and black are the main colours of the upholstery range, which is spiced up with the new highlight shade Beechwood Brown. The décor inlays are available in Shimmer Graphite aluminium or Urbane Wood.

This year, *Ward's* evaluated 51 vehicles in their search to find the 10 best interiors. *Ward's* editors picked the winning interiors using the same methodology employed for the annual *Ward's 10 Best Engines* program. Scoresheets are completed for each vehicle driven based on materials, ergonomics, safety, the human-machine interface, comfort, fit-and-finish, overall value and aesthetics.

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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