

## Press Release

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# Volvo Receives Two Canadian Black Book Awards

### **C30 and S80 take top honours in retained value**

**TORONTO, ON (February 17, 2011)** - Volvo Cars of Canada Corp. is pleased to receive two Canadian Black Book Awards at this year's Canadian International Auto Show (CIAS). Presented to 2007 model-year vehicles that have retained the highest percentage of their original value, Volvo received a nod in two categories this year for the C30 in the 'Entry Luxury Car' class and the S80 in the 'Luxury Car' category.

Entering its sixth year, the Canadian Black Book Best Retained Value Awards acknowledge passenger vehicles from 17 different categories. Jeff Pugliese, President & CEO, Volvo Cars of Canada Corp. was on hand to receive the awards at the CIAS media day. "I am pleased to accept this award on behalf of Volvo Cars of Canada," says Pugliese, "Unlike many accolades that are open to subjectivity, this recognition by Canadian Black Book stems from the true retained value of Volvo products, one of the many reasons why buying a Volvo is a sound decision."

"Over the last six years we've featured the awards as a way to help bridge the knowledge gap between buyers and sellers in terms of what a vehicle will be worth in the future in order to better understand the true cost of ownership," says Kathy Ward, president of Canadian Black Book.

#### **About Canadian Black Book:**

For more than 50 years, Canadian Black Book has maintained a reputation as the trusted and unbiased Canadian automotive industry source for vehicle values. In 2010, Canadian Black Book extended its services to include an online automotive research site for Canadian consumers. At [canadianblackbook.com](http://canadianblackbook.com), visitors can look up the trade-in value, the average asking price and the future value. This information is available free online for every make and model in Canada sold since 1998 to help consumers make informed purchase decisions.

**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.

#### Keywords:

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