

Press Release

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2011 Volvo S60 Sport Sedan Honored as Automobile Magazine All-Star

TORONTO, ON(January 10, 2011) - Volvo's all-new S60 has been recognized by *AUTOMOBILE Magazine* as a 2011 All Star, marking yet another accolade for this exciting new entry into the hotly contested C/D premium sport-sedan segment. The *AUTOMOBILE Magazine* All-Star Award marks yet another award the S60 has garnered since going on sale in September.

"The all-new S60 is an exciting car for Volvo," noted Jeff Pugliese, President and CEO, Volvo Cars of Canada. "The *AUTOMOBILE Magazine* All-Star Award is an incredible honour," said Pugliese before adding, "This accolade helps to illustrate to consumers what a game changer the S60 is for Volvo."

Finding an All-Star is no easy feat. The prestigious All-Star awards recognize ten vehicles chosen by the editorial staff of *AUTOMOBILE Magazine*. For 2011, there were 271 automobiles that were eligible for the award. This year 39 vehicles were nominated by the editors to participate. Citing the February 2011 issue of *AUTOMOBILE Magazine*, the editors noted, "With the S60, Volvo has managed to carve out a distinct product in an impossibly crowded field. The S60 retains its Swedish personality but now challenges the class leaders on refinement and handling."

The award decisions are not made through an instrumented testing process. Rather, the winners are determined by a round-table discussion that results in an All-Star nod.

In addition to becoming an *AUTOMOBILE Magazine* All-Star, the all-new S60 has received three additional major accolades since its North American unveiling at the New York auto show earlier this year. Most recently, the T6 engine was acknowledged by *Ward's* as one of the 10 Best Engines for 2011. Popular Science recognized Volvo's Pedestrian Detection with Full Auto Brake as the "Smartest Safety Feature" in its annual Best of What's New Auto Tech category. Volvo's technology for avoiding low-speed collisions also received the "Traffic Safety Achievement Award" at the World Traffic Safety Symposium in New York last April.

This year's recognition as an *AUTOMOBILE Magazine* All-Star marks the second time Volvo has won the coveted award. The exciting C30 earned a similar honor in 2008.

On paper it's easy to see why the all-new S60 has garnered such praise. With 300 horsepower and 325-lb.-ft. of torque available at just 2,100 rpm, standard all-wheel drive, a quick-shifting 6-speed "Geartronic" transmission with "Sport" mode, Volvo's 2011 S60 is the sportiest sedan in the Swedish company's 80-plus year history. Additionally, the turbocharged T6 engine sips fuel, providing 7.7L/100km on the highway and 11.3L/100km in the city.

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.

About *AUTOMOBILE Magazine*

[AUTOMOBILE Magazine](#), part of Source Interlink Media, LLC, is America's leading automotive lifestyle publication and reaches 4.6 million readers monthly; through its print, online and digital components the brand counts an audience of over 6 million. Arbiters of the "All-Star" awards, Automobile Magazine profiles upcoming car designs from leading manufacturers. It is written for the sophisticated enthusiast and profiles high-end vehicles with compelling editorial and photographic content. For nearly 25 years, *AUTOMOBILE Magazine* has set the standard for automotive journalism, maintaining its devotion to auto adventure and an editorial approach that emphasizes "No boring cars!"

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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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