

Press Release

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Volvo shows electric car safety leadership at the NAIAS in Detroit

TORONTO, ON(January 10, 2011) By displaying a crashed Volvo C30 Electric in its stand at the North American International Auto Show in Detroit, Volvo Car Corporation will take a unique, very visual approach to future safety. "We are the first carmaker in the world to show what a truly safe electric car looks like after a crash", says Stefan Jacoby, President & CEO of Volvo Cars.

Keeping the high voltage batteries and cables entirely intact after a collision is vital for safety as this kind of power system becomes more popular with buyers. Volvo's crash-tested C30 Electric in the Volvo stand shows how it can be done. Even though the car has been subjected to a very demanding 64 km/h (40 mph) off-set frontal test, the key electric components of the car are undamaged.

"This is of utmost importance not only for the driver and passengers in an electric car, but also for the emergency services" says Stefan Jacoby. "We believe that not everyone launching or in the process of launching electric cars are approaching the safety challenges as we are. But Volvo will never compromise on its stringent safety demands," Jacoby continued.

At a press conference in the Detroit show on Tuesday morning, Volvo Cars will show the car in detail, thus being the first car manufacturer displaying a crashed electric car at an international motor show. Volvo will be holding a press conference at 9:10-9:35am on Tuesday January 11th at their booth in the Cobo Center.

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.

