

Press Release

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J.D. Power and Associates Names Volvo C70 Top-Ranked Model in its Class

In its 2010 Initial Quality Study (IQS), released June 17, J.D. Power and Associates names Volvo C70 the top compact premium sporty car and ranks the Volvo nameplate as number 10 among automakers.

The leading research company's 2010 Initial Quality Study also names three Volvo models - S80, XC70, XC60 - among top three in respective classes.

Volvo Car's continued dedication to quality contributed to its 10th place ranking, up from 20th in 2009 on the US market. Every domestic and international automaker that sells vehicles in the United States is ranked by the number of problems per 100 vehicles (PP100), and Volvo this year earned its ranking by matching the industry average of 109 PP100.

"The IQS is the Olympics or World Championship of the car manufacturers' world, so it feels really good to improve our placing by a massive ten positions," says Bengt Banck, Senior Vice President, Quality and Customer Satisfaction at Volvo Cars.

2010 also marks the first year Volvo models have been individually recognized for outstanding value and performance.

Recently named the 2010 Best Overall Value of the Year in its luxury convertible class by IntelliChoice, the Volvo C70 now adds to its accolades recognition as the highest-ranking compact premium sporty car by J.D. Power and Associates.

In addition to the C70, Volvo has other models that rank within the top three in their segments: the S80 for midsize premium car brands, the XC70 for midsize premium crossover/SUV brands, and the XC60 for entry premium crossover/SUV brands.

According to J.D. Power and Associates, the IQS serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership. In addition to manufacturer use for design and build improvements, consumers use the study to help in vehicle purchase decisions.

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<http://www.jdpower.com/autos/articles/2010-Initial-Quality-Study-Results>

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