

## Press Release

Jun 03, 2010 | ID: 32837

### Volvo Canada announces price of 2011 S60

The all-new 2011 Volvo S60 will have a manufacturer's suggested retail price that starts at \$45,450 (MSRP) and will go on sale in the fall of 2010. For that price, the dramatically designed S60 sedan will come with a performance-oriented 300-horsepower, 3.0-litre, 6-cylinder turbocharged engine with all-wheel drive. The most dynamic feature of the new S60 is its groundbreaking safety technology, the optional Pedestrian Detection with Full Auto Brake System which will help the driver avoid a collision with a pedestrian.

"The Pedestrian Detection System is the first of its kind in the world and the evolution of our innovative City Safety that debuted on the XC60 crossover," says Jeff Pugliese, President and CEO of Volvo Cars of Canada Corp. "While City Safety helps to prevent rear-end collisions with other vehicles, Pedestrian Detection takes it a step further to warn the driver if people walk into the path of the vehicle and it will Auto Brake to avert a collision."

Pugliese adds that Pedestrian Detection with Full Auto Brake is a radar and camera system that will stop the vehicle at speeds under 35 km/h if the driver fails to respond.

"The 2011 S60 is distinguished for more than its unique technology, it's one of the most exciting designs ever to carry the Volvo name," adds Pugliese. "Its strong, flowing lines give the S60 a dynamic sense of motion and sportiness. Innovative technology, incredible driving capabilities and striking lines make the S60 a highly competitive new entry in the mid-premium sedan market." The interior is equally striking. A sporty steering wheel, sport bolstered seats and a center console angled toward the driver create a cockpit-like environment with luxurious craftsmanship.

#### Driving Dynamics

The next generation 3.0-litre, turbocharged 6-cylinder produces 300hp with 325 lb-ft of torque which increases fuel efficiency by 10% over the previous T6 engine. All 2011 S60 T6 four-door sedans also feature standard all-wheel drive with Instant Traction and the next generation 6-speed Geartronic Automatic transmission which delivers 50% faster gear changing.

The all-new S60 also delivers exacting responsiveness and handling. Advanced Stability Control and Corner Traction with Torque Vectoring will allow the S60 to corner and handle with advanced and exacting precision.

#### Technology

In addition to the unique Pedestrian Detection System, the new S60 comes with an impressive array of technology to enhance the overall driving experience. An all-new Infotainment System allows information from the audio system, navigation and climate controls to be displayed on a high-resolution, color 7-inch LCD screen.

The Infotainment System is controlled from the steering wheel with either a thumb-activated rotator or the direct access controls below the color screen. Voice activation is also available for the Navigation System.

The premium sound system adds Audyssey Laboratories MultEQ which is only available on the Jaguar XJ luxury sedan.

#### Options list

Factory options for the 2011 S60 include the Driver Support Package featuring the Pedestrian Detection driver alert and Auto Brake system, Blind Spot Information System (BLIS), Park Assist front and rear plus ACC & Collision Warning with full Auto Brake.

Additional options include the Volvo Navigation System, Park Assist Camera (which requires Navigation system), Premium Sound Multimedia, BLIS, power passenger seat, Active Bending Lights, Four C Chassis and metallic paint and Sleipner 18" 235/40/R18 wheels.

## Keywords:

Old S60, Press Releases, 2011

---

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.

## Related Images



[More Images >](#)

[media.volvocars.com](http://media.volvocars.com) >

[volvocars.com](http://volvocars.com) >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).