

## Press Release

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# R-Design boosts Volvo XC60 sportiness

The bold attitude of the Volvo XC60 R-Design radiates true driving pleasure - and the sporty chassis and direct steering ensure that the drive matches the sporty appearance.

"The R-Design model boosts the XC60's already sporty aura and gives the car an even more refined character in terms of both driving experience and design. These properties are vital for attracting the discerning buyers of this type of car," says Susanna Johansson, Product Manager R-Design at Volvo Special Vehicles.

The Volvo XC60 is a car that has already carved out a solid market share in the premium sport crossover segment. With its muscular curves and sharply contoured tail lamps, it attracts attention wherever it goes. Now, the new R-Design option pack gives the car an even more purposeful and bold appearance.

On the outside it is easy to recognise those typical R-Design attributes: door mirror housings, trim mouldings and décor trim in matte silk metal finish, skid-plates and twin chrome tailpipes. The five-spoke Cratus aluminium wheels are also unique to the R-Design models. The 18-inch version is standard, but there is also a stunning 20-inch option. This dimension is new to the Volvo XC60 and is only available with the R-Design pack.

Another new feature is that the lower section of the car is now colour-coordinated with the rest of the body on the XC60 R-Design. This creates the impression that the car sits closer to the ground and gives it a more dynamic look - even though the generous ground clearance remains unchanged.

### **Thrilling driving experience with excellent comfort**

The R-Design chassis is stiffer, features stronger damping and has more distinct driving properties - without compromising ride comfort. All passengers can still enjoy a long and pleasant ride on any type of road surface.

The new, more direct steering gear also significantly contributes to the driving experience. The faster steering response gives the driver more alert feel and more precise communication with the road surface. This in turn builds up confidence to push the car to its limits and fully enjoy the sporty capabilities of the XC60 R-Design.

### **Modern and exclusive interior**

Inside the car, exclusive metal finish is the dominant theme, with aluminium inserts in the steering wheel, door mouldings and in the iconic centre stack. The sports pedals are made of brushed aluminium, with rubber inserts for precise grip, feel and control.

The elegant dark centre stack features a décor with a circular pattern that expands outwards in a dynamic way. This pattern is repeated in the oblique striping of the sculpted, duo-tone seats. The seats are available with a choice of two colour combinations, with light beige or dark black as the main theme.

The front seats feature an advanced seat design with two firmness levels in both the backrest and seat cushions, thus providing a close-hugging yet comfortable seating position during inspired driving. The sports steering wheel, trimmed with perforated leather and featuring the engraved R-Design emblem, is a constant reminder to the driver of the car's special character and excellent driving properties.

### **Volvo XC60 R-Design - An overview**

Exterior:

- Grille in silk metal finish with R-Design badge
- Front fog lamp décor in silk metal finish
- Door mirror housings in silk metal finish
- Five-spoke 18-inch aluminium wheels - Cratus (20-inch optional)
- Sill mouldings in aluminium look
- Twin chromed tailpipes
- Colour-matched lower body mouldings
- Chrome-plated rear skid-plate with black mesh
- Sports chassis
- 7 body colours to choose between including Passion Red, which is unique to the R-Design model

#### Interior:

- Sport seats for great cornering support and comfort
- Unique upholstery in smooth leather with a choice of two colour combinations: off-black with soft beige inserts or vice versa
- Embossed R-Design emblem in the front backrests
- Watch Dial instrument with blue gauges, unique to the R-Design model
- R-Design sports steering wheel trimmed in perforated leather
- Sports pedals in aluminium
- R-Design centre stack trim with a unique décor pattern
- Gear selector trimmed with perforated leather
- Off-black sports mats

#### **R-Design a success for Volvo Cars**

R-Design was launched in 2007 to satisfy the immense interest among younger car buyers, in particular, who want to equip their cars with sporty, personalised options. R-Design offers option packages featuring exclusive design details and thrilling sports chassis.

Today R-Design is found across almost the entire Volvo product range in the C30, S40, V50, S80, V70, XC60 and XC90 models.

"R-Design has been a great success for Volvo Cars. This sporty, exclusive version has helped us attract new customer groups who would perhaps not otherwise have chosen Volvo. The introduction of the XC60 R-Design shows clearly how strongly we believe in this concept, and the the considerable market interest is very encouraging," says Susanna Johansson.

#### Keywords:

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