

## Press Release

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# Sculpted to move you - first pictures of the all-new Volvo S60

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Volvo Car Corporation today revealed the first official pictures of the all-new Volvo S60 - sportier and more dynamic than any previous Volvo model.

"The all-new Volvo S60 is sculpted to move you. It looks and drives like no other Volvo before and the car's technology will help you to be safer and more confident behind the wheel," says Stephen Odell, President and CEO of Volvo Cars.

The Volvo S60 can be equipped with Pedestrian Detection - a groundbreaking safety technology that can detect pedestrians in front of the car and brake automatically if the driver does not react in time.

The all-new Volvo S60 is being unveiled to the public for the first time at the Geneva Motor Show in early March next year. Production of the sporty sedan model will start in early summer 2010 at the Volvo Cars plant in Ghent, Belgium. Availability, pricing and additional specifications for the S60 in Canada will become available closer to the vehicle's launch in the second half of 2010.

"Customers in this segment want emotional appeal, sporty design and dynamic driving properties," says Odell. "The S60 has it all. We are convinced that it will be one of the strongest contenders around."

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 compact S40 sedan, the S80 flagship sedan and the versatile V50 and V70 wagons. For customers looking for a Volvo vehicle with all-road capability, the company offers the versatile XC60 crossover - equipped with City Safety as standard equipment - as well as the XC70 and XC90.

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**Media Web site:** [www.media.volvocars.com/ca](http://www.media.volvocars.com/ca)

### Keywords:

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