

Press Release

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Volvo announces new vehicle offer strategy

Volvo Cars of Canada Corp. today announced it has modified its vehicle pricing structure for the 2010 model year to offer customers a simplified buying experience by reducing the number of options and complexity. Most vehicles in the line-up will now be offered with three versions: an entry-level, high-value variant; a high-volume premium vehicle equipped with the most popular previously-optional equipment; and a well-equipped luxury and performance model leader.

Further, the number of option packages available with every vehicle has been reduced while some previously-optional features will become standard on some variants. Through its new product offer strategy, Volvo Canada executives say they will better serve core Volvo customers while enhancing the value proposition and consideration among cross-shoppers, adding that the move reflects consumer buying habits and trends at the automaker.

"The company's goal was to simplify the line-up and the purchasing process for customers," said Jeff Pugliese, President and CEO of Volvo Canada. "By modifying the content and offering three distinct variants of most models, it will be easier for customers to find the vehicle that aligns with their needs. The secondary benefit is that it broadens each Volvo variant's starting price within the segment, opening the brand to a wider range of customers."

With the entry-level variant, customers in the traditional "mass market" segment will find Volvo vehicles more financially attainable. Optional features will be limited - in some cases eliminating packages and leaving a small list of stand-alone options - as will colour selection.

The company's core customer will be well-served by a high-volume mid-level vehicle featuring the most popular equipment previously found on the options list. With a high level of standard equipment, many optional features will be stand-alone items such as navigation system or larger alloy wheels.

At the top of each model offering is a well-equipped vehicle that accentuates the company's luxury and performance attributes. As most features will be standard, options will again be limited.

"We've struck a comfortable balance with this new structure," said Pugliese. "The entry-level variant is a value leader in the segment, the mid-level represents the company's highest volume and the top-end is a real showcase of Volvo technology and luxury."

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.

Keywords:

S80 (2007), Volvo XC60, XC70 (2007), XC90 (2002-2014), Press Releases, 2010

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.

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