

## Press Release

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### Simplified offer for 2010 Volvo XC70

In a bid to better align features and options with consumer desires and trends, Volvo Cars of Canada Corp. has adjusted the standard equipment of the XC70 and created three trim levels: 3.2 AWD, 3.2 AWD Premium and T6 AWD.

The entry-level XC70 3.2 AWD starts at \$43,995 and is powered by a 3.2-litre, 235-horsepower, in-line six cylinder engine producing 236 lb.-ft. of torque. The engine is mated to a 6-speed automatic transmission and the company's all-wheel drive system. Standard features include 16" alloy wheels, dual-zone Electronic Climate Control, Dynamic Stability and Traction Control, Bluetooth, power driver's seat with memory, heated front seats, T-tec seating surfaces and an 8-speaker CD audio system. Options are limited to metallic paint (\$790) and dual-stage integrated booster cushions for the rear seats (\$500).

The 3.2 AWD Premium starts at \$49,995 and adds a list of additional features as standard equipment. Notable features include: sunroof, leather seating surfaces, power tailgate, Blind Spot Information System and power passenger seat. Two option packages are available. The first, the Luxury Package (\$3,500) adds Active Bending Lights, Four-C active chassis, front and rear parking assistance, heated rear seats or dual-stage integrated booster cushions, speed sensitive steering and rain sensing wipers. The second Tech Package (\$4,000) includes a Premium Sound system with 12 DynAudio speaker, a 650-watt amplifier and Dolby Pro Logic II Surround Sound processing, 6-disc in-dash CD changer, satellite radio, Personal Car Communicator (PCC) with keyless drive and Collision Avoidance System (CAS). The Tech Package requires the Luxury Package.

PCC can - within 100 metres of the XC70 - notify the driver if the car is locked, unlocked, if the alarm was activated and if a heartbeat has been detected inside the vehicle at the press of a button. Beyond 100 meters, the driver can check if the "lock" button was pressed when the vehicle was left.

CAS utilizes long-range radar and a short-range digital camera to deliver a Collision Warning system with Auto Brake that will visually and audibly warn the driver of a potential collision and autonomously apply up to 50 per cent braking power should a collision become imminent. CAS also adds Lane Departure Warning, Distance Alert to help maintain a safe distance to the vehicle in front and Driver Alert to evaluate the driver's control of the vehicle and warn them if there is increased likelihood they are asleep or distracted.

Stand-alone options include 17" alloy wheels (\$750), dual-stage integrated booster cushions (\$500) for those that don't order the Luxury Package and wood steering wheel (\$350) and wood inlays (\$600).

The top-of-the-line XC70 T6 AWD starts at \$55,995 and is powered by a 3.0-litre, 281-horsepower, turbocharged in-line six cylinder engine delivering 295 lb.-ft. of torque with a 6-speed automatic transmission and the company's all-wheel drive system. Standard features include 17" alloy wheels, ventilated leather seats, Four-C active chassis, Active Bending Lights, front and rear parking assistance, heated rear seats or dual-stage integrated booster cushions, power tailgate, speed sensitive steering, satellite radio, 6-disc in-dash CD changer and rain sensing wipers. The lone Tech Package (\$3,600) adds the Premium Sound system, CAS and PCC. Stand-alone

options include 18" alloy wheels (\$500), navigation system with real time traffic updates (\$2,625) and dual-screen rear seat entertainment system (\$2,250).

### All-road safety

Volvo Cars has been dedicated to safety research since its founding in 1927. In developing the protective, preventive and personal security systems in its vehicles, the company's engineers utilize a combination of research conducted at more than 35,000 real-world collisions involving 50,000 occupants, virtual crash tests and tests conducted at the Volvo Cars Safety Centre in Sweden.

The XC70's body structure is composed of four kinds of steel to distribute collision energy around the passenger cabin. The interior is equipped with a collapsible steering column, a full complement of airbags and the company's unique Volvo Whiplash Protection System to reduce the likelihood of soft tissue injuries in a rear-end collision. The XC70 is also equipped with braking aids such as ABS and Electronic Brake Force Distribution. Security features include approach and "Home Safe" lighting to illuminate the area around and in front of the vehicle to bring attention to any hazards, such as ice.

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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### Keywords:

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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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