

Press Release

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Volvo V50 offers simplified trim levels for 2010

Volvo Cars of Canada Corp. is offering its V50 compact wagon in three trim levels for the 2010 model year. Reflecting the choices of consumers, the 2.4i will be a high-value entry-level model, the 2.4i Premium will be a high-content, high-volume seller and the T5 AWD will be a very well equipped range-topping vehicle.

The 2.4i and 2.4i Premium will be powered by a 2.4-litre, 5-cylinder engine producing 168 horsepower and 170 lb.-ft. of torque and connected to a 5-speed manual transmission powering the front wheels. The V50 T5 AWD is powered by a 2.5-litre, turbocharged 5-cylinder engine producing 227-horsepower and 236 lb.-ft. of torque. A 6-speed manual transmission is standard, as is the company's all-wheel drive system.

Prices for the 2.4i start at \$30,495 and come equipped with 16" wheels, Dynamic Stability and Traction Control, cruise control, air conditioning, T-Tec seating surfaces and a 4-speaker CD audio system. Optional features are limited to a 5-speed automatic transmission (\$1,500) and integrated booster seats (\$500).

The 2.4i Premium start at \$37,495 and adds alloy wheels, sunroof, power driver and passenger seat, Electronic Climate Control, heated front seats, steering-wheel audio controls, rain-sensing wipers, Bluetooth and an 8-speaker CD audio system with satellite radio. Options include a 5-speed automatic transmission (\$1,500), leather seats (\$1,500), 17" alloy wheels (\$1,000), integrated booster seats (\$500) and a 6-disc CD changer (\$600). The Tech Package (\$1,900) adds keyless entry and drive, Blind Spot Information System and a Premium Sound system with 12 DynAudio speakers, a 650-watt amplifier and Dolby Pro Logic II Surround Sound processing.

The T5 AWD starts at \$44,495 and adds the turbo engine and all-wheel drive as well as features such as 17" alloy wheels, Blind Spot Information System, Active Bending Lights, a firmer dynamic chassis, leather seating surfaces, aluminum inserts on the gear shift and steering wheel. The Tech Package (\$2,995) adds the Premium Audio system, keyless entry and drive and a navigation system with real time traffic updates. Integrated booster seats (\$500) and a 6-disc in-dash CD changer (\$600) are stand-alone options.

For the 2.4i Premium and T5 AWD, an R-Design (\$4,500 for the 2.4i Premium; \$3,700 for the T5 AWD) package adds visual appeal to the V50. The package includes a skirt package, Active Bending Lights (2.4i Premium only), rear spoiler, 17" alloy wheels, leather and T-Tec combination seats, chrome mirror caps, sport dials and pedals, unique steering wheel and floor mats, and aluminum inlays.

Compact wagon 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 V50'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 V50 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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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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