

## Press Release

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### Simplified line-up for 2010 Volvo S80

The Volvo S80 luxury sedan, the flagship vehicle from Volvo Cars of Canada Corp., will offer a simplified product line-up for the 2010 model year with fewer option packages. The move reflects the company's initiative to better align standard equipment and option packages with consumer demand.

Prices for the S80 3.2 start at \$46,995 and the sedan is equipped with a 3.2-litre, 235-horsepower, in-line six cylinder engine producing 236 lb.-ft. of torque to power the front wheels and mated to a 6-speed automatic transmission. Standard features include 16" alloy wheels, leather seating, power driver seat, a 6-speaker CD audio system and aluminum inlays. The sole Premium Package (\$3,000) adds power passenger seat, heated front seats, Bluetooth and 17" alloy wheels. Stand-alone options are limited to a sunroof (\$1,500).

The S80 T6 AWD starts at \$59,995 and is equipped with 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. A long list of previously-optional equipment is now standard for 2010. New standard features include 18" alloy wheels, Active Bending Lights, Four-C active chassis, front and rear parking assist, heated rear seats, ventilated leather seats and a Blind Spot Information System. Other standard features include sunroof, an 8-speaker 6-CD audio system with satellite radio receiver, dual-zone Electronic Climate Control, Bluetooth and headlamp washers.

For T6 AWD customers, the single Tech Package (\$4,000) adds speed sensitive steering, a mass movement sensor, level sensor, a Premium Sound system with 12 DynAudio speakers, a 650-watt amplifier and Dolby Pro Logic II Surround Sound processing, Personal Car Communicator (PCC) with keyless drive and Collision Avoidance System (CAS).

PCC can - within 100 metres of the S80 - 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 sedan 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.

The range-topping V8 AWD starts at \$69,995. The engine is a 4.4-litre, 311-horsepower V8 producing 325 lb.-ft. of torque mated to a 6-speed automatic transmission and all-wheel drive. Standard features include speed-sensitive steering, ventilated front seats with massage, CAS, PCC, mass movement sensor, level sensor and Premium Sound.

Stand-alone options for the T6 AWD and V8 AWD include a navigation system with real time traffic updates (\$2,625) and a dual-screen rear entertainment system (\$2,250).

### More than 80 years of safety research

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 S80'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 S80 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.

- 30 -

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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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