

Press Release

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Volvo C70 offers buyers two cars in one

For the 2010 model year, Volvo Cars of Canada Corp. reduced the number of option packages for its C70 hardtop convertible and added leather seating surfaces to the standard equipment list.

The C70 is powered by a 2.5-litre, turbocharged 5-cylinder engine producing 227-horsepower and 236 lb.-ft. of torque. Standard equipment includes 17" alloy wheels, heated power driver and passenger seats, Bluetooth connectivity, Electronic Climate Control and an 8-speaker audio system with 6-disc CD changer.

Prices start at \$52,995 when equipped with a 6-speed manual transmission. Stand-alone options include a 5-speed automatic transmission (\$1,500) and a navigation system with real time traffic updates (\$2,625). Option packages have been reduced from three to two for the 2010 model year. The Sport Package (\$3,995) includes 18" alloy wheels, dual Xenon headlights, retractable side-view mirrors, headlamp washers, Homelink, rain sensing wipers, vehicle level sensor, mass movement sensor, keyless entry and drive and an auto-dimming rear-view mirror with compass. The Tech Package (\$2,995) adds a Blind Spot Information System and a Premium Sound system with Dolby Pro-Logic II Surround processing, 12 DynAudio speakers and two powered 9" subwoofers to deliver a total of 910-watts of audio.

Safety in a convertible

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 C70's body structure is composed of four kinds of steel to distribute collision energy around the passenger cabin. The interior is equipped with a full complement of airbags, including door-mounted inflatable curtains to provide added protection in a side-impact or roll-over. The C70 is equipped with pop-up rollover protection bars behind the rear seats to provide protection in a roll-over or from debris in a rear-impact. The vehicle features the company's unique Volvo Whiplash Protection System to reduce the likelihood of soft tissue injuries in a rear-end collision. The C70 is also equipped with a Dynamic Stability and Traction Control system to help manage the vehicle's traction and direction and braking aids such as ABS and Electronic Brake Force Distribution.

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:

Releases,Model Year 2010,C70

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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