

Press Release

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More equipment, lower price for 2009 Volvo XC90

For the 2009 model year, the popular Volvo XC90 luxury SUV receives a lower price, an expanded list of standard features and a new R-Design option package, Volvo Cars of Canada Corp. announced today.

The XC90 3.2 will have a starting price of \$48,595 - representing a reduction of \$2,400 from the 2008 model - and will now additionally include a Blind spot information system (BLIS), retractable side-view mirrors, puddle light and Homelink as standard equipment. Volvo Canada values the formally optional equipment at \$1,350. A sunroof is a \$1,500 option. Prices for XC90 3.2 models with 7-seats start at \$54,495, and include a sunroof and leather seating surfaces.

Prices for XC90 models equipped with the V8 engine will start at \$63,595, a model year-over-year reduction of \$2,400. The vehicle will also include BLIS, retractable side-view mirrors, puddle lights and 18-inch alloy wheels, representing a value of \$2,350. The XC90 V8 with 7-seats starts at \$65,895.

Both the XC90 3.2 and the V8 can be equipped with an R-Design option package (\$56,545 for the XC90 3.2 5-seat, \$58,995 for the 3.2 7-seat, \$68,295 for the XC90 V8 5-seat and \$70,595 for the V8 7-seat). The package includes either 20-inch (V8 models) or 19-inch (3.2 models) alloy wheels, sport-tuned suspension and steering system, a sport chassis, sunroof, a unique skid plate, exhaust tips, R-Design grille and rear-view mirror caps. Inside, R-Design models will be equipped with logoe leather seats, steering wheel, unique floor mats and gear lever as well as sport instrument dials.

For 3.2 models, the XC90 is equipped with a 3.2 litre, 235-horsepower, in-line 6-cylinder engine developing 236 lb.-ft. of torque. XC90 V8 models are equipped with the company's 311-horsepower, 4.4 litre 8-cylinder engine, producing 325 lb.-ft. of torque. All models are paired with a 6-speed automatic transmission with Geartronic and the Volvo All Wheel Drive System with Instant Traction.

From the options list, the optional HDD Navigation System with Real Time Traffic, Remote Control and Map Care (\$2,500) has been enhanced with better scrolling, search, and menu navigation. In Toronto, Montreal and Ottawa (Vancouver will be added in late 2008), Volvo vehicles equipped with a Navigation System will be better able to avoid traffic by customizing their drive route around known obstructions that have been digitally transmitted to the system's receiver.

The optional \$2,250 Dual Screen Rear Entertainment System (RSE) has also been updated for 2009. The screen has been enlarged by 43 percent and offers increased resolution, contrast and a brighter display for better visibility during daylight. The wireless headphones can now be folded for easier storage.

Safety in a luxury SUV

The XC90, being a Volvo vehicle, is equipped with the latest in protective, preventive and personal security safety systems.

Being a higher vehicle, collision compatibility with cars of lower ride height is essential to ensure the XC90 does its best to engage the collision energy management structure of other vehicles. It's for this reason the XC90 is equipped with a lower cross member in its front body structure.

The XC90 is also equipped with a full complement of airbags, including an inflatable curtain that extends to all three rows of seats (if equipped). These systems are in addition to other protective safety technologies such as seatbelt pretensioners, a whiplash protection system and a body structure designed to distribute collision energy around the passenger cabin. The XC90 also features a Rollover Protection System (ROPS). In the event of a rollover, the inflatable curtains remain inflated for up to five seconds and works in concert with the reinforced roof structure to offer protection to the occupants. All seat belts also tighten help keep the occupants in their seats.

From a preventive safety standpoint, the XC90 includes technologies such as the aforementioned BLIS. With digital cameras mounted on the side-view mirrors, BLIS can inform the driver if a car, truck or motorcycle is in the XC90's traditional "blindspot" through an amber light mounted near the appropriate mirror.

The XC90 is also equipped with a Dynamic Stability and Traction Control System (DSTC) that uses the brakes and engine output to help keep the SUV travelling on the driver's intended path and a host of braking aids to help shorten stopping distances. DSTC has also been enhanced with a yaw sensor - creating the Volvo Roll Stability Control (RSC) - that works to detect the XC90's tendency to rollover in emergency avoidance manoeuvres. Should the likelihood of a rollover increase, RSC will engage one or more brakes in an attempt to counteract the risk.

In addition to a remote controlled alarm, personal security is delivered in the form of approach and home safe lighting. By illuminating the area around and in front of the XC90, the driver is able to watch for hazards (such as ice) and better see the walk path before them.

Options

The option packages have been modified for the XC90 for the 2009 model year. In addition to the above-mentioned R-Design package, the packages will be: Luxury, Convenience and DynAudio. All are available in either a 5-seat or 7-seat variant.

Optional Equipment - 3.2

The Luxury Package (\$3,450) includes 18-inch wheels, wood inlays, wood steering wheel, power passenger seat, speed sensitive steering and Dual Xenon Active Bending Headlights.

For the XC90 3.2 R-Design models, the Luxury Package (\$2,650) includes rear parking assistance, mass movement sensor, level sensor, cargo cover, power childlocks, power passenger seat and Dual Xenon Active Bending Headlights.

The Convenience Package (\$1,800) adds rear parking assistance, mass movement sensor, level sensor, auto-dimming rear-view mirror with compass, cargo cover, rear power child locks and rear privacy glass. These features are standard equipment on the XC90 3.2 R-Design.

The DynAudio Package (\$2,000) includes 12 DynAudio speakers, a 650-watt digital amplifier, a 6-disc CD player and Dolby Pro Logic II Surround sound processing.

Stand-alone options include leather seats (\$1,950 for 5-seat model only), an integrated booster cushion (\$250 with 5-seat model only, standard on 7-seat) and rear air conditioning (\$800 for 7-seat only).

Optional Equipment - V8

The Luxury Package (\$2,400) includes rear parking assistance, mass movement sensor, level sensor, cargo cover, rear power child locks, wood inlays, wood steering wheel, wood gear shift knob and Dual Xenon Active Bending Headlights.

For the XC90 V8 R-Design models, the Luxury Package (\$1,500) includes rear parking assistance, mass movement sensor, level sensor, cargo cover, power childlocks and Dual Xenon Active Bending Headlights.

The DynAudio Package (\$1,800) includes 12 DynAudio speakers, a 650-watt digital amplifier, a 6-disc CD player and Dolby Pro Logic II Surround sound processing.

Stand-alone options include 19-inch alloy wheels (\$1,000), an integrated booster cushion (\$250 with 5-seat model only, standard on 7-seat) and rear air conditioning (\$800 for 7-seat only).

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 42 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 S60 sport sedan, the S80 flagship sedan and the versatile V50 and V70 wagon. For customers looking for a Volvo vehicle with all-road capability, the company offers the versatile XC70 and XC90. Volvo Canada is also expanding its line-up with the introduction of the new XC60, a crossover with the award-winning City Safety system on the standard equipment list.

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