

Press Release

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Lower price, more equipment for 2009 Volvo C70

For the 2009 model year, Volvo Cars of Canada Corp. has reduced the price of its C70 hardtop convertible by \$4,700 despite adding \$1,750 in additional standard equipment.

With a Manufacturer's Suggested Retail Price starting at \$52,095, the 2009 C70 represents a savings of \$4,700 from the 2008 model. The standard equipment list has also been enhanced by \$1,750 with the addition of heated front seats, Bluetooth mobile phone wireless connectivity and a Sirius Satellite Radio system. The C70 is powered by a 2.5 litre, 227-horsepower, turbocharged 5-cylinder engine producing 236 lb.-ft. of torque. The engine drives the front wheels through either a 6-speed manual or an optional 5-speed automatic transmission with Geartronic (\$1,500). With its power retractable hardtop, the C70 offers buyers two cars in one: a closed-top coupe or an open air convertible in approximately 30 seconds.

Other changes for the C70 include a new Volvo logo on the rear of the vehicle. Similar to the V70 and XC70, the word "VOLVO" will be placed in larger letters with wider spacing located centrally above the licence plate.

Also updated for the 2009 model year is the optional HDD Navigation System with Real Time Traffic, Remote Control and Map Care(\$2,500). The software has been updated to offer more scrolling and viewing features. 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.

Safety without a roof

The Volvo Cars mandate is to ensure every vehicle delivers an equal level of safety protection. In the case of the C70, this presented a challenge as the vehicle has no fixed roof.

Without a roof structure to distribute collision energy around the passenger cabin, ultra high strength steel was used in the doors and floor members to direct energy underneath the occupants. As well, the company installed a door mounted inflatable curtain. In the event of an appropriate collision, the curtain extends upward from the door and remains inflated for up to five seconds. By remaining inflated, it helps protect occupants from debris and - with the aid of the pyrotechnically-activated roll over protection bars behind the rear seats and a reinforced windscreen frame and A-pillar - adds extra protection in the event of a rollover.

The C70's body structure is composed of four kinds of steel to distribute collision energy. The interior is also equipped with front and side airbags to complement the door-mounted inflatable curtains. In rear-end collisions, the C70's rollover protection bars extend to help protect occupants from debris and the front seats are equipped with the Volvo Whiplash Protection System designed to help reduce the likelihood of soft tissue neck injuries. Other protective safety equipment includes items such as seat belt pretensioners in all positions and a collapsible steering wheel.

Preventive safety arrives in the form of Intelligent Driver Information System that will delay incoming phone calls and non-critical warning signals (i.e. low washer fluid) and disables the radio controls during times of high driver activity - such as emergency manoeuvres or in reverse gear. The C70 is also equipped with a Dynamic Stability and Traction Control system to help manage the vehicle's traction and direction. Optional systems include the company's camera-based Blind

Spot Information System (BLIS).

Security features include a security system, approach and "Home Safe" lighting to illuminate the area around and in front of the vehicle in order to bring attention to any hazards such as ice. The C70 is also equipped with central locking of all storage compartments when the vehicle is parked with the top down.

Option packages

The C70 is available with three option packages that add to the equipment list.

The Premium Package (\$2,400) includes leather seats, retractable side-view mirrors with puddle lights, rain sensor, Homelink, auto dimming rear-view mirror with compass and headlamp washers.

Alternatively, the Sport Package (\$4,450) includes everything in the Premium Package, but adds 18-inch alloy wheels, level sensor, mass movement sensor and Dual Xenon Headlights.

The DynAudio Package (\$2,250) installs 12 DynAudio speakers, an Alpine digital amplifier, two 9-inch subwoofers each with dedicated amplifiers and Dolby Pro Logic II Surround sound processing. Total power output for the DynAudio system is 910-watts.

Stand-alone options include 17-inch wheels (\$1,000), keyless entry and drive (\$575) and the aforementioned BLIS (\$750).

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.

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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