

Press Release

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Volvo S60 receives lower price, standard leather, new option package for 2009

Volvo Cars of Canada Corp. today announced it was lowering the price of its S60 sedan by up to \$4,600, despite adding \$2,300 worth of previously-optional features to the standard equipment list. The company is also adding a new Luxury Package to the option list.

For 2009, the S60 2.5T will have a Manufacturer's Suggested Retail Price of \$36,395. The 2.5T AWD model will be priced at \$41,395. The new prices represent a reduction of \$4,600. Both models will now be equipped with standard leather seating surfaces and front fog lights, representing \$2,300 in added equipment.

The 2009 S60 is powered by a proven 208-horsepower, turbocharged 5-cylinder unit producing 236 lb.-ft. of torque. The engine is mated to a 5-speed automatic transmission with Geartronic. The S60 T5 will no longer be offered.

Replacing the Premium and Convenience Package from the 2008 model year, the new Luxury Package (\$5,700 for the 2.5T and \$5,500 for the 2.5T AWD) crafts a well-appointed vehicle with exterior upgrades such as 17" alloy wheels, Dual Xenon Active Bending Headlights, retractable side-view mirrors and colour-coordinated door handles. However, the interior receives the majority of upgrades. Leather and aluminum wraps the sport steering wheel, gear shift and hand brake. The seats are covered in "Inscription" leather that upgrades the standard leather seats for a softer, more comfortable surface and is matched with either walnut wood or aluminum inlays. The Luxury Package also includes features such as a power passenger seat, watch-style instrument gauges, Homelink, speed-sensitive steering, rain sensor, mass movement sensor, level sensor and auto dimming rear-view mirror with compass.

Also updated for the 2009 model year is the optional Navigation System (\$2,500) with Real Time Traffic updates. 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.

Other stand-alone options include Premium Sound (\$1,500) with a 6-disc CD player, Dolby Pro Logic II Surround sound processing, 13 speakers and 325-watts of power.

Safety from the ground-up

Development of the S60, as with all Volvo vehicles, included safety research conducted both in the real world - with the company's Accident Investigation Team - and in the laboratory at the Volvo Car Corporation Safety Centre. All of the safety systems found in the S60 can be classified as protective, preventive or security.

Protective systems include the Volvo WHIPS whiplash protection system, front, side and inflatable curtain airbags and a Side Impact Protection System (SIPS) designed to distribute collision forces around the passenger cabin. Preventive systems range from Dynamic Stability and Traction control system and braking aids (i.e. ABS, Electronic Brake Distribution and Emergency Brake Assist) to the Intelligent Driver Information System (IDIS). IDIS will delay non-critical warning signals (i.e. low washer fluid) and disable the radio controls during times of high driver activity -

such as emergency manoeuvres or in reverse gear.

Security features include a security system as well as 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 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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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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