

## Press Release

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# Stretch out in the new, sumptuous 2009 Volvo S80 Executive

Volvo Cars of Canada Corp. invites Canadians to a sensory experience of Scandinavian luxury in the new 2009 S80 Executive.

Scandinavian luxury combines the Nordic region's simplistic, form-follows-function design philosophy with comfort features and amenities to provide a different approach to automotive luxury. Volvo designers and engineers have crafted the S80 Executive to deliver a level of Scandinavian luxury unmatched by any vehicle wearing the Iron Mark logo in the company's history. Manufacturer Suggested Retail Prices start at \$64,995, representing no change from the 2008 S80 V8 model despite adding a significant level of standard equipment.

A series of significant changes to the S80 transform both the look of the sedan and how the occupants experience it. The exterior changes are subtle, with standard 18" alloy wheels and an Executive emblem on the C-Pillar.

The interior, however, is where the owner will experience the extent of the Executive edition upgrades. The seats, in addition to being heated and ventilated, now offer a massage function through five inflatable pockets built into the cushions. The massaging seats focus on the lower back releasing muscle fatigue and stiffness, using a wavelike motion and two hardness levels. Further, all seats are sheathed in exclusive "Executive" soft leather.

"Our surveys show that customers attach particular importance to seating comfort and the quality of the leather," explains Lennart Stegland, Managing Director of Volvo Special Vehicles. "This is the reason why we are now updating the Volvo S80 Executive with a massage function and ventilation in the front seats, along with exceptionally soft hide on all the seats."

Rear seat passengers will also benefit from electrically adjustable seats to find the most comfortable seating position.

Throughout the cabin, occupants will find trim pieces in new classic wood, including the steering wheel and the company's now-common slim centre stack. An analog clock can be found in the front dashboard, the floors are equipped with exclusive floor mats and the aluminum door sill plates have been illuminated.

"We aim to create a balance in the interior design between the modern Volvo and the classic executive tradition," said Maria Thunberg, interior designer at Volvo Cars. "Luxury cars are often conservative, with many components and heavy materials. The Volvo S80 Executive respects that style but also adds features that are typical of Scandinavian design: the clean function, the ever-present aura of craftsmanship."

Functionally, the S80 Executive includes the Volvo Premium Sound System. With 12 speakers from Danish manufacturer DynAudio, Dolby Pro Logic II Surround processing and a digital amplifier from Alpine, the audio system is capable of delivering 650-watts of sound. A rain sensor is also standard. As well, the sedan is equipped with the Personal Car Communicator (PCC). More than just a keyless entry and drive fob, within 100 metres of the S80 Executive the driver is able to use the PCC to check if the doors are locked, unlocked, if the alarm has been triggered

and - through the use of a sensor - if a human heartbeat has been detected. Beyond 100 meters, the driver can check if the "lock" button was pressed when the sedan was left.

The S80 Executive is equipped with one engine: the 311-horsepower V8. Producing 325 lb.-ft. of torque, the V8 is paired with a 6-speed automatic transmission with Geartronic and the Volvo All-wheel Drive System with Instant Traction.

### **Top-level safety**

The Volvo S80 Executive delivers its safety systems in three capacities: protective, preventive and personal security.

The list of protective safety systems includes a body structure composed of four different kinds of high-strength steel designed to distribute collision energy around the passenger cabin. The S80 Executive also includes a full complement of airbags and inflatable curtains as well as an advanced side impact protection system. The front seats are equipped with the company's WHIPS whiplash protection system to help reduce the likelihood of soft tissue injuries if the S80 Executive is struck from the rear.

Preventive safety systems include standard equipment such as a Dynamic Stability and Traction Control System and advanced braking aides (including ABS, Emergency Brake Assist, Hydraulic Brake Assist and Fading Brake Support). The S80 Executive can also be equipped with technologies such as a Blind spot Information System (BLIS) that utilizes cameras mounted on the side-view mirrors to monitor the area beside and behind the sedan and illuminate a warning lamp if a vehicle or motorcycle is found. Also on the options list is a Collision Avoidance Package (CAP). CAP 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, 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.

Personal security includes the aforementioned Personal Car Communicator as well as approach and home safe lighting that illuminates the area around the vehicle to make it easier to see hazards, such as ice.

### **Optional Equipment**

The S80 Executive will be available with two option packages: the Luxury Package (\$2,200) adds a Four-C active chassis system and front-and-rear parking assist while the Security Package (\$2,900) includes the aforementioned CAP, BLIS, retractable side-view mirrors with puddle lights, mass movement sensor and a level sensor.

From the stand-alone options list, the optional Navigation System (\$2,500) has been enhanced over the 2008 S80 V8 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.

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.

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.

Keywords:

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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