

## Press Release

Feb 20, 2008 | ID: 14354

# Volvo releases first pictures of the new XC60

### Volvo releases first pictures of the new XC60

GÖTEBORG - Volvo Car Corporation has released a selection of pictures of its new XC60 vehicle in advance of the crossover's world debut at the international car show in Geneva on March 4. While prices will be announced closer to the on-sale date, the vehicles will arrive at Canadian retailers in early 2009.

"It's not only the safest Volvo ever, if you ask me, it's also the most stunning. Not a bad combination, is it?" asks Volvo Cars President and CEO Fredrik Arp.

Volvo Cars' new vehicle steps into what is arguably the automotive world's toughest and fastest-growing segment: the luxury compact crossover segment. To stand out, the XC60 incorporates elements of two design styles. Down below, the unmistakable, capable Volvo XC muscles are pumped up, creating a strong athletic body mated with high ground clearance and large wheels. Up above, the flowing lines create the sporty charisma of a coupe.

"This car is charged with more emotive form and more energy than any other Volvo," says Volvo Cars Design Director Steve Mattin. "We're elevating our design DNA to an entirely new level by literally turning up the visual volume. If you say that you'd recognise a Volvo from a hundred metres away today, I dare say the XC60 radiates a clear Volvo presence from at least twice that distance."

The new XC60 will be built in Ghent, Belgium and will be launched with one powertrain in Canada: a 281-horsepower turbocharged in-line six cylinder engine teamed with a 6-speed automatic transmission with Geartronic and the company's All Wheel Drive with Instant Traction. The worldwide sales target for the new XC60 is 67,000 units per year with the majority of vehicles destined for the US, Germany, Great Britain, Russia and China.

A variety of advanced safety systems are another important part of the XC60 model's character. The big news is City Safety - a unique feature that can help the driver avoid or reduce the effects of low-speed impacts common in city and stop-and-go highway traffic. If the sensors in the XC60 detect that a collision is imminent and the driver does not react, the brakes are engaged automatically.

"We are the first manufacturer in the world to offer this type of feature as standard," says Arp. "City Safety clearly advertises that the new XC60 is the safest car Volvo has ever produced. The car is packed with our accumulated safety know-how and technology, both when it comes to preventing accidents and protecting all the occupants in a collision."

The XC60 design and engineering teams had their sights firmly set on a target group of buyers that impose high demands on design, brand integrity and high-tech content both for their automotive and lifestyle purchases.

"One might say that this could be the C30 owner's next car," explains Arp. "It's as sporty and exciting, but way more capable. With the XC60, we're widening our model range to attract even more customers with an active urban lifestyle."

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, the versatile V50 wagon and the award-winning XC90 sport utility vehicle. For 2008, the company is introducing two all-new models: the redesigned V70 wagon and the capable and comfortable XC70.

- 30 -

## Keywords:

Volvo XC60, Press Releases, 2010, Product News

---

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.

## Related Images



[More Images >](#)

[media.volvocars.com](http://media.volvocars.com) >

[volvocars.com](http://volvocars.com) >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).