

Press Release

Jan 17, 2008 | ID: 14375

Volvo Canada announces details of 2008 V70

TORONTO (January 17, 2008) -- Volvo Cars of Canada Corp. announced that the completely redesigned 2008 V70 wagon will have a manufacturer's suggested retail price starting at \$41,995. The new V70 offers buyers a longer, wider, taller wagon with more interior room than its predecessor.

"Wagons have been a part of the Volvo vehicle line-up for more than 50 years," said Steve Blyth, President and CEO of Volvo Canada. "As with the V50, the V70 is an extremely important product for Volvo Cars as the company is firmly entrenched in the premium wagon segment."

The V70 will be equipped with a 3.2-litre, in-line 6-cylinder engine, delivering 235-horsepower and 236 lb.-ft. of torque to the front wheels. A 6-speed automatic transmission with Geartronic is standard. Both the engine and transmission are new to the V70.

Other aspects of the redesign can be found in the noticeably larger interior. Rear legroom, for example, has been increased by 48mm, accompanied by 21mm of more rear knee clearance and 30mm more shoulder room in the front seats.

An extensive list of safety equipment comes standard on every V70 wagon, including a full complement of airbags and side curtains that are taller to better protect occupants in both rows of seats. As well, the side airbags in the front seats have two chambers, to better protect the chest and hips in a side collision. The V70's structure is composed of four different kinds of steel to help distribute crash energy around the passenger cabin. These systems are in addition to the Volvo Side Impact Protection System, Whiplash Protection System, ABS, Electronic Brake Distribution and Assist and Dynamic Stability and Traction Control system. The V70 also includes Fading Brake Support and Hydraulic Brake Assist to help deliver consistent, effective braking power.

The list of standard features includes dual-zone electronic climate control, a 6-speaker audio system with auxiliary input, 40/20/40 folding rear seats, heated front seats and an extremely versatile rear cargo area with multiple storage areas, tie-downs and moveable hooks.

The V70 will also be available with a feature unique to Volvo Cars: a dual-stage integrated booster cushion in both outboard rear seats. This new booster cushion can be set at two heights, allowing children of different sizes to see out the windows and to ensure the child is in the best position to benefit from their seat belt in the event of a collision. This feature is a \$500 stand-alone option or can be included in the optional Luxury Package.

A long list of optional stand-alone equipment is available for buyers to customize their V70 according to their tastes. The list includes items such as a Blind Spot Information System (\$750) that uses cameras mounted on the side-view mirrors to monitor the car's blind spot and alert the driver -- via an amber light near the A-pillar -- if a vehicle or motorcycle is detected.

The vehicle can also be equipped with an advanced Collision Avoidance Package (\$1,750). The package starts with Adaptive Cruise Control, utilizing a radar system mounted behind the grille to help maintain a set distance to the car in front when cruise control is engaged. The Collision Warning combines readings from the radar system and a camera mounted near the rear-view mirror in the windshield to determine the likelihood of a collision. Should a collision seem likely, the

driver will receive audible and visual warnings. If the driver fails to react and a collision becomes imminent, the Collision Avoidance system will engage partial braking power in an effort to reduce the severity of the impact.

The Collision Avoidance Package also includes a Lane Departure Warning and Distance Alert system. Lane Departure Warning alerts the driver with a gentle warning sound if a camera detects the vehicle crossing road markings without an obvious reason - such as use of the turn signal indicator. Distance Alert will help the driver keep a pre-selected distance to the vehicle in front with a visual warning even if the cruise control is disengaged.

The final component to the Collision Avoidance Package is Driver Alert Control (DAC). Designed for situations where the risk of losing concentration on the task of driving is the greatest, DAC works best, for example, on a straight, smooth road that lulls the driver into a sense of relaxation. In such conditions the risk of distraction or falling asleep is high. A camera continuously measures the distance between the vehicle and road lane markings. Sensors register the vehicle's movement while a control unit stores the information and calculates whether the driver risks losing control of the vehicle. If the risk assessed is high, the driver is alerted via an audible signal. A text message also appears in the information display with a "coffee cup" symbol suggesting the driver take a break.

Other options include a Personal Car Communicator (\$950), which allows the driver to push a button on the key fob within 100m of the vehicle and determine if the car is locked, unlocked, if the alarm has been triggered and if the internal sensors have detected a human heartbeat. Outside of the 100m threshold, the fob can inform the driver if the "lock" button was pressed while it was near the vehicle.

The V70 can also be equipped with the very latest in audio equipment, utilizing Dolby Pro Logic II Surround sound processing, 12 speakers from Danish manufacturer DynAudio and 650-Watt digital amplifiers from Alpine. The \$1,500 Premium Sound system also includes an in-dash six disc CD changer.

Three option packages are available. The Premium Package (\$2,600) includes leather seating surfaces, retractable side-view mirrors, power childlocks on the rear doors, front fog lights and a power passenger seat. The Luxury Package (\$2,850) includes the Four-C adaptive chassis system, active Bi-Xenon headlights that rotate relative to the vehicle's speed and steering wheel input, front and rear park assist, heated rear seats or the dual-stage booster cushions (not both) and a rain sensor. The Convenience Package (\$1,950) adds a 12-volt outlet in the cargo area, Homelink, adaptable speed sensitive steering, a cargo grocery bag holder, humidity sensor, power-operated tailgate, independent locks for the tailgate, a sunglass holder, mass movement sensor and a level sensor.

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:

V70 (2007), Press Releases, 2008

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.

