

## Press Release

Jan 11, 2008 | ID: 13877

# Volvo Introduces R-Design

DETROIT (January 11, 2008) - Volvo Cars of Canada Corp. has announced plans to introduce an optional R-Design package for the C30, S40, V50 and XC90 for the 2009 model year. R-Design includes model-specific design cues that promise to draw attention to the vehicles, while still offering a premium experience expected of a Volvo vehicle.

"The possibility of tailoring one's car to suit personal tastes is becoming increasingly important to car buyers today," noted Gerry Keaney, Senior Vice President, Marketing, Sales and Customer Service at Volvo Car Corporation. "R-Design has been developed for buyers who want a refined and sporty look for their cars."

Customers will have a choice of exterior colours, and all cars will include an R-Design badge in the grille accompanied by a range of specially designed exterior and interior details. Prices will be announced closer to the on-sale date.

Exterior features include a satin matt-finish grille, colour coordinated bumpers and lower side mouldings, rear or roof spoiler, satin matt-finish door mirror caps and five-spoke aluminum wheels. Sporty 17 inch and 18 inch wheels will be available on C30, S40 and V50 R-Design, while 19 inch and 20 inch wheels will be available on XC90 R-Design (dependent upon car variant).

### Contrasting seats

Inside the C30, S40 and V50, seats will be in off-black Vulcaflex with the seat cushion and backrest in contrasting cream-coloured leather. The R-Design logo is embossed on the backrest and the contrasting stitching reinforce the seats' sporty appearance.

Other R-Design interior details include a leather-trimmed steering wheel with R-Design logo, the unique R-inspired instrument cluster, aluminum sport pedals, specially designed aluminum center stack and door inlays, gear selector with aluminum inlay and tufted dark sport floor mats with contrasting light leather seams.

### Emotional and extrovert

"R-Design is entirely in line with the accelerated focus on making our cars more extroverted and emotional," says Steve Mattin, Senior Vice President and Design Director at Volvo Cars. "It gives the buyers the opportunity to spice up the already distinct personality of these car models."

The R-Design package will become available on the C30, S40, V50 and XC90 in 2008.

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 the 2008 model year, the company is introducing two all-new models: the redesigned V70 wagon and the capable and comfortable XC70.

Contact:

Chad Heard  
Senior Consultant  
Marshall Fenn Communications  
Office: 416-962-3366 x267  
Mobile: 416-451-3204  
E-mail: [chadh@marshall-fenn.com](mailto:chadh@marshall-fenn.com)

Erin Farquharson  
Marshall Fenn Communications  
Office: 416-962-3366 x254  
E-mail: [erinf@marshall-fenn.com](mailto:erinf@marshall-fenn.com)

Keywords:

V40, V50, XC90 (2002-2014), C30, Press Releases, 2009, 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).