

Press Release

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Volvo Canada announces price of 2008 XC70

For immediate release

TORONTO (August 17, 2007) - The third-generation 2008 Volvo XC70 will arrive at retailers across the country in October with a manufacturer's suggested retail price starting at \$46,495, Volvo Cars of Canada Corp. announced today.

"Canada is the fifth largest market in the world for the XC70 and a strong success story," said Steve Blyth, President and CEO of Volvo Canada. "We found the second generation model resonated well with Canadian consumers, offering safety, luxury, versatility and all-wheel drive in one attractive package. The third generation XC70 takes things a step further, being a larger vehicle, with a more powerful engine, more standard and optional equipment and all-new styling."

The third generation XC70 will be equipped with a 3.2-litre, in-line 6-cylinder engine, a 6-speed automatic transmission with Geartronic and the Volvo All-wheel Drive system with Instant Traction. The engine, with variable cam timing for good fuel economy and performance, delivers 235-horsepower and 236 lb.-ft. of torque.

In addition to being longer (+105mm), slightly wider (+1mm) and taller (+39mm) than the 2007 model, the all-new XC70 also has a longer wheelbase (+52mm) and a wider front (+3mm) and rear (+32mm) track. Inside, passengers will find more shoulder room (+30mm in front, +15mm in rear), rear leg room (+14mm) and hip room (+139mm in front, +8mm in rear).

As to be expected in a Volvo vehicle, an extensive list of safety equipment comes standard, including front and side airbags and inflatable curtains. Five pyrotechnically-activated seatbelts (with load limiters) engage to help restrain occupants in the event of a collision as the car's structure -- composed of four different kinds of steel -- distributes crash energy around the passenger cabin and reduces g-forces. Also standard is the Volvo Side Impact Protection System, Whiplash Protection System, ABS, Electronic Brake Distribution and Assist and a Dynamic Stability and Traction Control system.

The list of standard features includes new technologies such as an electronic parking brake and Hill Decent Control that utilizes the car's engine and braking system to maintain a maximum speed of 10km/h on a steep decline. XC70 buyers will also find a well-appointed interior, including dual-zone electronic climate control, an 8-speaker 160-watt audio system, 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.

Some highlights from the list of stand-alone optional equipment includes 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. Also available is an Adaptive Cruise Control with Collision Warning system (\$1,500). A radar mounted behind the grille helps maintain a set distance to the car in front when cruise control is engaged. Should the XC70 approach a vehicle at a rate where a collision seems likely, the system alerts the driver through audible and visual warnings and pre-charges the braking

system in anticipation of a panic stop.

Also new to the XC70 is 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 XC70 will also be available with an industry-first: a dual-stage integrated booster cushion in both outboard rear seats (\$500). 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.

The XC70 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 also available. The Premium Package (\$2,500) includes leather seating surfaces, retractable side-view mirrors, power child locks on the rear doors 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 and a rain sensor. The Convenience Package (\$1,950) adds rear privacy glass, 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 43 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 -

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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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