

## Press Release

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# Volvo C70 opens its top to reveal changes for 2008

TORONTO (July 5, 2007) - When the Volvo C70 hardtop convertible enters the 2008 model year, buyers will find a car delivering more horsepower from its turbocharged engine and an options list with some of the latest technologies from Volvo Cars of Canada Corp.

The 2.5-litre, turbocharged 5-cylinder engine now produces 227-horsepower (up 9 over the 2007 model) and 236 lb.-ft. of torque. The engine can be equipped with either a 6-speed manual transmission or a 5-speed automatic with Geartronic (\$1,500).

Now on the option list are the \$750 Volvo Blindspot Information System (BLIS) and \$575 keyless drive, allowing drivers to unlock and turn on their car with the key in a pocket or purse.

Safety, a Volvo Cars hallmark, can be found throughout the C70. In addition to the multi-stage front airbags, a Side Impact Protection System with side airbags and a structure composed of four different kinds of steel to distribute collision energy, the C70 is equipped with a unique side curtain system. The Door Mounted Inflatable Curtain (DMIC) extends upward in the event of a side impact and, in the case of a roll-over, will help the pop-up Roll Over Protection System (ROPS) bars protect occupants by staying inflated for up to five seconds. The ROPS bars, located behind the rear seats, also extend in the event of a rear-end collision, to help protect occupants from flying debris. The unique Volvo Whiplash Protection System (WHIPS) is also engaged in the front seats during rear-end collisions to help reduce the risk of soft tissue injuries.

While these protective safety systems engage in the event of a collision, preventative systems, such as Dynamic Stability and Traction Control (DSTC), ABS, Electronic Brake Distribution and Electronic Brake Assist help drivers avoid collisions. Personal Security can be found in systems such as approach lighting, Home Safe lighting, central locking of storage bins and automatic re-locking.

Being able to switch from comfortable coupe to open-top cruiser, the C70 offers buyers two cars for the price of one and the Manufacturer's Suggested Retail Price for the C70 start at \$56,795. Options include a 910-watt DynAudio audio system (\$2,250) with Dolby Pro Logic II, 12 DynAudio speakers, two 9-inch subwoofers and an Alpine amplifier. A \$5,000 Sport package includes 18" wheels and tires, Bi-Xenon headlights with washers, leather seating, heated front seats and rain sensor, among others. Alternatively, C70 buyers can order a \$2,850 Premium package that includes items such as leather seats, heated front seats, headlight washers, retractable side-view mirrors, rain sensor, Homelink and an auto-dimming rear-view mirror with compass.

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 new models: the redesigned V70 wagon and the capable and comfortable XC70.

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