

Press Release

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Volvo S80 option package refined for 2008

TORONTO (July 5, 2007) - The result of a complete redesign for the 2007 model year, the S80 flagship sedan for Volvo Cars of Canada Corp. receives a minor update to the Luxury option package for 2008: the company has moved the 18-inch wheel and summer tire combination to the stand-alone options list. The standard wheel is 17-inches in size and is equipped with all-season tires.

The S80 is available with either a 235-horsepower inline-6 or a 311-horsepower V8 engine, both are mated to a 6-speed automatic transmission with Geartronic and applied to the road via Volvo's All-wheel Drive system with Instant Traction.

The S80's safety systems can be broken down in to three sections: protective, preventative and personal security.

Protective safety involves a structure composed of four different kinds of steel designed to absorb and distribute collision energy away from the passenger cabin. A Side Impact Protection System, including dual-chamber side airbags (for more adaptive protection for the hip and chest) and full-length inflatable curtains, distribute collision energy in side impacts. To help protect occupants in rear-end collisions, the Volvo Whiplash Protection System slides the front seats rearward and tilts them back slightly to reduce g-forces and the risk of soft tissue injury.

Preventative safety reveals itself through standard features such as Dynamic Stability and Traction Control, ABS, Electronic Brake Distribution and Electronic Brake Assist. All have been designed to help drivers avoid a collision. Personal Security can be found in systems such as approach lighting, Home Safe lighting and automatic re-locking.

Prices for the S80 start at \$54,995 for the 3.2 model. For V8-equipped vehicles, the starting price is \$64,995. Customers can equip the S80 with a Luxury package -- \$3,300 for the 3.2 and \$2,100 for the V8 -- which includes features such as the Volvo Four-C active chassis, front-and-rear park assist, perforated leather sport seats and active bi-Xenon headlights for the 3.2 (standard on the V8). The \$3,150 Security package includes Adaptive Cruise Control with Collision Warning, Blindspot Information System and the unique Volvo Personal Car Communicator (PCC). If within 100 metres, the PCC key fob communicates with the S80 to determine if the doors are locked, if the alarm has gone off and detect if a heartbeat inside the car.

The \$1,300 DynAudio package combines 12 DynAudio speakers, an Alpine amplifier producing 650-Watts and a 6-disc CD changer.

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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