

Press Release

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New Volvo S80 priced to face competitive market

TORONTO (November 24, 2006) – An impressive list of standard safety and luxury features and a starting price of \$54,995 will help the 2007 Volvo S80 earn a place in the highly competitive market for luxury cars, a Volvo Cars of Canada Corp. executive has predicted.

The all-new Volvo S80 consolidates Volvo's reputation for safety leadership at the same time as it breaks new grounds in design, handling, convenience and audio entertainment, all wrapped in an aura of Scandinavian luxury, says Volvo Canada president and CEO Steve Blyth. "At \$54,995 for the S80 3.2 AWD with the new 235 horsepower I6 engine, electronically controlled All-Wheel-Drive, 6-speed automatic transmission and all the features and virtues you have come to expect from Volvo, this car will make a real impact in the luxury market," said Blyth.

Prices for the 2007 Volvo S80 V8 AWD begin at \$64,995, Blyth said. Volvo retailers across Canada will begin taking orders for the new S80 in December and deliveries are expected to begin in February, 2007.

"The S80 is extraordinarily well equipped," said Blyth, "so we've carefully selected and packaged a small number of very appealing options for discriminating owners who want special touches in areas like audio systems, personal security and the luxury features that let them personalize their S80s."

The Security Package is \$3,150, for example, and includes features like the new Active Cruise Control with Collision Warning and Brake Support system, Personal Security Communicator with keyless drive, and the new Blind Spot Information System (BLIS).

The Luxury Package (\$4,350 for S80 3.2 AWD and \$3,250 for S80 V8 AWD) includes features like perforated leather seating surfaces, Volvo Four-C active suspension, parking assist, heated rear seats and dramatic 18-inch wheels as well as active bi-xenon headlights that follow the direction the driver is steering (standard on the S80 V8 AWD).

Some of the world's finest audio component manufacturers come together in the DynAudio Package for the S80 (\$1,300 for the 3.2 AWD and \$1,200 for the V8). Stand-alone options include the Volvo Navigation System and a dual-screen rear seat entertainment centre.

With its clean, elegant lines and dynamic profile, the second generation Volvo S80 is the same overall length as its predecessor at 4850 mm (191 inches), but it is both slightly wider (27 mm) and taller (34 mm). Its wheelbase is also longer (45 mm) and the track is wider (front by 6 mm, rear by 25 mm). The generous interior space includes a wide range of intelligently designed functions, an ultra-slim centre console and a strong Scandinavian influence where every detail has been meticulously designed in form and function.

The 2007 Volvo S80 is the first Volvo sedan to offer a V8 engine and is the first sedan to receive the highly sophisticated new Volvo in-line 6-cylinder engine. Both are mated to a 6-speed automatic transmission with Geartronic sequential shifting. All Volvo S80 models sold in Canada

come equipped with the electronically controlled Volvo All-Wheel-Drive feature.

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 44 Volvo automobile retailers across the country. The company's product range includes the elegant C70 hardtop convertible, the versatile V70 wagon, the S60 sport sedan, the compact and sporty S40 and V50, and an XC-line of vehicles that includes the rugged XC70 and the award-winning XC90 sport utility vehicle. For 2007, the company is introducing two new models: the second-generation S80 luxury flagship sedan and the stylish and sporty C30.

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