

## Press Release

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# Volvo C30 Ties the Knot with IPD at 2006 SEMA Show

For immediate release

LAS VEGAS, NV (October 31, 2006) – Whether it's shock, awe or envy, the Volvo C30 "SC" concept by International Product Development (IPD) elicits raw emotion – like a Vegas skydiving wedding. In this case it's a marriage of a street-smart Swedish-bred sport compact united with a versatile globally recognized Volvo vehicle tuner. The result is a match made in heaven: A head-turning, jaw-dropping, show car ready to capture the hearts and minds of all that embrace it.

This highly modified C30 was built for an enthusiast with a passion for the ultimate show-stopping, technology-laden performance machine. Instead of ordinary, every facet is extraordinary – inside, outside and under the hood. A drive around the block turns into an event. Car power equals star power on the show circuit. The more electronics the better on this ride. Self-expressive, one-of-a-kind magnetism sends the senses soaring for the clouds.

The IPD C30 doesn't fly – but it looks like it could take wing. Fully articulating gull-wing doors generate double and triple takes. This exquisite feat of engineering catapults IPD's show car into the league of ultra-exotic, mega-buck masterpieces. The wild front-end treatment, widened fender flares and rear diffuser is frosting on an already tasty wedding cake. A Swedish flag-theme paint scheme in Brilliant Blue and Sun Yellow pays homage to the car's home land.

But IPD didn't stop there. The C30's cockpit is trimmed with several yards of Vibrant Blue and Screaming Yellow Alcantara ultra suede adorning the seats and dash. Volvo Car Corporation's signature slim center control panel has been extended, flowing all the way to the base of the windshield. And the C30's sound system has been morphed into a mobile entertainment and information nerve center that's out of this world.

Built around Alpine's V-HUB Pro system, it allows for factory integration of serious aftermarket hardware. The user interface is an 8-inch LCD Alpine touch screen that provides a safe and intuitive way to manage all the sources available to the driver. The system employs Alpine's latest digital amplifiers and component level speakers for sonic clarity that will bring forth tears of joy. Key features include a DVD/CD/MP3 player, Alpine's full speed iPod™ integration, Sirius Satellite Radio with "Live Traffic" and Alpine touch-screen navigation with voice control.

All show and no go simply doesn't cut it in this exclusive neighbourhood. So, the IPD C30 is bristling with the latest in aftermarket performance and handling upgrades. Under the hood, K&N's latest Typhoon air intake system feeds a KKK turbo with compressor upgrade and a Swedish built Lysholm supercharger. The primary function of the supercharger in combination with the turbo is to provide "big block" performance from a small displacement powerplant. In stock form, the Euro C30's 2.5-liter turbo engine puts out a respectable 218 horses at 5,000 rpm and 236 lb.-ft. of torque at 1,500 rpm. With IPD's enhancements, output is estimated at 384 ponies at 7,200 rpm and a mind-bending 408 lb.-ft. of torque at a low 2,200 rpm. The gearbox of choice for this application is Volvo's slick-shifting 6-speed manual.

Spent exhaust gases find an easy exit through the IPD 3-inch stainless down pipe with Race Kat

and custom exhaust terminated with twin titanium racing mufflers. All the action is managed by a custom software tune from IPD's Swedish partners at MTE. Got boost? You bet! The supercharger provides a 6-psi boost from just 2,000-rpm producing a strong kick that builds smoothly and climbs way beyond the point where the turbo takes over. Getting to the wedding on time is no problem with this ride.

The fully adjustable KW coil-over suspension provides 5 centimetres (2 inches) of ride height adjustment and 12-way rebound damping adjustment allowing a wide range of setup options for varying conditions. A rear anti-sway bar from IPD enhances the C30's crisp handling balance with just a bit more over-steer on tap for extra fun in the twisties and on the track.

Super deep-dish Pentasport alloy wheels portray a classic Euro tuner appearance while Pirelli's famous P-Zero tires and a Qualife limited-slip differential provide plenty of grip.

Stopping the action is made easier via an enhanced braking system. Up front are jumbo-size 330 millimetre rotors with IPD's exclusive cross-dimpled pattern giving enthusiasts the look they desire while eliminating the potential for rotor cracking. The massive callipers improve rigidity and brake feel for superior modulation.

The IPD C30 is based on a European spec version of the Volvo C30. This exciting addition to the Volvo lineup made its world debut at the 2006 Paris Motor Show. As a new segment entry for Volvo Cars, the C30 is expected to reach the Canadian market in early 2007.

Founded in 1963, IPD provides Volvo enthusiasts around the world with performance parts for models from 1958 to 2006. Product development and R&D evolved through 15 years of amateur and professional sports car racing (including winning Volvo's first professional race in America in 1982). Today IPD is a recognized leader in Volvo performance with over 40 years of providing Volvo owners with legendary customer service, helpful tech tips, full color catalogs and website. IPD serves customers worldwide from its headquarters in Portland, Oregon. Point your browser to [www.ipdusa.com](http://www.ipdusa.com) for more information.

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 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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Photos and information about the modified C30 vehicles are available at:

<http://www.volvocars-pr.ca>

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