

## Press Release

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# Safety and the Volvo C30 by IPD at 2006 SEMA Show

For immediate release

LAS VEGAS, NV (October 31, 2006) – Big wheels, wild doors and a screaming yellow interior capture the essence of the exotic Volvo C30 show car by International Product Development (IPD). So how does this concept play with Volvo Car Corporation's penchant for safety? The answer is: beautifully.

Before the first wrench was turned, Volvo Cars stipulated that all of the C30's standard safety systems remain intact and function. IPD accepted the challenge and went to work creating one of the most outrageous customized Volvo vehicles imaginable.

The defining element that sets this car apart from its peers is the fully articulating gull-wing doors. In addition to looking fantastic, the doors open up the interior to show off its stunning style and memorable modifications. While Volvo Cars has no plans to offer such a door configuration on the production C30, that didn't deter IPD from bringing the dream to life. In a technological tour de force, IPD engineered the setup to retain the C30's IC (Inflatable Curtain) safety system.

A standard feature of all Volvo vehicles, the IC inflates in 25 thousandths of a second across the front and rear side windows. It can absorb as much as 75 percent of the energy exerted by the head when it is thrown to the side. In the event of multiple collisions, the IC offers additional protection by remaining inflated for approximately three seconds before deflation occurs. It thus reduces the risk of being thrown through a side window as well as the possibility of intrusion of external objects.

Dual-stage airbags, safety belt pretensioners in all four seating positions, force limiters on the front belts and collapsible pedals help protect the occupants of the car in a frontal collision. The steering column deforms in a controlled manner in a horizontal movement to interact with the airbag as effectively as possible.

Outstanding outward visibility, a hallmark of Volvo vehicle design, continues with the smallest Volvo. The C30's unique shape, with its vast expanse of side glass, creates a panoramic view from all four seats. The inwardly curving rear side windows and the unique glass tailgate provide excellent rearward visibility. Well placed rear seats, with their theater style layout gives passengers in the back a good view through the front side windows.

Volvo Cars continues to pioneer new driver support systems. To make it easier for the driver to detect other vehicles in the blind spot at the side of the car, the Volvo Blind Spot Information System (BLIS) will be available as an option on the production C30. The system uses cameras mounted in the side door mirrors to register if another vehicle is in the blind spot. If a vehicle is detected, a lamp located at the base of the A-pillar illuminates to alert the driver of the situation.

To help reduce the risk of the driver being distracted by untimely information in critical situations, the Volvo Intelligent Driver Information System (IDIS) is standard on the C30. IDIS is an electronic information system that continuously monitors certain functions in the car such as steering wheel

movements, accelerator pedal movement, the direction indicator controls and braking. In demanding driving situations information that is not crucial to safety, such as text messages from the instrument panel, is delayed until the situation requires less of the driver's attention.

Even though the C30 is 22 centimetres (8.5 inches) shorter than its sedan sibling, the S40, the body structure is engineered to contribute to controlled deformation. The front structure is divided into zones that are constructed of different grades of steel with different deformation characteristics, to distribute and absorb collision forces in a controlled and effective manner. The lower side members are designed to help prevent the front wheels from being forced into the cabin in a collision.

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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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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