

Press Release

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Volvo C30 by Heico Sportiv and Burton Snowboards at 2006 SEMA Show

For immediate release

LAS VEGAS, NV (October 31, 2006) – Whether it's snowboarding, mountain biking or rock climbing, outdoor enthusiasts have one thing in common: Safety plays a pivotal role in their ability to enjoy the sport. Manufacturers test their products to ensure they will perform under extreme conditions should the unexpected occur. Heico Sportiv's modified C30 upholds Volvo Car Corporation's core value of safety.

Based on the European spec version of the production C30, all of the show car's safety features remain intact and functional; a Volvo Cars prerequisite for accepting the project and one that Heico and Burton embraced with gusto. As one of Europe's leading Volvo vehicle tuners, Heico knows the importance of safety on the street as well as the racetrack.

Heico went the extra mile to add all-wheel drive to its C30 concept to co-ordinate with the theme of increased traction during outdoor adventure. However, there are no current plans to offer the production C30 with AWD.

The C30 is equipped with Volvo's Dynamic Stability and Traction Control (DSTC) system. This responds instantly when it detects any tendency of the vehicle to skid, reducing engine power and braking the appropriate wheels to help the driver maintain smooth control over the car. To aid the driver when reversing, Heico incorporated a rear view camera.

Heico modified the C30's brakes to provide additional stopping power. This works in concert with the standard anti-locking brake system. The driver can slam on the brakes and steer quickly out of trouble at the same time. ABS is supplemented by Electronic Brakeforce Distribution (EBD) which regulates braking force to the rear wheels. Plus, Emergency Brake Assist (EBA) helps the driver utilize the brakes to the fullest to bring the car to a standstill in the shortest possible distance.

Dual-stage airbags, safety belt tensioners 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. SIPS (Side Impact Protection System), side impact airbags and IC (Inflatable Curtains) contribute to effective protection in side impacts.

While the C30 is 22 centimetres (8.5 inches) shorter than the S40, its body structure is engineered to contribute to controlled deformation. The front structure is divided into zones that are constructed of four 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.

Cross members, sills and door pillars are solidly constructed to keep the cabin as intact as possible in a collision. The rear safety structure is designed with an optimized mix of different grades of steel to provide strength and carefully controlled deformation in a rear impact. The rear

side members are designed to absorb most of the impact forces in the early phases of a rear impact.

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.

Heico Sportiv was founded outside of Frankfurt, Germany in 1995. It has grown to become Europe's leading Volvo tuning firm. Heico has the longest running history of endurance racing featuring Volvo cars spanning 12 years. This serves as the engineering basis for offering high-quality components for Volvo road cars. Please refer to www.heicosportivna.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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