

Press Release

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Volvo C30 by EVOLVE at 2006 SEMA Show

For immediate release

LAS VEGAS, NV (October 31, 2006) – As a vision of an ultimate performance sport compact, the Volvo C30 by Evolve pushes the envelope to the extreme. Yet underneath it all, Volvo's legendary reputation for safety continues as a hallmark of the brand. The C30 is an exceptionally safe car, built to the same high standards as every Volvo.

Prior to building the project car, Volvo required that all the C30's standard safety systems remain intact and functional. Evolve's concept is based on the recently introduced European spec version of the production C30.

One of the most noticeable additions to the Evolve C30 is the six-point safety structure welded into the passenger compartment. Since this car is designed around a racing and performance theme, this is a natural addition. However, it's important to note that this modification is unique – it's not a requirement for those who want to personalize and enhance their own C30's to meet their individual needs and tastes.

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 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.

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. SIPS (Side Impact Protection System), side impact airbags and IC (Inflatable Curtains) contribute to effective protection in side impacts.

Outstanding outward visibility, another hallmark of Volvo 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 theatre style layout gives passengers in the back a good view through the front side windows.

Speaking of visibility, Volvo 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 and 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, Volvo's Intelligent Driver Information System (IDIS) is standard on the C30. IDIS is an electronic information system that continuously monitors 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.

Evolve Cars, Inc. designs, builds and markets unique styling and performance products specifically for late model Volvo vehicles. Based in Southern California, Evolve products are distributed internationally through select Volvo dealerships and other independent suppliers. Refer to www.evolvecars.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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