

Press Release

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Volvo Unleashes Three Ultimate C30s at the 2006 SEMA Show

For immediate release

LAS VEGAS, NV (October 31, 2006) – Mere weeks after the global unveiling of the new Volvo C30 at the 2006 Paris Motor Show, Volvo Car Corporation, in conjunction with three aftermarket tuning companies, has unleashed the ultimate expressions of free will today at the annual Specialty Equipment Market Association (SEMA) tradeshow in Las Vegas, Nevada.

The three cars, all highly modified iterations of the production Volvo C30, are the separate visions of Evolve Cars, Heico Sportiv and Burton Snowboards, and ipd, and represent what could be the ultimate dream cars for the growing number of C30 enthusiasts around the world.

"The C30 represents Volvo's most appealing offer to the young people who love to customize and personalize their rides," commented Hans Krondahl, Executive Vice President, Marketing, for Volvo Cars of North America, LLC (VCNA). "These three cars will definitely spark a lot of interest in the C30 and there is no better place to show them off than the SEMA show."

Built purely as design concepts and prototypes, each tuner took a decidedly different take on what the ultimate Volvo C30 could be. Volvo Cars supplied each company with a production C30 T5 with a six speed manual transmission and gave them only one rule to follow: all Volvo safety features must remain functional. Other than that, they were free to let their imaginations run wild.

Here is just a glimpse of what each car is about:

Evolve C30

The Evolve C30 is the ultimate street performer and track star with motorsports technology throughout. Horsepower is the name of the game here, with 507 stampeding ponies thundering through all four massive tires. Sophisticated race-inspired suspension, gigantic brakes and a screaming yellow high gloss paint scheme over wild body lines highlight the Evolve C30. Sequential twin turbos, exotic exhaust plumbing and an advanced heat exchanger promise eye-popping performance from this dream C30. Inside are highly bolstered seats, a safety structure and custom leather touches.

Heico Sportiv/Burton Snowboard C30

A joint collaboration between German tuner Heico Sportiv and Burton Snowboards, this C30 promises those with an active lifestyle the ultimate lifestyle vehicle. Fully drivable with 300 horsepower and electronically controlled all-wheel drive, this dream C30 features a height adjustable suspension, custom cut Toyo tires and an incredibly complex six layer camouflage paint job that will let the car blend in to the mountain environment while still turning heads on the road. Inside, there's a portable GPS system and gleaming 2008 Burton snowboards and boots.

IPD

High tech and high style come through in the International Product Development (IPD) SEMA C30, all draped in the colors of the Swedish flag. Nothing like a little national pride to draw the crowds in Vegas. Producing 384 horsepower, the ipd C30 retains its factory front-drive layout and puts its

best foot forward by offering up plenty of electronic fun and a thoroughly custom fabricated interior, highlighted by a touch screen in the floating center stack and a heads-up instrument display. But the icing on the cake is the fully functioning gull-wing style doors.

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.

- 30 -

Photos and information about the three 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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