

Press Release

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New wheels, audio input and keyless drive now available with 2007 Volvo S40 and V50

For immediate release

TORONTO (July 10, 2006) – For a little more style and a little more functionality, the Volvo S40 sport sedan and the V50 sportwagon receive minor upgrades for the 2007 model year.

Since their introduction, the stylish sedan and sporty wagon have won over new, younger buyers with their mix of premium, entry-level luxury and performance. Built at the Volvo Car Corporation factory in Ghent, Belgium, the S40 and V50 have a strong visual appeal that communicates performance and sophistication while maintaining the company's powerful design language. The interior is a breakthrough in automotive design featuring a slim, free-floating centre console that is the first of its kind in the world.

True to Volvo Cars' reputation for occupant safety, both the S40 and V50 have been equipped with an extremely high level of standard safety equipment and engineering innovation. A patented front structural design delivers enhanced collision protection through a system of progressive crumple zones. The innovative use of four different grades of steel deliver a progressively stiffer crash energy management structure help the vehicles offer crash safety normally expected of a larger car. With other safety systems such as a unique collapsible steering column design, dual-stage front airbags with pyrotechnic seatbelt pretensioners, Volvo Cars' unique WHIPS whiplash protection system, and Side Impact Protection System with Inflatable Curtain, the S40 and V50 set the standard for safety in the class.

For 2007, S40 and V50 cars in T5 trim will be equipped with a new Cursa style 16-inch wheel while the optional Sport Package now includes a new Zaurak style 17-inch wheel.

The T5 versions, or 2.4i models equipped with the optional Audio Package, feature a new auxiliary audio input for external audio sources such as MP3 players.

Also new, S40 T5 and V50 T5 owners can turn on their vehicles without putting the key in the ignition thanks to the new Keyless Drive stand-alone option (\$800). Keyless Drive allows the driver to keep the key untouched in a pocket or purse, unlock the car via a button on the door handle and start the engine with the twist of a dial on the dash where the ignition key would normally go.

All models receive a new overhead console design and a new rear-view mirror.

The manufacturer's suggested retail price (MSRP) for the S40 begins at \$31,495 for the 2.4i with a 2.4-litre 168-horsepower 5-cylinder engine and 5-speed manual transmission. The T5, equipped with a 2.5-litre turbocharged 218-horsepower 5-cylinder engine and a 6-speed manual transmission, has an MSRP of \$37,495.

The MSRP for the V50 begins at \$32,995 for the 2.4i and \$38,995 for the T5.

Optional equipment for the S40 and V50 include a 5-speed automatic transmission with Geartronic shifting (\$1,500), all-wheel-drive (\$2,500 on the T5) and a host of sport, comfort,

convenience and style packages.

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 coupe.

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