

Press Release

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Volvo C70 convertible cruises Canadian showrooms

For immediate release

TORONTO (July 10, 2006) – Riding a wave of success since its introduction, the popular C70 hardtop convertible – the Volvo that’s two cars in one – receives a minor upgrade for the 2007 model year.

The new Volvo C70 is a stunning convertible with dramatic lines and a sophisticated, retractable three-piece hardtop. The second generation C70 is a true 4-passenger convertible with classic proportions, an innovative interior inspired by Scandinavian tradition and the full range of Volvo safety technologies.

The Volvo C70 is slightly shorter and sits lower than the first generation car but is just as wide. With a slightly shorter front overhang, its dimensions give the car a powerful profile. The corners, in true modern Volvo style, are gently rounded. The shoulder line, or catwalk, glides up towards the rear to give an impression of dynamism and reinforces the feeling of a protective collar around those traveling in the back. The slope is balanced visually by the wave-shaped sill line.

The all new Volvo C70 can be transformed smoothly from a coupe into a convertible. The retractable hardtop folds away quickly and smoothly into the trunk. The process takes 30 seconds. Apart from the flexibility offered by the retractable hardtop, it also makes for a quieter, more comfortable coupe. The normal-sized rear window, made of real glass, offers good visibility to the rear and extra rigidity for the body.

As a Volvo, safety was an integral part of the development of the C70. Standard features include Dynamic Stability and Traction Control, Whiplash Protection Seating System, Side Impact Protection System and a collapsible steering column. Unique safety features include a body structure composed of four different kinds of high strength steel and a door-mounted inflatable side curtain airbag specifically designed for convertibles.

The 2006 Volvo C70, which was only available for a few months following its launch in the spring of the year, became an instant sales success in Canada and around the world. The 2007 edition inherits that momentum and adds several pleasant new refinements.

For 2007, a power passenger seat is now standard equipment and a high-quality “Passion” leather seating upholstery is included in the optional Sport and Premium Package.

The C70 has a manufacturer’s suggested retail price of \$56,495 and includes a 2.5 litre turbocharged 218-horsepower 5-cylinder engine and a 6-speed manual transmission or optional 5-speed automatic with Geartronic shifting (\$1,500).

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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