

Press Release

Feb 28, 2006 | ID: 3551

The 2007 Volvo S80 Design

Elegance meets functionality in design born of Scandinavian luxury

The elegant styling and dynamic profile of the second generation Volvo S80 is not merely influenced by Scandinavian design. It is a unique and timely interpretation of luxury as seen from a Scandinavian point of view.

The first generation Volvo S80 helped establish the modern era of Volvo design language and the new S80 expands on the heritage. The entire front of the 2007 S80 is gently rounded, without pronounced corners. The hood has a more emphasized curvature and a higher profile, which provides added pedestrian protection. The headlamps are positioned lower than in the previous S80 and follow the curvature of the front, stretching onto the side and up towards the hood.

Exterior design

The doors are also more rounded. The previous inward curve of the door panels has been replaced with a convex, more powerful profile. At the same time, the haunches are both higher and broader, reinforcing the solid nature of the car's design. The sills have a more pronounced profile that visually lowers the car and gives it a stable, self-assured stance.

The pronounced, sweeping lines of the new Volvo S80 present an aura of elegance and a sensation of agile motion. The tapered shape is accentuated with the gently rounded front sloping glass that transfers from the rear window to the trunk panel. The abruptly vertical tail creates a sensation of speed.

The look is emphasized by parallel profiles on the hood and the sweeping, clearly marked roof line, creating two parallel lines. The elegantly flowing lines are complemented by the C-pillars, offering a slimmer appearance since the rear side windows are now framed by the rear doors. The entire side-glass panel is framed by a chromed trim molding.

"Although the Volvo S80 is entirely new from the interior and exterior design to a new engine and new technologies, it is still easily identifiable as a Volvo," says Volvo Cars design director Steve Mattin. "That is why we have emphasized many of those elements that help create the special Volvo character."

The vertical radiator grille with its iconic diagonal bar and Volvo logo is very much in evidence. The trademark V-shape of the hood has been extended all the way to the front spoiler. The tail lamps echo the design of other cars in the Volvo product range, but their shape has been refined to create a somewhat lower profile that follows the broad shoulder line. From behind, the LED lights at the top of the lamp units make it easy to identify the new Volvo S80 at a great distance, even in the dark.

The 2007 Volvo S80 is the same overall length as its predecessor at 4850 mm, but it is both slightly wider (27 mm) and taller (34 mm). Its wheelbase is also longer (45 mm) and the track is wider (front by 6 mm, rear by 25 mm), creating a more impressive stance and greater presence on the road.

The interior

The interior of the new Volvo S80 reflects the elegant and luxurious exterior. Characterized by

clean surfaces, congruous lines, exciting contrasts and smooth function, the new S80 is an expression of Scandinavian design tradition.

The sweeping lines of the exterior are echoed in the car's interior with two parallel lines that create a pronounced edge or profile. The same design language is found in the door panels. Another consistent theme inside the car is the rectangular shape with rounded corners that characterizes free-standing functions such as the ignition lock and air vents. Every detail has been meticulously designed in form and function and is optimally positioned to provide an ergonomic and comfortable driver's environment – an important prerequisite for safe, relaxed driving.

The modern, super-slim centre console, first introduced in the Volvo S40 and V50 models, is one of the most striking visual attributes. In the new S80, the centre console has been tailored to suit the more classic interior design. As the centrepiece of the interior, the console extends to the rear seat and hosts a number of functions for storage and connectivity to accessories such as an iPod or electric cooling box.

The passenger compartment is also noticeably quieter, thanks to a thicker, hardened side glass which contributes to excellent sound damping.

Volvo front seats are regarded by many as the best on the market. They are designed to offer the best possible support and comfort, even on long trips. Available power seats can now be specified with perforated and ventilated leather upholstery. The ventilated seats are equipped with fans in the seat cushion and backrest. The temperature of the seats is quickly adjusted to a pleasant level, contributing to high seating comfort on hot days.

The opposite function – heating – is available in the front as well as the rear seats and can be adjusted to any one of three temperature settings. Extended legroom in both front and rear seats of the new S80 surpasses the interior space of its predecessor.

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 flagship S80 luxury sedan, the versatile V70 wagon, the S60 sports 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 2006, the company is proud to introduce the second-generation C70 convertible with a new retractable three piece hardtop.

- 30 -

Contact:

Doug Mephram
613-966-4969 office
613-922-6097 mobile
doug.mephram@bellnet.ca

Chad Heard
416-540-4229
chadheard@rogers.com

Media website:

<http://www.volvocars-pr.ca>

Keywords:

S80 (2007), Press Releases, 2007, Product News

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.

Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).