

Press Release

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New Volvo S80 has Style, Sophistication, Safety and Scandinavian Luxury

For immediate release

The 2007 Volvo S80 is the flagship of the Volvo sedan line, a completely new luxury car with elegant styling, two highly sophisticated new engine choices, a long list of breakthrough safety technologies and a premium driving experience – all packaged in an aura of ‘Scandinavian luxury’.

Volvo Car Corporation anticipates sales of about 50,000 new S80 cars annually, with sales in Canada beginning late in 2006.

With its clean, elegant lines and dynamic profile, the second generation Volvo S80 is the same overall length as its predecessor at 4850 mm (191 inches), 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). The generous interior space includes a wide range of intelligently designed functions, an ultra-slim centre console, one of the world’s best audio systems and a strong Scandinavian influence where every detail has been meticulously designed in form and function.

The 2007 Volvo S80 will be the first Volvo sedan to offer a V8 engine and marks the debut of a highly sophisticated new Volvo in-line 6-cylinder engine. Both are mated to a 6-speed automatic transmission with Geartronic sequential shifting. All Volvo S80 models sold in Canada come equipped with the electronically controlled Volvo All-Wheel-Drive feature.

The highly refined ride and handling of the 2007 Volvo S80 are aided by the extremely rigid chassis structure, the available Four C (Continuously Controlled Chassis Concept) active suspension and adjustable power steering, and a host of measures that help keep noise, vibration, harshness and road irregularities from intruding into the luxurious interior.

The first generation Volvo S80 pioneered such safety innovations as the Inflatable Curtain (IC) and Whiplash Protection System (WHIPS) seating, and the second generation S80 will again break new ground in safety. Innovations in passive safety include a new side airbag with dual chamber construction for enhanced hip and chest protection, clever structural design that uses four different grades of steel for predictable crash energy absorption, the next generation of WHIPS rear impact protection and new safety for pedestrians. Emphasis on active safety has resulted in the introduction of such features as advanced functions to help shorten braking distance, swiveling bi-Xenon headlights that follow the car’s steering, collision warning systems and the world’s first remote car monitor.

The all new Volvo S80 can be equipped with one of the best audio systems in the world, Volvo Premium Sound. A digital amplifier from Alpine with Bang & Olufsen PowerHouse ICEPower® technology, Dolby® Pro Logic II Surround sound processing and loudspeakers from Dynaudio® of Denmark create an audio experience of the acoustically purest form. A new adaptive cruise control system helps relieve driver strain on the open road.

The 2007 Volvo S80 integrates all of the technology and design features into a luxury car that stresses intelligent functionality rather than garish opulence and elitism. “We’re challenging the very best in the segment by offering refined Scandinavian luxury – in other words, clean and

elegant lines combined with intelligent functionality. Every single detail has been designed with a firm focus on the user's well-being," says Fredrik Arp, president and chief executive officer of Volvo Cars.

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.

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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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