

## Press Release

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# The 2007 Volvo S80 Philosophy

## **Aesthetics, intelligent design, human values combine to create Scandinavian luxury**

The second generation of Volvo Car Corporation's luxury S80 sedan has the dynamic driving properties, dramatic lines, personal comforts and advanced safety technologies expected from the Swedish company, along with a unique property that will set it apart in the market: Scandinavian luxury.

"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.

'Scandinavian luxury', the company believes, is the opposite of traditional luxury. Rather than encouraging elitism based on cost and exclusivity, 'Scandinavian luxury' is a new, more human value derived from the combination of aesthetics and technology in a way that is inviting, intelligent and accessible. 'Scandinavian luxury' will appeal to individuals who value intelligent functionality and personal responsibility as well as aesthetics and prestige.

In the new Volvo S80, 'Scandinavian luxury' marries the aesthetic appeal of the next generation of the Volvo design language with highly evolved technologies selected for the benefit or enjoyment they provide the owner, including world-class safety and concern for the environment. Every aspect of the S80 has a benefit to the owner.

"We are convinced that we have a product that will win over many customers from our competitors. We expect that as much as 70 per cent of the average volume, or 50,000 cars a year, will go to buyers who do not drive a Volvo today," says Arp.

"It's not about technical gadgetry and price," adds Silvia Güllsdorf, S80 Project Director. "Instead, we approached the new S80 as a complete entity where highly advanced yet easy-to-use technical solutions provided occupants a comfortable, dynamic and safe driving experience." There is no technology for technology's sake, Güllsdorf concludes.

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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