

Press Release

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Special Edition vehicles highlight Volvo AWD popularity

For immediate release

TORONTO (October 12, 2005) – In advance of the imminent winter weather, Volvo Cars of Canada Ltd. has launched two Special Edition vehicles complete with the company's compelling new all-wheel drive system.

Released to Volvo retailers this week, the S60 AWD and V70 AWD Special Edition models offer a feature package that includes sport leather seats, unique 17" wheels, front fog lights, interior trim appointments and Volvo's Dynamic Stability and Traction Control system. If purchased individually, the options would amount to \$6,650 for S60 and \$7,150 for the V70, however the Special Edition package will retail for \$4,375 and \$4,875, respectively. But the heart of the appeal of these two new versions of popular Volvos is the Volvo AWD system, updated for the 2006 model year with Instant Traction for improved performance.

"The new all-wheel drive system found in the S60 and V70 models was developed for the XC90 V8 luxury SUV," says Larry Futers, Vice President of Sales for Volvo Canada. "Because of the popularity of all-wheel drive with Canadians, and because it was upgraded for 2006, we decided to expand the availability of the system into the S60 and V70 for this model year."

The Volvo electronically-controlled all-wheel drive system with Instant Traction improves tire grip on slippery surfaces. Instant Traction engages the rear wheels with up to 80 Nm (59 lb.-ft.) of torque 'pre-load' for instantaneous power transfer to reduce the likelihood of wheelspin when accelerating from a standstill. At higher speeds, the new AWD system will also engage the rear wheels faster than the previous generation. Engine power is distributed to the rear wheels after less than a one-seventh of a rotation (spin) of the front wheels.

Today, the new all-wheel drive powertrain can be found in more than 40 per cent of all S60 and V70 vehicles sold. The Volvo AWD system is available as optional or standard equipment on all Volvo vehicles. In 2005, nearly 60 per cent of all Volvo vehicles are equipped with the feature.

Volvo Cars of Canada Ltd. 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, and the completely redesigned S40 sports sedan and V50 sportswagon. For buyers looking for more rugged versatility, the Volvo XC-line of vehicles that includes the XC70 and the award-winning XC90 sport utility vehicle.

- 30 -

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