

## Press Release

Jul 15, 2005 | ID: 2837

# The new Volvo C70 – both convertible and coupe!

For immediate release

GÖTEBORG (July 15, 2005) – It's ready to take its place in the sun: the redesigned Volvo C70 convertible. But don't be surprised if it looks like a coupe!

Thanks to a three-piece retractable hardtop, customers of the second-generation Volvo C70 can enjoy wind-in-the-hair motoring without compromise. The new Volvo C70, with its clever disappearing hardtop, will be unveiled at the Frankfurt Motor Show in mid-September. Sales will begin in the middle of the 2006 calendar year.

"We've succeeded in creating an attractive convertible which, at the mere touch of a button, converts into an equally elegant coupe," says Hans-Olov Olsson, president and chief executive officer of Volvo Car Corporation. "The customer gets two cars in one, with space for four adults."

The new Volvo C70 will be about the same size as its predecessor but with a distinctly different profile.

"Putting together harmonious lines both with and without a roof is no easy job," says Fedde Talsma, design manager for the all new Volvo C70. "We decided to start with the coupe design. When we were satisfied with the result, we made the necessary adjustments to create a convertible out of the coupe lines. Our experience tells us this is the best way of going about it."

### Unique safety features

The new Volvo C70 was developed to offer new standards of preventive and protective safety in the convertible market. The car has an advanced body structure and safety features that make it unique among open-top cars. Without a fixed roof to provide structural rigidity, reinforcements and sophisticated new technology has been incorporated to provide added protection during a side-impact collision.

One unique example is the door-mounted Inflatable Curtain (IC). Since the IC system cannot be installed in the roof like other Volvo vehicles, it has been fitted in the door to inflate upward when deployed. Volvo Car's safety engineers have fine-tuned the IC system to be extra stiff and as a result, it can stay upright and help protect the head effectively. In addition, the curtain deflates slowly to help provide additional protection if the car rolls over. This is a unique feature in the automotive world.

### High torsional rigidity

The body structure, composed of a carefully designed network of beams, not only contributes to high safety standards, it also allows for high torsional rigidity – twice that of the previous C70 model. With the roof up, torsional rigidity increases by a further 10-15 per cent.

"A torsionally rigid body is important to the car's driving behaviour," says C70 project manager Patrik Widerstrand. "It makes the car more stable and easier to control. It also makes the car more dynamic and fun to drive."

The new Volvo C70 will be powered by in-line, turbocharged, 2.5-litre five-cylinder engine that produces 218 horsepower and offers maximum torque of 236 lb.-ft. (320 Nm) when it arrives in

Canada.

### **Cooperation with Pininfarina**

The development and manufacturing of the new Volvo C70 is the result of a joint venture with renowned Italian company Pininfarina, and like its predecessor, the car will be built in Uddevalla in Sweden.

"Pininfarina is an excellent partner with abundant experience at developing and building convertibles," says Olsson.

The first-generation C70 Convertible had its best year in 2004 with just over 8,000 cars sold worldwide. "Our new C70 is one of the first open-top cars in the premium segment with both a steel roof and space for four adults. With a highly sought-after combination of a convertible hard top, room for four adults and Volvo Cars' safety innovation, we expect to double our sales compared with the first-generation C70," says Olsson.

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 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 -

#### **Contact:**

Doug Mephram  
1-877-975-1572 office  
613-922-6097 mobile  
doug.mephram@bellnet.ca

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

#### **Media website:**

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

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 >](http://media.volvocars.com)

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

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