

## Press Release

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# Volvo Canada reports positive February sales figures

For immediate release

TORONTO (March 1, 2005) – Volvo Cars of Canada Ltd. announced today sales of Volvo vehicles in February rose 2.4 per cent over the same month in 2004. Volvo retailers sold a total of 683 vehicles in February, up from the 667 sold in February of last year.

Year-to-date, Volvo Canada has sold a total of 1,266 vehicles, representing an increase of 2.1 per cent when compared to the 1, 240 sold during the same period last year.

Sales performance of the XC-range represented a substantial 20.1 per cent increase in sales last month. The rugged XC70 and the XC90 luxury SUV represent Volvo Canada's XC-range of vehicles.

Shawn Morris, Volvo Cars of Canada Ltd. vice president of sales, attributed the success of the XC-Range to Canada's winter months and a Canadian propensity to choose luxury vehicles with all-wheel drive. "The Volvo XC70 and XC90 are well suited to handle the diverse Canadian winter climate," said Morris. "Combining cargo versatility, all-weather capability with all-wheel drive and Volvo's renowned reputation for safety, the XC-Range of vehicles is hard to beat."

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 an XC-line of vehicles that includes the rugged XC70 and the award-winning XC90 sport utility vehicle. For 2005, the company is introducing the completely redesigned S40 sports sedan and V50 sportswagon, providing performance for a new generation.

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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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