

Press Release

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Sitting on 30 years of Volvo warmth and comfort

For Immediate Release

Volvo drivers have been enjoying a warm seat while navigating Canada's winter roads for more than 30 years. Since the 1974 introduction of the Volvo 140 sedan, the company has been offering Canadians heated seats in its cars to help them cope with the coldest months of the year.

What began with a seemingly simple grid of electrically-charged wires distributing heat to the driver's posterior has evolved into a much more complex system of technology. Modern heated seats involve thermostatic switches, sensors and composite material to heat both the bottom and seat-back of today's automobiles.

By utilizing sensors, the Volvo heated seat system monitors the internal temperature of the vehicle and dials up the seat's heaters to a few degrees Celsius above the ambient temperature without causing discomfort. To activate the system, the user simply selects one of two levels (warm and warmer) through a single button.

Local Volvo retailers can even adjust the performance of the heating pads to deliver more or less heat. However, there is a fail-safe to ensure the seats don't cause discomfort from over heating and they won't operate during hot summer days if the switch is activated by accident.

For the Volvo Car Corporation, installing heated seats in automobiles made a lot of sense. Like Canada, Sweden experiences cold winters with a fair share of snowfall. A driver who's warm and comfortable isn't distracted, is more alert to the conditions of the road ahead and more focused on the task of driving.

For that reason, nearly every Volvo vehicle sold in Canada in 2005 will be equipped with heated seats. In fact, the company has sold more than 55,000 Volvo vehicles with heated seats in Canada in the last five years. That's a lot of toasty buns.

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 44 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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