

Press Release

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Popular AWD Will Be Standard or Optional On Every 2005 Volvo

For immediate release

TORONTO (September 1, 2004) – The spiraling demand for the security and performance of all-wheel drive in 2004 resulted in 58 per cent of all new vehicles sold by Volvo Cars of Canada Limited retailers being equipped with the All Wheel Drive (AWD) feature. For 2005, every Volvo model in Canada will have AWD as standard equipment or an available option.

The XC-series of Volvo vehicles come standard with an electronically-controlled Haldex all-wheel-drive system. In 2004, the S60, V70 and S80 models offered the system as an option, and 33, 37 and 71 per cent of the cars sold, respectively, included the option.

For 2005, the availability of the AWD option is expanded to include the redesigned 2005 S40 and V50 for the first time. The Haldex AWD system is a \$2,500 option on the T5 versions of both the S40 sedan and V50 sportswagon. Since the vehicles first went on sale at the end of June, 10 per cent of customers chose a 2005 S40 or V50 with AWD.

The all-wheel drive system in Volvo vehicles normally delivers most of the engine's power to the front wheels. Should the vehicle encounter a low-traction environment, the system actively monitors wheel rotation, engine speed and driver inputs and re-distributes engine power to the wheels that provide the most grip.

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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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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