

Press Release

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More Control, More Power, More Sound, More Safety, More Volvo For 2005

For immediate release

TORONTO (September 1, 2004) – The theme for the 2005 Volvo model line-up can be found in the new S40 and V50 models: more control from available all-wheel drive, more horsepower from 5-cylinder turbocharged engines, available high-output surround sound audio systems and enhanced safety and visibility features infused into nearly every vehicle in the Volvo line-up.

Premium entry-level S40 and V50 arrive in Canada

With an aggressive price starting at \$29,995 for the sedan and \$31,495 for the sportswagon, the new S40 and V50 went on sale at Canadian retailers late summer. Complete with new 5-cylinder powertrains, available all-wheel-drive, high levels of safety equipment, dynamic style and an exciting driving character, these new premium entry-level cars epitomize everything Volvo customers are looking for, but in a smaller package.

All Volvo models offer the safety and security of AWD

For 2005, every Volvo model offers customers the opportunity to choose a vehicle that delivers engine power to all four wheels. The Haldex electronically-controlled All Wheel Drive (AWD) system is available on S-series, V-series and XC-series vehicles. The Haldex system delivers most of the engine's power to the front wheels until the system detects a loss of traction at the drive wheels. When wheel slippage is detected, power distribution can bias to the rear wheels for enhanced traction and control.

More powerful T5 engine for S60, V70

Power output of the T5 engine has been increased by 10 horsepower and 15 lb.-ft. of torque (to 257 and 258, respectively) for 2005. The lessons learned from developing the high-performance S60 R and V70 R have been to the benefit of the S60 and V70 T5 models. Utilizing the high-output turbocharger found in the R vehicles with the 2.4-litre 5-cylinder engine for the S60 and V70 contributed to the improvement in power. The addition of variable intake valve timing (to the existing variable exhaust valve timing) has helped to improved emissions performance and fuel economy. Acceleration has also been improved thanks to an available six-speed manual transmission (also initially developed for the R vehicles) and faster gear-changes with the 5-speed automatic transmission.

High-output audio system available in all models

For music lovers, a Dolby Pro-Logic II 5.1 Surround Sound audio system is either optional or standard equipment on every 2005 Volvo vehicle. Through a multitude of speakers, the premium sound system is designed to deliver crisp, clear audio quality for discerning occupants to enjoy. Certain models even offer the availability of adding a separate subwoofer to deliver deep bass that passengers can feel inside the cabin.

Four-C active chassis technology expanded

The Volvo active chassis system which adapts suspension damping forces in response to road conditions and driver input – previously only available on the high-performance R models and the top-of-the-line S80 – is now available on the V70 in T5 trim and the rugged XC70. The Four-C (Continuously Controlled Chassis Concept) technology uses driver-activated controls to change

the ride from the softer "Comfort" to the firmer "Sport" damping settings. Improving vehicle stability and control, the system helps to ensure Four-C equipped vehicles maintain a safer, more secure connection to the road surface.

New flat-blade windshield wipers improve visibility

Standard equipment on all 2005 Volvo vehicles, the new one-piece, flat-blade wipers offer better performance even at high speeds than a conventional wiper design. The new flat-blade system provides uniform pressure across the whole blade, clearing the windshield more efficiently. They also contribute to reduced wind noise and a more modern look.

WRG now available

Helping to improve visibility is Water Repellent Glass coating for the side-view mirrors and optionally on the side windows. The coating helps to dry window surfaces faster and to avoid dirt build-up, improving visibility.

C70 bows out for 2005

The Volvo C70 convertible will not be returning to the line-up for the 2005 model year. First introduced to Canada in 1996, the C70 was one of the first models to incorporate Volvo's new "design language" that is now seen across the line-up. While built only in limited quantities, the convertible cruiser was both as stylish and safe as all Volvo cars.

And...

The S60, V70 and XC70 all feature more distinctive front- and rear-end treatments for a more aggressive look. Included are new grilles, fog lamps and headlamps. The headlamps are made of clear plastic (replacing glass) for increased resistance to chipping and breakage, while offering more protection in the event of a pedestrian collision. Inside, the three popular models have higher quality interiors with a new centre console, multifunctional front armrest and new generation Volvo seats.

About Volvo Cars of Canada Ltd.

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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