

Press Release

Oct 04, 2004 | ID: 2168

2005 Volvo S40 And V50 Bring Performance For A New Generation

For immediate release

TORONTO (September 1, 2004) – The new Volvo S40 sedan and V50 sportswagon, with dynamic style, exhilarating driving character, a premium audio system and class-leading safety technology, epitomize the 2005 line-up from Volvo Cars of Canada Ltd.

Easily recognizable as Volvo cars, the S40 and V50 share the pronounced V-shaped hood, broad arches above the wheel wells and a “catwalk” line beneath the side windows with the larger S-and V-series models. Both headlights and tail lights share their design with other Volvo cars, completing the family resemblance. Inside, however, the S40 and V50 feature their own styling cues. A free-floating centre console housing the audio and climate controls is unique to the auto industry.

With the July, 2004 introduction of the S40 and V50 came two engine variants, three different transmissions and two different drivetrains. A naturally aspirated 2.4-litre, 168-horsepower (170 lb.-ft.) 5-cylinder engine is standard in the 2.4i version of the S40 and V50. Choosing the T5 trim in either car replaces the base engine with a 2.5-litre turbocharged 5-cylinder powerplant, delivering 218-horsepower and 236 lb.-ft. of torque. All versions can be equipped with either a 5-speed manual transmission (6-speed with the T5) or a 5-speed automatic with Geartronic sequential shifting. T5 buyers can also request a Haldex electronically-controlled All Wheel Drive system.

For music lovers, the optional Dolby Pro-Logic II Surround Sound audio system provides occupants with quality sound throughout the cabin. Utilizing 12-speakers (13 with the available 140-watt subwoofer), the system recreates a three-dimensional audio experience thanks to a digital sound processor and up to 445-watts of output. With the in-dash 6-disc CD changer included in the Audio Package, the S40 and V50 provide passengers with a versatile listening experience.

The entry-level Volvos will offer a high level of safety features. Designing the crash architecture of the S40 and V50 with four different kinds of steel, Volvo engineers were able to build progressive ‘crumple zones’ into the body structure to absorb and distribute crash energy to help avoid intrusion into the passenger cabin.

Inside, the implementation of safety technology continues to support the company’s long-standing commitment to passenger safety. Collapsible pedals and deformable steering column combine with four seatbelt pre-tensioners and force limiters (front) and dual-stage front airbags. For side-impact protection, Volvo’s SIPS (Side Impact Protection System) includes side-impact airbags, Inflatable Curtains, reinforced tubular beams between the A-pillars, diagonal beams of ultra high strength steel in the doors and significantly reinforced B-pillars. Additionally, rear-impact safety is enhanced by the WHIPS whiplash protection system.

The 2005 S40 has a Manufacturer’s Suggested Retail Price (MSRP) that starts at \$29,995 for the 2.4i. Choosing the T5 for \$34,995 brings the option of adding the Haldex All Wheel Drive for an additional \$2,500. The MSRP for the V50 follows a similar break-down starting at \$31,495 for the 2.4i, \$36,495 for the T5 and \$38,995 for the T5 AWD.

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.

Contact:

Doug Mephram

1 877 975 1572 office

416 727 4543 mobile

doug.mephram@bellnet.ca

Chad Heard

416 540 4229

chadheard@rogers.com

Media site: www.volvocars-pr.ca

Keywords:

S40, V50, Press Releases, 2005, Product News

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.

media.volvocars.com >

volvocars.com >

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