

Press Release

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Enhanced control, new aggressive look for the go-anywhere Volvo XC70

For immediate release

TORONTO (September 1, 2004) – The original rugged utility vehicle from Volvo Cars of Canada Ltd., the XC70 will undergo an infusion of changes for enhanced safety, control and appearance for the 2005 model year.

Performance

The second-generation of Volvo Canada's sophisticated Continuously Controlled Chassis Concept (Four-C) system – previously only available on the top-of-the-line S80 and the high performance R vehicles – is now offered on the 2005 XC70.

The Four-C system actively adjusts shock absorber damping in relation to driver and vehicle input, delivering a controlled ride, enhanced vehicle stability and a sporty feel. The system helps to reduce the vehicle's tendency to kneel, squat and roll during braking, acceleration and cornering, respectively. Modified specifically for the XC70, the Four-C system delivers increased steering feel and enhanced road feedback, providing a more controlled, comfortable car on both good and poor road surfaces.

Using two buttons mounted in the centre console, the system allows the driver to modify suspension damping to enhance driving behaviour. The "Sport" mode provides more-controlled body movements and faster steering response. The "Comfort" mode provides a more supple ride and calm body movement. In an emergency situation, the Four-C system is programmed to provide maximum possible stability.

Exterior

Complementing the enhanced driving character is a new, larger "egg crate" style mesh grille for a more aggressive, robust stance. Contributing – in both form and function – are larger skidplates for both the front and rear, roof rails now in brushed-aluminium and larger door mirrors (similar to the XC90).

Headlights on the XC70 are equipped with high performance reflectors and a new clear plastic lens (replacing glass). While helping to reduce weight, the plastic lens also helps to reduce the likelihood of injury in pedestrian collisions. Replacing the traditional headlight wipers are high-pressure washers.

To more easily distinguish the identity of a Volvo vehicle from behind in the dark, the new XC70 features new taillights with transparent glass, visible bulbs and a new light pattern.

Bumpers and body moulding are now available in a new Stone Grey colour, replacing blue-grey, while the standard 16" aluminium wheels feature a new design.

Windshield wipers are also of a new design that integrates flat blades. Contributing to less wind noise than traditional wiper blades, the new integrated blades also apply more pressure to the glass to improve effectiveness.

Two new colours have been added to the mix, Barents Blue and Lava Sand.

Interior

Inside the 2005 XC70, new materials and features help to promote a more luxurious environment.

A new centre control panel greets the driver and front seat passenger with a new slimmer design with new decorative surroundings. The high-output Dolby Pro Logic II 5.1 Surround Sound system that initially debuted on the XC90 is now available to music lovers in the XC70. With a 6-disc CD changer, the available system also allows easier radio channel surfing through separate buttons.

Interior designers also equipped the new XC70 with an entirely new tunnel console. With a more integrated structure, the new console is also stiffer in construction through higher quality materials. The armrest between the front seats is also new, with cupholders, trays and storage compartments for a multi-functional design.

The next generation Volvo seats also debut on the XC70, reworked for enhanced comfort and adjustment. The front seats offer an additional 12 mm of vertical adjustment, simpler seat angle adjustment and easier lumbar support control. The front headrests are also of a slimmer design, for improved visibility from the rear seat.

Pricing

The 2005 Volvo XC70 has a manufacturer's suggested retail price of \$46,495. The Volvo XC70 is available through the 44 authorized Volvo retailers in major markets across Canada, and is protected by a comprehensive 48-month, 80,000-kilometre overall warranty and the standard Volvo On Call 48-month roadside assistance program.

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