

Press Release

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2005 Volvo S40 And V50 Arrive In July With Aggressive Prices

For immediate release

TORONTO (June 1, 2004) – The 2005 Volvo S40 and V50, with their dynamic style, exhilarating driving character and class-leading safety technology, will arrive at Canadian retailers this July with aggressive Manufacturer's Suggested Retail Prices (MSRP) starting at \$29,995 and \$31,495, respectively.

With an evolutionary exterior design, both the S40 and V50 are easily recognizable as Volvo cars through rounded front- and rear-ends, the familiar V-shaped hood and pronounced, muscular arches above the wheel wells. Inside, the two vehicles offer a revolutionary new design, highlighted by the ultra-slim 'floating' centre console.

The well-equipped base model 2.4i sedan and sportswagon will be presented with a standard 5-speed manual transmission – new for Volvo's entry-level S and V vehicles. The new compact design offers 68 per cent more torsional rigidity than the outgoing model to deliver a sporty, confident ride. At the corners, a MacPherson front strut suspension and a multi-link rear ensure the standard 16-inch wheels maintain road adhesion.

Engines and drivetrain choices begin with the naturally-aspirated 2.4-litre 5-cylinder engine in the 2.4i version of both the S40 and V50, delivering 168-horsepower and 170 lb.-ft. of torque to the front wheels. Both cars can be equipped with an optional 5-speed automatic transmission with Geartronic sequential shifting.

The T5 version tops the line, equipped with a 2.5-litre 5-cylinder intercooled turbocharged engine. Delivered through a 6-speed manual (derived from the S60 R and V70 R performance cars) or a 5-speed Geartronic automatic, 218 h.p. and 236 lb.-ft. of torque motivate the vehicles in a decidedly sporty manner. T5 customers will also have the option of adding a Haldex all-wheel-drive system which distributes 95 per cent of engine power to either the front or rear wheels, depending on traction.

Prices for the S40 T5 start at \$34,995 while the T5 version of V50 starts at \$36,495.

A complete selection of optional features and convenient packages, from breath-taking Dolby ProLogic II audio to a dramatic sport appearance kit, will permit S40 and V50 buyers to add just the right personal touches to the newest Volvos. A new upholstery material called T-Tec, reminiscent of performance sports apparel, is standard.

The S40 and V50 entry-level Volvos will offer the same high level of safety as the range-topping S80 luxury sedan. 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 Volvo'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.

Volvo Cars of Canada is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 43 Volvo automobile retailers across the country. The 2004 Volvo vehicle line includes the flagship S80 luxury sedan, versatile V70 wagon and rugged XC70, exotic C70 convertible, the sporty S60 sedan, compact S40 and V40, and the award-winning Volvo XC90 sport utility vehicle, described as "the next generation SUV."

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