

Press Release

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New and exclusive design themes for the Volvo C70 Convertible

- C70 Collection with new design themes
- Exclusive combinations of colour and material
- Sales began in February 2004 Volvo Car Corporation is now introducing two new design themes for the Volvo C70 Convertible under the umbrella title of "C70 Collection". The refinement of this open car has focused first and foremost on exclusive combinations of colour, material and interior design features – with a number of exclusive details as the icing on the cake. The "C70 Collection" is on sale as from February 2004. It features Black Sapphire, Titanium Grey Pearl or Silver metallic exterior combined with either:
 - Toscana Tan exclusive soft leather. It features special deco stitching in the seats, armrests, sun visors and door panels, together with aluminium inserts in the centre stack and other interior fittings.
 - Off Black exclusive soft leather with contrast deco stitching. Carbon-fibre inserts in the centre stack and other interior fittings reinforce the refined and sporty impression.

Both packages include new, polished 17-inch wheels, with full exclusive leather in the door panels and sun visors, a leather steering wheel with deco stitching and sumptuous floor mats. A leather instruction book cover rounds off the design impression.

Volvo is expecting to sell some 1,500 to 2,000 cars in the "C70 Collection" in 2004. Like the other C70 models, they will be produced at the plant in Uddevalla, Sweden.

Combining open-top delight and safety

The Volvo C70 is a full four seater for all seasons with a timeless design. It is equipped with a number of features, which make it possible to combine the delights of driving an open car with a high degree of safety.

Like all other Volvo Cars models, the C70 Convertible is famous for its safety features.

There are HSS boron steel reinforcements in the windscreen frame, the A-pillar and the sill. The reinforced subframe and the horseshoe-shaped structure around the rear seat further strengthen the body.

Automatic belt pre-tensioners on all four seats, SIPS bags to help protect head and chest in side impacts, the Roll Over Protection System (ROPS) and the Whiplash Protection System (WHIPS) seats are other examples of the holistic safety approach in the C70 Convertible.

The C70 Convertible has a fully automatic soft top with a heated glass rear window.

Volvo's Premium Sound System is also available in the C70 Convertible. Loudspeakers with the Dolby Surround Pro Logic system and the sub-woofers in the backrest of the rear seats create a feeling of being in the middle of a live performance.

The Volvo C70 was introduced in 1998 and until the end of 2003, Volvo has produced 61.800 units. Of these, 36.000 cars are C70 convertibles. 90 per cent of the volume is sold in USA, United Kingdom, Germany and Sweden.

The "C70 Collection" is a limited edition and the offer may vary from market to market.

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