

Press Release

Sep 18, 2003 | ID: 559

"The new Volvo XC90 will boost our sales"

For immediate release

- Milestone on the journey towards 200 000 cars in North America
- Target for the XC 90 the first year: 35-40 000 Volvo XC90
- Redefining the premium SUV segment

The launch of the Volvo XC90 is an important part of Volvo Cars plan to achieve profitable growth year on year.

The initial worldwide target for the Volvo XC90 for its first calendar year is 50 000. 65 percent of these vehicles will be sold in North America.

New record year in North America

2001 was the 3rd consecutive record breaking year in North America for Volvo Cars with 134 937 sold vehicles.

"We are aiming for 200,000 cars per year in North America by 2005, So far, we have been growing in the right direction. But we really need a SUV to close the gap to 200,000 and that is the role the XC90 is going to play", says Dan Werbin, President and CEO of Volvo Cars North America.

The medium premium SUV segment is young. It was born in 1997 following the introduction of Mercedes ML. Since then the BMW X5, Lexus RX300 and Acura MDX have grown the segment and they are the main competitors for the Volvo XC90.

The segment is also growing rapidly and it is predicted to pass the 250,000 mark by 2005.

"The new XC90 enters this segment with great confidence. Recent clinics show that the customers see an SUV as a natural step for Volvo. It also complements the Cross Country perfectly. They are different vehicles with different buyers so they won't compete for the same customers", says Dan Werbin.

The task for the Volvo XC90 in the years to come is multi faceted:

- Attract customers who reject the Volvo brand by adding SUV excitement and desirability
- Attract customers who have rejected SUV's due to safety concerns
- Attract customers who want seven forward facing seats in a Volvo
- Retain present Volvo owners considering an SUV
- Conquest Asian brand up graders and domestic switchers

"The new XC90 is redefining the premium SUV segment. It is the first in the next generation of SUV's. It offers a unique package, unmatched by any of our competitors", adds Dan Werbin.

Keywords:

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).