

## Press Release

Sep 18, 2003 | ID: 1575

# Hallmark Volvo V70 wagons show distinct personalities in 2004

For immediate release

From versatile and flexible to all-weather practical to open-road powerful, the new Volvo V70 wagons have distinct personalities that reflect an expanding appeal to buyers with diverse needs, but a common sense of what a premium wagon should be. With the addition of the high performance Volvo V70 R version for 2004, there is a Volvo wagon for just about everyone.

The arrival of the 300 h.p. turbocharged Volvo V70 R wagon, with 6-speed manual transmission, Four C active suspension, electronically controlled all-wheel drive and Brembo brakes, heralds the rebirth of the storied R wagons of the past and signals a new definition of performance for the real world (see separate release).

The four other versions of the V70 -- the V70 2.4 model, the newly re-badged V70 2.5T, V70 AWD and V70 T5 - represent a powertrain choice and trim level for every taste and a premium approach to the European touring wagon.

Added to the line-up is the 2.5-litre DOHC aluminum 5-cylinder engine with low pressure intercooled turbo that is now standard equipment in the V70 2.5T (formerly 2.4T). This velvet smooth powerplant generates 208 hp at 5000 rpm and remarkable 236 ft.-lbs. of torque from just 1500 rpm - a significant improvement from the 197 hp and 210 ft.-lbs. of torque from the 2.4-litre engine available in 2003. The new engine, shared with the V70 AWD, qualifies for Ultra Low Emission Vehicle (ULEV) status in the U.S.

A new steering ratio for the standard power steering improves feel and responsiveness, while an optional speed-sensitive steering system aids high-speed precision and comfort. Also new for 2004 are a new remote door lock with integral key, new instrument treatment, optional Bi-Xenon clear lens headlamps, new exterior colours and revised option packages. A special, limited production Titanium Edition with unique appearance treatment and a package of high-value options is also offered in 2004.

All versions of the V70 benefit from the Interior Air Quality System (IAQS), which is standard equipment. The IAQS includes a highly efficient air filtration system that improves the environment inside the car. A pollen and particle filter blocks airborne contaminants before they can enter the passenger space. An available active carbon filter and gas sensor further enhance air quality. The active carbon multi-filter system reduces gasses such as oxides of nitrogen, ground-level ozone and hydrocarbons, sparing passengers from the worst effects of street-level car and truck exhaust as well as fumes from oil, gasoline and even windshield washer spray. To complement the system, the gas sensor monitors the level of carbon monoxide in the incoming air and automatically shuts off the air intake before it reaches unhealthy levels.

Volvo V70 /2

Whether their owners enjoy the exhilaration of the R, the sporty performance of the 247 h.p. V70 T5 or the practicality of the highly equipped base V70 2.4, all versions share the innovative safety technology that make the V70 Volvo's safest wagon, including "smart" front air bags with dual-

stage deployment, Side Impact Protection System (SIPS) with side air bags and Volvo-designed Inflatable Curtain (IC) side impact protection, Whiplash Protection System (WHIPS) seats and many other safety features.

Safe, versatile and built without compromise as a wagon, the V70 is designed around Volvo's P2 large car platform but is not a derivative of an existing sedan. Despite its five-door configuration, the V70 has exceptional torsional rigidity that permits the MacPherson strut front and multi-link rear suspension to deliver remarkable and predictable handling, regardless of the load it carries.

And carry loads it does, with unparalleled flexibility and versatility. With more useable interior space than many larger vehicles, the V70 clearly expands the functionality of the wagon design. But the many imaginative features inside the V70 also increase its real-world utility.

Some features are as simple as a few degrees of seat backrest angle. In the rear seat, the backrest angle can be moved slightly forward to accommodate large cargo in the rear without folding the entire seat forward. When it is necessary to fold it forward, the seat does so easily to create a flat floor -- thanks to the integration of the seatbelts and cargo safety net into the seat back.

Others features are more complex, like the folding grocery bag holder hidden under the floor in the load compartment, which eliminates the chance that escaped groceries end up rolling around the rear compartment or floor: no more fishing grapefruit and canned peas from under the seat.

An array of helpful option packages and stand-alone options, glorious sound from enhanced audio offerings, Volvo Navigation System with DVD-based map and many other opportunities to personalize the V70 will permit owners to create a unique personality for their 2004 V70 wagons.

Volvo V70 /3

The Volvo V70 is available through 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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05/03

**Keywords:**

V70 (2007), R, Press Releases, 2004, Product News

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