

Press Release

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Value, stylish refinement for popular Volvo S40/V40

For immediate release

A new "special edition" of the sporty Volvo S40 sedan and versatile V40 wagon, loaded with some of the most in-demand options and priced for value, will help make the popular pair more fun and greater value in 2004.

The manufacturer's suggested list price for the 2004 S40 sedan is \$31,495 and \$32,495 for the V40, and includes a long list of standard features, best-in-class safety technology and the reputation for being affordable fun with a premium pedigree. The Special Edition versions are an additional \$3,800 and include a remarkable list of popular options in a single, attractively priced package. Prices are unchanged from 2002.

The SE package includes leather interior trim, power driver seat, leather steering wheel, wood or piano black interior inserts, 16-inch wheels, front and rear spoilers, fog lights and much more.

The sporty sedan and wagon enter their fourth year in Canada with 170 hp, an increase from the original 160 hp. Displacement remains the same at 1.9 liters, as does torque at 177 ft.-lbs. (at 1800 rpm). The 4-cylinder DOHC engine, with low pressure, twin-scroll turbocharger and intercooler, is mated to a 5-speed electronically controlled automatic transmission. The combination offers sprightly performance in city driving with arresting acceleration and effortless highway cruising.

A new keyless remote entry control with greater range and a convenient folding key means added convenience. A premium AM/FM stereo with in-dash CD, 100 watts of power and six speakers (S40) or seven speakers (V40) is standard.

The S40 and V40 debuted with a best-in-class list of standard safety features, including SIPS side impact protection air bags, WHIPS whiplash protection seats, Volvo-pioneered IC Inflatable Curtain side impact protection, ISO-FIX child safety seat attachments and 'smart' dual-stage front airbags as standard equipment.

Three-point seat belts and head restraints are standard at all five seating positions. The outer rear seats can be fitted with integrated child booster cushions for older children, and the split-folding rear seat has been designed to withstand forces exerted by the luggage behind it during a collision.

Like all Volvo models, the compact S40 and V40 integrate individual safety technologies with the overall design of the cars. This holistic approach ensures that each feature works with the safety design of the car's structure to optimize occupant protection.

Volvo S40/V40 /2

Active safety, too, plays an important role in the Volvo S40 and V40 models. Suspension design marries comfort with dynamic driving characteristics yet assures consistent handling over a wide range of conditions.

The latest generation anti-lock brakes with Electronic Brake Distribution (EBD) provide superb

stopping power. The Dynamic Stability Assistance feature, which monitors and compares the rotational speed of all four wheels and uses the engine management system to reduce torque when it detects a loss of traction, is an available option.

Products of the new era of Volvo design, the S40 and V40 carry the soft lines and elegant proportions made popular in Canada by the successful S80 luxury sedan and stylish Volvo C70 Coupe and Convertible. Yet the compact size (256.2 cm wheelbase, 454.1 cm overall length) also manages to capture the essence of previous generations of Volvo designs. The grille, with diagonal "sash," marks these vehicles as unmistakably Volvo.

Like the luxury S80, the Volvo S40 and V40 come with an Environmental Product Declaration certified by Lloyd's Register of London. The declaration certifies that these models meet environmental standards throughout the life cycle of the car - Volvo's cradle-to-grave approach to environmental management.

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