

Press Release

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Power, refinement, reassurance in new Volvo S60 line-up

For immediate release

A new, high performance R version, a more powerful 2.5T, enhanced steering feel and precision, and a host of refinements arrive for the 2004 Volvo S60 -- the most popular Volvo in Canada.

The new, 300 h.p. turbocharged Volvo S60 R, with 6-speed manual transmission, Four C active suspension, electronically controlled all-wheel drive and Brembo brakes, revives the great tradition of R cars within the Volvo line and offers a new definition of performance for the real world (see separate release).

The four other versions of the sporty S60 - the S60 2.4, newly re-badged 2.5T, AWD and T5 - account for more than one third of all Volvo sales in Canada, and each variant enjoys enhancements that will appeal to a broad spectrum of buyers attracted to this elegant sedan with a coupe profile and sporting soul. For 2004, the 2.5T 5-cylinder engine with low pressure turbocharging becomes the standard power for the popular mid-line 2.5T (formerly 2.4T).

From the base S60 2.4 to the high performance T5, the 2004 S60 line has subtle enhancements and new standard equipment. 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.

Described as a marriage of 'safety + sporty', the S60 emphasizes real world driving enjoyment with extraordinary handling and state-of-the-art safety technology. While it shares much of the same platform architecture with the S80 and V70, the new S60 has a distinctly sporting character that sets it apart from its siblings. But the taut handling and sport coupe performance do not compromise ride and passenger comfort. The successful balance of comfort and handling is a key part of the S60's success as a performance sedan with a strong Scandinavian character.

The two-wheel drive S60 2.4T gains the S60 AWD's popular 2.5T engine as standard equipment, and gets a new name in the process (S60 2.5T). The new 2.5-litre in-line 5-cylinder aluminum engine combines low-pressure turbocharging and Continuously Variable Valve Timing (CVVT) to generate 208 hp at 5000 rpm and a remarkable 236 ft.-lbs. of torque from 1500 rpm.

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With the addition of the new 2.5T engine for the S60 2.5T, the array of 5-cylinder engines and two transmission choices provides S60 buyers with performance in keeping with a fine European sedan. A normally-aspirated, 168 hp 2.4-litre versions mated to a smooth 5-speed manual transmission or available 5-speed electronically-controlled automatic are the heart of the base S60 2.4. The 5-speed automatic is standard equipment in the 2.5T. The exhilarating S60 T5 delivers 247 hp performance from 2.3-litres with high pressure intercooled turbo and 5-speed manual or optional 5-speed automatic with sequential shifting Geartronic feature.

Traditional Volvo safety is a top priority in the S60. Dual-stage driver and front passenger airbags and three-point seat belts with pyrotechnic pre-tensioners, SIPS Side Impact Protection System with side airbags and IC Inflatable Curtain protection for front- and rear-seat passengers, WHIPS whiplash protection seating and many other passive safety features are standard equipment, making S60 among the safest Volvos ever made. Electric foldable rear headrests are standard, adding improved visibility.

Dual climate controls with adjustable rear air vents on the B-pillar, comfortable seats with an orthopaedic design (including sport seats in the T5) and 60/40 rear fold-down feature, attractive cloth and supple leather trim choices in Scandinavian designs, and a host of small comfort and convenience features confirm the interior of the S60 as a fine European sedan. A standard CD player is just the beginning of the selection of available premium audio systems, while personal security features and options abound, including a system that recalls who drove the car and returns the driver's seat and mirrors to the positions they used last.

Comforting, too, is the knowledge that the Volvo S60 carries the Volvo Car Corporation's commitment to improve the environmental impact of the automobile. In addition to the PremAir™ radiator that converts up to 75 per cent of the ground level ozone it encounters into oxygen and the use of Öko-Tex certified materials inside the car, the S60 2.4 and S60 2.5T and AWD meet Ultra Low Emission Vehicle (ULEV) standards while the T5 model is classified as Low Emission Vehicles (LEV). All Volvo S60s come with an Environmental Product Declaration, a 'cradle to grave' report on the environmental management measures taken by the company in the design, manufacture, use and subsequent recycling of the car.

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The Volvo S60 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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