

Press Release

Sep 18, 2003 | ID: 1572

Polished powertrain, elegant appointments for exotic C70 Convertible

For immediate release

The Volvo C70 - the convertible that helped to start a revolution - enters 2004 with performance and elegant refinements that solidify the appeal of this stylish and safe open-top Volvo.

The C70 HT version, with output of 242 hp served up from the 2.3 litre DOHC aluminum 5-cylinder engine with intercooled high pressure turbo, becomes the standard power for the cabriolet. A choice of 5-speed manual or optional 5-speed electronically controlled automatic transmission delivers power to the front wheels with the aid of Volvo's TRACS Traction Control System. The Stability & Traction Control (STC) anti-skid system is standard.

But it is the strong visual impact of the Volvo C70 that has made it a key player in the revolution in Volvo styling since the car's introduction. Since the introduction of the first C70 Coupe, the C70 has been synonymous with the new Volvo design language that features softer lines with taut, muscular stance and a more emotional appeal.

In 2003, the C70 Convertible enhanced that dramatic visual impact with a jeweled headlamp and tail lamp treatment and dark 'waterfall' grille that are sophisticated without being ostentatious. In 2004, new soft leather interior trim in linen white and a new exterior colour, Moondust, have been added.

Style goes hand-in-hand with substance in the Volvo C70, where standard leather upholstery and trim (in the new white, beige or graphite) are executed with a traditional Swedish sense of style. Heated, eight-way power adjustable front seating with adjustable lumbar support set the standard for comfort, while rear seat room - often overlooked in cars in this category - continues to be best in class. Nothing less than a premium audio experience is what C70 buyers have come to expect, and the remarkable SC-901 Premium system, standard in the Convertible, features three CD in-dash changer, full logic tape, Dolby ProLogic surround sound, 400-watt amplifier and 12 Dynaudio speakers.

The Volvo C70 Convertible meets the high expectations for safety equipment expected of every Volvo, with dual-stage front airbags, four 3-point seat belts with pre-tensioners, Volvo-designed SIPS Side Impact Protection System with enhanced side airbags for additional head and chest protection, WHIPS Whiplash Protection System seats, head restraints at all seating positions and the sophisticated ROPS Roll Over Protection System.

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ROPS employs steel roll-over bars, located out of sight behind the rear seats, which pop up within two-tenths of a second after a sensor detects a 40-degree lateral or 72-degree fore-and-aft change in attitude. Another sensor detects if the car is in free flight and triggers the bars. ROPS also has a reserve power unit that permits it to operate up to five seconds after an interruption in power, should the car's electrical system be compromised during a collision.

With hallmark performance, safety, comfort and luxury wrapped in the evocative styling that

pioneered the Volvo design revolution, the C70 Convertible is a clear declaration that the emotional doesn't have to be compromised in the name of the practical.

The C70 is manufactured in limited quantities in Uddevalla, Sweden, and is covered by a comprehensive consumer protection program, through Volvo's 48-month/80,000 km overall warranty and through the Volvo On-Call 48-month roadside assistance program.

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Information:

Doug Mephram
MacDonald & Co.
1-877-975-1572
mdoug.mephram@bellnet.ca
Media website:
www.volvocars-pr.ca
05/03

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