

Press Release

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2004 Volvo S80

The car: The flagship of the Volvo automobile range, the S80 is Volvo's unique and timely interpretation of the luxury car for a new era. S80 is a sophisticated and refined 4-door sedan that epitomizes Scandinavian design and elegance with state-of-the-art safety and performance.

What's New?

- A new all-wheel-drive model, the 2004 Volvo S80 AWD with 2.5T power
- The addition of Volvo's unique Four-C active chassis technology as an option on S80 T6 and 2.9
- A new steering gear ratio has improved feel and precision in the steering of all S80 versions and an optional speed-sensitive steering system called Servotronic is available
- A host of exterior and interior design enhancements.

Two new technologies provide buyers two new ways to look at S80 while a new, refined exterior treatment with 'soft' nose and new egg crate grille refresh the car's appearance... new rear lights, bumper and trunk lid offer subtle changes... new side view mirrors, colours... available Bi-Xenon headlamps... new alloy wheel design... and more

Key facts

- The first car on Volvo's new 'large car' platform; the platform would later host the Volvo V70 and XC70 wagons, S60 sedan and XC90 sport utility vehicle
- Three variants available: S80 AWD (new for 2004), S80 2.9 and S80 T6 with three powertrains
- S80 introduced ground-breaking safety technologies like WHIPS whiplash protection system seats and IC Inflatable Curtain side impact protection enhancement
- The first car in the world to have an Environmental Product Declaration from Lloyd's Registry in London
- First introduced in 1998 as a 1999 model

Price: \$54,895 (S80 2.9) and \$62,895 (S80 T6), S80 AWD tba

Keywords:

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