

## Press Release

Sep 18, 2003 | ID: 1565

# 2004 Volvo C70

The car: The dashing Volvo C70 coupe and convertible were the first models in North America to incorporate the new Volvo "design language" -- softly rounded and muscular, yet with strong visual links to the company's designs of the past. The convertible is still the brand's guardian of style with safety, and epitomizes a fine European touring car in the cabriolet tradition.

### What's New?

- The popular 242 h.p. 5-cylinder engine with high-pressure turbo powers the line. The low-pressure turbo engine will not be offered
- New soft leather interior trim available in linen white
- 'Moondust', a shimmering, soft exterior colour, has been added

### Key facts

- The C70 is manufactured in limited quantities in Uddevalla, Sweden.
- The convertible top is a work of mechanical and fabric art. It is released from the windshield with a simple control and folds neatly away with the touch of a single button. The glass rear window is heated.
- To meet Volvo buyers' high expectations for safety, C70 contains the full complement of safety technology and incorporates a Roll Over Protection System that deploys roll bars from behind the rear seats when a computer determines the car has exceeded safe roll angles or if the car is in 'free flight'.
- A complete motoring experience, the C70 comes fully equipped with extensive leather trim and wood accents, superb audio offerings and a long list of standard luxury and convenience features.
- The Volvo C70 was first introduced in 1996 as a 1997 model.

Price: \$63,995

### Keywords:

C70 Coupe, Safety, Special Interests, Press Releases

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Descriptions and facts in this press material relate to Volvo Cars's international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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