

Press Release

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Growth of all-wheel drive, arrival of R-cars just the start for '04

For immediate release

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All-wheel drive is more important, R-cars are faster, S80 is more refined and the XC90 is a runaway success: The 2004 Volvo models have arrived and it is going to be a busy year indeed. Here is a quick run-down of the important news for the Volvo line for 2004:

All-wheel drive is big... and getting bigger: Since the Volvo Car Corporation made a commitment to the market for all-wheel drive vehicles, the AWD feature has figured prominently in the sales in Canada. At the end of model year 2003, Volvo Cars of Canada offered four models with AWD. The addition of the high performance 'R' versions of the S60 sports sedan and sporty V70 wagon and a new S80 with AWD in model 2004, the percentage of Volvo cars sold in Canada with all-wheel drive is expected to top 50 per cent this year.

R-cars are hot: Introduced early in 2003 as 2004 models, the high performance Volvo S60 R sedan and V70 R wagon are not only the most powerful automobiles the company has ever produced, they are among the most sophisticated. Called 'performance for the real world,' the limited production R models feature turbocharged 2.5-litre engines producing 300 horsepower, standard 6-speed manual transmission, electronically controlled all-wheel drive, Volvo's Four C (Continuously Controlled Chassis Concept) active suspension, Brembo brakes and many more features.

Two new ways to view S80: The flagship of the Volvo sedan line, the luxurious Volvo S80 has a new look for 2004. But that's just the start. The availability of the Volvo-designed Four C active suspension system on the S80 2.9 and T6 versions and the introduction of the S80 AWD with all-wheel drive provide customers a new range of choices in the S80 line.

XC90 goes from strength to strength: With the 2003 allocation of the award-winning SUV already sold and the 2004 models arriving, the Volvo XC90 has lived up to its early critical acclaim as orders continue to pour in for "the next generation SUV." For 2004, the option list is slightly expanded.

New 2.5T engine in S60 and V70: The 208 h.p. 5-cylinder turbocharged engine that debuted in the all-wheel drive versions of the S60 and V70 last year replaces the 2.4T engine in the two-wheel drive versions of those popular cars for 2004.

What's New for 2004 /2

New steering gear and available ZF Servotronic speed-sensitive steering on S60, V70, XC70, S80: A new steering gear ratio has improved feel and precision in the steering of S60, V70, XC70 and S80, and an optional speed-sensitive steering system called Servotronic is available.

C70 line-up revised: Power for the exotic C70 Cabriolet comes from the proven 2.3-litre 242 h.p. 5-cylinder aluminum engine with high-pressure turbocharging. A low-pressure turbo variant has been discontinued.

And... Other changes include new dashboard instrument treatment in S60, V70, XC70 and S80; a limited production Titanium Edition of the popular V70; available Bi-Xenon headlamps in many models; key-integrated remotes as well as new colour and option packages throughout the line.

The 2004 Volvo vehicle line includes the flagship S80 luxury sedan, versatile V70 wagon and rugged XC70, exotic C70 convertible, the sporty S60 sedan, compact S40 and V40, and the award-winning Volvo XC90 sport utility vehicle. All Volvo models come with a comprehensive 48-month/80,000km warranty and Volvo on Call roadside assistance program. Volvo Cars of Canada Ltd. is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 42 Volvo automobile retailers across the country.

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