

Press Release

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High performance Volvo R models get aggressive prices

For immediate release

TORONTO - The 2004 Volvo S60 R sedan and V70 R wagon, Volvo's unique and timely interpretation of high performance for a new era, will go on sale in the Canadian market in May, 2003, with aggressive starting prices of \$58,995 for the S60 R and \$59,995 for the V70 R.

The new models, the latest in the Swedish company's line of 'R' designated performance cars, come standard with 300 horsepower, 6-speed manual gearbox, electronically controlled all-wheel-drive, and sophisticated computer-actuated suspension that adjusts to the driving conditions 500-times a second.

"Performance is not just a measure of horsepower any more. Handling isn't just G-forces on the skidpad. It's how acceleration and braking and suspension work together in a car that you can really live with," said Paul Cummings, president and chief executive of Volvo Cars of Canada Ltd. "That's performance for a new era and that's what the new R-cars from Volvo deliver."

The most powerful Volvo cars ever built, the S60 R and V70 R incorporate much of the breakthrough technology first previewed on the Volvo Performance Concept Cars that debuted on the world's auto show circuit. The R models are the first Volvos to incorporate the active 4C (Continuously Controlled Chassis Concept) technology that offer three driver-selected levels of ride and handling.

Volvo Cars of Canada 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. The 2003 Volvo vehicle line includes the flagship S80 luxury sedan, versatile V70 wagon and rugged V70 XC (Cross Country), exotic C70 convertible, the sporty S60 sedan, compact S40 and V40, and the award-winning new Volvo XC90 sport utility vehicle, described as "the next generation SUV."

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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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