

Press Release

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New design marks change in Volvo philosophy

Volvo S60 R and Volvo V70 R:

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The new Volvo S60 R and Volvo V70 R represent a subtle change in Volvo's traditional approach to performance-car design.

"The previous R models' major signatures were their colour and their wheels," says Peter Horbury, Executive Director - Design, Premier Automotive Group (PAG). "Changes to the body, however, were limited. This time, we have increased the differentiation by giving both cars a totally new front."

Horbury says, "Compared to the Volvo S60 and Volvo V70, the new R cars are distinctive enough to radiate the exclusive sportiness of these performance cars."

The new R cars feature an aerodynamically tuned front. The grille is framed in satin silver, the spoiler has been extended, and the lower air intake is larger to provide increased airflow and more efficient cooling.

At the back, the Volvo S60 R has a thin spoiler, expressing very clearly that the R-car philosophy is all about optimization.

"The spoiler on the S60 R is just the right size to give minimized rear-end lift in this car. We don't believe in adding enormous pieces of plastic just to signal that we can build fast cars," Horbury says.

Wheels continue to be an important design feature. New five-spoke aluminum alloy wheels (17-inch standard and 18-inch optional) are inspired by previous R models. They carry a discreet R logo and are fitted with Pirelli's P-Zero Rosso tires.

Horbury points out that Volvo has always launched the R models in extreme body colours, and the Volvo S60 R and Volvo V70 R are no exceptions. The new R cars are available in Titanium Grey, Black Metallic, Silver Metallic, Cosmos Blue Metallic and Passion Red Solid.

The interior is designed to feel both exclusive and sporty, and the focus is firmly on driver comfort and convenience. The leather sport seats have increased lateral support to keep the driver and passenger firmly in place during hard cornering. They are available in three colours, Dark Blue, Gold Beige and Natural Leather, all with unique stitching.

The three-spoke, leather-clad steering wheel is charcoal coloured and has a slightly elliptical section to ensure an excellent grip. It and other leather accents, such as the leather dashboard visor, are stitched in blue, reflecting the special R-car colour scheme. The leather carries a strong visual link with Scandinavian furniture design.

The instrument cluster, reminiscent of an exclusive timepiece, features a panel of four silver-framed instruments with special R-blue faces.

The rest of the interior and the door panels are in off-black, while the door inserts are colour co-

ordinated with the seats. The dashboard and door inlays are brushed aluminum, while the front-door sill plates are stainless steel with R logos.

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