

## Press Release

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# More horsepower, stylish refinement for popular Volvo S40/V40

For immediate release

A healthy increase in horsepower, an improved remote locking system with folding key, handsome dash and interior treatments and a delightful new audio system in the new Volvo S40 sedan and V40 wagon help make the popular pair more fun and greater value in 2003.

Manufacturer's suggested list price for the 2003 S40 sedan is \$31,495 and \$32,495 for the V40, and includes a long list of standard features, best-in-class safety technology and the reputation for being affordable fun with a premium pedigree. Prices are unchanged from 2002.

The sporty sedan and wagon enter their third year in Canada with 170 hp, an increase from the previous 160 hp. Displacement remains the same at 1.9 litres, as does torque at 177 ft.-lbs. (at 1800 rpm). The 4-cylinder DOHC engine, with low pressure, twin-scroll turbocharger and intercooler, is mated to a 5-speed electronically controlled automatic transmission. The combination offers spritely performance in city driving with arresting acceleration and effortless highway cruising.

Improved seating in the 2003 S/V40 is complemented by a new cloth upholstery treatment, better lumbar support and a new headrest design that improves rearward visibility. A new dash design combines LED read-outs with easier to read gauges. A new three-spoke steering wheel completes the interior changes. New Premium, Comfort and Sport packages offer an array of attractive features.

Also new is a revised keyless remote entry control with greater range and a convenient folding key. A premium AM/FM/cassette stereo with in-dash CD, 100 watts of power and six speakers (S40) or seven speakers (V40) is standard.

The S40 and V40 debuted with a best-in-class list of standard safety features, including SIPS side impact protection air bags, WHIPS whiplash protection seats, Volvo-pioneered IC Inflatable Curtain side impact protection, ISO-FIX child safety seat attachments and 'smart' dual-stage front airbags as standard equipment.

Three-point seat belts and head restraints are standard at all five seating positions. The outer rear seats can be fitted with integrated child booster cushions for older children, and the split-folding rear seat has been designed to withstand forces exerted by the luggage behind it during a collision.

Like all Volvo models, the compact S40 and V40 integrate individual safety technologies with the overall design of the cars. This holistic approach ensures that each feature works with the safety design of the car's structure to optimize occupant protection.

Active safety, too, plays an important role in the Volvo S40 and V40 models. Suspension design marries comfort with dynamic driving characteristics yet assure consistent handling over a wide range of conditions.

The latest generation anti-lock brakes with Electronic Brake Distribution (EBD) provide superb stopping power. The Dynamic Stability Assistance feature, which monitors and compares the rotational speed of all four wheels and uses the engine management system to reduce torque when it detects a loss of traction, is an available option.

Products of the new era of Volvo design, the S40 and V40 carry the soft lines and elegant proportions made popular in Canada by the successful S80 luxury sedan and stylish Volvo C70 Coupe and Convertible. Yet the compact size (256.2 cm wheelbase, 454.1 cm overall length) also manages to capture the essence of previous generations of Volvo designs. The grille, with diagonal "sash," marks these vehicles as unmistakably Volvo.

Like the luxury S80, the Volvo S40 and V40 come with an Environmental Product Declaration certified by Lloyd's Register of London. The declaration certifies that these models meet environmental standards throughout the life cycle of the car - Volvo's cradle-to-grave approach to environmental management.

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