

Press Release

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Volvo celebrates 75 years with commemorative S80 75th Anniversary Edition

For immediate release

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A special commemorative edition of Volvo Car Corporation's flagship S80 luxury sedan, available in limited numbers, will arrive this summer to help celebrate the company's 75th anniversary.

The epitome of Volvo design, engineering, innovation, safety and concern for the environment, the 2002 Volvo S80 75th Anniversary Edition will go on sale this summer. The model, which debuted at the New York International Automobile show, commemorates the first Volvo car ever produced, known as "Jakob," in 1927. From sophisticated telematics to dynamic stability technology for enhanced safety, to a radiator that leaves the air cleaner than it found it, the Anniversary Edition is a rolling display of the state of the company's automotive art after 75 years of success in business.

Based on the powerful, twin-turbocharged S80 T6, the 75th Anniversary Edition has an extensive list of exclusive standard and available features and has a suggested list price of \$70,995. The newest S80 is aimed squarely at busy executives who extend their business day into the time they spend in their cars, and their families who travel with them.

It is in the interior of the Volvo S80 75th Anniversary Edition -- particularly the rear seat -- where the celebration begins. Despite their undisputed reputation for comfort, luxury and safety, the rear seats on the Anniversary Edition came in for considerable attention. The rear seat was modified and relocated slightly rearward to create additional rear legroom and comfort. Executive leather upholstery, rear seat heaters and an electrically powered sunblind help create a serene and comforting environment.

For those executives who wish to use or recharge any assortment of today's personal business tools, two 12-volt plug-in sockets are provided for the rear seated passengers. Wider door openings, made possible by the use of special door hinges, allow easier entry and exit. Rear storage pockets and dual cup-holders are standard equipment.

In addition to the long list of standard equipment and 75th Anniversary Edition upgrades, this S80 also includes a fully integrated miniature DVD player as part of an in-car Rear Seat Entertainment (RSE) system. The DVD player is integrated into the centre console, along with a television tuner and an auxiliary input panel.

The RSE option employs twin 18 cm Thin Film Transistor (TFT) screens, fully integrated into the rear-facing surfaces of the front seat head restraints. The system's two remote controlled TFT screens operate independently of each other, allowing each rear seat occupant to choose their own form of entertainment. In addition to the media choices, an auxiliary input has been integrated into the rear armrest allowing convenient connections to most computers and game systems (such as Nintendo 64 and Sony PlayStation).

The rear seat occupants can completely personalize their entertainment, able to choose between hearing sound either through the rear speakers or through the dual wireless infrared headphones offered as part of the RSE option.

Standard equipment on the 75th Anniversary Edition S80 includes colour-keyed bumpers and body moldings, a leather-clad steering wheel, Claret-coloured trim panels and shift knob, a trunk lid-mounted umbrella holder and distinctive 17-inch Arrakis alloy wheels. A virtual showcase for Volvo safety leadership, this special edition S80 features the complete array of security and safety innovations including dual-stage supplemental restraint front airbags, three-point seatbelts with pyrotechnic pre-tensioners at all seating positions, SIPS side impact protection systems with side airbags for front seats and Inflatable Curtain side impact protection for front and rear seat passengers.

The Volvo S80 75th Anniversary Edition will appeal to discerning private business owners, company executives, diplomats, government representatives and anyone who places a premium on comfort, elegance and safety.

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