

Press Release

Sep 18, 2003 | ID: 759

Emotional meets practical in new Volvo S40 and V40

For immediate release

"As of mid-July, Canadian car buyers will have a powerful alternative, one that delivers driving pleasure, contemporary styling and traditional Volvo safety engineering," says Carol Kitchen, national marketing manager, Volvo Cars of Canada Ltd.

If getting there is half the fun, a new generation of car buyers in pursuit of an active lifestyle will find the new generation of Volvo perfect for the road to adventure while providing peace of mind safety features and a very affordable price.

"We expect the 40 series to win the hearts of younger buyers seeking driving excitement and stylish appearance, as well as practical features and flexibility," says Kitchen. "With solid performance from 1.9-litre turbocharged power, a stylish look and prices that start under \$30,000, the new S40 and V40 bridge the gap between the emotional and practical choice for buyers who never thought they could afford a Volvo."

The S40 and V40 are also ideal for the post-family market, or those drivers who appreciate the attention to detail and performance that make a Volvo a pleasure to own, but do not require the cargo space of a full-sized wagon or family sedan. The roomy and comfortable interior, first class driver's environment, quality audio equipment and standard added touches such as seat warmers and headlight wipers, will appeal to drivers of all ages.

Having two models in this series provides additional choices for this market. The S40 four-door sedan features a number of practical solutions that make it an elegant, useful and versatile car. The V40 is a five-door with flexible cargo space; the design emphasis has been placed on maximum versatility and usability rather than simply load space -- just the right size for active people.

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Keywords:

S40, V40, Safety, Press Releases

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