VOLVO

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Stylish Volvo C70 Coupe, Convertible are elegance with ability

For immediate release

The ground-breaking design of the Volvo C70 Coupe in 1997, and C70 Convertible a year later, has made C70 the keystone of the new school of Volvo design and a new visual signature for Volvo Car Corporation that has since revitalized the entire product line. Today, the pair remains a fresh and appealing mix of elegant style and capable performance enhanced with Volvo safety.

Technical refinements and subtle enhancements to the interior for 2001 keep the C70 Coupe and C70 Convertible in the spotlight in the premium coupe and convertible market.

The C70 powertrain array, revised in model year 2000, is upgraded again in 2001. New to the mix is Volvo's 5-speed electronically-controlled automatic transmission with adaptive programming.

The C70 Convertible has two power train choices. Standard equipment in the Convertible LT is the 190 hp, 2.4-litre in-line 5-cylinder engine with Continuously Variable Valve Timing, low pressure intercooled turbo and 5-speed automatic. The new transmission makes optimum use of this engine's flat torque curve and excellent driveability. The Convertible HT steps up to the 2.3-litre in-line five with high pressure turbo, serving up 236 hp @ 5400 rpm and 243 lb. ft. of torque at 2400 rpm. A 5-speed manual transmission is standard and the 5-speed automatic is an available option.

The C70 Coupe concentrates on performance, with the muscular 2.3-litre high pressure turbo providing the motive power, mated to the standard equipment

5-speed manual or available 5-speed automatic. The 2.4-litre low pressure turbo engine offered in 2000 has been discontinued in the Coupe. Volvo's Stability & Traction Control (STC) system is available with all powertrains.

In keeping with Volvo Car Corporation's commitment to improved environmental performance, both engines qualify for Low Emission Vehicle (LEV) status.

Brakes contribute to both performance and safety, and the addition of Volvo's Electronic Brake Distribution (EBD) system as standard equipment further enhances the 4-channel anti-lock brake system. Both Coupe and Convertible have new 16 inch x 7 inch alloy wheels and VR-rated Pirelli P6000 tires as standard, while 17 inch x 7.5 inch alloys and ZR-rated Michelin tires are among the list of available options.

As style goes hand-in-hand with substance in the C70, there are several interior refinements for 2001, including new wood inlays and shift knob. Leather will continue to be the standard upholstery and trim. Heated, eight-way power adjustable driver's seat and power passenger seat with adjustable lumbar support set the standard for comfort, while rear seat room -- often overlooked in cars in this category -- continues to be best in class. The C70 Convertible HT is equipped with an auto-dimming rear view mirror and trip computer.

Renowned for its audio offerings, Volvo Car has further refined the standard and available sound systems for C70. The Convertible LT and Coupe arrive with Volvo's remarkable SC-816 Premium

Sound System with cassette and in-dash CD, 4 x 60-watt amplifier and 10 Dynaudio speakers. The SC-901 Premium system, standard in the Convertible HT and available in the other C70s, features three CD in-dash changer, full logic tape, Dolby ProLogic surround sound, 400-watt amplifier and 12 Dynaudio speakers.

Consistent with its industry leadership in safety, Volvo Car presents the C70 with a full array of safety features. Both cars have front air bags, four 3-point seat belts (with four pre-tensioners in C70 Convertible and front pre-tensioners in C70 Coupe), Volvo-designed SIPS side impact protection system with larger side airbags for enhanced head and chest protection, WHIPS whiplash protection system seats, head restraints at all seating positions and the remarkable ROPS roll-over protection system in the Convertible.

(ROPS employs two steel roll-over bars, located out of sight behind the rear seats, which pop up within two-tenths of a second after a sensor detects a 40-degree lateral or 72-degree fore-and-aft change in attitude. Another sensor detects if the car is in free-flight roll and triggers the bars. ROPS has a reserve power unit which permits it to operate up to five seconds after an interruption in power, should the car's electrical system be compromised during a collision.)

With hallmark performance, safety, comfort and luxury wrapped in the evocative styling that pioneered the Volvo design revolution, the C70 Coupe ($52,995) and Convertible (from $59,595) are a clear declaration that the emotional doesn't have to be compromised in the name of the practical. The three C70 models are manufactured in limited quantities in Uddevalla, Sweden, and are covered by a comprehensive consumer protection program, through Volvo's 48-month/80,000-kilometre overall warranty and Volvo On Call 48-month roadside assistance program.

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