

Press Release

Sep 18, 2003 | ID: 659

Volvo introduces the next generation SUV

For immediate release

TORONTO, November 29, 2001 -- Volvo Car Corporation today released the first official pictures of its new SUV, the Volvo XC90. The passenger car-based Volvo XC90 is the company's first sport utility vehicle.

"Our all-wheel drive Volvo XC90 is a next generation SUV, aimed to be one of the safest and most exciting on the market," says Hans Wikman, Project Director.

The Volvo XC90 will be unveiled at the North American International Auto Show in Detroit on 7 January, 2002.

The new XC90 is a true modern Volvo in every respect. Trademark design elements such as the V-shaped hood and pronounced shoulders have been combined with a powerful stance and modern design featuring gently rounded, elegant lines.

"We wanted the car to look masculine and confident, but not macho," explains Peter Horbury, Vice President and Chief Designer. The functional design, in combination with efficient packaging and transverse engine, allows the XC90 as great degree of flexibility and versatility. Up to seven people can ride in comfort and safety in forward-facing seats.

When Volvo Cars launches a new car model, the top priority is always to create a leader in the field of safety. The Volvo XC90 meets that objective in terms of both active and passive safety. For instance, the new XC90 showcases a range of technologically advanced new solutions in the important area of roll-over protection.

The problem of vehicle collision compatibility - in a case where the SUV collides with a lower, conventionally-shaped passenger car - was another high priority area throughout the development of the Volvo XC90.

The Volvo XC90 can be specified with a choice of 5-cylinder and 6-cylinder gasoline engines, or with Volvo's new 5-cylinder diesel unit, depending on the market. All the engines are turbocharged.

Assembly of the new car will start in 2002 at the Torslanda factory in Göteborg on Sweden's west coast, where Volvo Cars is concentrating the production of all its larger models. The North American market is expected to account for about 65 percent of total Volvo XC90 sales.

-30-

Keywords:

XC90 (2002-2014), Press Releases, 2003

Related Images



[More Images >](#)

[media.volvocars.com >](#)

[volvocars.com >](#)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).