

Press Release

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Volvo Ocean Race special edition highlights Cross Country lineup

For immediate release

A special edition commemorating the around-the-world Volvo Ocean Race yachting adventure highlights a list of subtle refinements to the popular Volvo Cross Country for 2002.

Striking in Ocean Blue with silver accents and cladding, aluminum skid plate decor front and rear, and unique identification, the Volvo Ocean Race limited edition Cross Country commemorates the Volvo sponsorship of the 2001-2002 epic sailing race that circles the globe. The Volvo Ocean Race is run in nine gruelling legs, beginning in Southampton in England in September, 2001, and ending in Kiel, Germany in August, 2002.

A host of subtle refinements to the popular Cross Country enhance its value for 2002, including available integrated child booster seat cushion for the split 40/20/40 rear seat, deep tinted windows, upgraded premium sound system and available DVD Volvo Navigation System (Jan. '02).

The second generation Cross Country won immediate popularity last year with customers looking for the comfort, safety, handling and fuel economy of a sophisticated European wagon with the ground clearance, all-wheel-drive and rugged appeal of an SUV.

The successful marriage of Volvo's benchmark station wagon market leadership with the "go anywhere" appeal of SUV traction and versatility, the 2001 Cross Country represents more than one-third of all Volvo wagon sales.

Based on the acclaimed Volvo S80 platform, the new Cross Country has a distinct visual appeal, with generous ground clearance (200 mm total) and a taller stance from 215/65x16 tires on unique Cross Country rims. Fender flares and body accents in contrasting colours blend sophisticated and rugged design elements to give a purposeful definition to the exterior.

Powered by a thoroughly refined version of the proven 2.4-litre in-line five-cylinder engine with light pressure turbocharging and 197 hp and high torque from as low as 1,800 rpm, the Cross Country is equally at home climbing a mountain trail or cruising the expressway. An improved throttle management system enhances driveability for 2002.

A five-speed automatic transmission with adaptive programming, smooth All Wheel Drive (AWD) and Volvo TRACS traction control system ensure all-weather grip and control in day-to-day driving. Both TRACS and Volvo's Stability & Traction Control (STC) systems have been refined and the Dynamic Stability & Traction Control (DSTC) will be an available option.

The flexible interior design acknowledges the Cross Country's dual role as city car and country wagon. Features such as an innovative rear seat design with two-position, 40/20/40 split backrest for enhanced load-carrying capacity in the rear cargo area, a fold-away shopping bag holder, available rearward-facing third seat, clever storage bins and pockets, and the ability to add a rear seat table, plug-in cooler or clip-in storage bag give the Cross Country unparalleled interior versatility among automobiles.

Of course, luxury does not take a back seat to versatility: fine interior trim with elegant materials and state-of-the-art sound systems make the inside of the new Cross Country a comfortable and sophisticated driving environment.

It is no surprise that occupant safety is a high priority in the new Cross Country. Taking a holistic approach, Volvo Cars engineers integrated the impact management characteristics of the Volvo large car platform with innovations like dual-stage front airbags, side airbags (part of SIPS, the Volvo Side Impact Protection System), the Inflatable Curtain side-impact technology for head and upper body protection, Whiplash Protection System (WHIPS) seats for rear-impact protection, seat belt pre-tensioners and other safety features.

The PremAir catalytic radiator technology that eliminates smog-producing ozone, state-of-the-art exhaust emission controls, interior air management and filtration system with available active carbon filter and gas sensor, and the use of Oko-Tex certified materials on the interior ensure that the new Cross Country is clean inside and out. A comprehensive Environmental Product Declaration certifies that the design, manufacture, operation and eventual recycling of the car meet stringent environmental control guidelines.

Available at 42 Volvo retailers in major markets across Canada, the 2002 Volvo Cross Country has a suggested retail price of \$49,495.

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