

Press Release

Sep 18, 2003 | ID: 653

Volvo S40 and V40: More refinement, more value, more sporty

For immediate release

Just a year after they arrived here, the compact Volvo S40 sedan and V40 wagon get more of what made them an instant hit in Canada: refinement, value and sporty character. A new Sport Package for both the stylish sedan and versatile wagon, a new centre console design and a realignment of the option packages help S40 and V40 build on their first year reputation for offering Volvo virtues at an affordable price.

A marriage of practical and emotional, the S40 and V40 make it clear that versatility and fun-to-drive can happily co-exist in the same car. Consumers agree: more than one-third of Volvo sales in calendar 2001 were S/V40 models.

The sporty performance of the cars gets a matching visual statement with the new Sport Package for 2002. With the addition of the package's rear deck spoiler, headlight bezels, instrument cluster, leather steering wheel, unique sport seat in leather and cloth, and other trim, the S40 and V40 gain an aggressive 'edge' for the street.

Standard roof rails for V40, standard pre-wiring for CD player and other added standard equipment make the smallest Volvos big on value.

The S40 and V40 debuted last year with a best-in-class list of standard safety features, including SIPS side impact protection air bags, WHIPS whiplash protection seats, Volvo-pioneered Inflatable Curtain side impact protection, ISO-FIX child safety seat attachments and 'smart' dual-stage front airbags as standard equipment.

Three-point seat belts and head restraints are standard at all five seating positions. The outer rear seats can be fitted with integrated child booster cushions for older children, and the split-folding rear seat has been designed to withstand forces exerted by the luggage behind it during a collision.

Like all Volvo models, the compact S40 and V40 integrate individual safety technologies with the overall design of the cars. This holistic approach ensures that each feature works with the safety design of the car's structure to optimize occupant protection.

Active safety, too, plays an important role in the Volvo S40 and V40 models. Suspension design marries comfort with dynamic driving characteristics yet assure consistent handling over a wide range of conditions. The latest generation of anti-lock brakes with Electronic Brake Distribution (EBD) provide superb stopping power. The Dynamic Stability Assistance feature, which monitors and compares the rotational speed of all four wheels and uses the engine management system to reduce torque when it detects a loss of traction, is an available option.

The performance of the S40 and V40 has been a considerable part of the appeal of the cars. The 5-speed electronically controlled automatic transmission showcases the refined nature of the standard 1.9-litre engine with twin-scroll low pressure turbo and keeps the fun levels high. Attractive 15-inch alloy wheels and truly impressive available audio systems are just part of a long

list of high-value standard features that are remarkable in a model line that starts at \$31,495.

Products of the new era of Volvo design, the S40 and V40 carry the soft lines and elegant proportions made popular in Canada by the successful S80 luxury sedan and stylish Volvo C70 Coupe and Convertible. Yet the compact size (256.2 cm wheelbase, 454.1 cm overall length) also manages to capture the essence of previous generations of Volvo designs. The grille, with diagonal "sash," marks these vehicles as unmistakably Volvo.

Like the luxury S80, the Volvo S40 and V40 come with an Environmental Product Declaration certified by Lloyd's Register of London. The declaration certifies that these models meet environmental standards throughout the life cycle of the car - Volvo's cradle-to-grave approach to environmental management.

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Keywords:

S40, V40, Press Releases, 2002

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