

Communiqués

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Volvo Cross Country takes top spot in Vehicle Satisfaction

...V70 XC is highest rated AWD Sports Wagon according to AutoPacific, Inc.

Irvine, CA - July 22, 2002 - Volvo Cars of North America, LLC, a leader in the wagon segment of the automotive industry, received 2002 Vehicle Satisfaction honors for its Volvo V70 XC. The Cross Country, as it is known, led the AWD Sports Wagon category and was 13th among all vehicles included in the research. The award was presented by the largest exclusively automotive Marketing and Product Consulting firm in North America - AutoPacific, Inc.

The Volvo Cross Country continues as a strong performer for the brand and accounts for approximately 60% of Volvo's total wagon sales. The V70 XC has sold more than 40,000 units since its introduction with model year 2000.

"Safety, quality, and customer satisfaction is a primary focus for Volvo," said Vic Doolan, Volvo Cars of North America' LLC president and CEO. "The recognition from the research of AutoPacific is one form of validation that we are moving in the right direction," Doolan said in accepting the award.

AutoPacific's Vehicle Satisfaction Score (VSS) canvasses new car and light truck buyers, drawing information concerning the importance of more than 40 attributes, and their satisfaction with those attributes. This data is then used to calculate the relative satisfaction of new vehicle buyers and lessees with their "total vehicle experience".

Volvo Cars of North America, LLC provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico.

In addition to the rugged Cross Country, the 2002 Volvo automobile line includes the versatile V70 wagon, the sporty S60, the flagship S80 luxury sedan, C70 Coupe and convertible, and the compact S40 and V40 models.

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For More Information on the Awards: www.autopacific.com

Mots clés:

La description et les faits repris dans le matériel de presse concernent la gamme de voitures internationale de Volvo Cars. Les équipements peuvent être optionnels. Les spécifications peuvent varier en fonction du pays et peuvent être modifiées sans préavis.

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