

Press Release

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Sales Release

For immediate release

AWD models power sales increase for Volvo in February

Toronto -- Sales of Volvo vehicles gained ground in February, up 9% across the model line, driven by strong consumer demand for Volvo's rugged XC70 and the new XC90 sport utility vehicle. February sales for the XC70 totaled 181, up 50.8% and consumer enthusiasm for the new XC90 accounted for 95 sales.

Total sales of 664 vehicles outpaced 609 sales for the month of February last year resulting in 2003 to date sales of 1,220, 12% above 2002 sales of 1,089.

"Of particular interest is the ongoing momentum of the XC70," said president and CEO Paul Cummings. "Our increased focus on all-wheel-drive models overall is clearly reflected at retail where sales have increased 54% over February 2002, not including the new XC90."

Volvo Cars of Canada is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support for 42 Volvo automobile retailers across the country. The 2003 Volvo vehicle line includes the flagship S80 luxury sedan, versatile V70 wagon and rugged XC70, exotic C70 convertible, the sporty S60 sedan, compact S40 and V40 and the award-winning new Volvo XC90 sport utility vehicle, described as "the next generation SUV."

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