

## Pressemelding

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# Volvo Cars reveals the all-new Volvo XC90 R-Design

**Volvo Cars has released the first images of the R-Design version of the all new XC90, aimed at buyers looking for a head-turner that radiates a truly sporty and dynamic look.**

“R-Design is created for people with a passion for things that add spice to life,” said Alain Visser, Senior Vice President, Marketing, Sales and Customer Service of Volvo Car Group. “It appeals to customers that love active driving and a personal, expressive design. Every single R-Design detail is designed to contribute to the individualistic and refined expression these customers desire.”

The visual promise of a dynamic ride is confirmed by the driver-centric interior featuring R-Design sports seats in Nubuck textile and perforated leather. A choice of Drive-E powertrains offering up to 400 hp and the completely new XC90 chassis ensure an agile driving experience.



The release of the R-Design follows Volvo's release of 1,927 individually numbered black First Edition XC90's which were offered for sale exclusively online and sold out in 47 hours.

### **Distinctive R-Design detailing**

The R-Design exterior includes a number of distinguishing details, such as grille, front spoiler, silk metal window trim, integrated dual tailpipes, bright roof rails and mirror covers in matte silver. 20-inch or optional 22-inch R-Design alloy wheels complete the stylish, dynamic look.

Inside, the sports seats and perforated leather steering wheel are accompanied by special R-

Design details, such as gearshift knob, pedals, floor mats and illuminated tread plates. The driver also gets an exclusive R-Design leather key remote control.

### **Tablet-like touch screen**

The tablet-like touch screen in the centre and a 12.3-inch fully graphical driver display are of course included in the R-Design. The driver display also features a unique R-Design theme. The heart of the all-new in-car control is virtually button free and represents an entirely new way for drivers to operate their car and access a range of Internet and cloud based products and services.

### **New trim level strategy**

R-Design is one of four choices in Volvo Cars' reinvented trim level strategy, which resembles a tree with two branches. Kinetic is the base, followed by the very competitive Momentum level.

Inscription and R-Design form the two branches on the tree. The Inscription package is designed for customers that want an elegant look and a luxurious experience, while R-Design has a sporty and dynamic aura.

"In principle, we have replaced the previous top level with the Inscription and R-Design versions. Both of them feature an elevated content, carefully chosen to emphasise each of their distinctive individual personalities," said Alain Visser.

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### **Volvo Car Group in 2013**

*For the 2013 financial year, Volvo Car Group recorded an operating profit of 1,919 MSEK (66 MSEK in 2012). Revenue over the period amounted to 122,245 MSEK (124,547 MSEK), while net income amounted to 960 MSEK (-542 MSEK). Global retail sales for the year amounted to 427,840 (421,951) cars, an increase of 1.4 per cent compared to 2012. The operating profit was the result of cost control and strong sales and was further tangible proof of Volvo Car Group's progress in implementing its transformation plan. For the full year 2014, the company expects to stay in black figures and predicts to record a global sales increase of close to 10 per cent.*

### **About Volvo Car Group**

*Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 427,000 in 2013 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.*

*As of December 2013, Volvo Cars had over 23,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China).*

### **Nøkkelord:**

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