

## Pressemelding

Aug 27, 2014 | ID: 149590

# All-new Volvo XC90: 1,927 limited First Edition cars available only via digital commerce

## All-new Volvo XC90: 1,927 limited First Edition cars available only via digital commerce

- The initial series of 1,927 cars celebrates the year Volvo was founded 87 years ago

Volvo Cars is releasing a limited First Edition of its all-new Volvo XC90, which was launched today in Stockholm. The 1,927 individually numbered cars celebrate the year Volvo was founded and, for the first time in history, they will only be available for sale via digital commerce at [www.volvocars.com](http://www.volvocars.com).

The online store opens for business on September 3<sup>rd</sup> at 16.00 hrs CET.

“Those who want to be among the first ones to own the best SUV in the world have to act fast. The huge interest in the all-new XC90 indicates that the First Edition will sell out quickly,” said Alain Visser, Senior Vice President, Marketing, Sales and Customer Service of Volvo Car Group.

The online only First Edition is just one example of Volvo Cars’ revitalized approach to marketing activities and outstanding personal service.

“We are creating an online ecosystem that simplifies the process of shopping for, buying and owning a Volvo,” said Mr Visser. “We also see the introduction of the new XC90 as the perfect platform for introducing a new, outstanding customer experience, which we are rolling out globally.”

### Fully equipped

The First Edition cars, which have uniquely numbered tread plates and a distinctive badge on the tailgate, are powered by a high-performance petrol or diesel engine from Volvo Cars’ new four-cylinder Drive-E powertrains.

The supercharged and turbocharged T6 All Wheel Drive has an output of 320 hp and a maximum torque of 400 Nm, while the D5 twin turbo diesel engine has 225 hp and 470 Nm. The engines are teamed with a smooth 8-speed automatic transmission.

The electronically controlled air suspension has choice of five modes, including one where the driver is free to tailor the settings to his or her personal taste.

### Black exterior and amber leather seats

The Onyx Black exterior and 8-spoke, 21-inch inscription wheels are combined with an interior featuring nappa leather seats in Amber, a Charcoal leather dashboard and Linear Walnut inlays.

The power-operated front seats are equipped with ventilation. The outer seats in the second row have heating and the two third row seats are power-operated.

The tablet-like touch screen in the centre is one of the most striking features in the all-new XC90.

It is the heart of the all-new in-car control system that is virtually button free and represents an entirely new way for drivers to operate their car and access a range of Internet-based products and services.

The Bowers & Wilkins audio systems features a 1,400 watts Class D amplifier, 19 speakers, one of the first air-ventilated subwoofers integrated in a car and the latest sound processing software, which brings the emotional experience of a world-class live performance into the car.

### **Most comprehensive standard safety package**

The car offers the most comprehensive and technologically sophisticated standard safety package available in the automotive industry. It includes two world first safety technologies: a run-off road protection package and auto brake at intersection capability.

City Safety, which becomes the umbrella name for all of the Volvo Cars' auto brake functions, is also standard. It now covers vehicles, cyclists and pedestrians in front of the car, day and night.

---

### **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 a good 5 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:**

Corporate News, Press Releases, XC90, Product News, 2016

---

Beskrivelser og fakta i dette pressematerialet gjelder Volvo Cars internasjonale bilsortiment. Egenskaper som er beskrevet, kan være ekstrautstyr. Bilspesifikasjoner kan variere fra land til land og kan endres uten forhåndsvarsel.

Relaterte bilder



[Flere Bilder >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).