

## Pressemelding

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# All-new Volvo XC90 to transform the in-car driving experience

## All-new Volvo XC90 to transform the in-car driving experience

- Buttons to be replaced by large tablet-like touch screen
- Innovative, intuitive technology that is easier to use

The designers and engineers behind Volvo's all-new XC90 have completely re-conceived the way drivers operate their cars by dispensing with the normal array of buttons and replacing them with a large tablet-like touch screen, a head-up display and thumb controls on the steering wheel.

The result is the most modern in-car control system on the market, which is crucially easier to use, ensuring drivers will be able to keep their eyes on the road as much as possible while operating or making adjustments to the system. It also uses the car's interior space far more efficiently and offers a range of additional benefits such as integrated cloud-based applications for music streaming and other services, such as the world's first integrated Park and Pay application, and the ability to mirror and use Apple iOS and Android devices in the touch screen display.



"As cars increasingly become more connected to the Internet and are able to offer a far wider range of functions and entertainment services, the way in which the driver interacts with the car's systems is becoming progressively more important. It is essential that these services are offered in a way that does not reduce safety levels and in a manner that is easy to understand and optimized for the driving task," said Dr Thomas M. Müller, Vice President Electrics/Electronics & E-propulsion engineering of Volvo Car Group.

The typical driver control system available in many other premium cars on the market can involve 30 or more buttons spread across a dashboard, making it challenging for drivers to locate and operate, and threatening to distract their attention.

### **Sensus – instinctive understanding**

Volvo's new interface, part of 'Sensus', incorporates the latest touch screen hardware and software to allow drivers to build an instinctive understanding of how the system works, where the controls are located and how to operate them.

"Smooth interaction without distraction has been the guiding expression for our designers and engineers. The in-car control system is designed to keep eyes on the road and hands on the wheel as much as possible," said Thomas Ingenlath, Volvo Car Group's Senior Vice President Design.

The new in-car control system is just one of many examples of how the all-new XC90 has been designed around the needs of the people who are going to drive it.



### **How does the new in car control system work?**

The touch screen replaces the traditional selection of buttons and controls in the centre stack with one sleek control panel. This central panel interacts with an adaptive digital instrument cluster in front of the driver, while vital information is projected on the head-up display on the lower part of the windscreen. The user interface also includes thumb-reach controls on the steering wheel and state-of-the-art voice control.

Volvo's commitment to a seamless user experience is reflected in the ability to use the touch screen interface – even while wearing gloves - thanks to the application of infrared technology on top of the existing touch sensitive surface.

"Using the screen is so logical that it will become part of your muscle memory very quickly," said Dr Peter Mertens, Volvo Car Group's Senior Vice President Research and Development.

"Information, navigation and media are high up and easy to check. The phone controls, application icons and climate controls are located low and are comfortable to reach and touch. All of this logic is based on extensive usability and user experience research and the latest technology."

The layout on the portrait screen can be described as a stack of flexible 'tiles', each displaying a key functionality. Navigation is on top, followed by media and telephone. A thin notification band is

located above the tiles, while the digital climate controls form the 'foundation' of the pile.

When one of the tiles on the touch screen expands on interaction, the others are compressed but still visible and instantly accessible. This makes the touch screen exceptionally user-friendly, with no need to go via a main menu when switching between functions.

"The adaptive digital instrument cluster and the head-up display make sure that the most relevant information is always available where the driver needs it," said Mr Ingenlath.



### **Fully connected experience**

The all-new XC90 offers customers a fully connected experience, thanks to the Ericsson-based cloud solution and the navigation system by HERE, which provides the possibility to remotely update content and simplify the entire car experience.

Sensus includes a broad selection of cloud-based applications with a branded look and feel. The selection of cloud-based services, which may vary depending on the market, includes Internet radio, connected navigation, finding and paying for parking, discovering new restaurants at the destination, seamless streaming of favourite music and much more.

"The XC90 will not only tell you when it's time to visit the garage but also suggest an appointment for you at your Volvo dealership. The Connected Service Booking application is the first step in making the dealer workshop fully integrated into the connected eco-system," said Dr Müller.

### **Seamless smartphone integration**

The XC90 also offers Apple CarPlay and Android Auto, which brings selected features and services familiar to smartphone users directly into the car via the large centre console touch screen display. Users will immediately recognise the well-known icons for their basic applications, such as phone, messages, music and navigation.

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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 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:**

Press Releases, XC90, Product News, 2016

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