

Pressemelding

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All-new Volvo XC90 officially launched today

- First look at the new interior
- Full external reveal will be made in August

One of the most anticipated car launches of recent years – Volvo’s all-new XC90 – begins today. Volvo Car Group (Volvo Cars) has created a launch programme that will unveil the car from the inside out, meaning that it will start by disclosing the many new interior features of the car and culminate in the full external reveal in August.

The original XC90 was launched in 2002, and it revolutionised the SUV segment with its combination of space, versatility and safety. It went on to become a global sales phenomenon. As will be made clear in coming weeks, the all-new XC90 will also be a transformational vehicle in its market segment.



As a taste of what is to come, today, Volvo Cars provides the first glimpse of the interior of the car.

The new interior is the most luxurious to have been designed for a Volvo, taking its inspiration from the country of Volvo’s birth, Sweden, which has a global reputation for integrating the latest technology with design that is clean, beautiful and crafted from the finest materials.

“The most striking feature is a tablet-like touch screen control console, which forms the heart of an all-new in-car control system,” said Thomas Ingenlath, Senior Vice President Design of Volvo Cars. This system is virtually button free and represents an entirely new way for drivers to control their car and access a range of Internet-based products and services.

The new XC90’s interior combines materials such as soft leather and wood with handcrafted

details including a gear-lever made of crystal glass from Orrefors, the famous Swedish glass maker, and diamond-cut controls for the start/stop button and volume control.

“These details are designed to become the jewels of the interior. They add a bit of exclusive playfulness rather than pure functionality,” said Robin Page, Volvo Cars’s Interior Design Director.

The all-new XC90 is the first Volvo to use the company’s Scalable Product Architecture (SPA), which creates a far wider range of design possibilities, improves driveability and permits the inclusion of the latest safety features and connected in-car technologies, while at the same time increasing interior space.

“Our new interior architecture is pure and uncluttered, while still radiating the sophisticated confidence and formality that luxury SUV customers expect,” said Peter Mertens, Senior Vice President Research and Development of Volvo Cars.

The story of the latest advancements within safety and interior air quality will be released in late July/early August, while the reveal of the technology highlights, including chassis and powertrains, will start in mid-July and continue throughout the summer until the exterior launch at the end of August.

“The customer and the customer experience are at the heart of everything we do at Volvo Cars. We don’t do technology for technology’s sake – everything in a Volvo is there to make our cars safer and more pleasurable to drive,” said Alain Visser, Senior Vice President, Marketing, Sales and Customer Service of Volvo Cars.

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:

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