

Press Release

Jan 20, 2022 | ID: 293817

Volvo XC40 reigns supreme as it is crowned What Car? Family SUV of the Year for a fourth time

- Unprecedented fourth Family SUV of the Year What Car? award for Volvo's XC40 compact SUV
- XC40 established as the segment-defining model and the UK's best-selling premium SUV
- Customer appeal founded on a range of zero- and low-emission electrified powertrains, including the XC40 Recharge pure electric, Volvo's first battery electric car
- XC40 demonstrates hallmark Volvo attributes of design, quality, connectivity, safety and practicality

Five years on from its launch, the Volvo XC40 compact SUV remains the defining model in its class, its status confirmed by an unprecedented fourth Family SUV of the Year honour at the What Car? Car of the Year Awards.

As well as continuing to impress the automotive experts, the XC40 also remains the UK's most popular premium SUV, topping the annual sales charts for a second year running in 2021.

Volvo has continued to refine the XC40, which is a pioneer of its full-scale electrification programme. The XC40 Recharge pure electric, Volvo's first zero-emission battery electric model, was introduced in 2019, and the XC40 line-up also includes plug-in hybrid petrol-electric and mild-hybrid petrol powertrains to give consumers an impressive choice of low- and zero-emissions motoring.

These options combine with the fundamental appeal of Volvo's cool, minimalist styling, high-quality materials and finish, unmatched safety provisions and seamless onboard connectivity. Crucially, these are matched by the XC40's designed-in practicality to meet consumers' day-to-day requirements for an SUV that can accommodate passengers and luggage in a comfortable, spacious and flexible interior.

Steve Huntingford, What Car? Editor, summed up: "The XC40 blends generous passenger space and a practical boot with a quality interior and top-notch safety. Plus, no rival can match it for ride or seat comfort. All of that makes it a hugely desirable product, backed up with real substance. It's even temptingly priced compared with its premium rivals."

Kristian Elvefors, Volvo Car UK Managing Director, said: "With the XC40, we have set a high benchmark for all-round quality and performance in one of the most fiercely competitive market segments. For What Car? to have bestowed its Family SUV of the Year honour on our best-selling model for the fourth time is a fantastic seal of approval, and we will continue to refine the XC40 – including offering more pure electric Recharge versions – to strengthen the qualities that make it the all-round class-leader."

For more information on the XC40, and to use the online configurator, please go to www.volvocars.co.uk

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Keywords:

Press Releases, XC40, Product News, 2022

Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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