

Press Release

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Volvo V60 crowned Best Large Family Car in Parkers New Car Awards

- Volvo's newest model stamps its authority on the estate car market with Best Large Family Car award from Parkers
- Parkers praised the V60 for its desirability, styling, performance and value for money
- Award further reflects Volvo's continued success as a premium brand

The Volvo V60 estate has been named Best Large Family Car in the 2019 Parkers New Car Awards.

The title reflects the V60's all-round virtues as a practical and versatile car that also offers customers the best in contemporary style, premium quality and strong dynamic performance. Launched in February this year, the V60 epitomises the Volvo brand as a maker of highly desirable and accomplished cars, as shown in the successful New Family Model V60 marketing campaign.

Announcing the award, Parkers, one of Britain's most popular and authoritative sources of consumer new car information, described the V60 as "the perfect large family car for those who crave style and a cool image", and said it provides further evidence of the "huge progress" Volvo has made as a brand. Parkers also drew attention to the V60's "engaging drive" and "sleek interior", and the "excellent value" of its PCP (Personal Contract Purchase) deals.

Keith Adams, Parkers Editor, added: "The Volvo V60 is an achingly desirable large family car. It looks fantastic, is good to drive, has great-value finance available and has a super-cool image. It also demonstrates that the traditional large estate car as a breed has plenty of life left in it.

"Volvo is on a roll right now, with a fantastic range of cars, and the V60 typifies its maker's ability to hit the bullseye every time."

Jon Wakefield, Volvo Car UK Managing Director, said: "It's fantastic to see the V60 being recognised not just for what it delivers as an estate car, but also for how it encapsulates what we are working to achieve as a brand. That means cars that excel in rational qualities such as safety, practicality and convenience, while at the same time exploring exciting new directions in design and technology."

The V60 fulfils its role as a family-friendly model with a spacious interior that strikes the right balance between room in the cabin and a generous load area that is sensibly shaped and easy to use. Convenience features available (according to model grade) include handsfree powered tailgate opening and closing, Keyless Drive (keyless entry and engine starting), a 360-degree parking camera system and a head-up display.

All models benefit from Volvo's Sensus touchscreen control system with nine-inch screen, voice activation, satellite-navigation, access to cloud-based apps, and the Volvo On Call connected services platform. Volvo's world-leading reputation for vehicle safety includes the intelligent City Safety portfolio of active collision-avoidance systems, again fitted to every model in the range.

Each V60 is powered by a compact and lightweight Volvo Drive-E petrol or diesel engine, which provides an outstanding blend of power and efficiency. Initial engines comprise the 250hp T5

petrol, and the 150hp D3 and 190hp D4 diesels. Petrol-electric plug-in hybrid versions will be available at a later date.

V60 PCP prices start at just £279 a month, based on a customer deposit of £2,999, a 24-month contract and 10,000 miles per annum. Excess mileage charges apply.

A wide range of practical and lifestyle accessories can be added to the V60, including protective interior mats for the boot and cabin, infant and child seats, and even a dog harness. A variety of tailor-made equipment carriers are available for bikes, skis and kayaks, and roof boxes range in size up to 430 litres.

Parkers put all the contenders for awards through rigorous testing and judged them on a combination of ownership costs, value for money, quality, excellence and fitness for purpose. The Volvo V60 was shortlisted for consideration after analysis of the buying preferences of more than 2.9 million users of the parkers.co.uk website.

For more information on the Volvo V60, and to use the new online configurator, please go to www.volvocars.com/uk/cars/new-models/v60

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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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