

## Press Release

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# Express your individuality with the new Volvo XC40 small SUV

With dozens of possible exterior and interior colour combinations, the choice of the individual is at the centre with the new colourful Volvo XC40, Volvo Cars' first ever entry in the small premium SUV segment.

The highly anticipated XC40, set to be revealed shortly, will complete Volvo's SUV line-up with a distinctive car for a distinctive driver.

The XC40 takes Volvo Cars into new areas and allows its designers the freedom to create a car that brings a vibrancy, individuality and playfulness the small premium SUV segment currently lacks.

"We wanted the XC40 to be a fresh, creative and distinctive member of the Volvo line-up, allowing its drivers to put their personality in their driveway. XC40 drivers are interested in fashion, design and popular culture, and often live in large, vibrant cities. They want a car that reflects their personality. The XC40 is that car," said Thomas Ingenlath, Chief Design Officer at Volvo Cars.

The XC40 offers a broader and more playful colour palette, making it the most expressive model in Volvo's portfolio, reflecting the outgoing personalities of its drivers.

"Our customer research clearly showed that for the XC40 and for this segment, we needed a wider selection of colours and materials than we usually offer. As Volvo Cars has never designed a car like the XC40 before, we could start from scratch and give it energy and playfulness," added Robin Page, Senior Vice President Design at Volvo Cars.

Street fashion, city architecture, high-end designer goods and popular culture were all sources of inspiration as Volvo's design team defined materials, patterns and colour options for the new XC40.

"We took inspiration for the XC40's colour and materials from many different sources, mixing them and putting them back together into something cohesive. What we created is a car with a tough attitude that feels fresh, energetic and confident," said Ebba Maria Thunberg, Vice President Colour & Materials at Volvo Cars.

On the outside, a broad selection of possible colour combinations range from a solid, monochromatic theme to dual compositions in vivid colours that lends themselves to self-expression, while the interior options deliver a truly youthful and premium feel.

New interior colour choices in the XC40 include a warm Lava Orange carpet, an Oxide Red upholstery, and a range of new and distinctive trims and materials with designs inspired by urban architecture and cartography. Natural, felt-based carpets, headliners and door inserts deliver a modern touch.

"Our Momentum trim level is the most fashion-oriented of the line-up, with vivid exterior colour combinations, while the R-Design and Inscription trim levels reflect a more dynamic and premium feel," added Ebba Maria Thunberg.

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### **Volvo Car Group in 2016**

*For the 2016 financial year, Volvo Car Group recorded an operating profit of 11,014 MSEK (6,620 MSEK in 2015). Revenue over the period amounted to 180,672 MSEK (164,043 MSEK). For the full year 2016, global sales reached a record 534,332 cars, an increase of 6.2 per cent versus 2015. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.*

### **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 534,332 cars in 2016 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 2016, Volvo Cars had more than 31,000 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), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China), and body components in Olofström (Sweden).*

### **Keywords:**

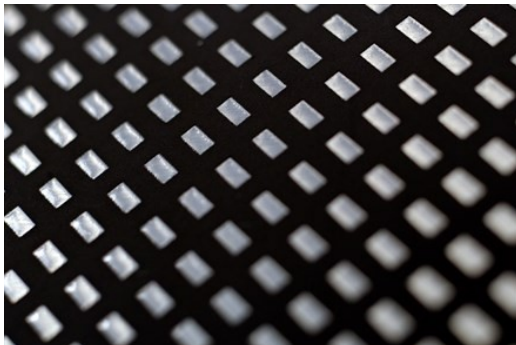
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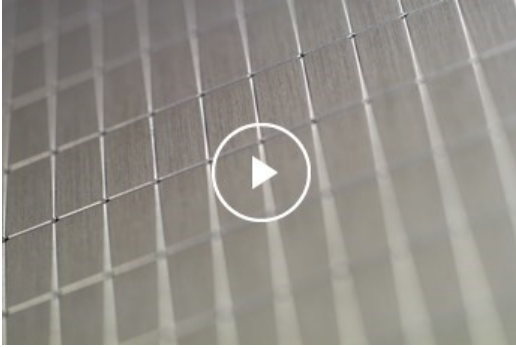
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