

Press Release

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Bluewater shoppers to get early look at Volvo's new XC60

Visitors to Kent's Bluewater shopping centre next week will be among the first people in the UK to see the new Volvo XC60 SUV, before it appears in dealerships later this year.

From Saturday 8th to Saturday 15th April, the long-awaited SUV will go on display in Volvo's pop-up shop in the centre. Here, shoppers will have the chance to experience first-hand the look and feel of Volvo's latest premium offering in the comfort of a relaxed, Scandinavian environment while enjoying traditional Swedish Fika* and free WiFi.

The Scandinavian-inspired pop-up shop, located on the lower mall of Bluewater, near House of Fraser**, will feature Volvo's new XC60 T8 R-Design in Crystal White, alongside the firm's recently launched V90 premium estate and XC90 SUV.

Jon Wakefield, Managing Director, Volvo Car UK, said: "The new XC60 is the latest product in Volvo's transformation, and introduces to our best-selling SUV the premium design, advanced connectivity and pioneering safety technology already seen on the successful S90, V90 and XC90.

"We're delighted to be giving visitors to Bluewater such an early chance to see the car. Our pop-up shop will allow customers to explore the car in a relaxed, welcoming environment, which reflects not only the design of our products but also the overall Volvo ownership experience."

Revealed at this year's Geneva Motor Show in March, the new car replaces Volvo's highly successful original XC60, which in the nine years since its launch became the best-selling premium mid-sized SUV in Europe, with nearly a million units sold globally.

The new XC60 is loaded with advanced safety technology, including Steer Assist – a feature added to the ground-breaking City Safety system – and Oncoming Lane Mitigation, which uses Steer Assist to help mitigate head-on collisions, while Volvo's Blind Spot Information System (BLIS) now uses Steer Assist functionality to reduce the risk of lane-changing collisions.

The new XC60's appearance at Bluewater follows the car's UK debut at Manchester's Arndale shopping centre last week.

For more information on the new Volvo XC60, please visit www.volvocars.co.uk

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Notes to editors:

* Fika is considered a social institution in Sweden; it means having a break, most often a coffee and sweet treats, with one's colleagues, friends or family. It's more than your usual coffee break – it's a cultural institution.

** The Volvo pop-up shop at Bluewater is open from now until Saturday 15th April, with the new XC60 appearing on Saturday 8th April. Opening hours are as follows:
Weekdays: 10:00 – 21:00

Saturday: 09:00 – 21:00
Sunday: 11:00 – 17:00

More details can be found at www.bluewater.co.uk

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