

Press Release

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Manchester Arndale shoppers to get UK's first look at new Volvo XC60

The new Volvo XC60 will be unveiled in the UK for the first time next week at a Scandinavian-inspired pop-up shop in Manchester's Arndale centre.

From Friday 31st March to Saturday 15th April, customers visiting the shopping centre will get a chance to see Volvo's long-awaited new SUV ahead of anyone else in the UK, before it becomes available in dealerships later this year.

Customers are invited 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 pop-up shop will feature Volvo's new XC60 D5 Inscription in Pine Grey, 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 Manchester residents the UK's first look at the new XC60. 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 earlier 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 Volvo pop-up shop will be located on the upper mall of the Arndale, opposite H&M and HMV.**

After its introduction in Manchester, a second XC60 will take up residence at Kent's Bluewater shopping centre from Saturday 8th April to Saturday 15th April.

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 Manchester Arndale is open from now until Saturday 15th April, with the new XC60 appearing on Friday 31st March. Opening hours are as follows:
Weekdays: 09:00 – 20:00
Saturday: 09:00 – 19:00
Sunday: 11:30 – 17:30

More details can be found at www.manchesterarndale.com

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