

Press Release

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Volvo V90 reigns supreme at Scottish Car of the Year Awards

- Volvo V90 crowned Scottish Car of the Year and Estate Car of the Year 2016
- Praised for its advanced technology, style and "one of the best cabin environments of any car at any price"
- V90 available now in D4 and D5 PowerPulse diesel form, priced from £34,555

The Volvo V90 has been named 2016 Scottish Car of the Year at the Association of Scottish Motoring Writers' Awards in Edinburgh. Volvo's new premium estate also won the Estate Car of the Year award.

The V90 beat stiff competition to win the coveted Car of the Year title, and was praised for its practicality, high-quality interior and stylish good looks. The judges were also impressed by its innovative technology, which includes the ground-breaking Sensus touch screen infotainment system. This is designed to operate like a smartphone or tablet, and allows you to control most of the car's functions using simple swipe or pinch and zoom gestures – even when you're wearing gloves.

This focus on advanced technology extends to every part of the car. The D5 diesel engine, for example, benefits from PowerPulse, an ingenious Volvo-designed system that uses compressed air to boost responsiveness at low revs. There's also Pilot Assist, the semi-autonomous drive technology that is fitted as standard to all V90s. This pioneering driver aid takes care of the steering, acceleration and braking at up to 80 mph, helping to make long motorway journeys less stressful and tiring.

Every V90 also comes with a host of advanced safety equipment as standard, including two world-first aids: Large Animal Detection and Run-off Road Mitigation. Large Animal Detection helps to prevent collisions with animals such as deer by scanning the area in front of the car and automatically applying the brakes in an emergency if you fail to react in time. Run-off Road Mitigation is designed to stop the car inadvertently leaving the road by applying the steering if the car gets too close to the edge of the carriageway.

Stephen Park, President of the Association of Scottish Motoring Writers, said: "Be in no doubt, the Volvo V90 is an exceptional car and one which reshapes the estate car marketplace. The judges were impressed by the way it marries traditional Volvo family values with a head-turning sense of style, advanced technology, exceptional build quality, safety, driving dynamics and one of the best cabin environments of any car at any price. In short, we reckon it's the most accomplished new car to be launched this year and one which offers strong appeal in the unique Scottish marketplace."

Commenting on the awards, Jon Wakefield, Managing Director of Volvo Car UK, said: "For the V90 to be crowned not only the Estate Car of the Year but also the overall Scottish Car of the Year is a fantastic achievement. Volvo is rightfully proud of its rich estate car heritage, and the V90 successfully continues that lineage. It provides all the space and thoughtful practical touches you'd associate with a Volvo estate, along with cutting-edge technology and efficiency, and beautiful design inside and out."

For more information on the Volvo V90, please go to www.volvocars.com/uk

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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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