

Press Release

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Volvo Cars reveals its adventurous side with new V90 Cross Country

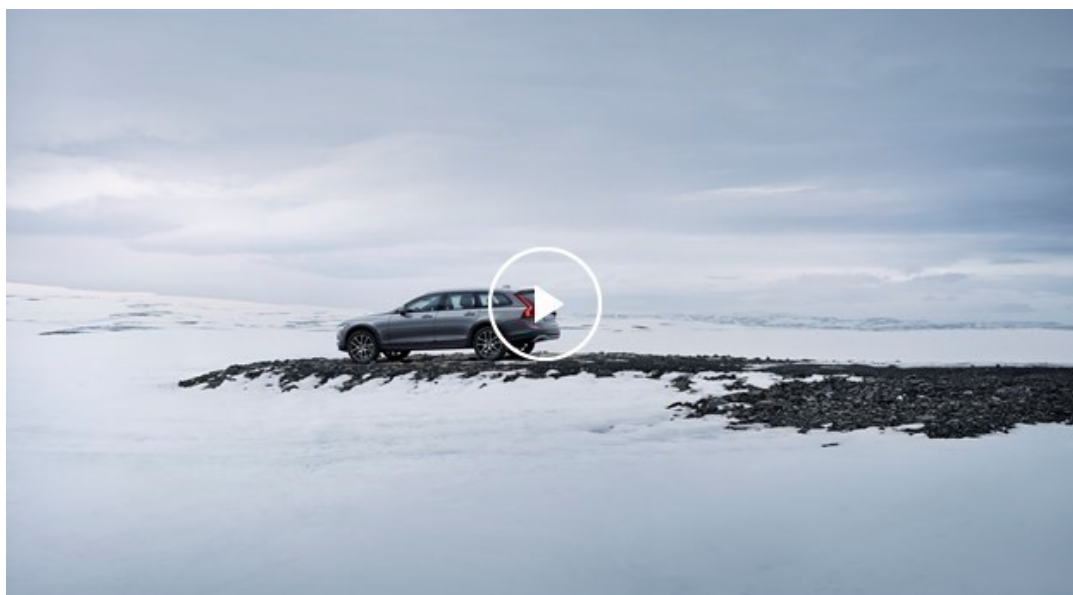
Volvo Cars, the premium car maker, has unveiled the eagerly awaited V90 Cross Country, completing its 90 series line-up.

Since the introduction of the first Cross Country almost 20 years ago, Volvo Cars has become synonymous with the rugged all-road, all-weather product category, with a growing stable of Cross Country models.

Volvo Cars' Cross Country models fulfil an increasingly important part of the Swedish brand's product portfolio as luxury car buyers seek out a more experienced-based lifestyle that occasionally takes them off the beaten track.

"The V90 Cross Country takes the elegance of the V90 and transforms it into an all-road car that delivers safety, comfort and performance in a capable and adventurous package," said Håkan Samuelsson, President & CEO, Volvo Car Group.

With some of the harshest winters on the planet and more than 77 per cent of the country covered in forest and lakes, Sweden is the natural place to develop and test extreme durability and all-weather-capable cars. This hard-won expertise represents a large part of Volvo Cars' heritage, reflected in the company's Cross Country model line-up.



"Our cars are well known for their safety, strength and durability. With All-Wheel Drive, increased ride height and a chassis optimised for comfort and control in all weather and road conditions, the new V90 Cross Country takes our versatile V90 estate and adds the heart of an explorer," said Dr Peter Mertens, Senior Vice President Research & Development at Volvo Cars.

With Volvo Cars' Scalable Product Architecture providing the underpinnings, the V90 Cross Country has undergone rigorous testing to ensure that it can survive the extremes in which it will ultimately find itself.

From secret testing facilities in the frozen north of Sweden, where temperatures regularly hit -40 degrees centigrade, to the searing desert heat of Arizona, where Volvo Cars performs its high-temperature testing program, the V90 Cross Country has been built to last.

With a design that clearly stands out from the crowd, the V90 Cross Country's rugged character belies a sumptuous interior that delivers a level of luxury uncommon in the segment, combining all the benefits of the connectivity and entertainment features that were launched with the new S90 and V90, including a high-end sound system by Bowers & Wilkins.

The V90 Cross Country's exterior design cues communicate the powerful and dynamic capability that the car exemplifies, while offering the flexibility to choose from both rugged and elegant expressions.

"Designing a Volvo Cross Country is not a styling exercise, a plastic job. It is based on honest capability. The Volvo V90 Cross Country brings a surprising and intriguing combination of a strong, powerful exterior and a luxurious, Scandinavian interior. It will continue the genuine tradition of the Volvo Cross Country with a new recipe: the blend of powerful off-road capability in a most elegant, sophisticated, tailored wagon suit," said Thomas Ingenlath, Senior Vice President Design at Volvo Cars.

The new V90 Cross Country takes this well-established segment to a new level of comfort-inspired capability. Production of the car is set to start this autumn at Volvo Cars' Torstana plant in Sweden.

UK prices will be announced later this year, and first deliveries are expected in Q1 2017.

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Volvo Car Group in 2015

For the 2015 financial year, Volvo Car Group recorded an operating profit of 6,620 MSEK (2,128 MSEK in 2014). Revenue over the period amounted to 164,043 MSEK (137,590 MSEK). For the full year 2015, global sales reached a record 503,127 cars, an increase of 8 per cent versus 2014. 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 503,127 in 2015 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 2015, Volvo Cars had almost 29,000 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).

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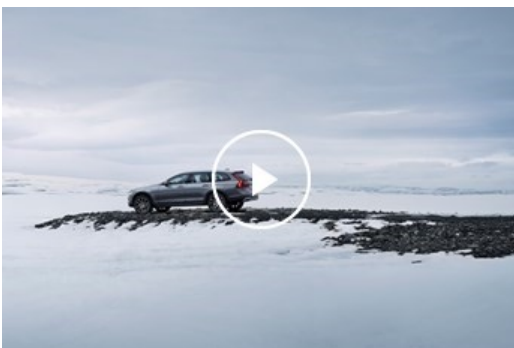
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