

Press Release

Jan 11, 2016 | ID: 172726

Volvo XC90 wins North American Truck of the Year – again

Volvo Cars' XC90 has won the prestigious North American Truck of the Year 2016 Award from a field of strong contenders for the second time. The first XC90 won the award back in 2003.

The North American Truck of the Year Award is one of few in North America based on a jury of independent automotive journalists. The 2016 jury, consisting of 53 journalists from the United States and Canada, singled out the XC90 for its blend of innovative technology, superb comfort and driving dynamics and its outstanding design.

"We are absolutely thrilled that the XC90 has won this prestigious and most respected award," said Lex Kerssemakers, President and CEO of Volvo Car USA, "and there is a lot more to come. By 2019 Volvo will have a totally renewed product portfolio. By then the all-new XC90 will be the oldest car in the showroom."



Modular approach

Volvo Cars' Scalable Platform Architecture (SPA) lies at the Centre of the car maker's approach to product development for its large and medium-sized products. Its flexibility and modular design has enabled Volvo to focus on designing their new and coming cars around both electrified, hybrid and conventional powertrains. The company is also developing a smaller version of the architecture, known as CMA (Compact Modular Architecture) that will underpin its coming 40 Series cars.

Twin Engine – efficient performance

Volvo's XC90 comes with an array of innovative technology aimed at making life easier and more enjoyable for drivers and passengers alike. Apart from launching a whole new design strategy for the iconic Swedish brand, the XC90 also comes with a range-topping T8 Twin Engine plug-in hybrid powertrain that takes it to the top of its class as a 7-seater. The T8 Twin Engine delivers a combination of outstanding performance and extreme efficiency unmatched in the premium SUV segment.

Connectivity

On the inside the XC90 has set a new standard in interior design with an inspirational approach to progressive design and the use of natural materials. The XC90's tablet-like touch display takes centre court in the dashboard and delivers a multitude of native applications and services, whilst also providing smartphone connectivity through Apple CarPlay. The Bowers & Wilkins top of the range sound system with its signature 'tweeter on top' is a fresh approach to audio design in the premium segment.

Volvo - safety as standard

As ever Volvo deliver a world class safety system as standard in the XC90. City Safety, which is Volvo's name for its auto brake functionality, provides coverage in many different accident scenarios including potential collisions with vehicles, pedestrians, and cyclists – day and night.

The XC90 was the first Volvo to launch with a low-speed semi-autonomous drive feature called Pilot Assist. This function is now being expanded in the new S90 to work at motorway speeds of up to 130 km/h. Volvo's leadership in the field of safety is enabling autonomous drive functionality and reflects the Swedish brand's commitment to eliminating serious injury or deaths in its cars by the year 2020.

Note to Editors:

[The Volvo XC90 has also been nominated for the European Car of the Year 2016 Award.](#)

[XC90 wins Motor Trend SUV of the Year. Again.](#)

[A full list of the awards the new XC90 has received since its launch](#)

[North American Car & Truck/Utility of the Year Awards](#)

-ends-

Volvo Car Group in 2014/15

For the 2014 financial year, Volvo Car Group recorded an operating profit of 2,252 MSEK (1,919 MSEK in 2013). Revenue over the period amounted to 129,959 MSEK (122,245 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 2014, Volvo Cars had over 26,000 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) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

Keywords:

Press Releases, XC90, 2016, Product News

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.

Related Images



[More Images >](#)

media.volvocars.com >

volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).