

Press Release

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The new Volvo S80, V70 and XC70: Exclusive sophistication on a new level

- Focus on elegant, sophisticated design and attention to detail
- Fuel consumption down to class-leading 68.9mpg in the Volvo S80
- New, intuitive Sensus Connected Touch system
- Enhanced IntelliSafe systems
- Active High Beam Control for more relaxed driving at night

"The new features in the new Volvo S80, V70 and XC70 are based on our human-centric approach, which has been a Volvo hallmark for more than 85 years. They take the elegant sophistication of our largest models to a new level," says Lex Kerssemakers, Senior Vice President, Product Strategy & Vehicle Line Management at Volvo Car Group. He continues: "We pave the way for our future model line-up by bringing the three models visually closer to each other. The renewal is one of the most extensive in our history, with the main focus on improved quality and attention to detail."

The new Volvo S80 - enhanced exclusive sophistication

A number of new exterior design cues reinforce the sophisticated contemporary presence of the new Volvo S80. The front and rear bumpers create a 'stretched' effect to make it look wider and lower. Rectangular Daytime Running Lights at the front give the S80 nose a more contemporary look, while the rounded off classic Volvo lights at the rear visually pull the car down to the ground.

"The whole effect adds a sophisticated elegance to the car," explains Fedde Talsma, Design Director, Exterior. "We have created a wider proportion on the front grille and added more detail such as chrome exterior highlights to give the car an elegant and upmarket feel."

It is the attention to detail that gives the S80 its enhanced sophistication. The S80 Executive interior offers the highest level of all-inclusive luxury, blending craftsmanship with technology, while the Inscription options offer bespoke details that gives the customer the opportunity to truly design the car to his or her personal taste.

"We are very proud of having Bridge of Weir in Scotland as a supplier of our quality leather seats. Their genuine cowhide has far less surface treatment than that in other premium cars, making it feel softer and more natural," says Lena Jiseborn, Design Director, Colour and Trim.

"The quality of the seats and other materials used in the car give the car a true Scandinavian feel," she continues.

And under the skin, at the heart of the best driving experiences is a great chassis. The S80 buyer can choose from two chassis types - Comfort Chassis and Four-C (Continuously Controlled Chassis Concept).

The new Volvo V70 - emphasised elegant presence

"We've been creating wagons since 1953, when the 'two cars in one' Volvo Duett was launched. Six decades on, our new Volvo V70 carries on the tradition of combining form and function beautifully," says Fedde Talsma.

This ultimate, spacious family car offers families first-class comfort and sophistication combined with an impressive 575 litres of load space.

The rear seats can be folded down in three 40/20/40 segments, giving more options to configure the space. With all of the rear seats folded flat, the load space grows to a cavernous 1,600 litres. The power-operated tailgate, operated remotely via the key fob or the dashboard, is another human-centric detail.

The two outer rear seats can also be fitted with integrated two-stage child seats - with one simple movement, booster cushions pop up from the seat giving a comfortable and safe ride height for children from the age of three and upwards.

The refined design emphasises the elegant contemporary presence of the V70.

"We have created a wider proportion on the front grille, as well as more detail work and Daytime Running Lights, and added chrome touches to lift the detail and give the car a more upmarket and luxurious feel," explains Fedde Talsma. "The new car looks more elegant, with a more road-hugging stance."

The V70's rear features a new rear bumper, tailpipes and added chrome details as well as redesigned rear lights. The car is also available with wheels up to 19 inches in diameter.

The new Volvo XC70 - rugged sophistication for all-terrain adventures

Volvo Cars paved the way for a totally new segment with the V70 Cross Country in 1997.

"Our main focus in the continuous development of the XC models has been to create a very comfortable on-road car with capable, off-road potential. The rugged and refined contemporary look reflects the XC70's underlying strength and capability. Think of it as an exclusive goose down jacket, designed around those who like their adventure with a true feeling of sophistication," says Lex Kerssemakers.

All-Wheel Drive and Hill Descent Control are a further boost to the XC70's go-anywhere potential.

A number of new exterior design cues sharpen the XC70's contemporary road presence. These include a front grille with a bold, wider proportion, a new bigger ironmark, and details such as the Daytime Running Lights and added matte silver touches. The XC70 is available with wheels up to 19-inches in diameter.

"Our aim is to emphasise the luxurious feel with a more road-hugging stance. The XC70 should look perfectly at home in any environment, whether it's in the middle of the open country or a country club car park," says Fedde Talsma.

The XC70 also features improved off-road design cues such as skidplates that protect the car on really uneven surfaces. The protective black body-cladding below the belt line now extends to surround the front fog lights giving them a purposeful, functional feel. The rear lights have also been redesigned.

As with the V70, the rear seats can be folded down in three 40/20/40 segments. Fold all of the rear seats flat and the load space grows from 575 litres to 1,600 litres. Another human-centric detail is the power-operated tailgate.

The outer rear seats can be fitted with integrated two-stage child seats - booster cushions that offer children from the age of three and upwards a comfortable and safe ride height.

Enhancements across the new V70, XC70 and S80 range

Lower fuel consumption

Volvo Car Group continues to lead the industry when it comes to fuel efficiency and CO₂ actions across the model and engine range.

The fuel consumption of the 115 hp, four-cylinder D2 diesel in the new Volvo S80 with an automatic gearbox is 68.9mpg, with class leading emissions of 109 g/km (preliminary figures) - unthinkable in a car of this size only a few years ago. To emphasise the scale of the engineers' achievement, this is the same CO₂ emission level for Volvo's largest saloon as for the company's smallest car, the C30 DRiVe, only three years ago.

The new Volvo V70 D2 also offers class-leading fuel consumption of 65.7mpg (112 g/km) with the automatic gearbox (preliminary figures).

The automatic D3 (136 hp) and D4 (163 hp) versions of the Volvo S80 now have CO₂ emissions of 129 g/km (57.6mpg). The corresponding figures for the V70 D3 and D4 are 130 g/km (57.6mpg).

In the new Volvo XC70, both the D5 (215 hp) and the D4 (163 hp) versions with manual gearbox and All Wheel Drive come with fuel consumption at 53.3mpg (139 g/km).

Full information on all engine and gearbox variants will be available in the Technical Specification section of the Volvo Car UK Media Site (www.media.volvocars.co.uk).

Sensus Connected Touch - new connectivity possibilities

The HMI (Human Machine Interface) functionality Sensus is extended with an optional accessory that adds intuitive all-new technology that enables connectivity and Internet in the car. The Sensus Connected Touch turns the 7-inch display into a state-of-the-art infrared, beam-scanned touch screen that can be used even when wearing gloves - a world first in cars.

The driver goes online either via a car-mounted 3G/4G dongle or a personal mobile phone and the features include:

- Internet streaming of music
- A global choice of Internet radio via TuneIn and Orange Live Radio
- Full Internet browsing (except when driving)
- On-line Google Map with Google Search
- Embedded Connected 3D navigation with online traffic info and dangerous zone warnings
- Free Parking locator
- TripInfo that reads out Wikipedia information about interesting points along the route
- Native and web applications and App Store for new functions and updates
- Weather information and forecasts
- A Volvo service locator

"The voice-activation system works on all music sources connected to the Connected Touch," says Project Director Patrik Widerstrand, adding: "It is also possible to share a WiFi network with everyone in the car."

It is also possible to fit Connected Touch to previous model years where Sensus is fitted.

Adaptive Digital Display

The Adaptive Digital Display, which debuted in the all-new V40, uses an active TFT (Thin Film Transistor) crystal display to bring the driver personalised information.

The Active TFT screen is fitted as standard on SE Lux and is available as an option on all other specifications.

There are three themes to choose from: Elegance, Eco and Performance.

The default mode Elegance has a classic look and layout.

The Eco mode has a green colour theme and is designed to encourage and reward a fuel-efficient driving style. The Eco meter on the left displays current and accumulated fuel consumption - and optimal eco-driving is rewarded with a green E light.

Performance features red illumination, and a rev counter scale replaces the speedometer displayed in the Elegance and Eco versions, while the vehicle speed is shown digitally. On the right, a power meter shows how much engine power is available, which is a very useful tool for overtaking.

Lighting and new details

The Active High Beam Control helps the driver use high beam more efficiently. It also offers automatic switching between high and low beam at the right moment.

Inside, an all-new Ambient Light enhances driving at night. It illuminates key features such as cup holders, door releases, seat controls, and luggage and storage areas. Cars equipped with the automatic gearbox also feature a new gearshift knob with piano-black inlay.

Heated windscreen

Cars equipped with a rain sensor can now also get an electrically heated windscreen for rapid de-

icing on cold winter days.

Heated steering wheel and paddle shifters

Volvo now offers drivers in cold climates extra comfort, with the introduction of an optional heated steering wheel. Cars with an automatic transmission can also be specified with paddle shifters, enabling the driver to shift gear manually with both hands on the wheel. The heated steering wheel is available on all engines/specification levels and paddle shifters can be ordered on D2, D5 and T6 on all specification levels. If specified with a heated steering wheel or paddle shifters, the standard 4-spoke steering wheel is replaced by a 3-spoke steering wheel.

IntelliSafe systems supporting the driver

IntelliSafe, Volvo's blanket name for all active safety systems, is an important part of the driver-centric approach in the S80, V70 and XC70.

The world-first City Safety technology is fitted as standard, and this advanced safety system now works at speeds of up to 31 mph. All three models can also get Pedestrian Detection with full auto brake, which watches out for people walking into the car's path and automatically brakes the vehicle if there is an impending impact.

Road Sign Information supports the driver by displaying road signs on the instrument display. "As the leader in automotive safety, we have reduced the risk of being involved in an accident or being injured in one of our latest car models by around 50 per cent since the year 2000. By continuously introducing new preventive and protective systems, we keep moving towards our safety vision that nobody should die or suffer serious injuries in a new Volvo car by the year 2020," says Thomas Broberg, Senior Safety Advisor at Volvo Car Group.

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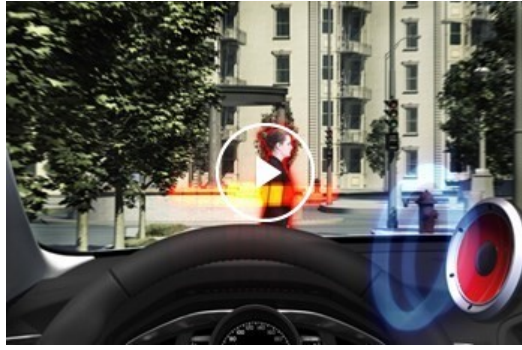
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