

## Press Release

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# Double win for the Volvo V40 at the Scottish Car of the Year Awards 2012

- V40 wins Executive Hatchback Award
- World's first pedestrian airbag wins Safety Award

Volvo's all-new V40 has been named 'Best Executive [Hatchback](#)' at the 2012 Scottish Car of the Year Awards, judged and hosted by the Association of Scottish Motoring Writers, held at the Thistle Glasgow hotel on Friday 12<sup>th</sup> October.

The Volvo V40, launched earlier this year, has been an instant hit with journalists and the buying public, selling fast across the UK. With its fresh Scandinavian design, innovative safety features and exciting driving dynamics, the V40 showcases Volvo's new Designed Around You philosophy, putting the driver at the centre of the ride experience through handling, style, comfort and advanced technology. The V40 is available from £19,995 on the road and with class-leading CO<sub>2</sub> emissions of 94g/km.

"Cutting a dash in the executive sector is no easy task, especially when you want a car that has bags of practicality too. This year proved sensible does go hand in hand with sensational, with the variety the SCOTY judging panel had to choose from. In the end, one car stood out for so many reasons, not least its looks, drive and safety," said John Murdoch, President of the ASMW.

The V40's standard-fit, world's first pedestrian airbag, combined with Volvo's established City Safety and Pedestrian detection technology earned it recognition as joint winner of this year's Safety Award. Designed to help cushion the impact of a pedestrian hitting the vehicle by lifting the bonnet to create an extra deformation zone, fully inflating the airbag and covering the lower parts of the a-pillar and bottom third of the windscreen, all within a few milliseconds of the impact. The pedestrian airbag has also contributed towards the V40 receiving the highest ever recorded score by Euro NCAP.

Revealed earlier this year at the Geneva Motor Show, the V40 is soon to be joined on the road by the R-Design and Cross Country derivatives which were launched last month at the Paris Motor Show. These two new models will satisfy those drivers who want a more sports-inspired or rugged look to their V40.

Nikki Rooke, Volvo Car UK's Head of Public Affairs, Events and Sponsorship, said "The all-new V40 has been a great success for Volvo this year and I'm delighted that the ASMW have been as equally pleased as we are with the car. The V40 is an important car, especially to our Scottish dealers, and I'm sure with its class-leading emissions, dynamics and design, we will continue to have success".

### Keywords:

V40, Press Releases, 2013, Product News

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