

Press Release

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All-New Volvo V40 R-Design and Cross Country Pricing Announced

Volvo Car UK has today announced the pricing of the all-new Volvo V40 R-Design and Volvo V40 Cross Country. Starting from £22,295 and £22,595 respectively, Volvo is now able to offer both a more sports inspired and a more rugged looking take on the V40.

The V40 R-Design has taken cues from its R-Design stable mates in the rest of the range, with a re-profiled front bumper and rear diffuser, five-spoke 17" Ixion wheels, silver matt door mirrors, unique R-Design embossed nubuck upholstery, sports floor mats, sports steering wheel and pedals. In addition to this, as standard, the V40 R-Design benefits from a TFT crystal display screen with unique blue colouring, illuminated gear-knob, unique R-Design aluminium trim and vertical LED day-running lights.

Those wanting the ultimate in sports luxury can upgrade to the R-Design Lux, complementing the standard specification with active bending xenon headlights with cleaning system, rain sensor, leather-faced R-Design embossed seats, cruise control, keyless start and rear theatre lighting.

The V40 R-Design is available in the striking launch colour, Rebel Blue, unique to R-Design, along with six other colours.

Prices start from £22,295 for the D2 R-Design, still benefiting from class leading CO₂ emissions of 94g/km, up to the T5 Geartronic R-Design Lux Nav, available from £31,390.

The V40 Cross Country is Volvo's answer to those customers that want a small 5-door hatchback but with a more 'off-road' and rugged look. As standard, the Cross Country SE is offered with autofolding door mirrors with ground lights and black mirror covers, 16" alloy wheels, rain sensor, textile/T-Tec upholstery, tread plates and silver roof rails.

The Cross Country can be further enhanced by specifying the Cross Country Lux version. This includes the ample specification of the SE, plus leather-faced upholstery, active bending xenon headlights, 17" alloy wheels, LED day-running lights, rear reading and theatre lighting.

The V40 Cross Country is available from £22,595 for the D2 Cross Country SE, up to the T5 Geartronic Cross Country Lux Nav with All-Wheel Drive, from £33,875.

Both models are available to order now and first customer deliveries will start to take place in January 2013.

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