

## Press Release

Sep 12, 2012 | ID: 45560

# Volvo Car Corporation launches the V40 R-Design: Dynamic drive with sports inspired looks

## **Volvo Car Corporation launches the V40 R-Design: Dynamic drive with sports inspired looks**

Launched at The 2012 Paris Motor Show in stunning Rebel Blue, the new Volvo V40 R-Design is a perfect match for those who want a head-turner that radiates a truly stylish and dynamic look.

The visual promise of a life in the fast lane is confirmed by the driver-centric interior and an intense, agile driving experience with performance up to 254 horsepower.

"The V40 R-Design is designed around the performance minded individual with a passion for those things that add extra spice to life. The meticulous attention to detail covers the expressive design as well as the agile, precise performance," says Lex Kerssemakers, Senior Vice President Product Strategy & Vehicle Line Management at Volvo Car Corporation.

The attention-grabbing exterior has been specially developed for buyers who want to put their very own stamp on their car.

The unique R-Design front features a silk-metal framed high-gloss grille with re-profiled front bumper and day running lights. The sporty stance is further enhanced with an ironstone rear diffuser, silk-metal finished details and twin exhaust tailpipes. The five-spoke diamond-cut wheels (standard with 17" or can be upgraded to 18") complete the stylish, dynamic look. The interior also gains from unique features such as the embossed R-Design leather/T-Tec upholstery, TFT instrument display, sports steering wheel, sports pedals and unique aluminium inlays.

Those wishing to further enhance their vehicle can upgrade to the R-Design Lux which adds additional features, such as embossed full leather-faced upholstery, active bending xenon headlights with headlight cleaning system, rain sensor, cruise control, keyless start and rear theatre lighting.

On top of the Rebel Blue livery, the V40 R-Design buyer has a choice of six other exterior colours.

Prices will be announced in early October with dealers being able to take orders immediately. Customer deliveries are expected to start during January 2013.

### **New generation R-Design interior with blue interactive dashboard**

The interactive dashboard in the all-new V40 has already had a lot of positive attention, both from media and customers. The possibility to switch between three designs with different configurations and functionality is mirrored in the V40 R-Design - Elegance, Eco and Performance. But here all of the modes come in the same radiant blue colour, unique to the R-Design.

"Inside, the new generation R-Design seats and interior details emphasise the distinctive Scandinavian design aura of the all-new V40. R-Design appeals especially to customers that love active driving and a personal, expressive design. We have talked to them a lot to ensure that every single detail contributes to the individualistic, refined expression they desire," says Lex Kerssemakers.

The seats feature a blend of black Nubuck textile and perforated leather, crowned by an embroidered R-Design logo with a blue "R". Full leather seats are available as an option.

The comfortable, in-command driver environment also includes a specially designed steering wheel, gear-knob, handbrake and sport pedals. The unique R-Design aura is enhanced by a combination of new aluminium inlays with a perforated look, black leather, matching stitching and black headlining.

### **Dynamic drive with a wide range of engines**

R-Design can be combined with all engines available for the all-new Volvo V40, from the D2 diesel with 115 horsepower and CO<sub>2</sub> emissions at 94 g/km, to the high-performance T5 petrol turbo with 254 horsepower.

"Creating a driving experience that fulfils the R-Design buyers' passion for a fast-paced life is not just about speed and acceleration. Agility and precision are equally important for these performance-minded individuals. Both the standard Dynamic chassis and the optional Sport chassis are designed to offer a class-leading, intense driving experience, no matter if you prioritise maximum fuel-efficiency or rapid acceleration," says Lex Kerssemakers.

### **Optional Sport chassis**

The chassis has been developed in co-operation with Swedish racing driver Robert Dahlgren in the Volvo Polestar Black R team.

The optional Sport chassis is lowered 10 mm compared with the Dynamic chassis. Springs and shock absorbers have a firmer setting, resulting in a responsive driving pleasure with full control.

The front McPherson struts have 25 mm piston rods. The stiffness enables the structure to absorb lateral loads better.

At the rear the V40 has mono-tube dampers, featuring compression and return damping via the same valve. This gives shorter, faster fluid flow, which in turn means that the damper responds more quickly.

Antiroll bars with increased diameter also contribute to the sporty drive.

The standard Dynamic chassis' rigid body and low centre of gravity also promote an alert, quick-responding character that focuses on the driving experience, yet without compromising ride comfort.

"The V40 R-Design is agile, responsive and fun to drive. Both chassis offer the enthusiastic driver a feeling of total control. You get both that connected response that makes a winding country road so much fun as well as the precise, nimble moves it takes to stay on top of busy urban traffic," says Peter Mertens, Senior Vice President Research & Development at Volvo Car Corporation.

### **Driver orientated appeal attracts younger buyers too**

The new Volvo V40 R-Design will be available in all markets that sell the Volvo V40. Volvo Car Corporation expects that around 10 per cent of all V40 worldwide buyers will choose the R-Design version, while in the UK, that figure is expected to rise to 25 per cent.

"Previous R-Design models have played an important role for increasing our sales and for lowering the age of our customer base. We believe that the all-new V40 R-Design will give this trend another boost," says Lex Kerssemakers.

Note: Except for unique details mentioned in this press release, the all-new V40 R-Design is available with the same design and technology as the all-new Volvo V40. Detailed information is included in the previous Volvo V40 press releases.

### **Keywords:**

V40, Press Releases, 2013, 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 >](#)

## Related Videos



[More Videos >](#)

[media.volvocars.com](http://media.volvocars.com) >

[volvocars.com](http://volvocars.com) >

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