

Press Release

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VOLVO CAR UK ANNOUNCES PRICING OF THE ALL-NEW VOLVO V40

- On the road prices start at just £19,745
- D2 emits 94g/km of CO₂ with fuel consumption of 78.5 mpg*
- The world's first pedestrian airbag and City Safety fitted as standard
- Bluetooth fitted as standard on all specifications

Volvo Car UK has announced the pricing for its all-new premium five-door, five-seat hatchback, the Volvo V40, which debuted at the Geneva Motor Show last month.

Starting at just £19,745 on the road, the all-new Volvo V40 enters the premium hatchback segment with a class-leading set of innovative high-tech features. Volvo's first new model to be fully developed according to its human-centric, Designed Around You strategy, the car is the first in the world to feature a pedestrian airbag, an innovation which helps reduce the severity of pedestrian injuries in the event of an impact. The all-new V40 is also the only model in its class to fit City Safety as standard and offer Pedestrian Detection, effective at speeds of up to 22mph.

Company car users will benefit from strong Benefit In Kind (BIK) figures, with the V40 D2 at £43 and £85 for 20% and 40% tax payers respectively. The V40 D2 offers the best BIK figures of all the premium 5-door hatchbacks, beating the BMW 116d ED (£45 and £90) and the Audi A3 1.6 TDI (£48 and £97).

The luxury hatchback will be available in ES, SE and SE LUX trim with Bluetooth fitted as standard across the range. Customers are able to place orders now with production starting in May. Volvo expects the first customer cars to be delivered in September.

With CO₂ emissions as low as 94 g/km, the D2 version of the Volvo V40 boasts a combined fuel consumption of 78.5 mpg*. Its 1.6-litre diesel engine has 115 hp and 285 Nm of torque and comes with a six-speed manual gearbox and start/stop function. This means V40 drivers will benefit from improved running costs and the lowest vehicle tax bands (starting at £0 and subsequent years' vehicle tax of £0**).

The entry level ES comes with a host of features as standard, including Volvo's innovative City Safety technology; the world's first pedestrian airbag; Bluetooth with music streaming; high performance audio with 5" colour display screen; Electronic Climate Control; 16" Matres alloy wheels; Dynamic Stability and Traction Control; power windows; leather steering wheel and gear knob; and textile floor mats.

Full pricing and details of all engine and specifications can be found within the price list.

In addition, all Volvo V40 Nav models include a fully integrated satellite navigation system with voice-activated control, a 7" colour display screen and DVD player. As well as full European mapping, two complimentary annual map updates are also included.

Nick Connor, acting Managing Director at Volvo Car UK said: "The V40 generated a huge amount of excitement and interest when it was launched at the Geneva Motor Show last month. Early signs show that the vehicle's residual values will be strong, and we are confident that consumer finance packages and contract hire rates in the business sector will prove to be extremely

competitive."

-ends-

*Fitted with 205 tyres / on the combined cycle

**On the Volvo V40 D2 model

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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.

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