

Press Release

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STRONG START FOR VOLVO CAR UK IN 2012 - SALES UP AND A YEAR OF FIRSTS

- Sales up over 13% overall year-to-date
- All-new V40 launches at Geneva with a world first safety technology
- World's first plug-in diesel hybrid set to launch later in the year

In 2011, Volvo was the fastest growing luxury car brand and the start of 2012 shows no signs of slowing down. Volvo Car UK is currently enjoying a great start to 2012 with increasing sales and new cars with world firsts ready to enter the marketplace, bringing unique Scandinavian Luxury design to the premium car market. Latest figures show that year-on-year, Volvo has increased its sales performance by 13.4%. The Volvo XC60 is continuing where it left off in 2011 by being one of Volvo's top selling models, followed by its siblings, the S60 and V60.

The 6th March saw Volvo unveil its all-new V40 at the Geneva Motorshow, a five-door, five-seat hatchback that is set to enter the competitive premium five-door segment in July. The V40 aims to take on the BMW 1-Series and Audi A3 with a mix of Scandinavian design, enhanced safety features and the driving dynamics never seen before in a Volvo.

The all-new V40 also sees the introduction of the world's first pedestrian air-bag amongst the many new safety and technology features. This is the first car to be designed with Volvo's new human-centric approach, "Designed Around You" ensuring that the customer and driver are at the forefront of every designer and engineer's mind when producing the car.

2012 also sees the launch of the world's first diesel plug-in hybrid - the Volvo V60 D6, due to start production in October. With emissions of just 49 g/km of CO₂ (NEDC combined, Hybrid mode) and fuel consumption of over 100 miles per gallon (combined cycle), it is sure to cause huge interest amongst those who have environmental standards high in their purchasing lists.

Not only will the V60 D6 give the driver the option of how he or she wants to be powered (electric or combustion engine), it will also give the ability to engage both power options at the same time to offer a maximum output of 215+70 hp with all-wheel drive capability. With only 125 cars available to UK buyers in the first model year, high demand is expected of those cars.

Keywords:

Old S60, Volvo XC60, XC90 (2002-2014), C30, C70, Press Releases, 2011, XC70 (2008-2016), V70 (2008-2016), S80 (2008-2016), 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.

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