

Press Release

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THE C30 DRIVe, S40 DRIVe and V50 DRIVe

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- First premium manufacturer to offer three conventionally-powered sub-100g/km CO₂ producing models
- S40 DRIVe and V50 DRIVe with improved emissions join the C30 DRIVe in producing 99g/km CO₂
- Increased engine power output to 115PS (from 109PS)
- Improved combined fuel economy up to 74.3 miles per gallon
- All three models benefit from free Vehicle Excise Duty
- DRIVe models available in ES, SE and SE Lux specification
- London Congestion Charge exemption for all three models potentially saving over £2,500 a year

Volvo now has a new range of DRIVe models with increased performance and CO₂ emissions. All three models are equipped with a special set of efficiency-enhancing features and marked with the DRIVe emblem to signal their uprated environmental credentials. Production of these new models has already started and they are the next step in Volvo Car's environmental vision of "DRIVe Towards Zero".

The DRIVe models use the same upgraded 1.6 diesel engine available in the D2 but with a number of electronic, mechanical and aerodynamic modifications. The modifications help improve the CO₂ emissions and fuel economy from 114g/km to 99g/km and 65.7mpg to 74.3mpg respectively.

These changes have meant that Volvo can now offer the V50 as the largest and most versatile sub-100g/km estate car currently on sale in the UK. All three models also qualify for Congestion Charge exemption under the new-for-2011 rules, saving London-based owners more than £2,500 per year.

The DRIVe models are available on the road from £18,905 for the C30, £21,045 for the S40 and £22,425 on the for the V50 in ES specification. On the road prices for the top SE Lux specification start from £21,890 for the C30, £24,035 for the S40 and £25,515 for the V50.

Volvo's DRIVe badge is attached to those models that deliver the best environmental performance in their respective size classes. In addition to the Volvo C30, S40 and V50, the DRIVe derivatives of the all-new S60 and V60 are available to order now and these models will be joined by the V70 and S80 DRIVe, available in mid-2011.

The DRIVe Details

The reduction in CO₂ emissions and increased fuel economy have been brought about by meticulously analysing each of the cars potential for more efficient, more economical driving. Three areas were identified which were:

1. Reduced air resistance:

- Chassis height reduced by approximately 10 mm to help reduce drag

- A front spoiler on the S40 and V50 which is the same spoiler currently on T5 models.
- Covered radiator grille. Behind the characteristic Volvo grille there is a wind-deflecting panel that provides better aerodynamics inside the engine compartment.
- Wind deflectors in front of the front wheels to steer the airflow.
- Aerodynamically optimised wheels with a unique "Libra" rim. The diamond cut finish adds to the unique design and the large unobstructed area that goes all the way out to the tyre makes the rim look considerably larger than it actually is. The total drag reduction of 10-15% is due to the design of the Libra rim.
- Underbody panels on the Volvo C30 for more efficient airflow under the car.
- A unique rear spoiler has been developed for the Volvo C30 which adds both to the aerodynamics and to the visual appearance.
- New rear bumper on the Volvo C30.

2. Lower rolling resistance:

- All the cars are equipped with a new generation of Michelin tyres with low rolling resistance.

3. More efficient driveline:

- Gearbox with longer gear ratios for the six speed gearbox.
- Optimised engine cooling, engine management and power steering.
- Transmission oil which creates much lower friction is used in the gearbox.
- Gearchange indicator in the information display to tell the driver the ideal time to change gears.
- Start/Stop technology that allows the engine to stop when the vehicle is at a standstill and automatically restart when required.

Volvo's Small Car Range

The Volvo C30 is the smallest, yet most expressively designed, of all Volvos. The C30 has a radical and refreshing appearance. Its unique styling creates its distinct personality whilst closely aligning it to the all-new S60, V60 and the C70. The entry level Volvo C30 ES 2.0 petrol (145PS) comes with a multitude of standard features, including electronic climate control, 16" alloys, leather steering wheel and gearlever, Volvo's stability system (DSTC), power windows, information centre, floor mats, CD player with auxiliary input and passenger airbag cut-off switch.

The second-generation S40 joined the Volvo line-up in 2004 and benefitted from a mid-life re-fresh in 2008. The S40 has a compact body with rounded lines and a clean-cut tail section influenced by modern Scandinavian design. The short bonnet and pronounced cab-forward stance help create a spacious cabin with generous interior space. The broad shoulders and convex side panels radiate power and emphasise the car's compact dimensions.

The V50 became Volvo Car UK's second best selling model of 2010 and was globally Volvo's best selling model. A stylish and simple Scandinavian styled, yet versatile sportswagon, with clearly recognisable links to the rest of the Volvo range. Benefitting from the same front profile as the S40, with an enlarged Volvo ironmark in the front grille and larger and more widely spaced rear emblems to ensure the Volvo brand is easier to spot from a distance.

There are a wide range of options and accessories available to specify a C30, S40 and V50 to meet the exact needs of the buyer, from styling kits and tow bars to portable navigation systems and engine performance upgrades via Volvo's partnership with Polestar.

All three models can be ordered in ES, SE, SE Lux or those wanting a sports inspired look can opt for the R-Design specification featuring unique interior and an additional bodykit to complete the look.

The C30, S40 and V50 are available with a choice of six engines, two petrol and four diesels. The petrol range includes a four-cylinder 2.0-litre (145PS) and a five-cylinder T5 model generating 230PS (available with a Polestar Performance engine upgrade taking it to 250PS). The four diesels include the road-tax exempt 115PS DRiVe engine with start/stop, plus the four cylinder 115PS 1.6 D2 and five cylinder 150PS 2.0 D3 and 177 PS 2.0 D4.

On-the-road prices for the models start at £14,995 for the C30 2.0P ES, £17,995 for the S40 2.0P ES and £19,495 for the V50 2.0P ES.

Volvo Cars' Environmental Vision

"DRiVe Towards Zero" is Volvo Cars' vision for developing cars entirely free from harmful exhaust

emissions and environment-impacting carbon dioxide.

At a time when pressure on the automobile industry is perhaps greater than ever before, there is a sparkling combination of creativity and ambition that is helping the drive towards increasingly efficient cars and the essential phasing-out of fossil fuels. Not least at Volvo. The company continues to prioritise its focus on advanced green technology.

Between the years 2006 and 2014, Volvo Cars will invest a massive SEK 15 billion in research and development with the aim of reducing the fuel consumption and environmental emissions of its cars.

Volvo's environmental dedication dates back to the 1970s and encompasses the car's entire lifecycle, from design, construction and production to use, servicing and recycling. The main focus is on efficient energy and resource utilisation, reduced emissions and non-allergenic car interiors.

2008 saw the introduction of the DRIVe badge, a collective symbol for Volvo Cars' dedication to greener motoring. The new symbol reflects the company's commitment to sustainable mobility and zero emissions, at the same time as it includes a promise of constant improvement.

The DRIVe badge is fitted to those models that offer the best environmental performance in their respective segments. Volvo's belief is that economy should come without any detriment to the driving and usability of the vehicle, therefore the interior and versatility of each DRIVe vehicle does not differ from its' other variants.

Those models offering DRIVe versions include the London Congestion Charge beating C30, S40 and V50, along with the S60, V60, XC60 and XC70, while in spring 2011 the Volvo V70 DRIVe (119 g/km) and Volvo S80 DRIVe (119 g/km) will become available with the further-enhanced Euro V diesel engine.

This means that drivers will have a choice of nine DRIVe models, of which seven produce CO₂ emissions of under 120 g/km and three below 100 g/km.

"We have moved ahead very quickly since we launched our first three 119 gram models in Paris in autumn 2008. The fact that we now have seven models below 120 g/km, three of them below 100 grams, emphasises that few of our competitors can match us in the drive for increasingly eco-efficient cars," says Volvo Cars President and CEO Stefan Jacoby.

Volvo Car UK is also championing its' Emission Equality Campaign. Launched in 2009, Volvo challenged and successfully convinced the Mayor of London to review the basis of charging in the London Congestion zone. 2010 saw the launch of the free iPhone App allowing consumers to view the non-CO₂ emissions of new cars via an environmental label similar to those displayed on most whitegoods. In February 2011, a 'Think Tank' which comprises of environmental experts and leading journalists met for the first time, aiming to put air quality firmly at the forefront of peoples' minds.

Volvo Cars' Electrification Future

Volvo's first step in the production of electric vehicles was in 2009, when a small number of Volvo C30 BEVs (Battery Electric Vehicles) were built and tested internally by Volvo. Since then, Volvo have manufactured approximately 20 C30 Electrics but have an overall plan to produce 250 cars for viability testing in major fleets in both Sweden and America.

At the start of 2011, a two-child family was selected to start living a 'One Tonne Life' in a newly built detached house just outside Stockholm. At the moment, the average household emits seven tonnes of CO₂ just living, but experts believe that cutting this to one tonne is more sustainable in the long term. The project's partners have provided the family with a climate smart house, a battery-powered car, renewable electricity, electricity consumption measuring technology and expert advice. As part of the project, Volvo have supplied a C30 Electric to help the family reach their one tonne goal.

At the Geneva Motorshow in March 2011, Volvo unveiled a near production ready V60 Plug-in Hybrid, the world's first diesel plug-in hybrid. Boasting a range of 32 miles on pure electric power and carbon dioxide emissions of just 49g/km, it translates into a fuel consumption of 150 miles per

gallon. The V60 is powered by an enhanced version of the D5 diesel engine, producing 215 horsepower, coupled with ERAD (Electric Rear Axle Drive) powering the rear wheels with 70 horsepower electric motors.

Price have yet to be finalised but will be announced closer to the start of production, due in 2012.

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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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