

Press Release

Mar 01, 2011 | ID: 36482

VOLVO OCEAN RACE LIMITED EDITIONS - THREE MODELS INSPIRED BY THE WORLD'S MOST CHALLENGING SAILING RACE

VOLVO OCEAN RACE LIMITED EDITIONS - THREE MODELS INSPIRED BY THE WORLD'S MOST CHALLENGING SAILING RACE

The Volvo Ocean Race is the world's most grueling sailing adventure, testing the sailing prowess and human endeavour of its participants and competing in all four corners of the globe. To celebrate the start of the fourth Volvo Ocean Race, Volvo Cars have launched three limited edition models specifically designed with the sailing adventure in mind. Design details inspired by life on board a boat help distinguish these models from their standard counterparts with unique interior and exterior refinements.

Launched at the Geneva Motorshow, three of Volvo's models will be available in the UK with this special Ocean Race inspired specification, allowing customers to own a piece of Volvo's involvement in the world's most challenging of sailing events.

The Volvo Ocean Race Editions will be available to order in the new Volvo V60, XC60 and XC70 from April 2011 with customer cars expected to be delivered in July 2011. Engine availability and pricing have yet to be confirmed in the UK.

Customers can choose between two luxurious exterior colours, Volvo Ocean Blue II or Electric Silver, in conjunction with the sail-inspired leather upholstery in off-black and soft beige with embossed Volvo Ocean Race Logo on the backrest of the front seats.

Other features are the uniquely designed aluminium wheels, chromed detailing and the Volvo Ocean Race emblem on the front wings.

Inside the car, the seats and door panels feature an added level of craftsmanship. The load cover displays the Volvo Ocean Race logo in print with stitching and sheet detailing, there are textile floor mats with clew-inspired (lower corner of a sail) details in aluminium and the tread plate in aluminium is embossed with the text "Volvo Ocean Race". In addition, the Human Machine Interface start-up display shows the Volvo Ocean Race logo and text.

Volvo Cars estimates to sell about 7,500 cars globally. The four largest markets are expected to be Germany, Sweden, Great Britain and Italy. Other markets outside Europe that will be involved in the race will also sell the Ocean Race Editions.

Facts about the race:

The Volvo Ocean Race is the world's most gruelling ocean adventure. An extreme race that consists of 9 legs. The Volvo Ocean Race starts in Alicante on October 29 and finishes in Galway, Ireland, on July 7, 2012. The Volvo Ocean Race will also stop in Cape Town (South Africa), Abu Dhabi (United Arab Emirates), Sanya (China), Auckland (New Zealand), Itajaí (Brazil), Miami (the USA), Lisbon (Portugal) and Lorient (France). The event also includes exciting inshore races in all the ports.

For more detailed information about the Volvo Ocean Race, visit <http://www.volvooceanrace.com/>

Keywords:

Old V60, Volvo XC60, XC70 (2007), Press Releases, 2012, XC70 (2008-2016)

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 >

volvocars.com >

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