

Press Release

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JANUARY 2011 - VOLVO CAR UK MULTI MODEL LAUNCH

Thank you for joining us at the award winning Wellington Arms in Baughurst for Volvo Car UK's first launch event of 2011, where a host of new variants to complement our already diverse range of models and engines are available to drive across the open roads of the local countryside.

The models present are:

- All-new S60 and V60 R-Design with a choice of T3 with start/stop, T5, D3 and D5 engines
- 99g/km CO₂ versions of the C30, S40 and V50
- XC60 powered by the new T5 2.0 litre 240PS petrol engine and Powershift gearbox
- XC90 with the upgraded 200PS D5 diesel
- V70 and S80 with a choice of the new T4 and T5 engines

VOLVO CAR CORPORATION IN 2010

2010 saw a number of changes for Volvo, not least the acquisition by Zhejiang Geely Holding Group of Volvo Car Corporation on the 2nd August with Stefan Jacoby being appointed the new President and CEO of Volvo Cars just a few weeks later.

Volvo Car Corporation ended 2010 with total worldwide sales of 373,525 units, an 11.2 per cent increase on 2009. The UK was the 3rd largest market for Volvo and performed strongly with sales of 37,940 units, a 10.4 per cent increase on the previous year, as opposed to SMMT registrations which numbered 37,435.

ALL-NEW VOLVO S60 and V60 R-DESIGN

With the UK market so focussed on driving characteristics, the R-Design specification of any model is an important variant with many buyers wishing to add extra personalisation to their vehicle in the form of interior and exterior styling cues and chassis enhancements. The 'standard' S60 and V60 were launched in 2010 and now the R-Design makes Volvo's most dynamic cars ever even more engaging to drive.

VOLVO C30, S40 and DRIVe

The DRIVe range was first launched in 2008 with the C30, S40 and V50 becoming Volvo's first vehicles to emit less than 120g/km CO₂. Since then, the DRIVe range has been extended and now any Volvo displaying the DRIVe badge confirms the environmental credentials of the car as the lowest CO₂ emitting model.

The latest C30, S40 and V50 DRIVe models have now been fitted with a new 1.6 turbo diesel engine and features start/stop as standard. All three models have a power output of 115PS and produce just 99g/km CO₂. The V50, for example, is the most versatile sub-100g/km CO₂ vehicle on the market today. All three are not only exempt from the annual road tax but are also free to

enter the London Congestion Charge zone.

VOLVO XC90 WITH NEW D5 ENGINE

The Volvo XC90 has been a mainstay in the premium SUV segment since its launch in 2002 and has undergone a number of design and engine outputs over the years. Now available with an improved 2.4 litre turbo diesel D5, it now produces a healthy 200PS at 3900 rpm. 2010 was the car's most successful sales year ever and with its high specification, seven seats as standard and non-aggressive looks, the XC90 coupled with the new engine looks to continue this strong sales success.

T3 and T4 GTDi PETROL ENGINES

Volvo's new 1.6 Gasoline Turbocharged Direct Injection engines combine the fuel economy benefits of a smaller displacement engine with the ample output and low-range torque of a larger unit. The T3 and T4 engine are available in a number of the Volvo models and dependent on model, can be fitted with either a six-speed manual or Powershift transmission. The new engine technology lowers CO₂ emissions (as low as 149 g/km) and fuel consumption while the turbocharger provides these relatively small engines with the power and torque to deal with any driving situation.

T5 - 2.0 GTDi PETROL ENGINE

The new 2.0 litre Gasoline Turbocharged Direct Injection engine features Volvo's patented integrated turbo and manifold system. A combination of direct injection, better control of combustion and improved engine cooling has allowed Volvo to offer a 2.0 litre engine with the powerful characteristics of a larger engine without the high fuel consumption. The engine is offered with both a six-speed manual and dual-clutch Powershift in a variety of models.

Keywords:

Releases,S40,S60,S80,V50,V60,V70,XC60,XC90,C30

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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