

Press Release

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VOLVO S60 WINS SCOTTISH EXECUTIVE CAR OF THE YEAR 2010

Volvo's all-new S60 saloon has won the prestigious 'Scottish Executive Car of the Year' award at the Scottish Car of The Year Awards 2010, judged and hosted by the Association of Scottish Motoring Writers and held at the Fairmont St Andrews hotel on Friday 5th November 2010.

The all-new S60 offers a blend of distinctive Scandinavian style and dynamic driving characteristics with its UK developed chassis. Available with a range of four petrol and two diesel engines, it is priced from £21,995 on the road.

The all-new Volvo S60 is also one of the safest cars on the road and can be fitted with Volvo's pioneering Pedestrian Detection with Full Auto Brake as a cost option to complement City Safety which is fitted as standard. Using a mixture of laser, radar and camera technology, the vehicle can recognise a human being above 80cm tall or a vehicle ahead and will brake the vehicle automatically if it calculates an impending impact.

Duncan Forrester, Head of Public Affairs, Events and Sponsorship, who accepted the award on behalf of Volvo Car UK, said: "It's been a fantastic week for the Volvo S60, being nominated for European Car of the Year at the start of the week and then winning Scottish Executive Car of the Year at the end of the week. The all-new S60 is an important car for the UK and especially our dealers in Scotland who sold significant volumes of the previous model. The signs look positive that the new car will outperform the previous levels of success."

Ends

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