

Press Release

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NEW VOLVO C70

OVERVIEW

- The new Volvo C70 has been given an extensive facelift inline with the design language of the larger cars in the Volvo range
- World's first four-seat premium brand car with a three-piece retractable metal roof
- Transforms itself into a convertible in less than 30 seconds
- Three five-cylinder engines including the top of the range T5 (230 PS) petrol engine, 2.4i (170 PS) petrol, D5 (180 PS) turbodiesel and one four-cylinder 2.0D (136 PS) engine are available
- A comfortable and refined driving experience
- Class leading safety includes the world's first door-mounted inflatable curtain airbags.
- Available in S, SE and SE Lux trim levels
- Refreshed interior to give a sleeker look and improved finish
- Healthier Oeko-Tex standard compliant, emission-free interiors

At its launch in early 2006, the Volvo C70 broke new ground as the world's first four seater convertible with a retractable hard top. Now, more than three years on, the new Volvo C70 coupe/convertible has been given a design refresh to give the car a new look, roof up or down. The new Volvo C70 retains the three-piece retractable roof, spacious seating for four adults, and class-leading convertible safety standards as the outgoing model.

"We have carefully redesigned the front and rear of the car so they harmonise more with the larger Volvo models. We have also increased the exclusiveness of the interior materials and trim details to enhance the feeling of luxury," explains Fedde Talsma, Exterior Chief Designer of Volvo Cars.

The new Volvo C70 is an extraordinary sports coupe that can transform itself into a full convertible at the touch of a button. The unique three-piece metal roof goes up or down in less than 30 seconds and makes the Volvo C70 two cars in one: a sports coupe that offers excellent performance and agile handling, and a convertible just fine for lazy days open-sky motoring.

The hard-top roof design is particularly innovative. Its three-piece - rather than conventional two-piece - design reduces folding bulk to improve style and increase packaging space.

Three trim levels - S, SE and SE Lux - are offered with comprehensive standard specification, including, ECC (Electronic Climate Control), cruise control and Trip Computer. There is a choice of three five-cylinder engines; a 2.4i 170 PS petrol, 2.4-litre 180 PS turbodiesel D5, the top-of-the-range turbocharged petrol T5 230 PS and a four-cylinder 2.0D 136 PS turbodiesel.

The new Volvo C70 retains the four individual seats to offer comfortable rear seat room for two adults. The interior cabin has also been given an update to create a more comfortable and luxury feel. Featuring a modern, innovative design, and distinctly Scandinavian feel thanks to its clean surfaces, use of genuine materials - including aluminium and wood-effect - and fine functionality. The interior also features Volvo's 'floating' ultra-thin centre dashboard that stylishly houses all the main audio, ventilation controls with a display for the car's menu system that allows locking and sound preferences to be individually customised.

It has also been engineered as one of the safest convertibles on the market with regard to both preventative and protective safety. The car has an advanced body structure and several solutions

that are unique to convertible cars and the lack of a fixed roof has been compensated by structural reinforcements.

The Volvo C70 is built in the Uddevalla factory in Sweden, in a collaborative effort with the legendary Italian coachbuilder Pininfarina.

DESIGN

- New Volvo C70 design takes inspiration from the S60 Concept
- Sleek, elegant and desirable
- Retractable metal roof means it looks equally good roof up or roof down
- Clean simple Scandinavian design, the latest iteration of Volvo design language

The new Volvo C70 is a modern, handsome, sports vehicle designed to look good roof up or down. 'The use of a hard-top instead of soft-top gives us a big advantage in style,' says Volvo's British-born design director Peter Horbury. 'Roof up, the car looks just as good as a purpose-built coupé. Equally, the compact three-piece roof design minimises the size of the folded roof stack, improving convertible style and packaging.'

The redesigned front of the new C70 takes inspiration from the S60 Concept that was unveiled in early 2009, thereby making the C70 more closely aligned with the design language of the larger cars in the Volvo range.

The refresh extends beyond plastic components as the front wings have been redesigned to give the nose a more distinct wedge-shape. There are new headlamps which now have a more pronounced upward orientation, whilst more detail has been added around the fog lamps and the lower grille. From the front, the bonnet and grille form an open, inviting "V" shape, whilst the enlarged iron mark and the new, larger air intakes reinforce a strong on-the-road stance. To offer even more road presence a dramatic Flamenco Red Pearl has been introduced.

The shoulder line swings up towards the rear to give an impression of dynamism and reinforces the feeling of a protective collar around those travelling in the back.

The rear of the car continues the front's new bold design. High-tech LED lamps, as found on the XC60, are the most noticeable addition to the rear and the entire lamp unit is now clearly integrated with the oval that frames the new C70's rear panel.

The new C70 is not overtly aggressive in design. Instead, it is clean and simple, classically Scandinavian, with a minimum of fuss and uncomplicated rather than complex surfacing. Its stance is low, hunkered down to the road.

The hard-top makes the Volvo C70 a considerably more practical and secure vehicle compared to its soft-top premium brand rivals, as well as a more handsome one.

'We wanted to create two cars in one, without compromising,' says project manager Patrik Widerstrand. 'We have succeeded in creating a car that is both an elegant convertible and a sporty coupe. A touch of a button transforms the car.'

Apart from the extra flexibility, the retractable metal roof also makes for a quieter, more comfortable coupe. The normal-sized rear window, made of real glass, offers excellent rear visibility and has improved demisting compared with a plastic screen. It also gives extra rigidity to the body.

One of the many brilliant design features is the boot: made from aluminium, it opens rear-hinged to stow the folding roof and front-hinged (as in a normal car) to load luggage.

Unique Retractable Three-piece Metal Roof:

- Hard-top roof goes up or down in less than 30 seconds
- Three-piece metal design folds more compactly than rival two-piece designs
- Hard-top roof reduces NVH and aids security, as well as improving style

The advantages of the hard-top over a soft-top roof are numerous. The metal roof improves the styling of the car top-up, it reduces NVH (noise, vibration and harshness), it aids security, and it gives the new Volvo C70 its two cars-in-one character, without any compromises.

The roof panels are made from steel and - unusually - are divided into three sections. Most hard-top convertibles have two-section roofs, which require much more space when stacked. The joints between the sections have rubber seals. The roof is closed and opened automatically, at the touch of a cabin button, in less than 30 seconds. An electric motor, hydraulic pump and computer are used to activate and control the roof.

Folding hard-top roofs are renowned for robbing much - and sometimes virtually all - the luggage space. On the new Volvo C70, the boot still has a spacious 200 litres of space when the roof is down. A practical roof divider in the boot makes it easy to assess how much can be loaded when the roof is down. To improve access when loading, roof-down, a 'load assist' button in the boot lifts the folded roof panels 200 mm.

Designed and developed in conjunction with Italian coachbuilders Pininfarina, the roof is a masterpiece of engineering, and extremely easy to use. Just push a button and the roof is raised or lowered automatically. Volvo recommends it should only be operated when the car is stationary. The rigidity of the car is improved by about 15 percent when the roof is raised.

DRIVING DYNAMICS

- Two cars in one dynamically - a sporty coupe and a convertible
- Choice of three five-cylinder and one four cylinder engines
- High performance 2.5-litre, 230 PS, T5: 0-60mph in 7.0 seconds
- 2.4i petrol with 170 PS: 0-60mph in 8.5 seconds
- 2.4-litre, 180 PS, D5 turbodiesel: 0-60mph in 8.6 seconds
- Economical 2.0D turbodiesel capable of up to 47.1mpg on a combined cycle
- Powershift Gearbox available on 2.0D

Engine:	2.4i	T5	2.0D	D5
Type	2435cc, 20v, 5-cylinder Petrol	2521cc, 20v, 5-cylinder Turbo, petrol	1997cc, 16v, 4-cyl turbodiesel	2400cc, 20v, 5-cyl turbodiesel
Power	170 PS	230 PS	136 PS	180 PS
Torque	230 Nm 4400rpm	320 Nm 1500-4800rpm	320 Nm 2000rpm	400 Nm 2000-2750rpm
0-60 mph (seconds)	8.5 manual 9.3 Geartronic	7.0 manual 7.4 Geartronic	10.3 manual 10.5 Powershift	8.6 manual 8.8 Geartronic
Top speed (mph)	137 manual 134 Geartronic	150 manual 146 Geartronic	127 manual 127 Powershift	140 manual 140 Geartronic
CO ₂ (g/km)	215 manual 229 Geartronic	209 manual 219 Geartronic	158 manual 167 Powershift	174 manual 193 Geartronic
Fuel tank	62 litres	62 litres	52 litres	60 litres
Mpg: urban	21.9 manual 20.5 Geartronic	21.9 manual 20.2 Geartronic	35.8 manual 34.9 Powershift	32.5 manual 28.0 Geartronic
Extra-urban	42.2 manual 40.4 Geartronic	42.8 manual 42.2 Geartronic	57.6 manual 53.3 Powershift	52.3 manual 49.6 Geartronic
Combined	31.4 manual 29.4 Geartronic	31.7 manual 30.1 Geartronic	47.1 manual 44.8 Powershift	42.8 manual 38.7 Geartronic
Min kerb weight	1707kg manual 1730kg Geartronic	1743kg manual 1757kg Geartronic	1712kg 1740 Powershift	1773kg manual 1785kg Geartronic
Towing limit	1500kg	1500kg	1500kg	1500kg

Steering/turning circle, m	Rack and pinion; 11.8
Transmission	5-speed manual: 2.4i 6-speed manual: T5, D5, 2.0D 5-speed Geartronic: 2.4i, T5, D5 (optional)

	6-speed Powershift: 2.0D
Brakes: Front discs:	320mm ventilated: 2.4i, T5, D5 300mm ventilated: 2.0D
Rear discs:	280mm (all models)
Load capacity: litres	
Roof up	404
Roof down	200
Load length 4 seat mode	850
Dimensions: mm	
Length	4615
Width (inc mirrors)	1847 (2025)
Unladen height	1400
Wheelbase	2640
Front/rear track width	1550/1560
Service intervals	12,500-mile/1-year (whichever is first)

Full technical data, prices and options information available in price lists, or downloadable at <http://www.media.volvocars.co.uk/>

The new Volvo C70 is two cars in one - and not just visually. The driving experience is also multi-dimensional.

The Volvo C70, especially in convertible form, is a car that can be driven gently and romantically under an open sky. At the same time, the car has the potential for sporty driving thanks to its powerful, responsive driveline, rigid body and stable roadholding.

Engine range

Advanced engine and exhaust filtration means Volvo's engines combine high performance with low environmental impact.

There is a choice of two petrol units, a 2.4i 170 PS and a 230 PS T5 turbo and two diesel powerplants. The 2.4-litre turbodiesel, 180 PS, D5 engine is smooth, refined, torquey (400Nm at 2000-2750rpm) and returns up to 52.3mpg on the extra-urban cycle while the 2.0D features second-generation common rail technology to provide cleaner emissions, improved fuel economy and a quieter drive.

All engines get double overhead camshafts, four valves per cylinder (to help power and efficiency) and variable camshaft control, for greater driving flexibility, refinement and reduced fuel consumption.

The top-range unit is the 2.5-litre light-pressure turbo T5. Not only is it strong in absolute performance - top speed 150mph, 0-60mph acceleration in 7.0 seconds - but its wide spread of torque makes it highly responsive over a wide rev band. Maximum torque of 320 Nm comes from as little as 1500 rpm.

The T5 engine offers a terrific blend of performance and economy. As the manifold and turbo unit have been cast together in high-alloy cast steel, it is extremely heat resistant (emission temperatures are permitted to reach 1,050°C). The need for cooling using petrol has therefore been minimised. The engine can be run on a leaner petrol mix with lower fuel consumption and emissions, particularly when driving at high speed or with a heavy load.

The normally aspirated 2.4i is a long-stroke unit that offers impressive torque and flexibility, and fine refinement.

The 2.0D offers drivers a combination of enhanced driving pleasure and impressive fuel economy. This engine gives drivers a powerful 136 PS and 320Nm of torque enabling a top speed of 127mph and 0 to 60mph in 10.3 seconds. Power does not come at the expense of economy; the Volvo C70 2.0D offers a strong 47.1mpg combined fuel consumption and CO₂ emissions of 158g/km. The 2.4-litre, D5 diesel marries turbo-charged performance with superb fuel economy.

Transmissions

The 2.4i comes with a choice of five-speed manual or five-speed Geartronic automatic gearboxes. The D5 is available with a six speed manual gearbox with the five-speed automatic Geartronic transmission available as an option, similar to that of the T5. The Geartronic can be driven either

as a conventional auto or a clutch-less sequential manual. The 2.0D is available with 6-speed manual with the option of the Powershift gearbox which was introduced in May 2008. The Powershift gearbox is a six-speed unit featuring twin wet clutches to provide the gear changing comfort of a fully-automatic transmission with the performance of a manual.

Operating as two parallel manual gearboxes, Powershift has twin wet clutches that work independently of one another. One clutch controls the odd gears (1, 3, 5 and reverse) while the other handles the even ratios (2, 4 and 6). The two clutches operate alternately with one engaging while the other disengages, like a slip clutch. This means that at the same time as the engine gets full power and maximum thrust in first gear, second gear is placed ready to be engaged. And when second gear has been engaged, third gear is readied, and so on. This gives a continuous flow of power without any disruption in power delivery or any torque loss. This results in extremely fast and smooth gear changes whilst maintaining acceleration allowing 0-60mph to be reached in 10.5 seconds in the new Volvo C70.

Apart from gear changing comfort and high performance, Powershift also contributes to delivering improved fuel efficiency. The Powershift Automatic offers an impressive combined fuel consumption of 44.8mpg on a combined cycle and a CO₂ figure of 167g/km.

"Lower fuel consumption allied to increased comfort and higher performance sounds like an impossible equation. But with Powershift we have shown this is perfectly possible" says Magnus Jonsson, Senior Vice President, Research & Development, Volvo Cars.

Powershift gives the driver an automatic transmission that permits sequential gearchanges, just like with Volvo's Geartronic transmission. The difference is that with Powershift even manual gearchanges take place without any time or power losses. Also, unlike a conventional automatic transmission, Powershift does not need a torque converter, planetary gears or multiple wet clutches, there is also none of the added torque losses that these features bring.

All Volvo C70s are front-wheel drive, which offers more predictable handling and better traction than rear-drive. The transverse engine design improves space efficiency - the sideways layout takes less fore/aft space. It also improves safety by creating a generous crumple zone in the engine compartment.

CHASSIS, STEERING AND BRAKES

- Sporty, yet predictable handling
- Excellent ride comfort
- Fine structural rigidity improves car's dynamic ability and improved NVH

Excellent driving dynamics was a priority for the new Volvo C70.

Convertible cars are renowned for poor structural rigidity - which hurts handling response, refinement and safety. By contrast, the new Volvo C70 has twice the structural rigidity of the original C70, and is one of the most torsionally rigid convertible cars in the world. So it feels taut, agile and predictable at all times, roof up or down.

The new C70 shares its basic technology with other Volvo models, including front-wheel drive and an extremely stable, compliant chassis. Suspension is fully independent. MacPherson struts are fitted at the front and there is a multi-link axle at the rear. Spring and damper rates have been designed to blend agility and response, with comfort and suppleness. DSTC (Dynamic Stability and Traction Control) ensures stable handling by eliminating wheel slip and automatically helps correct the car if any slide is detected.

Steering is speed-dependent rack-and-pinion. Electro-hydraulic power assistance blends the superior feel of an hydraulic system with the added energy benefits of electric power steering.

Large power-assisted anti-lock disc brakes give superb stopping power. The front discs are ventilated for superior cooling, reducing brake fade. EBA (Emergency Brake Assist) cuts braking distance in an emergency while EBD (Electronic Brake Distribution) further improves braking by correctly distributing front-to-rear brake bias taking into account vehicle loads and road conditions.

INTERIOR DESIGN

- Refreshed interior

- Inspired by modern Scandinavian design
- 'Floating' centre stack hosts most major controls
- Full four-seater
- Extremely spacious boot for a convertible car

The interior of the new C70 has also been given an update to create a more comfortable and luxury feel. The instrument panel has been redesigned to give it a wider, sleeker look with improved finish. The surface of the panel has a new texture that enhances the quality feel.

The cabin of the new Volvo C70 is inspired by modern Scandinavian design. 'It is simple, functional and clean,' says design director Peter Horbury. 'Inspiration has come more from Scandinavian product design than pure car design.'

The innovative super-thin 'floating' centre stack, first seen on the Volvo S40 saloon, then the V50 Sportswagon, and most recently on the Volvo XC60 Crossover, is still featured on the new Volvo C70. This not only looks terrific, but hosts most of the major controls in a simple and ergonomic manner. It is available in different trim finishes: aluminium or Nordic light oak or new Oyster Burst.

The inspiration for the interior came from outside the car world. "If you want to be innovative, there is little point looking at what the competition is doing," explains Peter Horbury, Volvo's Design Director. "It is far more valuable to look at what they're not doing."

Volvo's design teams were influenced instead by the Scandinavian design tradition of clean surfaces and uncluttered lines. They drew inspiration, for example, from the elegant simplicity of the classic compression-moulded Series 7 chair, designed by the world-famous Arne Jacobsen.

Trends in high-tech electrical equipment, such as cameras, audio systems and computers, were also studied. Notes were taken on how the designers use and combine new materials so that they form part of the user-experience. These disparate influences - classic Scandinavian style and high-tech innovation - were combined to create a radically different interior concept.

The interior is built up of several visual layers. The first is an edge that flows around the base of the windscreen and along the door frames, trimming the entire interior. This provides occupants with the impression that they are safely ensconced in a cocoon.

The second layer is the primary fascia, which is minimalist. The air vents and secondary controls are positioned in individual islands, while the main instruments are grouped in two round gauges, surrounded by contrasting metal bezels. The choice of fascia finish is also significant - Volvo has eschewed the traditional leather look in favour of a new texture that conveys a sense of cutting-edge technical innovation.

The ultra-thin central instrument stack forms the uppermost layer. Boasting a prominent position in the centre of the car, it fulfils the role of a remote control unit in a contemporary home entertainment system.

Unlike most convertibles, the new C70 is a full four-seater. Four adults can be seated in comfort on long journeys, roof up or down. The two rear seats have comfortably angled backrests and generous space to the side. The front seats are ergonomically shaped and can be folded forward easily to facilitate entry to the rear seat. Legroom in the front seat is also very generous. To further enhance comfort levels, the seats in the new C70 have been upholstered in a new, softer hide to offer all occupants a greater level of comfort. A vibrant Cranberry accent leather has also been introduced.

There are spacious storage areas beside each seat and several of them are linked to the car's central locking system for convenient locking using the remote control.

The boot is also spacious, for a convertible of this size. It has a 404-litre capacity roof-up and a still-generous 200-litres roof folded. A practical boot divider makes it easy to assess how much can be loaded with the roof down. To facilitate loading and unloading when the roof is down, the whole roof package is lifted approximately 200 mm with the aid of an electric motor and a control button. A ski hatch makes it possible to transport long objects.

QUALITY AND EQUIPMENT

- High standard equipment levels

- Premium materials used
- Dynaudio Premium Sound audio system, with Dolby Pro Logic II Surround Sound™ available as an option
- Menu system to customise security and audio settings
- Standard specification includes: Information centre, ECC (Electronic Climate Control) with AQS (Air Quality System), alloy wheels, front fog lights, Performance Sound audio system with CD, steering wheel remote audio controls, electric windows and mirrors, alarm, cruise control and DSTC
- Volvo On Call telematics system available
- Three-year/60,000-mile warranty package (whichever is soonest)

A passion for high quality lies at the heart of the Volvo brand. This is inherent not only in the build quality that reflects the ruggedness, durability and reliability for which Volvo is renowned, but also in the choice of body and trim materials. From the exquisite, free-floating centre instrument stack to the discreet 'theatre lighting', the new Volvo C70 exudes a feeling of quality and well-being. The switchgear has a solid, chunky feel and the fascia is enveloped in soft-touch plastics, reminding occupants that they are enjoying a premium product.

Volvo typically offers higher levels of equipment than rival premium car makers, and the Volvo C70 is one of the best equipped cars in its class. There are three trim levels available: S, SE and SE Lux.

The S model features a comprehensive standard specification including ECC (Electronic Climate Control), 16" alloy wheels, DSTC, front fog lights, power windows, information centre, Cruise Control, Passenger Airbag Cut Off Switch and Performance sound audio system with CD, floor mats, Bauxite trim and Borgholm upholstery.

Volvo never compromises on safety. Key safety equipment are standard on all new Volvo C70 models including dual stage driver and passenger airbags, Volvo's SIPS (side impact protection system), plus ROPS (rollover protection system) and door-mounted inflatable curtain.

In addition to the equipment on the S specification, the SE includes Bluetooth® handsfree, Rear Park Assist, 17" alloy wheels, Haverdal leather/T-Tec upholstery, aluminium trim, rain sensing wipers and a high-performance 1xCD/radio audio system with eight speakers and 4x40 W amplifier.

Over and above the SE the top-of-the-range SE Lux has power folding door mirrors including ground lights and a power drivers seat, leather upholstery and Active Bending Lights with Headlamp Cleaning System.

Premium Upgrade

Volvo is also offering the ultimate upgrade with an additional Premium specification on any engine in SE and SE Lux trim levels. The Premium Pack includes the addition of leather upholstery and Satellite Navigation System (RTI). The Premium model is designed to complement the existing high level of specification whichever model is chosen.

Sound system

Volvo is one of the few car manufacturers to develop its own sound system - and the sound is superb. Whether it's concert hall or outdoor arena, the sound system has been developed to offer high-class sound reproduction with the roof up or down. Digital Sound Processing (DSP) automatically adjusts volume and tone settings to the car's speed and when the roof is up or down. The sound experience is the same, irrespective of conditions.

The Dynaudio® speakers in the Volvo C70 are of extremely high quality. In the doors there are well-proportioned three-way speakers. The bass drivers are 8-inch with powerful 3-inch voice coils that can withstand high output. Even the midrange drivers have powerful voice coils. The tweeters are made of fabric (silk dome tweeter), a Dynaudio® speciality that helps produce a cleaner sound. Each speaker has a passive crossover to produce a harmonious, total sound experience with the best possible bandwidth and dynamics.

Specially developed centre speakers on the dashboard interact with the door speakers to create a natural, homogeneous sound.

The rear side panels have combined bass/mid-range drivers. They have powerful voice coils and the same type of tweeters as in the front doors.

IDIS

In addition, every new C70 features IDIS (Intelligent Driver Information System). The IDIS function continuously analyses the driver's activity by monitoring steering wheel movements, the position of the accelerator pedal, the indicator function and so on. This information is then processed and each moment is assigned an activity level.

In certain circumstances the driver can make phone calls, read text messages (not while driving) and receive traffic information. But when the road conditions require their full concentration - such as when they are braking, overtaking or manoeuvring - all non-essential signals from the telephone and peripheral systems are withheld until the incident is past. IDIS is pre-programmed to accommodate future information and telematics communication systems. The more infotainment functions the car possesses, the greater the benefit of IDIS.

The sophisticated electronic networking that makes IDIS possible also allows owners to personalise their vehicle. For example, the Volvo's central locking system can be programmed via the menu option on the centre stack to offer the following options:

- Unlocking of doors - all doors or only the driver's door.
- Automatic door locking after driving off for added personal safety, if required.
- Indicators blink when locking or unlocking - with an option to cancel.
- Home Safe and Approach lighting - variable by 30-, 60- or 90-second intervals.

The system also allows the settings for the audio system to be customised - news and traffic alerts can be selected, for instance.

Customers can pick from a vast range of optional extras, and some are conveniently grouped together to offer better value, such as the Winter and Convenience packs.

Winter Pack:	Heated front seats, headlamp cleaning system
Winter Pack with Active Bending Lights:	Active Bending Lights, heated front seats, headlamp cleaning system
Convenience Pack:	Autodimming Rear View Mirror, Auto Folding Power Door Mirrors with Ground Lights, Rain Sensor and Cargo net

SAFETY

- Class leading safety technology
- World's first door-mounted inflatable curtain compensates for lack of roof-mounted one
- Roll-Over Protection system
- Rounded extremities and 'soft' area around grille improve pedestrian protection
- Excellent torsional rigidity
- Patented zonal front structure controls vehicle deformation
- Extensively crash-tested in Volvo's award-winning Safety Centre
- SIPS (Side Impact Protection System) with side airbags and IC (Inflatable Curtain) airbags for front and rear passengers
- Twin front 'intelligent' airbags
- BLIS (Blind Spot Information System) available

Superb safety is a cornerstone of any new Volvo, and the new C70 sets the standard in the convertible class. It is full of innovative safety solutions and offers similar safety standards to a saloon of the same size.

The lack of a fixed roof stimulated Volvo's safety engineers into developing the world's first door-mounted inflatable curtain. It inflates upwards, instead of being released from the roof as in the rest of the Volvo range. The innovative curtain has an especially stiff construction to help it remain upright and provide excellent head protection, even if the window is down. It deflates slowly, to provide continuing support in a roll over.

The A-pillars are 'hydro-formed' in extra strength steel, providing even greater protection in the event of a roll-over. The pillars run all the way down to the body sills, for added strength.

To compensate for the lack of permanent B- or C-pillars, Volvo's innovative ROPS (Roll-Over Protection System) triggers metal roll-over bars that pop up behind the rear seats. Together with the strong A-pillars, they form a protective cage. The ROPS bars are also raised in the rear

impact to protect rear passengers from any flying objects from the vehicle behind. WHIPS (Whiplash Protection System) in the front seats reduce whiplash injuries by moving the seat to absorb some of the forces during the impact.

The want of B-pillars can also compromise side impact protection. But not on the C70. Volvo's SIPS (Side Impact Protection System) has been redesigned on the C70 using five powerful transverse floor members, reinforced diagonal door beams and strong crossmembers ahead of and behind the passenger compartment. In addition, the Volvo C70 can be fitted with BLIS (Blind Spot Information System) that uses cameras mounted in the side door mirrors to register if another vehicle is in the blind spot. A warning light near the mirror alerts the driver.

The natural agility of the new C70, with its fully independent suspension and front-wheel drive, also boosts safety.

The new C70 also has the usual suite of Volvo electronic primary safety features, to help avoid accidents by preventing slips, slides, traction loss, brake locking and spins. These include DSTC (Dynamic Stability and Traction Control) that helps correct the car if it shows any tendency to skid, latest-generation ABS brakes with EBD (Electronic Brake Distribution) and automatic EBA (Emergency Brake Assist) and the Intelligent Driver Information System that was introduced by Volvo Cars in 2003, IDIS continuously monitors certain functions in the car such as steering wheel movement, the position of the accelerator, turn indicator activation and braking. All this information is processed and at a given level of activity, any information that is not crucial to safety - such as an incoming phone call or an SMS message - is put on hold until activity returns to a safer level. IDIS determines when to activate this delay, for instance during overtaking or braking.

As with all Volvos, the C70 was developed and extensively crash tested in the company's world renowned Safety Centre in Gothenburg, Sweden, to ensure class-leading safety.

'Since the Volvo C70 does not have a fixed roof, we knew we had to find a different way of dealing with the incoming forces from an impact,' says Thomas Broberg, Volvo Cars Safety Centre. 'This applies in most collision scenarios - frontal, offset, rear-end or side-impact. And it applies also in the event of the car rolling over.'

In a saloon or other vehicles with a fixed roof, incoming collision forces are led in a variety of directions, including up into the roof. This is naturally not possible in a convertible. Instead, the forces must be diverted through other paths into the body structure. An integrated network of beams and reinforcements interacts to help keep the passenger compartment as intact as possible.

The front structure is divided into zones, each with a different task in the deformation sequence. In order to give each zone the appropriate properties, four different types of steel are used.

The engine too contributes to safety. A compact construction and efficient packaging both help create space for deformation in the engine compartment.

A reminder system ensures all occupants, including those in the rear, fasten their seat belts - a Volvo invention, of course.

The body structure with its controlled deformation zones provides effective protection even in an impact from the rear. The horseshoe-shaped member behind the rear seat and the double steel bulkhead behind the backrest help reduce the risk of penetration into the passenger compartment. And if the retractable hardtop has been folded down into the boot, it works together with the double bulkhead to absorb rear-end impact forces. The ROPS bars are also activated in the event of a collision from the rear.

Pedestrian safety is also a priority, and is helped by the rounded extremities, 'soft' area around the grille and the energy absorbent bonnet and front wings that reduce the risk of injury.

SECURITY

- Hard-top roof improves security
- All windows can be closed and opened simultaneously
- Lockable stowage bins improve security in convertible mode
- Remote control can light up car's immediate environment

Volvo is committed to protecting the car, its occupants and their possessions.

The use of a hard-top rather than a soft-top convertible roof obviously improves security. Roof-up, the new Volvo C70 offers similar security to a premium coupe or saloon. Every model features an anti-theft alarm including immobiliser. The alarm even reacts to movement inside the car or a broken window, roof up or down. The alarm can also be activated by your hand-held remote control, should an emergency arise on your way to or from the car.

You can close or open all windows simultaneously and the door locks can be set to lock automatically when you drive away.

To illuminate your passage to and from the Volvo C70 at night, the car and its immediate environment can be lit up using the car's remote control. With the ground lighting in the door mirrors, the pool of light around the car is further extended.

The 'Volvo On Call' system is an advanced telematics programme that uses the integrated mobile phone and the built-in GPS satellite unit to ensure help is at hand. If an airbag is deployed in an accident, the Volvo On Call system automatically rings the emergency services. The satellite tells of your precise location even if the driver is unable to. Pressing the red SOS button on the integrated phone puts you straight through to the emergency services. If the car breaks down, the 'Volvo On call' button puts you straight through to a Volvo operator. Vehicle tracking is also available.

ENVIRONMENT

- 'Clean inside and out' environmental commitment
- Interior trim materials conform to Oeko-Tex standards and are allergen-free
- Cabin air filter removes dust, pollen and exhaust particles
- Interior Air Quality System ensures cleaner air inside than out
- 85 per cent of the car can be recycled
- Volvo produces an annual Corporate Sustainability report: www.volvocars.com/citizenship

Volvo cares passionately about environmental protection, whether it's in reducing pollutants from its vehicles, or cutting pollutants entering the car. The well-being of people is at the core of every decision taken. 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.

The turbodiesel D5 engine has a combined fuel economy of 42.8 mpg. Even the top-range high-performance model, the T5, gives excellent economy considering its performance potential - 31.7 mpg in manual form on the combined cycle. Naturally, all four engines meet latest emission regulations. The two petrol engines eliminate between 95-99 percent of harmful pollutants, while the diesel's particulate filter stops 95 percent of all soot particles from being emitted. The emission control system is designed to work as efficiently as possible as soon as possible after start-up - when emissions are at their highest. Even the fuel cap has been carefully designed to prevent emissions: it is designed to allow minimum fuel evaporation both when driving and stationary.

When the roof is up, a cabin filter prevents dust and pollen entering the car through the ventilation system. The AQS (Air Quality System) further filters out unhealthy or unpleasant traffic pollutants and can close the ventilation intakes completely.

Upholsteries and all other interior components comply with the Oeko-Tex Standard 100 to reduce allergens. This includes the metal trim, which comply with the same standards for metal leakage as superior jewellery.

Volvo's annual Corporate Sustainability reports, along with information on all Volvo Car's environmental activities, are available at www.volvocars.com/citizenship.

Ends

Keywords:

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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