

## Press Release

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# VOLVO XC60 GETS THE R-DESIGN TREATMENT

- Sports-inspired R-DESIGN specification joins the XC60 range
- Rear Seat Entertainment (RSE) System now available as an option on the Volvo XC60

Volvo has announced first details of the latest car in the R-DESIGN stable - the XC60 R-DESIGN. Showcasing a series of sporty visual features, the R-DESIGN package also adds a specially tuned sports chassis and sharper driving characteristics, enabling customers to enjoy the XC60's practicality together with more dynamic handling and distinctive styling.

The new XC60 R-DESIGN will be unveiled at the Frankfurt Motor Show in September and will go into production in November 2009. Prices will be announced closer to the on-sale-date.

### Dynamic driving characteristics

The new dynamic driving properties of the XC60 R-DESIGN have been possible with the introduction of a stiffer chassis and stiffer damping. This has been achieved without impacting dramatically on ride comfort allowing passengers to continue to enjoy a comfortable ride on any type of road surface. The chassis has not been lowered ensuring that the XC60 R-DESIGN maintains its ground clearance for off-road adventures.

The more direct steering gear ratio also significantly improves the driving experience. Owing to faster steering response, the driver benefits from a more nimble feel and more precise communication with the road surface.

### Refined sports styling

On the outside, the new car features the typical R-DESIGN attributes already seen on the C30 SportsCoupe, S40 saloon, V50 Sportswagon, V70 premium estate and XC90 SUV R-DESIGN models. Exterior highlights include door mirror housings, trim mouldings and décor trim all in matte silk metal finish, rear skid-plate, side scuff plates and twin chrome tailpipes. The 18" five-spoke Cratus aluminium wheels are only available on the R-DESIGN model and, for the first time, an option of 20-inch alloy wheels can be specified on the XC60.

The lower section of the car is also colour-matched to the rest of the body, instead of the matte black trim found on the standard S, SE and SE Lux models. This creates the impression that the car sits closer to the ground giving it a more dynamic look - even though ground clearance remains unchanged.

Inside the car, a metal finish is the dominant theme, with aluminium inserts in the steering wheel, door mouldings and the centre stack. The sports pedals are made of brushed aluminium, with rubber inserts for precise grip, feel and control. The steering wheel is trimmed with perforated leather and features the engraved R-DESIGN emblem offering the driver a constant reminder of the car's dynamic driving properties.

The dark centre stack features a décor with a circular pattern that expands outwards in a dynamic way. This pattern reoccurs in the striping on the seats. Furthermore, the seats are available with the choice of two colour combinations, either light beige with black accents or black with light beige accents.

To give better cornering support and increased comfort in the front seats, both have been given an advanced sport seat design with two firmness levels in the backrest and seat cushions, thus

providing a body hugging yet comfortable seating position.

### **Volvo XC60 R-DESIGN - An overview**

Exterior:

- Grille in silk metal finish with R-DESIGN badge
- Door mirror housings in silk metal finish
- Five-spoke 18-inch aluminium wheels - Cratus (20 inch optional)
- Sill mouldings in aluminium look
- Twin chromed tailpipes
- Colour-matched lower body mouldings
- Chrome-plated rear skid-plate with black mesh
- Sport chassis
- 7 body colours to choose between including the R-DESIGN unique colour Passion Red

Interior:

- Embossed R-DESIGN emblem in the front backrests
- Watch Dial instrument with blue gauges, unique to the R-Design model
- R-DESIGN sports steering wheel trimmed in perforated leather
- Sports pedals in aluminium
- R-DESIGN centre stack trim with a new décor pattern
- Gear selector trimmed with perforated leather
- Off-black sports mats
- Unique upholstery in smooth leather with a choice of two colour combinations: off-black with soft beige inserts or vice versa
- Sport seats for great cornering support and comfort

### **R-DESIGN a success for Volvo Cars**

R-DESIGN was launched in 2007 to satisfy the interest from car buyers who want to equip their cars with sporty, personalised options. Today R-DESIGN is available across the majority of the Volvo product range including the C30, S40, V50, S80, V70, XC60 and XC90 models. With R-DESIGN, owners get exclusive design details and, on some models, a dynamic sport chassis.

### **Rear Seat Entertainment now available in the Volvo XC60**

Keeping rear seat occupants entertained, especially children, has never been easier with Volvo's Rear Seat Entertainment System (RSE). The System includes a screen and DVD player fitted to the back of each front head rest. An RSE option is already available in the V70, XC70, S80 and XC90, however, Volvo is pleased to announce that RSE is now available for all XC60 customers at a cost of £999 including fitment and VAT.

The XC60 system consists of two bright LCD screens in 7" widescreen format mounted in the front headrests. The screens can also be tilted to minimize the risk of sun dazzle and reflections in bright conditions.

The DVD players are integrated into each screen and enable rear seat passengers to watch different movies. Discs are inserted from underneath, making it easier for children to use, and also prevents small things from being inserted down into the DVD device. The system is equipped with AUX inputs that allow the connection of external sources such as iPods®, MP3 players and games consoles.

The RSE system also contains two wireless headsets and a wireless remote control. All the devices have been thoroughly tested and fulfill Volvo's high safety demands.

Ends

### **Notes to editors**

Press days at the Frankfurt Motor Show will take place on September 15-16 with the Volvo Car Corporation press conference on the 15th at 12.15. Interviews with senior Volvo executives, subject to availability, can be pre-booked ahead of the Frankfurt Motor Show by calling the Volvo Car UK press office. Duncan Forrester will be available at the Show on both press days.

Executives who will be available are as follows:

Stephen Odell                      President & Chief Executive Officer (CEO)

|                  |  |
|------------------|--|
| Steven Armstrong | Chief Operating Officer (COO)                                |
| Gerry Keaney     | Senior Vice President, Marketing, Sales and Customer Service |
| Magnus Jonsson   | Senior Vice President, Product Development                   |
| Peter Horbury    | Vice President, Design                                       |
| Susanna Johnsson | Product Manager, XC60 R-DESIGN                               |
| Peter Ewerstrand | CO <sub>2</sub> Director (DRIVE)                             |
| Paul Gustavsson  | Vice President Business Development (PHEV Project)           |

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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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