

Press Release

Jun 18, 2009 | ID: 19854

VOLVO'S SCRAPPAGE SUCCESS

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- After just over one month of the Scrappage scheme, Volvo has sold over 1,200 cars
- The Volvo C30 accounts for 55 percent of Volvo's Scrappage sales
- Very strong demand for DRIVe models
- The What Car? Green Car of the Year Volvo S40 1.6D DRIVe S with Start/Stop is available with a saving of £4,377

Volvo's extensive range of highly specified and environmentally conscious cars, combined with an attractive offer, has created unprecedented interest in Volvo cars under the new Scrappage Scheme.

In just one month, Volvo has sold 1,234 cars under the Scrappage Scheme with the C30 SportsCoupe accounting for 679 of those ordered. The most popular C30 model is the new lower CO₂-emitting DRIVe with Start/Stop technology which features up to 72.4 mpg and an annual road fund licence of just £35 per annum thanks to CO₂ emissions of just 104 g/km.

Customers purchasing a car through the Scrappage Scheme can benefit from the Government's £1,000 payment which Volvo will match. This £2,000, combined with extra support from Volvo, will enable customers looking to lower their environmental impact to purchase a C30 1.6D DRIVe S with Start/Stop with £4,027 off the list price. The S40 1.6D DRIVe S with Start/Stop, which was awarded the coveted What Car? Green Car of the Year 2009 title, features a total saving of £4,377.¹

Customers have been taking up the offers on all cars across the Volvo range. In fact, every model in the extensive Volvo range has attracted Scrappage sales, including the larger XC90 premium seven-seat SUV as well as the open-topped C70. To date, 35 percent of the 1,234 cars taken in to a Volvo dealership for scrapping have been older Volvo models. One Volvo dealer has even taken in a Morris Marina in exchange for a new car.

Nick Connor, Sales Director at Volvo Car UK, commented: "We have been experiencing an upsurge in enquires and sales on all models in the Volvo range, with the C30 performing particularly strongly, as customers take advantage of the offers we are running in conjunction with the Scrappage Scheme. The Scheme has been a much welcome boost to our sales, as well as to the industry as a whole, and we are working hard for this success to continue."

Ends

Notes to editors:

¹ Full terms and conditions apply and details can be found on the Volvo Car UK website <http://www.volvocars.co.uk/>

Keywords:

Volvo XC60, XC90 (2002-2014), C30, C70, Press Releases, 2010, XC70 (2008-2016), V70 (2008-2016), S80

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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