

Press Release

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INTERACTIVE VOLVO CITY SAFETY DEMONSTRATION AT 2009 LONDON MOTOREXPO

- Volvo demonstrates XC60 'City Safety' technology at 2009 London Motorexpo
- Free-to-attend motorshow takes place at Canary Wharf 8th-14th June 2009
- The low-CO₂ emitting Volvo S40 DRIVE along with the C30 SportsCoupe and sleek C70 coupe/convertible will also be on display

Visitors to the 2009 London Motorexpo at Canary Wharf can join in an interactive experience and demonstration of Volvo's pioneering City Safety technology, which actively prevents vehicle collisions at low speeds.

The award-winning technology, which is fitted as standard to all Volvo XC60 models, uses radar to monitor traffic up to six metres in front of the vehicle. The system automatically applies the brakes to avoid or reduce the effects of an accident if it detects a collision is imminent and the driver hasn't reacted. The City Safety technology will be showcased alongside several other Volvo models including one of the new fuel-efficient, low emission DRIVE cars.

Joining the City Safety-equipped XC60 in the Volvo line-up at Canary Wharf will be the sleek C70 coupe/convertible, the C30 SportsCoupe in full sports-inspired R-DESIGN body kit and the new low-CO₂ emitting Volvo S40 DRIVE.

"Technology plays a key role in Volvo vehicle design as we continue to focus on improving safety and environmental performance," said Peter Rask, Managing Director of Volvo Car UK.

"City Safety and DRIVE are just two examples of how we are tackling both of these issues and the 2009 London Motorexpo is a great opportunity to show how they can deliver real benefits in everyday driving."

The recently launched low-CO₂ emitting DRIVE range also includes the C30 SportsCoupe, V50 Sportswagon, V70 and XC70 premium estates, the Volvo XC60 crossover and S80 executive saloon. The C30, S40 and V50 DRIVE models are also available with Start/Stop technology which offers up to 72.4mpg and CO₂ emissions of only 104g/km, meaning annual road tax costs of just £35.

All DRIVE models are tailored specifically to offer exceptional economy and emissions with low rolling resistance tyres and reduced air drag. All are equipped with a conventional diesel engine and manual gearbox optimised for extra-low fuel consumption.

The 2009 London Motorexpo takes place at Canary Wharf from Monday 8th to Sunday 14th June and is free for the public to attend. Visitors can experience City Safety in Montgomery Square from Wednesday 10th to Saturday 13th June.

Ends

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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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