

Press Release

Mar 09, 2009 | ID: 18961

VOLVO LAUNCHES 'ICE WHITE' C70 COUPÉ-CONVERTIBLE

VOLVO LAUNCHES 'ICE WHITE' C70 COUPÉ-CONVERTIBLE

- Volvo C70 Ice White powered by 2.0D engine and priced at £24,495
- Volvo C70 Ice White features £2,350 worth of extra equipment over the standard 2.0D S model
- Leather Calcite upholstery with aluminium inlays and off black trim and 18" Midir alloy wheels

Volvo's striking four-seater C70 Coupé-Convertible packs some extra appeal this Spring with the introduction of the 'Ice White'. Priced at an attractive £24,495 OTR and available to order now, the C70 Ice White features £2,350 worth of extra equipment over the standard 2.0D S model on which it is based which retails at £24,995 OTR.

Externally, the Volvo C70 Ice White sports the head-turning Ice White finish. The interior boasts sumptuous Calcite leather upholstery with black interior trim and aluminium inlays. The exterior appeal is also boosted with 18" Midir diamond cut alloy wheels.

The Volvo C70 is an extraordinary sports coupé 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 coupé that offers excellent performance and agile handling, and a beautiful convertible just right for open-sky motoring.

Peter Rask, Managing Director at Volvo Car UK Ltd, said: "The Volvo C70 is Volvo's most aspirational car and with the addition of the Ice White benefits, this car will stand out even further from the crowd. We have seen a huge increase in the popularity of our 'Ice White' colour from customers, especially on C30, hence the launch of this model in time for summer.

"And whether it's a sun-blessed season or a traditional British washout, C70 owners can enjoy as much or as little of the weather as they like, thanks to the car's versatile hard-top convertible."

Comprehensive equipment levels include Electronic Climate Control with Air Quality System (AQS), front fog lights, steering wheel mounted audio controls, electric windows and mirrors, alarm and a vehicle information centre. The C70 also comes with cruise control and DSTC (Dynamic Stability and Traction Control).

Other safety features include WHIPS (Whiplash Protection System), SIPS (Side Impact Protection System), ROPS (Roll-Over Protection System) and IC (Inflatable Curtain) and all Volvo C70 models come with a three-year/60,000 mile peace of mind warranty package.

The Ice White is powered by a four-cylinder 2.0D diesel engine (136PS), which emits 161g/km CO₂ and returns up to 46.3mpg fuel economy on the combined cycle. Options include Volvo's Powershift gearbox for £1,400 - a six-speed twin-clutch transmission which provides the comfort of a full automatic mode with the performance of a manual. Powershift versions return up to 44.8mpg and 167g/km CO₂.

Ends

Keywords:

C70, Press Releases, 2009

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.

Related Images



[More Images >](#)

[media.volvocars.com >](http://media.volvocars.com)

[volvocars.com >](http://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).