

Press Release

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VOLVO UNVEILS VOLVO OCEAN RACE SPECIAL EDITION MODELS

Volvo starts the countdown to the next round-the-world Volvo Ocean Race with the launch of special Volvo Ocean Race editions of the V70, XC70 and XC90 at the Geneva Motor Show today.

A unique Ocean Blue pearlescent paint immediately differentiates the Volvo Ocean Race editions from the standard models and the appearance is further enhanced with a new, more exclusively designed Volvo Ocean Race emblem and chrome exterior details. The special edition cars are also available in Electric Silver. All the cars feature full Ocean Race leather upholstery and are available in Soft Beige or Off Black with the centre console and other details in silk matt aluminium inlays.

"These Ocean Race models capture the spirit of an active lifestyle, adventure and passion with a unique marine design connection. Interior details echo the materials used in masts and rigs. The stitching on the upholstery traces its roots to sail making. The aluminum detailing on the mats resembles clews and the design of the unique wheels has been inspired by the movement of the ocean's waves," says Lennart Stegland, President of the Special Vehicles division at Volvo Cars.

Every model offers a choice of Volvo's powerful, five-cylinder turbocharged petrol and diesel engines, including the D5 turbo-diesel with 185bhp. Prices and full specifications will be announced ahead of the UK showroom arrival in June 2008. Volvo Cars expects to sell about 9,000 Volvo Ocean Race Editions worldwide with Germany, Sweden, Finland, Great Britain and Japan accounting for the largest sales volumes.

The Volvo Ocean Race is the world's most gruelling ocean adventure taking nearly nine months to sail 39,000 nautical miles of the globe's most treacherous seas. The race begins on 4 October from Alicante in Spain and the finishing line is in St Petersburg, Russia, on 27 June 2009. Consisting of 10 legs there are after port stops in Cape Town (South Africa), Cochin (India), Singapore, Qingdao (China), Brazil (Rio de Janeiro), Boston (USA), Galway (Ireland), Göteborg (Sweden) and Stockholm (Sweden). The 2008-09 event also includes an inshore race in most of the ports.

Ends

Keywords:

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