

Press Release

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NEW 2008 VOLVO RANGE: MORE SPECIFICATION, STYLE AND VALUE

- Majority of prices held or lowered across range
- Safety and technology features introduced as standard across range
- New entry level models and engine introductions
- New colours and interior enhancements

2008 model year enhancements across the Volvo range

Volvo has made a number of improvements and additions for its 2008 model year range of cars (production start 14 May) while maintaining or lowering prices on most models to offer great value for customers. All models are available to order now, with first customer deliveries expected in July.

Volvo is the first manufacturer to offer aux input for MP3 player connection as standard across its entire Volvo model range. Volvo also now equips all models (excluding the current V70) with ISOFIX child seat system as standard, and water repellent glass (WRG) becomes standard on all Volvo SE, SE Sport and SE Lux models.

Reinforcing the company's commitment to environmental care, Volvo is also introducing the widest and most comprehensive range of biofuel-powered vehicles in the UK¹. Powered by E85 ethanol, a 1.8 FlexiFuel model delivering 125PS is now available in the C30 SportsCoupe, S40 saloon, V50 Sportswagon and a 145PS 4 cylinder Flexifuel engine will be available in the all new V70 estate later this year.

New Volvo S40 saloon and new V50 Sportswagon

As recently announced², Volvo's two best-selling models, the S40 saloon and V50 Sportswagon, have been refreshed to offer a comprehensive exterior and interior redesign to enhance their dynamism, versatility and safety even further. Prices are held across both model lines, with the S40 range starting from £13,750 for the S40 1.6S and £15,995 for the V50 1.6S.

Volvo S60 saloon

A new, lower entry level price for S60 2.0T S has been introduced at £19,995 OTR. Along with the high level of standard safety features you'd expect from a Volvo, standard specification includes 16" alloys, DSTC, climate control, electric door mirrors and windows, cruise control, leather steering wheel and Performance audio with six speakers and CD player. A new exterior colour, Matt Gold, is also introduced.

Prices have been held across the Volvo S60 range, with a minor £5 increase on some models. Volvo's gas-powered model, the Volvo S60 Bi-Fuel CNG, as well as the 300PS performance saloon, the Volvo S60 R, are discontinued.

Volvo S80 executive saloon

Following the new Volvo S80 realignment at the beginning of this year, only minor specification and pricing changes have been made at the 2008 model year. A new Inscription exterior colour is available, Ember Black, as well as two new alloy wheel options. Inside, a new natural unvarnished wood trim will be available, called Modern Wood. Again, prices are held across the range, with a minor £3 increase on some models. The entry level S80 2.5T SE is available OTR for £24,995.

Enhancing the diesel line-up for the S80, the 185PS D5 diesel engine is now available to order with AWD (All-Wheel Drive with Instant Traction). The AWD model is available in all trim levels, starting at £27,630 for the S80 D5 AWD SE.

Improvements have been made to the engine sound characteristics on the two Volvo S80 diesel engines (D5 and 2.4D). This has been achieved by all new injectors, revisions to the oil sump and tuning of the mountings for engine and other components. The result is a smoother engine note during acceleration with a subtle hint of the classic Volvo 5-cylinder engine burble.

Volvo V70 estate

For its last 6 months of production, the V70 range has been refined to offer S, SE and Special Edition Sport models only, with 2.4 170PS petrol and 2.4D diesel in both manual and geartronic, along with a 2.5T petrol which is available in geartronic SE spec only. The 300PS V70 R performance estate model is no longer available. Again, prices have been held across the range, starting at £23,840 for the 2.4S, with a minor £3 increase on some models.

Volvo XC90

The Volvo XC90 received a major exterior and interior design refresh last year and 2006 also saw the introduction of the SE Sport model, offering a Sports Chassis and unique Sports styling. For the 2008 model year, the XC90 benefits from three new exterior colours and prices held across the range, with a minor £5 increase on some models. The range starts with the XC90 D5 S at £32,845 OTR.

Volvo C30 SportsCoupe

Volvo's latest model, the Volvo C30, benefits from a number of new features. Adding to the extensive engine choice is a 1.8 Flexifuel engine; the T5 version also enjoys a 10PS power upgrade, taking its performance to 230PS and, later this year, a 180PS D5 Euro V compliant engine with six-speed manual transmission will be available. New safety features have also been added - hazard lights will automatically be activated if any airbag is deployed and a new EBL (Emergency Brake Light) function flashes all three brake lights five times a second to warn following drivers during an emergency braking manoeuvre. For the exterior, three new colours are available and the Volvo iron mark badge has increased in size by 50 per cent on the front grille. Inside, the RTI navigation system is now on hard disk for faster function and a hard load cover is now available as a £150 option.

Volvo C70 coupe convertible

The Volvo C70 benefits from a number of interior enhancements, adding to the car's 'two in one' folding hard top appeal. Volvo's iconic 'floating' centre stack has revised controls and is complemented by a multi-function centre tunnel storage area, a more compact handbrake design, and a new armrest that's longer and further forward for greater driver comfort as well as offering a larger storage area. Other changes include more dynamically styled instrument panels for the T5 and D5 models and a new hard drive-based RTI road traffic information and satellite navigation system. Style choices are widened with four new exterior colours and a new matt real wood interior inlay, called Nordic Light Oak.

Engine changes comprise a 10PS increase in power for the T5 engine, taking performance to 230PS and a Euro V compliant D5 engine with manual transmission which will be available later in the year. Also, a new entry level model has been introduced, the 2.4i S priced at just £25,750 OTR. Prices have been held for the SE Lux models, with £275 increase on SE and Sport specification.

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Notes to editors:

1. More details please see Volvo press release issued 11 May 2007 'VOLVO BOOSTS UK RANGE WITH FOUR NEW MODELS'
2. For more details - please see Volvo press release issued 10 April 2007 'INTRODUCING THE NEW VOLVO S40 AND V50 SPORTSWAGON'
3. New price lists and full specifications are available at <http://www.media.volvocars.co.uk/>

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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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