

## Press Release

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# VOLVO ANNOUNCES PRODUCT REALIGNMENT

Effective from today, 1 February 2007, Volvo is realigning UK prices and specifications of three key models within its range to offer customers even better value for money and standardise the price differentials between engines and trim levels. These changes more accurately reflect Volvo's recently introduced Volvo C30 sports coupe positioning and are more comparable to Volvo's premium rivals. Volvo's two best-selling models, the Volvo S40 saloon and V50 Sportswagon, benefit from this product realignment, as well as the Volvo S80 executive saloon.

### Volvo S40

With dynamic design, high quality and class-leading safety the Volvo S40 combines the practicality of a four-door saloon with the style, comfort and refinement of a premium brand. Now, offering even better value, the retail prices of Volvo's most popular saloon have been reduced<sup>1</sup> across the range, with entry level Volvo S40 1.6 S retailing for just £13,750 (previously £15,730).

The popular S40 1.6D SE now retails for £18,295, a saving of £1,320 on the previous price, while the top of the range Volvo S40 T5 SE Sport has been reduced by £1,200 and now retails at £23,895<sup>2</sup>.

Specifications have also been revised in-line with the new pricing structure and, by lowering the price gap, the cost to upgrade to SE is now just £1,500 (previously £2,350) more than the standard S model. For the current model year<sup>1</sup>, high performance audio and power driver's seat are included free of charge on the popular SE model, at the new lower prices.

### Volvo V50 Sportswagon

Stylish and dynamic, yet versatile and practical, the Volvo V50 Sportswagon competes in the premium compact estate segment and appeals to people who need a car with added practicality to enhance their active lives. Volvo's best selling model in 2006 is now even more affordable<sup>3</sup> and benefits from the same specification changes as the Volvo S40<sup>4</sup>.

The 100PS 1.6 petrol and 109PS 1.6 diesel engines are being introduced to the Sportswagon model too, which also lowers the entry level price to just £15,995 for the V50 1.6 S.

All prices within the range have been revised, for example, the 2.0 SE has been reduced by £1,360, retailing at £19,845 and the V50 D5 Sport model saves £770, priced now at £23,795.

### Volvo S80

Volvo is also repositioning the Volvo S80 saloon to offer more comparable trim levels and, crucially for the corporate market, more affordable prices for even lower company car tax. The Volvo S80 executive saloon now offers an even more desirable package of power, performance and style combined with attractive pricing<sup>5</sup>.

The standard S specification has been removed from the range and the SE specification has been revised to offer a comprehensive and competitive package<sup>6</sup> that is comparable to premium rivals. For the current model year<sup>1</sup>, customers will benefit from a free of charge additional specification, high performance sound audio system at the new, lower SE prices.

Customers save up to £1,500 across the range, including the 163PS 2.4D SE, which has been reduced by £1,455 and now retails at £25,495. These range adjustments mean that, with a CO<sub>2</sub> figure of 167g/km, a 40% company car tax<sup>7</sup> payer would pay £2,327 per annum, a saving of £134 over the previous list price for the Volvo S80 2.4D SE.

Recognising that spending an extended period of time with the car helps customers to appreciate the real benefits of this luxurious saloon, Volvo is also introducing 24 hour test drives of the Volvo S80 which will be available from participating dealers around the UK.

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Notes to editors:

1. Applies to all orders placed from 1 February.

2. New pricing details for the Volvo S40

Volvo S40	S	SE	Sport	SE Sport
1.6	£13,750	£16,250	n/a	n/a
1.8	£15,995	£17,495	£17,645	£19,895
2.0	£16,995	£18,495	£18,645	£20,895
2.4i	£17,995	£19,495	£19,645	£21,895
T5	n/a	£21,495	£21,645	£23,895
1.6D	£16,795	£18,295	n/a	n/a
2.0D	£17,795	£19,295	£19,445	£21,695
D5 geartronic	n/a	£22,295	£22,445	£24,695

3. New pricing details for the Volvo V50 Sportswagon

Volvo V50	S	SE	Sport	SE Sport
1.6	£15,995	£17,495	n/a	n/a
1.8	£17,345	£18,845	£18,995	£21,245
2.0	£18,345	£19,845	£19,995	£22,245
2.4i	£19,345	£20,845	£20,995	£23,245
T5	n/a	£22,845	£22,995	£25,245
1.6D	£18,145	£19,645	n/a	n/a
2.0D	£19,145	£20,645	£20,795	£23,045
D5 geartronic	n/a	£23,645	£23,795	£26,045

4. Specification details (applicable to both S40 and V50 Sportswagon)

**S:** Includes ECC (Electronic Climate Control), 16" Caligo or Cygnus alloy wheels, DSTC (Dynamic Stability and Traction Control), power windows, cruise control, leather steering wheel and 6-speaker radio/CD system.

**SE:** Includes 17" Zaurak alloy wheels, rain sensor, info centre, cruise control, Dala upholstery and a choice of interior inlays.

**Sport:** Includes 18" Medusa alloy wheels, front fog lights and full body kit.

**SE Sport:** Combines the luxury specifications of the SE with the dramatic styling of the Sport model, as well as leather upholstery, high performance sound and a power driver's seat.

5. Pricing and specification details for the Volvo S80

Volvo S80	SE	SE Lux	SE Sport
2.5T	£24,995	£27,495	£27,845
3.2	£28,995	£31,495	£31,845
V8 AWD	£36,995	£39,495	£39,845
2.4D	£25,495	£27,995	£28,345
D5	£26,495	£28,995	£29,345

6. Specification details

**SE:** Includes power driver's seat, Sala textile upholstery, 8-speaker high performance audio system, intuitive features such as autodimming rear view mirror and rain sensor, 17" Regor alloy wheels and colour co-ordinated front spoiler and side mouldings.

**SE Lux:** Includes leather upholstery, walnut wood inlays, heated and powered front seats, luxury floor mats, 17" Canicula alloy wheels, Bi-Xenon headlamps and rear part assist.

**SE Sport:** Combines the luxury features of the SE model with sports styling and handling enhancements including speed dependent power steering, active Four-C chassis, 18" Venitor

alloy wheels and ventilated/heated leather powered front seats.

#### 7. BIK Company Car Tax examples

	P11D price	CO <sub>2</sub>	BIK banding	40%	Saving on previous
Volvo S80 2.4D	£25,297	167	23%	£2,327	£134
Volvo S80 D5	£26,297	169	23%	£2,419	£143
Volvo S80 2.5T	£24,767	223	31%	£3,071	£132
Volvo S80 3.2 geartronic	£28,747	234	33%	£3,794	£259
Volvo S80 V8 geartronic	£36,747	284	35%	£5,144	£662

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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