

Press Release

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Volvo Car USA announces pricing for 2025 Volvo EX30

(MAHWAH, NJ) October 3, 2023 – Volvo Car USA announced today pricing for its first small premium fully electric SUV, the Volvo EX30. Unveiled to the world this past June in Milan, Italy, the EX30 expands the Volvo Cars lineup of fully electric vehicles to four models.

With an attractive starting price of just \$34,950, Volvo customers can get a premium fully electric SUV for a similar price to an internal combustion engine-powered equivalent.

Made from concentrate

Described by the Volvo Cars Design team as “an espresso shot of Volvo,” EX30 confidently distills the company’s Scandinavian design principles into a smaller, more concentrated package.

Customers can configure their EX30 with the choice of five exterior colors – Moss Yellow, Cloud Blue, Vapour Grey, Crystal White, or Onyx Black – ranging from bold and playful, to pure and elegant.

Moving inside, EX30 invites both drivers and passengers to experience the luxury of minimalistic Scandinavian design, using a combination of natural and recycled leather-free materials. Four unique interior design expressions – Mist, Pine, Indigo, & Breeze – are brilliantly complemented by five available ambient light themes, each inspired by Swedish landscapes, making it easy to create a personal EX30.

Big on features, too

The Volvo EX30 comes with all the safety you’d expect from a Volvo car. Equipped with a wide array of radars, cameras and ultrasonic sensors, EX30 is engineered to help protect the people on the inside, as well as the world around it, using the company’s extensive knowledge gained from studying real world accidents and injuries.

Designed to have the lowest carbon dioxide footprint of any Volvo car to date*, EX30 is also big on planetary safety, representing a major step in the company’s ambitions to be a fully electric car company by 2030 and carbon neutral by 2040.

Standard on every Volvo EX30 is Google built-in, featuring native Google Maps and Google Assistant. Also standard is wireless Apple CarPlay, and a range of advanced safety features including a Driver Alert System, Blind Spot Information System (BLIS), Door Opening Alert and Front & Rear Collision Mitigation.

Upgrading to the Plus equipment level, EX30 owners can enjoy an immersive sound experience by Harman Kardon Premium Sound, a dual tone panoramic roof in Onyx Black, as well as 19 inch wheels.

The Ultra equipment level includes highlights like the next generation of Pilot Assist with Lane Change Assistance, 360 Camera with 3D View, and Park Pilot Assist.

Details on the full consumer offer will be available in the coming weeks.*

Highly capable powertrains

The choice of two flexible and efficient electric propulsion options means the EX30 can conquer any journey, from commuting and city driving to weekend adventures.

With up to 275 miles of EPA estimated fully electric range* – the Single Motor Extended Range variant of the Volvo EX30 will be offered with the choice of three equipment levels: Core, Plus and Ultra.

Single Motor Extended Range	
Equipment level	Starting MSRP (excluding \$1,295 destination)
Core	\$34,950
Plus	\$38,900
Ultra	\$40,600

With a 0-60 mph time of just 3.4 seconds – the Twin Motor Performance variant of the EX30 is the fastest accelerating Volvo car, ever.

Twin Motor Performance	
Equipment level	Starting MSRP (excluding \$1,295 destination)
Plus	\$44,900
Ultra	\$46,600

Pre-order deposit holders can begin to configure their EX30 later this fall, with deliveries expected to commence in the first half of next year. Customers interested in the Volvo EX30, or the rest of the Volvo Cars lineup, should contact their local retailer or visit volvocars.com/us to learn more.

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The small print

- Based on lifecycle CO2 footprint over 124,200 miles of driving using EU27 electricity mix and related to globally available products.
- Google is a trademark of Google LLC.
- The figures are preliminary and derive from estimates and calculations performed by Volvo Cars for EX30 and these outcomes are not guaranteed. The driving range, horsepower, and energy consumption under real conditions vary depending on driving behavior and other external factors. Charging times can vary and are dependent on factors such as outdoor temperature, battery temperature, charging equipment, battery condition and car condition.
- Certain trim levels may have limited availability. Final pricing and payment terms will be available closer to delivery time at your Volvo Cars retailer. Retailer price may vary. A reservation does not guarantee availability of a select trim.

About Volvo Car USA

Volvo Car USA LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information, please refer to the VCUSA media website at: <http://www.media.volvocars.com/us>.

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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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