

Press Release

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Volvo XC40 Named 2019 Best New Model and Best Subcompact Luxury SUV by Kelley Blue Book

ROCKLEIGH, NJ (November 12, 2018) – The Volvo XC40 is the Best New Model and Best Subcompact Luxury SUV for 2019, according to Kelley Blue Book’s KBB.com, a trusted vehicle valuation and information resource.

Positioned in one of the hottest segments, the XC40, which starts at about \$34,000, offers plenty of usable passenger and cargo space on a compact footprint. The XC40 effectively combines modern styling inside and out and cutting-edge technology on both the infotainment and safety front, the latter a traditional Volvo talking point. It’s also the only car available by subscription nationwide, through the Swedish brand’s Care by Volvo program available at www.volvocars.com/us

“We are extremely proud to win two more awards for XC40, especially these,” said Anders Gustafsson, President and CEO, Volvo Car USA. “The people at Kelley Blue Book really know what they’re talking about. By bringing design, technology, and safety features from our larger award-winning SUVs Volvo can offer luxury subcompact buyers a great value in a great package.”

The new XC40 is Volvo’s third all-new SUV since 2016 and is focused on a new expression of Scandinavian design. The XC40 is the smallest SUV offered by Volvo, preceded by its largest, the XC90, the most awarded luxury SUV of the century, and the mid-size XC60, the 2018 North American Utility of the Year. The introduction of the XC40 completes Volvo’s SUV range and offers three of the newest vehicles in their respective segments.

“The Volvo XC40 is an all-new vehicle, and it has wasted no time shaking up not just the Swedish automaker’s lineup, but also the burgeoning segment of subcompact luxury SUVs. In shape, style and attitude, the all-new 2019 XC40 goes its own way,” said Karl Brauer, executive publisher for Kelley Blue Book.

To aid new-car buyers in their quest, Kelley Blue Book curated the Best Buy Awards to help shoppers narrow down their new-car consideration list and purchase their next vehicle with confidence, by identifying the best of all available 2019 models, with a special emphasis on value-per-dollar in both purchase and ownership experience.

“Shopping for a new car can be a daunting task, and with hundreds of options to choose from, it is hard to identify what vehicles earn top marks in pricing, ownership costs, expert evaluation, consumer opinion and more,” said Brauer. “The Best Buy Awards were designed to help consumers shop with confidence by doing the heavy lifting for them and providing clear guidance on which specific car, truck, minivan and SUV models they should be prioritizing and considering for their next new-car purchase.”

Starting with the more than 300 new models available for 2019, Kelley Blue Book’s annual Best Buy Awards are based on a year-long regimen of expert vehicle evaluation and testing of nearly every new vehicle available in America, along with analysis of a broad array of vehicle-related data, including vehicle pricing, 5-Year Cost to Own data (which includes depreciation, insurance, maintenance, financing, fuel, fees and taxes for new cars), consumer reviews and ratings and vehicle sales information. To be considered for Kelley Blue Book’s newest award, Best New Model, the vehicle must be an all-new or redesigned vehicle and offer a strong value proposition to

consumers based on pricing, innovation, and available standard technology and safety features.

For full coverage of the 2019 Kelley Blue Book Best Buy Awards, including full editorial comments about each model, pricing details, videos and more, visit <https://www.kbb.com/car-news/all-the-latest/best-buy-awards/2100000577/>

About Volvo

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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