

Press Release

Jun 28, 2018 | ID: 234530

New Volvo Plug-In Hybrid Sedan Sells Out in Less Than an Hour via Digital App.

ROCKLEIGH, NJ (June 28, 2018) – Thirty-nine minutes is all it took for Volvo Cars to sell out of a special version of the all-new S60 sedan after it was made available on the Care by Volvo app earlier today.

Customers claimed all 20 of the all-new Volvo S60 T8 Polestar Engineered luxury sedans slated for the American market using Volvo Cars' [Care by Volvo app](#) and their credit cards to place \$500 deposits.

With 415 horsepower and 494 lb/ft torque, Öhlins suspension, Brembo brakes and other enhancements, the [2019 S60 T8 Polestar Engineered](#) represents an exclusive offering that builds upon Volvo Cars' and Polestar's joint legacy of design, performance, and commitment to electrification.

Volvo Cars responded to the excitement via social media by offering a complimentary Polestar Engine Software Optimization upgrade to the next 200 Care by Volvo S60 T6 AWD R-Design subscribers on a first-come, first-served basis. The upgrade improves throttle response, shift speed, gear hold, and midrange engine performance for a better, more balanced and stronger driving experience.

Care by Volvo is Volvo Cars' subscription program, which makes owning a car as easy as owning a mobile phone. One monthly fee includes car payment, insurance, maintenance and some wear and tear for two years. Care by Volvo customers can upgrade to a new Volvo model or model year Volvo after 12 months. Care by Volvo pricing for the S60 T8 Polestar Engineered starts at \$1,100 per month before taxes, registration, and title.

The all-new S60 T6 AWD Momentum is also available for subscription through the Care by Volvo app and online.

The S60 T8 Polestar Engineered, along with all S60 models for global markets, will be built at Volvo's new US factory in Ridgeville, SC.

Consumers can learn more about and subscribe to the new S60 at www.volvocars.com/us

Complete media information is available at www.media.volvocars.com/us

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>.

Keywords:

Press Releases, S60, Product News, 2019

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.

Media Contacts

Russell Datz

National Media Relations Manager
Volvo Car USA LLC
Phone: 8053776063
russell.datz@volvocars.com

Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).