

Press Release

Mar 28, 2018 | ID: 226788

Volvo, Transformed, adds More New Car Options for North America

- V60: A new take on the mid-sized wagon
- XC40 Inscription: A luxurious trim level with unique interior and exterior styling details
- Both available via Care by Volvo subscription program
- XC60: 2018 World Car of the Year

New York, NY (March 28, 2018) – Volvo Cars, the Swedish luxury automaker, brought its next generation wagon, an additional variant of its latest award-winning SUV, and the 2018 World Car of the Year, the XC60, to North America today, as the transformed company builds on a strong start to 2018.

The all-new V60 small luxury wagon comes 65 years after Volvo Cars introduced the first Volvo wagon. The XC40 Inscription trim offers a more luxurious version of the popular compact SUV and is an addition to the momentum and sporty R-Design options. Anders Gustafsson, President and CEO of Volvo Car USA, shared details and highlighted Volvo's continued successes, including the 2018 World Car of the Year win, during a press conference at the New York International Auto Show.

The XC40 was recently honored as the 2018 European Car of the Year, and the XC60 has been named both the 2018 World Car of the Year and 2018 North American Utility of the Year. These and other accolades highlight how Volvo Cars has fully transformed into an industry leader in vehicles, technology, design, and more. The company's future will also feature continued expansions in electrification, in-car technology and manufacturing. The company's first American assembly plant, based outside Ridgeville, South Carolina, will come on line in late 2018.

2019 XC40 Inscription

The arrival of the new XC40 means that for the first time in its history, Volvo Cars has three new SUVs in what is the fastest growing segment of the automotive market, paving the way for further growth regarding sales and profitability.

The XC40 sets a new benchmark for design, technology and safety in the compact luxury SUV market. The new Inscription trim level brings unique features and an expanded list of standard equipment that distinguishes it from the well-equipped Momentum and sporty R-Design trim levels.

The XC40 Inscription can be equipped with unique 18-, 19-, 20-, or 21-inch wheels, as well as unique skid plates, chrome side window trim and grill, integrated dual tailpipes, and trim-specific exterior colors. Inside, Inscription adds a newly designed Orrefors crystal gear shift and attractive Driftwood deco, which Volvo first introduced in the award-winning XC60 mid-size luxury SUV.

"The addition of the Inscription trim level gives Volvo customers even more flexibility when choosing the XC40 that works best for them," said Anders Gustafsson, President and CEO, Volvo Car USA. "We expect the XC40 to be very popular with North American consumers because it is different and special, not something you see every day."

The XC40 brings the award-winning safety, connectivity and infotainment technologies from the new 90 and 60 Series cars to the compact luxury SUV segment, making the XC40 one of the

best-equipped compact luxury SUVs available.

The XC40 is available in the U.S. with a 248 horsepower T5 Drive-E powertrain with all-wheel-drive and EPA fuel economy figures of 23 City, 31 Highway and 26 Combined MPG. A 187 horsepower T4 Drive-E powertrain with front-wheel-drive will be available this summer with a starting price of \$33,200. Further powertrain options, including a hybridized as well as a pure electric version, will be added later.

Starting with the XC40, Volvo Cars introduced a new model of car access called “Care by Volvo.” Care by Volvo is an all-inclusive, negotiation-free option that will be offered alongside traditional purchase and lease choices. This will make having a car as transparent and easy as having a phone: a national, flat-rate monthly fee, combined with the opportunity to upgrade to a new car as early as 12 months into a 24 month agreement. Care by Volvo in the United States includes almost everything needed to own and operate a car such as maintenance, insurance, wear and tear items and protection services.

The new XC40 is being built in Volvo Cars’ plant in Ghent, Belgium, and is the first model on Volvo Cars’ new Compact Modular Architecture (CMA), which will underpin all other upcoming cars in the 40 Series, including fully electrified vehicles.

[Watch this video for a detailed XC40 walk around.](#)

2019 V60 Luxury Wagon

Volvo Cars’ history and credibility in making well-designed, practical and versatile wagons is unmatched. In fact, today Volvo is the leader in the U.S. luxury wagon segment.

The all-new V60 luxury midsize wagon shares Volvo Cars’ Scalable Product Architecture (SPA) platform with the award-winning XC60 (2018 World Car of the Year and 2018 North American Utility of the Year) and four top-of-the-line 90 Series cars, which have been the collective force behind the company’s record-breaking global sales performance in recent years.

In a first for the segment, customers can access the new V60 via Care by Volvo.

In the United States, the 2019 V60 will be available with a T5 front-wheel drive Drive-E powertrain with 248 horsepower, and a T6 all-wheel drive Drive-E powertrain with 316 horsepower. Both will be fitted to eight speed automatic transmissions.

Pricing and on-sale date will be announced later this year.

MEDIA NOTE: The 2018 Volvo New York Auto Show press kit is available at www.media.volvocars.com/us

For more information visit Volvo Car USA’s online media site, 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:

Corporate News, Press Releases, 2018, XC60, XC40, V60, 2019, Product News

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.

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).