

Press Release

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Volvo Announces S90 Pricing and Introduces a new online car-buying experience

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(NEW YORK) Volvo Car USA (VCUSA) announced pricing of the widely-praised S90 luxury sedan, which is available for order beginning today at Volvo retailers and volvocars.com/us.

The well-equipped S90 T5 Momentum will start at \$46,950. The T5 turbo-charged Drive-E engine provides 250 horsepower. A rich leather interior is standard, as is the award-winning 9-inch Sensus touchscreen and “Thor’s Hammer” LED headlights.

The S90 T6 AWD Momentum starts at \$52,950. The 316 horsepower T6 turbo- and super-charged Drive-E engine is connected to an eight-speed automatic transmission and all-wheel-drive. In addition to the standard features of the T5, the T6 also includes heated front seats, a large driver information display area and dual integrated tailpipes as standard.

The Volvo S90 will be the first car in the United States to offer Semi-Autonomous driving technology as standard. Volvo Pilot Assist allows the car to speed up, slow down, brake and steer at speeds up to 80 MPH.

Two world-first safety technologies will also come standard. Large Animal Detection with auto-brake senses deer, elk and other animals and will automatically stop the car to avoid or mitigate a collision. Run-Off Road Mitigation can detect if the vehicle is about to leave the road and gently steer it to prevent it from leaving the pavement. This technology is in addition to the safety, connectivity and interior luxury customers have enjoyed in the award-winning Volvo XC90 SUV.

Volvo Online Concierge

With the S90 VCUSA is introducing the Volvo Concierge, a personalized online buying experience for the all-new sedan, via the [Volvo website](#).

In addition to buying the all-new S90 at a Volvo Dealership, customers can also buy the S90 online, with the help of the Volvo Concierge who will provide an unprecedented level of online service and comfort throughout the purchase process. A designated Volvo representative ensures customers know about all of the S90’s available options and offers buyers the peace of mind to change their option preferences before their car is built.

The Volvo Concierge will stay in constant contact with the future S90 owner, notifying them of when the car has been shipped from Sweden and when it is expected to arrive. Upon delivery, all of the car’s settings, such as radio stations and software apps, can be configured based on the owner’s personal preferences. All Concierge processed cars will be delivered through a Volvo retailer of choice.

Available via online chat, email and phone calls, customers can contact the Volvo Concierge to address almost any need or desire with regard to an S90 purchase.

“We wanted to make the online experience more personalized. Cars are not your average online purchase. We believe luxury consumers of today will appreciate having a personal contact that helps you understand your options and the process,” says Lex Kerssemakers, President and

CEO of Volvo Car USA, “The Volvo Concierge concept is developed based on Volvo customer feedback from previous e-commerce solutions, so truly designed around their needs and a good complement to our retail experience”.

The Volvo Concierge is available now at www.volvocars.com/us/cars/new-models/s90/order-yours

The S90 T5 and T6 will be available at retailers starting this summer, with the T8 plug-in hybrid following later.

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