

Press Release

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Volvo Cars Debuts the S90 Luxury Sedan



Gothenburg, Sweden (Dec. 2, 2015) Volvo Cars debuted the highly-anticipated Volvo S90 luxury sedan in Gothenburg, Sweden today on the heels of the company's award-winning Volvo XC90 SUV. The all-new Volvo S90 sedan is a bold entry into the luxury sedan market and sets a new standard with superior materials, technology, comfort and class-leading semi-autonomous features.

"With \$11 USD billion of investment over the past five years we have not only reimagined what Volvo Cars can be – we are now delivering on our promise of a resurgent and relevant Volvo Cars brand," said Håkan Samuelsson, President & CEO, Volvo Car Group.

The Volvo S90 will combine Scandinavian design with cutting-edge safety and cloud-based applications and services. The interior makes use of the Sensus Connect touchscreen that debuted in the XC90, providing a clutter-free interior with minimal dashboard buttons.



“Our idea was to bring something entirely new to this rather conservative segment and deliver a visual expression that exudes leadership and confidence on the exterior. On the inside we have taken the S90 to the next level, delivering a high-end luxury experience that promises comfort and control,” said Thomas Ingenlath, Senior Vice President Design at Volvo Car Group.

The Volvo S90 introduces another step toward Volvo’s Vision 2020, which states that no one should be killed or seriously injured in a new Volvo by the year 2020, through world first safety technologies and highly advanced semi-autonomous features.

Three engine choices will be available: the award-winning four-cylinder, 2.0 liter turbocharged and supercharged T6 engine, the turbocharged T5 variant and the clean and powerful T8 Twin Engine plug-in hybrid.

“The S90 has taken a big step forward in terms of driving dynamics, performance and ride. We have completely redesigned the Volvo driving experience from the ground up to deliver a sense of precision, engaging control and comfort,” said Dr. Peter Mertens, Senior Vice President, Research & Development at Volvo Car Group.

The S90 will follow a legacy of strong sedan sales for Volvo Cars in the United States. Over the last several years, Volvo sedans have enjoyed significant demand at launch, with the last luxury sedan outselling robust competitors in its segment. Volvo Cars has seen an 18% growth in US car sales so far in 2015. The all-new 2016 XC90 has received strong demand from American drivers along with the XC60, which has enjoyed 31% growth in US sales.

“The S90 is a terrific addition to the Volvo Cars lineup in the United States,” said Lex Kerssemakers, President and CEO of Volvo Cars of North America, “it will continue the terrific sales momentum Volvo Cars has gained within the last year.”

About Volvo Cars of North America

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCNA 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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