

## Press Release

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# Volvo Cars takes Cross Country brand into sedan territory

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- Volvo Cars points to the future with the new S60 Cross Country
- A segment first from Volvo Cars
- Builds on a strong heritage of lifestyle-oriented products

Volvo Cars is stepping up to meet the demands of its core customers with the unveiling of the exciting S60 Cross Country at the Detroit Auto Show.

Back in 1997, when Volvo was the first premium brand to introduce an all-road capable variant of its successful wagons, no one could predict the future success of the crossover concept. Today, the crossover is ubiquitous and has helped to define a whole new category of lifestyle vehicle. Volvo is once again taking a bold step forward – this time in the luxury sedan segment – with the unveiling of the S60 Cross Country – the first premium sedan with the same level of capability and rugged design cues of the renowned Cross Country wagons.

“We want to further explore the market with our Cross Country brand. We did this back in 1997 with the V70 Cross Country and it led to the birth of a whole new segment. We have included all the capability-driven benefits of the Cross Country brand in this new model, while offering a completely unique expression of adventure and all-road readiness in a distinctly sporty and stylish package,” said Lex Kerssemakers, Senior Vice President Product Strategy and Vehicle Line Management at Volvo Cars.

### Capable stance

Like the recently introduced V60 Cross Country, the S60 Cross Country shares an increased ride height of 65mm (2.5 inches) and comes with the same capable All-Wheel Drive underpinnings of its sibling, making it the only truly capable and stylish all-road sedan crossover on the market. The S60 Cross Country will also be delivered with front-wheel drive in Europe and selected markets.

“The S60 Cross Country is the sole contender in the luxury crossover sedan segment. We have identified a clear niche in the market for a more capable sedan with rugged styling cues and a higher stance. The S60 Cross Country will appeal to people that are searching for an exciting and capable sedan, whilst enjoying the clear benefits that a crossover offers,” said Alain Visser, Senior Vice President Sales, Marketing and Customer Service.

Reflecting Volvo’s legendary capability of nature and Scandinavian heritage, the S60 Cross Country offers both 18” and 19” wheels with high profile tires that add both comfort and all-road aesthetics, reduce road noise, and add increased wheel protection when needed for city or country.

Delivering an involved and focused driving experience with rugged substance, this dynamic design brings a sporty and adventurous edge to the sedan.

### Powertrain

The S60 Cross Country will launch with a powerful T5 All-Wheel Drive gasoline powertrain delivering up to 250 bhp\* available in the US, Canada, Russia and Europe. The S60 Cross Country is expected to be available on a limited basis this summer.

**Note to Editors:**

- US 250 bhp
- EU 254 hp
- Russia 249 hp (for taxation reasons)

**About Volvo**

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