

## Press Release

Aug 01, 2013 | ID: 124004

# Volvo Cars of North America Announces Pricing of its 2014 Model Lineup

*With biggest renewal of existing models in company history, new U.S. Volvo lineup features design enhancements, adaptive digital TFT display, new safety features, including cyclist detection*

**ROCKLEIGH, N.J. - (Aug. 1, 2013)** - Propelled by a major investment and product strategy to boost the Swedish automaker's position in the global marketplace, Volvo Cars of North America released pricing for its 2014 model year lineup today. The announcement comes as Volvo is about to deliver a lineup that reflects the biggest renewal of existing models in company history and highlights Volvo's commitment to offer customers outstanding value across its full range of products.

2014 models arrive with new designs, upgraded features and new support systems. Volvo's engine roster includes the 250 horsepower T5; 3.2-liter, naturally aspirated six-cylinder, making 240 horsepower; and the turbocharged T6 at 300 horsepower. The most powerful six-cylinder currently offered by Volvo, the R-Design's 3.0-liter turbocharged engine puts out 325 horsepower and a stout 354 lb.-ft. of torque.

### **Bolder Design Features Across Lineup**

The front of the S60 has been redesigned sporting all-new exterior panels from the A-pillars forward including a new hood, front fenders and fascia. A wider grille with a larger Ironmark is flanked by new headlights while a larger, wider lower front intake gains bright accents and horizontally mounted LED daytime running lights. At the rear, new LED light guides on the taillights and new integrated exhaust pipes contribute to the more powerful road presence and self-confident stance.

The 2014 S60 lineup starts at \$32,400 for the front-drive T5, while the T6 AWD lists for \$39,250. AWD with Instant Traction is again available on the value-leading S60 T5 and can be added as a stand-alone option, with a price unchanged from 2013 at \$2,000. A new sport package comprising sport seats, paddle shifters, 18-inch titania alloy wheels and dynamic chassis is standard on the T6 AWD and optional on the T5. The S60 T6 R-Design starts at \$42,700.

For the XC60, changes begin on the outside, where the popular crossover sports a new hood, front fenders and fascia that emphasize a wider and more confident appearance. Redesigned headlights flank a bold new grille sporting a larger Volvo Ironmark. These significant exterior design changes emphasize the dynamic, capable nature of the XC60. With careful attention to detail, the designers have increased the XC60's road presence. The popular XC60 crossover starts at \$34,850 in 3.2 FWD and the T6 AWD starts at \$39,250. The XC60 R-Design starts at \$45,800.

Volvo brings the XC70 into sharper focus with redesigned front and rear styling, including a new grille with a bolder, wider proportion, a larger Iron mark and LED daytime running lights, updated front and rear matte silver décor trim, rear skid plate décor and new taillight design. This bolder XC70 starts out at \$34,500 in 3.2 FWD and \$40,950 in T6 AWD. Among the more interesting safety features on the XC70 are the dual, fully integrated booster seats in the rear seating area. They are height adjustable, so they adapt as a child grows. What's more, they look like normal seats.

Changes to the S80 begin on the outside, with a new front fascia incorporating a new grille design with larger Volvo Ironmark and grille pattern. Below the new bumper, a redesigned lower front intake stretches the visual width of the car to create a bolder, wider horizontal stance. New LED daytime running lights are positioned at the outer edges of the intake while the headlights also receive a new look. Following up at the rear is a redesigned bumper and new taillight design sporting LED graphics. S80 starts at \$39,900 in 3.2 FWD and \$43,950 in T6 AWD. Dressed in optional Inscription package, featuring Sovereign Hide soft leather, ventilated front seats and branded interior touches, the T6 AWD with Inscription represents Volvo's most luxurious offering.

With standard seating for seven, versatile cargo solutions, extensive safety features and a choice of front and optional all-wheel drive with Instant Traction, the XC90 remains an outstanding value. All XC90s are equipped with Roll Stability Control (RSC); Dynamic Stability and Traction Control (DSTC); Side Impact Protection System (SIPS) with side airbags and Inflatable Curtains for all three rows. XC90 starts at \$39,700 in 3.2 FWD.

### New Instrument Cluster Offers Driver Choice

Select models get a new Adaptive Digital TFT Display instrument cluster that allows drivers to choose between three themes with different configurations and functionality:

- **Elegance** has a traditional appearance with a large, circular speedometer bordered by secondary displays.
- **Eco** features green background illumination with an Eco meter displayed on the left.
- **Performance** has red background illumination for a more dynamic look. A tachometer replaces the speedometer while vehicle speed is shown digitally. The right display includes a power meter gauge that informs the driver how much power is available and how much is being used at any given moment.

In the R-Design versions, the Elegance theme boasts unique blue instrument dials.

### Paddle Shifters, Quicker acceleration with Advanced Quick Shift

New paddle shifters will be offered - standard on most T6 AWD and R-Design models and available on T5 - letting the driver shift manually with both hands on the steering wheel. Coupled with Advanced Quick Shift (AQS), transmission optimization software that improves the speed of each gear change, acceleration also improves, increasing the vehicle's performance potential.

AQS is now available on all T6 engines and activated when the transmission is set to sport mode or when using paddle shifters. Gear changes are faster for models equipped with AQS - as much as 50 percent between first and second, and as much as 30 percent on gear changes two through six.

This bolsters the sporty impression of the T6 and also produces fantastic acceleration results. Zero to 60 improves 0.2 seconds on the S60 T6 R-Design - from 5.5 to 5.3 on model year 2014 with AQS - while the XC60 T6 R-Design sprints 0.4 seconds faster - 6.6 to 6.2 seconds on model year 2014 with AQS - compared to model year 2013.

### Trim Levels Offer Customer Flexibility, New Features Reflect Safety Leadership

As in the past, each trim level contains previously available optional equipment that has been grouped together based on historical customer preference for pairing of specific features. Three trim levels, Premier, Premier Plus and Platinum builds upon the previous. Each model remains available without the new trim levels. Customers retain the flexibility to select stand-alone option packages as well as single options.

Key safety features debut on the MY14 lineup, including Pedestrian and Cyclist Detection with full auto brake and Cross Traffic Alert.\* In certain circumstances, Pedestrian and Cyclist Detection with full auto brake helps the driver avoid collisions with pedestrians or cyclists. It is part of the Technology Package, priced \$600 less than last year at \$1,500.

A new radar-based Blind Spot Information System (BLIS)\* also debuts for MY14. It uses sophisticated upgrades to monitor and alert the driver to rapidly approaching vehicles behind the car, while still informing the driver about vehicles in the blind spots on both sides of the car. Cross Traffic Alert is a new feature for MY14 that uses the radar sensors at the rear end of the car to alert the driver to crossing traffic from the sides when reversing out of a parking space. This is especially helpful in tight and crowded areas where the side view may be restricted.

New Volvos get warranty coverage for 4 years/50,000 miles, as well as free, factory-scheduled maintenance at 10,000 miles, 20,000 miles and 30,000 miles.

\* On S60 and XC60 only.

<b>Model</b>	<b>MSRP</b>
<b><u>S60</u></b>	
S60 T5	\$32,400
S60T5 Premier	\$34,900
S60T5 Premier Plus	\$35,500
S60T5 Platinum	\$38,250
S60 T6 AWD	\$39,250
S60 T6 Premier Plus	\$39,900
S60 T6 Platinum	\$42,600
S60 T6 R-Design AWD	\$42,700
S60 T6 RD Platinum	\$45,700
<b><u>S80</u></b>	
S80 3.2 FWD	\$39,900
S80 3.2 Premier Plus	\$41,400
S80 3.2 Platinum	\$44,100
S80 T6 AWD	\$43,950
S80 T6 Premier Plus	\$45,450
S80 T6 Platinum	\$48,150
<b><u>XC70</u></b>	
XC70 3.2 FWD	\$34,500
XC70 3.2 Premier	\$37,900
XC70 3.2 Premier Plus	\$39,450
XC70 3.2 Platinum	\$41,950
XC70 T6 AWD	\$40,950

XC70 T6 Premier Plus	\$42,950
XC70 T6 Platinum	\$45,650

**XC60**

XC60 3.2 FWD	\$34,850
XC60 3.2 Premier	\$37,950
XC60 3.2 Premier Plus	\$39,250
XC60 3.2 Platinum	\$41,950
XC60 T6	\$41,550
XC60 T6 Premier Plus	\$42,850
XC60 T6 Platinum	\$45,550
XC60 T6 R-Design AWD	\$45,800
XC60 T6 RD Premier Plus	\$47,100
XC60 T6 RD Platinum	\$49,800

**XC90**

XC90 3.2 FWD	\$39,700
XC90 3.2 Premier Plus	\$41,200
XC90 3.2 Platinum	\$43,900
XC90 3.2 R-Design FWD	\$42,700
XC90 3.2 RD Platinum	\$45,400

Destination charge is \$915.

**Keywords:**

Old S60, Volvo XC60, XC90 (2002-2014), Press Releases, 2014, XC70 (2008-2016), S80 (2008-2016)

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

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