

Press Release

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Model Overview: 2014 Volvo S80

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S80 3.2: \$39,900
S80 3.2 Premier Plus: \$41,400
S80 3.2 Platinum: \$44,100
S80 T6 AWD: \$43,950
S80 T6 AWD Premier Plus: \$45,450
S80 T6 AWD Platinum: \$48,150
Destination: \$915

For the 2014 model year, Volvo makes its S80 sedan even more appealing with a sophisticated new look, enhanced standard features, new options, advanced technologies plus improved performance potential for S80 T6 AWD models. The result is the ultimate expression of luxury for those who seek the finest flagship sedan that Volvo offers.

New Flagship of Luxury

Changes to the S80 begin on the outside, with a new front fascia incorporating a new grille design with larger Volvo Iron mark and grille pattern. Below the new grille, 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. Following up at the rear is a redesigned bumper and new taillight design sporting LED graphics. Crystal White Pearl is a new S80 exterior color option.

To segue with its enhanced styling, smart new 17-inch Rex alloy wheels are now standard on S80 3.2 models. Those seeking to enhance the dynamic presence and handling of S80 T6 AWD models can opt for new 19-inch Bor diamond-cut alloy wheels. This option also includes a lowered sport chassis.

Inside the cabin, all S80s are treated to a new adaptive digital TFT display instrument cluster. This electronic Thin Film Transistor (TFT) design allows drivers to select three themes for additional functionality. The Elegance theme has a traditional appearance with a large, circular speedometer flanked by secondary displays. Selecting the Eco theme alters background illumination to green to create an environmentally inspired look. The Performance theme features a red background while a tachometer replaces the speedometer and vehicle speed is displayed digitally.

A new 3-spoke leather steering wheel with décor inlays is now standard. All S80s also receive a new gearshift knob for the six-speed Geartronic automatic transmission with piano black background and illuminated symbols. A heated steering wheel and heated windshield are new features included with the optional Climate Package. Using extremely thin gauge filaments imbedded in the windshield, the glass can be de-iced within minutes. This feature also allows quick defogging of the windshield in humid conditions.

The convenience of Volvo's trim level strategy lets buyers select an S80 equipped with features that meet their needs. S80 3.2 and T6 AWD are offered in base, Premier Plus and Platinum trims. A rear park assist camera, quick-fold front passenger seat and grocery bag holder in the trunk are now included with Premier Plus. The Platinum trim receives enhanced interior accent lighting that utilizes more light points and more LEDs than previously available. Platinum continues to offer the Volvo Premium Sound System with Dolby® Pro-Logic® II Surround Sound, 12 premium speakers

and a remarkable 650 watts. Also included is a Navigation System with Voice Control and map care.

The Volvo Sensus system, standard on all S80s, lets drivers manage information from the audio unit, navigation system (if equipped) and other functions, displaying them onto a seven-inch high-definition color monitor. Steering-wheel-mounted scroll functionality allows drivers to adjust these functions without taking their hands off the steering wheel.

A suite of cutting-edge driver support and safety technologies is offered in the Technology Package, now priced \$600 lower than before. Available on all S80 models, Cyclist Detection has been added to Pedestrian Detection with Full Auto Brake. This package also includes Active High Beam that automatically switches the headlights to low beam when opposite traffic is detected. Road Sign Information (RSI) displays traffic speed signs for the driver on the instrument cluster based on the Forward Looking Camera (FLC). Adaptive Cruise Control (ACC) with Queue Assist, Collision Warning with Full Auto Brake (CWAB), Distance Alert (DA), Driver Alert Control (DAC) and Lane Departure Warning (LDW) are also included. Exclusive cabin appointments are the theme of the Inscription Package, available on all T6 AWD trims. A leather-covered dashboard, featuring elegant stitch work, comes in Off-Black with Off-Black stitching or contrasting light stitching when the Sandstone interior is selected. Chestnut is a new choice for the Sovereign Hide soft leather seating. The "Inscription" brand is embroidered onto the front and rear headrests. This package also includes ventilated front seats, Inscription doorsill plates and floor mats and a leather center armrest cover. Standard S80 safety systems include City Safety, a world-first technology that made its debut on the Volvo XC60. City Safety is a driver support system aimed at preventing or mitigating collisions with a vehicle ahead occurring at speeds of 31 mph or less. It utilizes a closing velocity sensor to help determine whether a collision is likely. Depending on the closing speed, City Safety will either pre-charge the brakes or automatically brake the S80 to help avoid a rear-end collision or lessen its impact. The S80 3.2's naturally aspirated six-cylinder engine delivers 240 horsepower with ULEV II emissions rating or 230 horsepower with PZEV (Partial Zero Emissions Vehicle) rating. The T6 AWD's 3.0-liter turbocharged six-cylinder engine develops 300 horsepower and 325 lb.-ft. of torque. Maximum torque is available all the way up the rev range resulting in quick acceleration and smooth drivability. S80 T6 AWD is fitted with Volvo's All-Wheel Drive with Instant Traction for excellent grip on wet, slippery or completely dry roads.

All S80s are equipped with a six-speed Geartronic transmission that lets the driver select fully automatic operation or shift manually when desired. The S80 T6 receives Advanced Quick Shift (AQS) is transmission optimization software that improves the speed of each gear change in Sport Mode by approximately 20-30 percent on second to sixth gears and as much as 50 percent faster in first to second gear change. The result is improved acceleration, making the S60 T6 AWD capable of launching from 0 to 60 mph in 6.0 seconds compared to 6.3 seconds in normal mode.

New Sensus Connected Touch, available as an accessory, connects the car to the Internet and enables drivers and passengers to use various embedded applications that will enhance the driving experience - all through a touchscreen solution. The user has access to full Internet browsing (except when driving), Internet music streaming and Internet radio, Google maps, integrated navigation and an app store for new function upgrades.

2013 Safety Awards:

- Top Safety Pick honors from the Insurance Institute for Highway Safety

Keywords:

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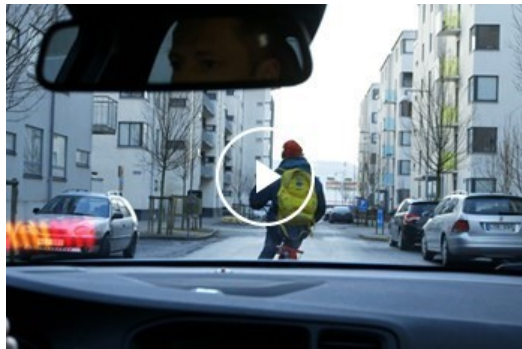
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