

Press Release

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Volvo Offers Convenience at the Push of a Button for Owners in Extreme Climates

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ROCKLEIGH, N.J. (Sept. 25, 2012) - It's true that, on a cold winter's day, everyone dreads heading out to a frigid car, starting the engine and waiting for the cabin temperature to reach a tolerable level. Or, being in a desert climate and wishing the air conditioning would kick in at "Mach speed."

Now Volvo owners of select model-year 2012 and 2013 models can take advantage of a new accessory -- Engine Remote Start (ERS) -- to start the car from the convenience of one's home or office. Using the key fob, the owner can start the Volvo and have the running car work to modulate the interior temperature for up to 15 minutes.

Available on Select XC60, XC70, S60 and S80 Models

ERS has an MSRP of \$499 as a retailer-installed accessory. It's operated using a standard remote or Personal Car Communicator (PCC). Once installed, steps to activate ERS are easy: 1) simply press and release the lock button and 2) hold the approach light button for two seconds.

The vehicle will visually confirm the engine has started by lighting and flashing all four turn indicators. Owners with PCC will enjoy the added convenience of visual confirmation on the key fob. Interior climate temperature will return to where it was last set when the vehicle was parked, while all of its doors remain locked until the driver enters the car.

ERS is Available On the Following Model-Year Vehicles	
XC60	MY 2012-13
XC70	MY 2012-13
S60 T6	MY 2012-13
S60 T5	MY 2013
S80	MY 2012-13

Safety First...It's a Volvo

In keeping with the level of safety people have come to expect from Volvo, ERS comprises many features that protect against accidental vehicle engagement. ERS will deactivate under the following conditions:

- The "Lock" button is pressed while ERS is active
- The car is unlocked or any car door is open
- The accelerator or brake pedal is depressed
- The gear selector position is changed from "Park"
- Fuel level too low (about 2.5 gallons)
- Active ERS time exceeds 15 minutes

Current Owners Get ERS Now Using a Special Rebate

For a limited time, Volvo is offering rebates of up to \$100 for current owners who want ERS installed on their vehicle. This offer expires Dec. 31, 2012.

About Volvo

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Corp. 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.volvocars-pr.com/>, and follow Volvo's blog at: <http://www.volvoblog.us/>.

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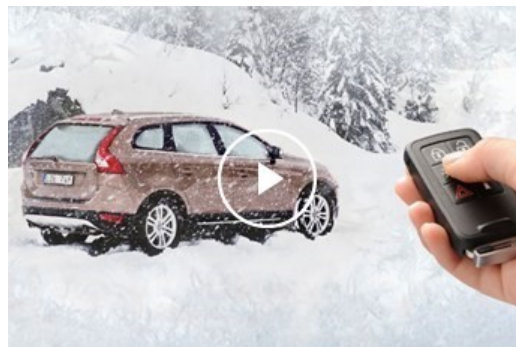
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