VOLVO

Press Release

Sep 11, 2012 | ID: 45737

Volvo Introduces 2013 C30 Polestar Limited Edition

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- Specially equipped model targets enthusiasts
- Production limited to 250 vehicles exclusively for U.S. market
- Standard Polestar performance software increases horsepower, torque

ROCKLEIGH, N.J. (Sept. 11, 2012) - While the Volvo C30 has often been called the sportiest-looking Volvo, a new, limited-production version may also be called an "enthusiast magnet" when it makes its way to showrooms in November.

The 2013 Volvo C30 Polestar Limited Edition will definitely be limited in volume - only 250 will be made, beginning in October. But it won't be limited when it comes to youthful exuberance and is packaged in a remarkably attractive and affordable container. The base MSRP is $32,445, which includes an $895 destination charge.

The excitement begins under the hood where the C30's standard 2.5-liter turbocharged 5-cylinder engine receives a healthy performance upgrade. Polestar, Volvo's official performance partner, provides performance software that boosts output by 23 horsepower and 37 lb.-ft. of torque to 250 hp and 273 lb.-ft. The improvement in power and torque is achieved through increased turbo boost in combination with re-optimized ignition and fuel maps.

Polestar's upgrade offers the best of both worlds: Optimized power and torque without affecting certified fuel consumption. This is possible thanks to efficient tuning of the engine which only increases the power output when it's needed. Thus EPA fuel economy estimates are identical to the standard C30 T5 R-Design with 21 mpg city/29 mpg highway for the six-speed manual transmission and 21 mpg city/30 mpg highway with the optional five-speed Geartronic automatic.

The visual magnetism of the C30 Polestar Limited Edition is enhanced with new 17-inch Styx alloy wheels with matte black finish and Polestar badges on the rear and sides of the vehicle. To signify that this C30 is special, all 250 iterations will wear the new-for-2013 exterior hue of Rebel Blue and have a special interior numbered plate.

Inside, the C30 Polestar Limited Edition's sporty cabin is dressed with premium leather seating surfaces in a choice of Off-Black or two-tone Off-Black and Calcite. Standard features, equivalent to the Premier Plus trim level of the C30 T5 R-Design, include a power glass sunroof, power driver's seat with memory, soft loadcover, auto-dimming rearview mirror with compass, power passenger's seat, LED daytime running lights, Keyless Drive and active dual Xenon headlights.

Customers can further upgrade this model by selecting the optional Platinum trim level. This includes the superb Volvo Premium Sound System with Dolby® Pro Logic® II Surround Sound, 10 loudspeakers and an astonishing 650 watts. Also included is a navigation system with real time traffic, remote control and map care plus Sirius/XM satellite radio.

The C30 Polestar Limited Edition features standard R-Design cues including a color-coordinated body kit, front grille R-Design logo, R-Design watch dial instrument cluster, unique aluminum inlays, R-Design sport steering wheel and sport pedals.

For 2013, this version - like all C30s - gains standard rain sensor windshield wipers and headlight washers. A Climate Package can be added to the C30 Polestar Limited Edition with heated front seats, Electronic Climate Control (ECC) and Interior Air Quality System (IAQS).

A Sport Chassis, standard on the C30 T5 R-Design and C30 Polestar Limited Edition, provides improved chassis dynamics and steering reflexes. Compared to the C30 T5, spring stiffness for the R-Design is increased by 30 percent while the dampers feature a mono-tube design that builds up pressure quicker for 20 percent increased low-speed damping. Steering is more precise with stiffer bushings and a 10-percent-quicker steering ratio.

Like all C30s, the C30 Polestar Limited Edition is well-equipped with standard safety features including Dynamic Stability and Traction Control (DSTC), Volvo's Side Impact Protection System (SIPS) and Whiplash Protection Seating System (WHIPS).

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Keywords:
C30, Press Releases, 2013

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