

Press Release

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Volvo C30 Wins 2012 Kelley Blue Book's kbb.com Total Cost of Ownership Award

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ROCKLEIGH, N.J. (Feb. 8, 2012) - The Volvo C30 has been honored with the 2012 Kelley Blue Book Total Cost of Ownership Award, presented today at the Chicago Auto Show. The C30 claimed the top spot in the Entry-Level Luxury Car segment, a testament to its appeal to the young and young at heart with its remarkable value. The all-new 2012 awards honor current model-year vehicles and brands with the lowest projected ownership costs, based on Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period.

"Car shoppers should take the time to compare vehicles on their consideration lists to fully understand the financial implications involved with cost of ownership," said Juan Flores, director of vehicle valuation for Kelley Blue Book. "While a vehicle might be less expensive up front, the cost of fuel for that model, insurance and other expenditures could make it the less appealing choice for their wallet in the long run."

Total Cost of Ownership information reveals depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models. Kelley Blue Book calculates total ownership costs for new vehicles by applying sophisticated valuation methodology along with critical financial data from third-party providers.

For more information about the 2012 Kelley Blue Book Total Cost of Ownership Award winners, please visit www.kbb.com/car-news/all-the-latest/2012-total-cost-of-ownership-awards/.

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, and oversees Volvo operations in Canada. 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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