

Press Release

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Volvo C70 Inscription debuts at the 2011 Los Angeles Auto Show

- C70 Inscription is the ultimate expression of Volvo's hardtop convertible
- Increased horsepower and torque
- Unique interior and exterior details
- Limited production
- On sale early next year

Los Angeles, Calif. (Nov. 8, 2011) - In Los Angeles it's all about being seen in the right car. Cruising Sunset Boulevard or Rodeo Drive in anything less than a gorgeous convertible is considered by locals as very un-cool.

With this in mind, Volvo Car Corporation is using the 2011 Los Angeles Auto Show as the backdrop for introducing the 2012 C70 Inscription. Perhaps the ultimate expression of Volvo's iconic hardtop convertible, the Inscription package will be offered in limited quantities and is set to arrive in Volvo retailers early next year. Pricing for the Inscription package has not yet been announced. The base MSRP for the 2012 C70 hardtop convertible is \$39,950*.

"The C70 has always been a stunningly designed Volvo," said John Maloney, Vice President of Marketing, Volvo Cars of North America. "The C70 Inscription takes that beautiful design to the next level." Setting the C70 Inscription apart from the standard C70 is increased horsepower and torque and a number of unique exterior and interior features.

Unique to the U.S. market, the C70 Inscription gets its mettle through performance tuning to the Engine Control Module (ECM). Provided by Polestar, a Swedish racing and performance products company partnered with Volvo Cars, the tuning optimizes engine output in a variety of ways. More air and fuel are funneled into the combustion chambers and spark timing is advanced, creating notable performance gains. The turbocharged inline 5-cylinder engine generates 250 horsepower at 5,500 rpm and 273 lb.-ft. of torque at 3,000 rpm. Seamless power is routed to the front wheels through a 5-speed Geartronic automatic transmission.

Outside, the C70 Inscription includes a number of head-turning design features. A unique gloss-black grille slots beautifully between active dual Xenon headlights and LED Daytime Running Lights. Chrome surrounds the headlights and grille, giving the car a truly distinctive face. Stunning 18-inch black "Midir" wheels incorporate polished rims and spokes. The C70 Inscription is available in just two colors: Ice White and Black Sapphire Metallic.

Beautiful Scandinavian design has been a hallmark of the C70's interior since it was launched in 2006. The C70 Inscription follows this tradition while adding a host of luxurious appointments. Driver and passengers will immediately notice the gorgeous Sovereign Hide upholstery. Volvo's legendary seats are now more comfortable than ever. The dashboard is covered in leather and features contrasting stitching. Unique Inscription floor mats, handbrake lever and front headrests further distinguish the C70 Inscription from the C70.

Befitting a car of this stature, the C70 Inscription is a limited-production vehicle. Production volume globally is just 2,000 units annually. The U.S. will see just 500 examples of this exemplary

automobile. The C70 Inscription package goes on sale in the U.S. during the first quarter of 2012.

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*price does not include \$875 destination charge

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