

Press Release

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Performance Software from Polestar Available on Select Volvo Models

Upgrade for C30, C70, S40 and V50 from model year 2008 and later

ROCKLEIGH, N.J. (Nov. 7, 2011) - For the first time, factory-authorized performance tuning software for several Volvo models becomes available next week at Volvo retailers across the country, it was announced today by Volvo Cars of North America (VCNA).

Polestar, Volvo's Swedish-based performance partner, has developed tuning software for C30, C70 and S40 carlines fitted with a T5 engine, and V50 T5 AWD with a manual transmission model year 2008 and newer. With an MSRP of \$1,295 installed, the tuning package goes on sale Nov. 14 and adds a powerful 23 hp and 37 lb.-ft. of torque to the respective models. The power boost is realized by increasing airflow into the combustion chambers and advancing spark timing.

Polestar has been Volvo Car Corp.'s official partner since 1996, and has been optimizing cars for racing for several years. Now, it's adding its muscle to the U.S. market.

"Our performance-oriented customers have told us they wanted a tuning option for their vehicles," said Chris Dauerer, VCNA's vice president of customer service. "With Polestar, we are able to unlock the power potential of our engines which leads to impressive acceleration and a more memorable driving experience - not to mention it adds value to the vehicle."

Polestar also optimizes the power and torque without affecting fuel consumption. This is possible thanks to Polestar's efficient tuning of the engine, which only increases the power output when it is needed. The package also retains the original manufacturer warranty, so customers no longer need to take risks with "chip tuning" to achieve a more powerful driving experience.

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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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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