

## Press Release

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# Volvo C30, XC70 and XC90 win 2011 Motorist Choice Award

### **C30 wins Fun to Drive, XC70 is the top Cargo Hauler and XC90 takes the Kid Friendly category**

**ROCKLEIGH, N.J. (Sept. 22)** -- Automotive industry research companies, IntelliChoice and AutoPacific, today announced the 2011 Motorist Choice Awards. Volvo was named the top vehicle in three of the premium categories: C30 in Fun to Drive, XC70 in Cargo Hauler and XC90 in Kid Friendly.

Now in its sixth year, this award series is designed to recognize those vehicles that deliver the compelling combination of high consumer satisfaction and lower than expected ownership costs over time. This year, IntelliChoice and AutoPacific continued categorizing the winners into a collection of 15 popular lifestyle segments that shoppers could easily identify with, including categories such as "Active Lifestyle", "Cosmopolitan", "Head Turner", and "People Mover". The category winners covered two market segments, Popular and Premium.

The Motorist Choice Awards combine complementary analysis from both firms into one set of accolades representing vehicles that earn high marks on both sets of criteria. Fifteen unique vehicle categories were defined by the needs and usage sought by new vehicle buyers and named appropriately based on recommendations from a panel of consumers. The firms then determined winners in the Popular and Premium brand groupings. This methodology provides a superior means of evaluating Best in Class vehicles that align consumer shopping patterns with probability for both satisfaction and value.

The C30 was awarded a 2010 Motorist Choice Award winner in the then "Cute" category.

For more details on these categories and the winning vehicles please visit [www.Intellichoice.com](http://www.Intellichoice.com) and <http://www.autopacific.com/>.

Volvo Cars of North America, LLC, ([www.volvocars.com/us](http://www.volvocars.com/us)) is a subsidiary of Volvo Car Corporation 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.

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Contact:

Laura DiStefano, 201-767-4834, [ldistef3@volvocars.com](mailto:ldistef3@volvocars.com)

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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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