

Press Release

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Volvo Honored with Three AutoPacific Ideal Vehicle Awards for S60, C30 and XC70

ROCKLEIGH, N.J. (Aug. 16, 2011) - Automotive research and consulting firm AutoPacific announced the 2011 Ideal Vehicle Awards (IVA), which reveal the vehicles that most closely match their owners' desires. Volvo was awarded three IVAs this year. The S60 was named the most ideal aspiration luxury car, the C30 the most ideal premium compact car and the XC70 the most ideal luxury crossover SUV.

The IVAs are based on owners' ratings of their new 2011 model year cars and trucks across 15 key vehicle attributes ranging from power and acceleration to interior roominess. Owners are asked if they would change any of those key attributes if they could; the cars or trucks that owners would change the least are the most ideal. The survey includes responses from more than 72,000 vehicles acquirers.

"Consumers need better insights into which vehicles will meet their ideal for comfort, ride and handling, cargo space, and other attributes that are experienced on a daily basis," said George Peterson, President of AutoPacific. "IVA winners deliver the most of what consumers are really looking for in their vehicles. Shoppers can use the IVAs as a benchmark for vehicles that are designed and built with customers in mind."

The all-new Volvo S60 was praised by current owners for the ride, seat comfort and handling, while C30 owners opted to rank the comfort, ride and power as notable favorites; both beat the second place vehicle by a wide margin. XC70 owners are less likely to want to change its exterior size, have larger wheels or firmer seats. Volvo swept the Luxury XSUV class with the XC60 positioned in second place in the IVA rankings for the class.

The Volvo C30/S40/V50 was previously awarded the 2011 best-in-class Vehicle Satisfaction Award in the premium compact car category from AutoPacific.

Additional information can be found on AutoPacific's websites: <http://www.autopacific.com/> and <http://vehiclevoice.com/>

About Volvo

Volvo Cars of North America, LLC, (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. 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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