

Press Release

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Model Overview: 2012 Volvo C70

Manufacturer's Suggested Retail Price

C70 T5: \$40,450

C70 T5 Premier Plus: \$41,450

C70 T5 Platinum: \$44,050

Destination: \$875

Volvo's C70 hardtop convertible offers the sporting reflexes and weather-tight security of a turbocharged coupe coupled with the wide-open exhilaration and fresh-air freedom of a convertible. For 2012, Volvo continues to refine this remarkable vehicle to the delight of passionate adventure seekers.

Like other models in Volvo's 2012 lineup, the C70 gains a new trim level strategy. Customers can select the base C70 T5, or the new Premier Plus and Platinum trims. Each new trim level contains options that have been grouped together for those who want to add more comfort, convenience and technology.

The new Premier Plus Trim Level includes Keyless Drive, Homelink, rear park assist and an integrated compass for the auto-dimming rear view mirror. The Platinum Trim Level includes all the contents of Premier Plus, and adds Volvo Premium Sound and Navigation systems.

Customers retain the flexibility to add the C70's Climate and Dynamic packages to any trim level, as well as select individual items from the list of stand-alone options.

Rounding out the changes, the C70's standard Bluetooth gains an audio streaming connection. Drivers can listen to music from their compatible cell phones via the C70's audio system. They can create playlists using Pandora or Grooveshark, synchronize with the phone and then play them wirelessly using Bluetooth.

On the outside, Caspian Blue Metallic is a new C70 color choice. Inside, Black Oak inlays are a new option, giving the cabin the warm look of real wood on the ultra-slim center control panel, center console and door handle surrounds.

Volvo restyled the C70 last year with a sleeker appearance. Enhancements included a new fascia, grille with enlarged iron mark and headlights that display Volvo's enhanced design language influenced by the XC60 and new S60. The headlights and the décor around the fog lights were angled upward and toward the rear while the detailing of the lower grille and larger air intake reinforced the self-assured stance.

The C70's high-tech LED taillights, similar in function to those found on the XC60, were the most noticeable update at the rear. The entire light unit is clearly integrated with the "oval" that frames the rear fascia.

Sovereign Hide leather is standard on all C70 trim levels. Cranberry leather can be specified as a no-charge option. The instrument panel also was redesigned last year, giving it a wider look. Exclusive instruments, with gauges and graphics specific to the C70, are yet another example of how the model's premium qualities were upgraded.

A key ingredient to the C70's magnetism is its three-piece retractable hardtop. With the touch of a button, the retractable hardtop folds away quickly and smoothly into the trunk. Apart from the flexibility offered by the design it also makes for a quieter, more comfortable coupe. The large rear window glass offers outstanding outward visibility and improves body rigidity.

Driving pleasure excels in the C70 with its standard turbocharged T5 engine mated to a five-speed "Geartronic" automatic transmission. Output for the 2.5-liter light-pressure turbo powerplant is 227 horsepower at 5,000 rpm with torque at 236 lb.-ft. from 1,500 to 4,800 rpm. The flat torque curve puts the power to the front wheels evenly and makes the car highly responsive.

As a Volvo, the C70 is fitted with an impressive array of safety features. An important part of side impact and rollover protection is the Inflatable Curtain (IC). In the C70 it has been given a unique design. The curtain has an extra stiff construction with double rows of slats that are slightly offset from each other. This allows them to remain upright and offer effective head protection even with the window open. The curtain also deflates slowly to provide protection should the car roll over. This is a unique solution in the automotive world, and a world first for a four-passenger convertible.

Keywords:

C70, Press Releases, 2012

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