

Press Release

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Volvo Cars of North America, LLC, announces pricing of its 2012 model lineup

Rockleigh, N.J. - (June 20, 2011) - Volvo Cars of North America, LLC (VCNA) released pricing for its 2012 model year lineup today. The announcement highlights Volvo's commitment to offer customers outstanding value across its full range of cars, crossovers and SUVs.

Since its introduction for the 2011 model year, the remarkable S60 sport sedan has changed the way that people think about Volvo. For 2012, the S60 lineup starts at \$30,975 for the front-drive T5, while the turbocharged T6 AWD lists for \$37,700. The exciting new S60 R-Design joins the line for 2012. The R-Design offers Volvo's T6 engine, a 3.0-liter, turbocharged, inline six-cylinder with increased output. It produces 325 horsepower and 354 lb.-ft. of torque. Along with exclusive exterior and interior cues, the R-Design also gains chassis modifications for improved handling. The S60 T6 R-Design AWD lists for \$42,275.

The big news for other Volvo models in 2012 is the introduction of a new Trim Level strategy. Each trim level contains previously available optional equipment that has been grouped together based on historical customer preference for pairing of specific features. Three trim levels, Premier, Premier Plus and Platinum builds upon the previous. Each model remains available without the new trim levels. Customers retain the flexibility to select stand-alone Option Packages as well as single options.

Volvo's flagship S80 luxury sedan and the XC70 crossover gain the Volvo infotainment system, Sensus. The system includes a seven-inch high-resolution screen at the top of the center console. Both models also feature an all-new center console and instrument panel with more inlay surface area for added luxury. City Safety has been added as a standard feature, following in the footsteps of the S60 and XC60. With all of these additions, the S80 and XC70 will only see a price increase of \$400 compared to last year.

Other highlights include a more powerful engine for the XC60 R-Design. With the same output as the new S60 R-Design, XC60 customers seeking the ultimate in performance will welcome the 325 horsepower and 354 lb.-ft. of torque from its enhanced T6, 3.0-liter, turbocharged, inline six-cylinder engine. The XC60 T6 R-Design AWD starts at \$43,150. XC60 prices begin at \$32,900 for the front-drive 3.2.

The S40 sedan and V50 sport wagon have been discontinued following lengthy runs. Value-seeking Volvo sedan shoppers will find plenty to like in the S60 T5. While those seeking cargo-carrying flexibility along with a sporty twist should consider the attractive C30. With a starting price of just \$24,700, the C30 remains the most attainable Volvo.

Model	MSRP
<u>C30</u>	
C30 T5 Manual (M)	\$24,700
C30 T5 Premier Plus	\$26,700
C30 T5 Platinum	\$29,100
C30 T5 R-Design M	\$27,100

C30 T5 R-Design Premier Plus	\$29,100
C30 T5 R-Design Platinum	\$31,500

C70

C70 T5 Automatic (A)	\$39,950
C70 T5 Premier Plus	\$40,950
C70 T5 Platinum	\$43,550

S60

S60 T5	\$30,975
S60 T6 AWD A	\$37,700
S60 T6 R-Design AWD A	\$42,275

S80

S80 3.2 FWD A	\$37,550
S80 3.2 Premier Plus	\$38,550
S80 3.2 Platinum	\$41,250
S80 T6 AWD A	\$41,300
S80 T6 Premier Plus	\$42,300
S80 T6 Platinum	\$45,000

XC60

XC60 3.2 FWD A	\$32,900
XC60 3.2 Premier	\$35,400
XC60 3.2 Premier Plus	\$37,150
XC60 3.2 Platinum	\$39,850
XC60 T6 AWD A	\$38,950
XC60 T6 AWD Premier Plus	\$40,700
XC60 T6 AWD Platinum	\$43,400
XC60 T6 AWD R-Design A	\$43,150
XC60 T6 AWD R-Design Premier Plus	\$44,900
XC60 T6 AWD R-Design Platinum	\$47,600

XC70

XC70 3.2 FWD A	\$32,550
XC70 3.2 Premier	\$35,500
XC70 3.2 Premier Plus	\$37,350
XC70 3.2 Platinum	\$40,050
XC70 T6 AWD A	\$38,600
XC70 T6 AWD Premier Plus	\$40,450
XC70 T6 AWD Platinum	\$43,150

XC90

XC90 3.2 FWD A	\$38,400
XC90 3.2 Premier Plus	\$39,600
XC90 3.2 Platinum	\$42,300
XC90 3.2 FWD R-Design A	\$41,200
XC90 3.2 R-Design Premier Plus	\$41,600
XC90 3.2 R-Design Platinum	\$44,300

Prices do not include a destination charge of \$875 per vehicle.

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S. and Canada. For more information on the entire Volvo product line please refer to the Volvo Cars of North America, LLC, public relations website at: <http://www.volvocars-pr.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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