

## Press Release

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# IntelliChoice recognizes Volvo C30 and XC90 3.2 as 2011 Best Overall Values of the Year

ROCKLEIGH, N.J. (Feb. 8, 2011) - The Volvo C30 was awarded the IntelliChoice Best Overall Value of the Year (BOVY) award in its Premium Sporty/Coupe class. The Volvo XC90 3.2 also received a BOVY award in the Luxury Crossover/Wagon class. The annual BOVY awards identify the best-in-class vehicles that deliver outstanding value and lower than expected costs over time.

Unlike previous years when there have been as many as 46 winners, this year's BOVY's include only 21 winners. The vehicles selected represent a significantly lower total cost of ownership compared to competitive models in the same class.

"Volvo's two wins speak volumes to what the brand stands for," said Doug Speck, president and CEO of Volvo Cars of North America. "The C30 and XC90 offer their respective buyers the total package: an attractive price point, great fuel efficiency, exceptional maintenance coverage, beautiful designs, and of course, the unmatched industry-leading safety reputation we were built upon."

"The most important thing about choosing a car wisely is knowing that it's not just about the lowest sticker price," said Charlie Vogelheim, executive editor of IntelliChoice. "In fact, the purchase price is just the first cost; there are many other factors to consider when gauging overall cost."

The Volvo C30 and XC90 are included in Volvo's Safe + Secure Coverage Plan. A complimentary program, Safe + Secure wraps a comprehensive list of benefits into one package. Volvo has combined additional time and mileage limits on warranty repairs and roadside assistance coverage, and has increased wear-item and factory scheduled maintenance coverage. Specifically, it provides:

- 5 years/60,000 miles of New Car Warranty
- 5 years/60,000 miles of Complimentary Factory Scheduled Maintenance
- 5 years/60,000 miles of Wear and Tear Coverage
- 5 years/Unlimited miles of Volvo On Call Roadside Assistance.

The Volvo C30 was previously awarded the 2010 Motorist Choice Award Winner in the Premium Brand, Cute Category by IntelliChoice and AutoPacific. Volvo was also recently named the "best Premium Certified Pre-Owned program for 2011," marking the fourth consecutive year the CPO program has been awarded this honor by IntelliChoice.

For more information, the latest annual IntelliChoice information is accessible through the <http://www.intellichoice.com/> website.

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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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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