

Press Release

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Volvo Introduces 'Protection Plus+', a Factory Scheduled Maintenance Program for Certified Pre-Owned Vehicles

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Combined with the certified pre-owned warranty, adds coverage for six years or 100,000 miles

ROCKLEIGH, N.J. (December 14, 2010) - Volvo Cars of North America, LLC (VCNA), announced the addition of Protection Plus+, a factory scheduled maintenance package, to its already robust Certified Pre-Owned (CPO) warranty program. IntelliChoice™ recently named Volvo's the "best Premium Certified Pre-Owned program for 2011," marking the fourth consecutive year the CPO program has been awarded this honor.

"We realize people have a lot of options when shopping for vehicles. Protection Plus+ is a way to set Volvo apart from other manufacturers and offer something more for our customers that they'll truly appreciate - lower total cost of ownership and added peace of mind," said Doug Speck, VCNA president and CEO. "We also wanted to provide a comparable option for our CPO vehicles to the services that are covered on our new vehicles."

Protection Plus+ creates a best-in-class protection package by coupling factory scheduled maintenance coverage with Volvo's award-winning CPO warranty program, which includes:

- An exclusionary warranty that provides factory-backed coverage on thousands of components, systems and operations
- Six-year/100,000 miles protection covering replacement or repair of defective components
- Volvo On Call Roadside Assistance for six years/100,000 miles
- \$0 deductible
- Transferability between owners
- CARFAX Buyback Guarantee

For more information about Protection Plus+, visit http://www.volvocars.com/us/sales-services/sales/volvo_certified_preowned/pages/cpo-protectionplus.aspx.

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.

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