

Press Release

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The all-new S60 R-Design - even sportier design and driving properties for connoisseurs

Introducing the all-new S60 R-Design - designed with true sports-car feel and featuring a specially developed chassis to ensure that the driving experience matches the car's appearance.

"The all-new S60 is our sportiest model ever. With R-Design it's even sharper. They're the natural choice for true connoisseurs," says Magnus Jonsson, Senior Vice President Product Development at Volvo Cars.

Sporty, sportier, sportiest - in order to keep the superlatives in check Volvo Cars has taken an holistic view of the all-new S60 R-Design, with the design and chassis being developed in parallel into a single cohesive offer.

"These S60 R-Design has been specially developed for buyers who want to put their very own stamp on their car. And with R-Design, we are attracting a younger target group. We expect that 10 percent of all S60 customers will choose the R-Design option. We aim to win over one-third of these customers from competing brands," says Magnus Jonsson.

Volvo Cars' chassis experts have taken the next step on the road to a more and more exciting driving experience. "In the R-Design chassis we've sharpened the steering, the agility and the solid overall impression still further compared with the dynamic chassis in the all-new S60," says Stefan Sällqvist, manager of vehicle dynamics at Volvo Cars.

Redesigned front

The all-new Volvo S60 R-Design comes with a range of specially developed design details both outside and in.

On the outside the cars have an imposing redesigned front with a grille painted in glossy piano black. The sporty stance is further enhanced with color-matched body components, details in matte finish and a hexagonal pattern that is repeated both front and rear. Distinctive twin exhaust tailpipes and unique five-spoke 18-inch Diamond cut wheels emphasise the sporty overall appeal. The introductory color is Passion Red but the Volvo S60 R-design is also available in choice of another seven colors.

Sports seat with new seat cushion

On the inside, the driver and front passenger sit in sports seats in which the backrest from the S60 is matched by an all-new seat cushion with even closer side support than before.

"The seat cushion shapes itself to the occupant's body but is nonetheless firm, thanks to a combination of two layers each with a different degree of hardness. As a result, drivers of different sizes all enjoy the same excellent side support," explains Magnus Jonsson.

The special leather/textile upholstery is available in a version trimmed in off-black and ceramic light, or in an all-black variant, both with contrasting stitching. The interior also features a special steering wheel, gear selector, sports pedals and floor-mats.

Introduced in autumn 2010

Magnus Jonsson summarises: "The all-new S60 marks the beginning of a new approach to our successful R-Design. We've gone one step further this time, with our sights set on creating a cohesive whole, an integrated blend of sporty looks and an exciting drive. They take our quest for

authentic sportiness another step forward."

The all-new Volvo S60 R-Design will be introduced in autumn 2010 and will make its North American debut at the upcoming South Florida International Auto Show. Their biggest markets are Great Britain, the USA and Central Europe.

"R-Design has already helped increase our sales and lower the age of our customer base. We believe that the all-new S60 R-Design will give this trend a substantial boost," comments Magnus Jonsson.

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