

Press Release

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Model Overview: 2011 Volvo V50

Manufacturer's Suggested Retail Price

V50 T5: \$29,000

V50 T5 R-Design: \$32,850

Destination: \$875

Whether it's transporting a load of weekend warrior gear to a soccer game or toting a bulky home entertainment center from a big box store, the Volvo V50 relishes the challenge to provide express delivery service. Standard turbocharged performance puts the "sport" in sportswagon for 2011 for the dynamic duo of the V50 T5 and the even sportier V50 T5 R-Design. The previous naturally aspirated base model V50 2.4i has been discontinued.

Both V50 models deliver the goods with a standard 2.5-liter five-cylinder turbocharged engine that develops 227 horsepower and 236 lb.-ft. of torque. This superlative powerplant also is remarkably efficient with fuel economy estimates of 21 mpg in the city and 30 mpg on the highway. A five-speed "Geartronic" automatic transmission with "Auto-Stick" function is standard on all V50s for the 2011 model year.

The V50's extensive list of standard features includes 17-inch "Spartacus" alloy wheels, front fog lights, a power driver seat with memory, auto-dimming rear view mirror, air conditioning, a leather-wrapped steering wheel and aluminum inlays. A high performance sound system is also standard with CD player, HD Radio technology, AUX and USB inputs, 160-watt amplifier and eight speakers.

Among the roster of standard features for the V50 T5 R-Design is a unique grille with matte silver surround and R-Design logo, a sport body kit with color-coordinated side skirts and front and rear spoilers, premium leather/flextech seating surfaces with embossed R-Design logo, aluminum sport pedals, sport gearshift knob, R-Design inlays, watch dial instrument cluster and sport steering wheel. The R-Design also is fitted with dynamic sport suspension, a power glass moonroof and power front passenger seat.

The V50's versatile interior offers more than 62 cubic feet of cargo space. Long items can be conveniently carried inside the cabin thanks to the 60/40 split-folding rear seat and a front passenger seat that folds flat. Dual integrated child booster seats are optional on both V50 models.

A Preferred Package, available on the V50 T5, includes a power glass moonroof and power front passenger seat plus leather seating surfaces and a leather gearshift knob. The Climate Package, available on both models, offers the added convenience of Electronic Climate Control (ECC), heated front seats, headlight washers and rainsensor windshield wipers.

The V50's Multimedia Package delivers enhanced listening pleasure via the Volvo Premium Sound System with Dolby Pro-Logic II® Surround Sound, 650-watt amplifier and 12 speakers. Also included is the Volvo Navigation System with Real Time Traffic, remote control and Map Care. Bluetooth hands-free phone interface is standard on all V50 models. Sirius satellite radio with a complimentary six-month subscription, Keyless Drive and rear park assist are optional.

The V50 provides confidence-inspiring performance plus standard Dynamic Stability Traction Control (DSTC). An extremely rigid platform affords levels of steering precision and suspension

nimbleness found in the top vehicles in its class. Advanced braking, steering and chassis systems enable the V50 to feel secure in its capabilities across a broad spectrum of driving conditions.

With Automatic Hazard Warning, should any of the V50's airbags be deployed, the hazard lights will automatically be activated to attract the attention of other motorists. A Tire Pressure Monitoring System (TPMS) is standard and Volvo's ingenious Blind Spot Information System (BLIS) remains optional on both models. Active Bi-Xenon headlights that swivel the light beam in continuous synch with steering direction are also available.

Side impact protection is addressed by the use of extremely rigid cross members that form a 3-way attachment between the leading edge of the A-pillar and the base of the B-pillar. Similar cross members are found in the rear doors as well. This system of energy absorption, along with the slim-design five-cylinder engine is called Volvo's Intelligent Vehicle Architecture (VIVA), representing an innovative approach to vehicle safety design.

Keywords:

Releases, Model Year 2011, V50

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