

## Press Release

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# Volvo Cars of North America, LLC, announces pricing of its 2011 model lineup

**Rockleigh, N.J.** - (June 21, 2010) - Volvo Cars of North America, LLC (VCNA) announced pricing for its 2011 model year lineup today. The announcement illustrates Volvo's commitment to provide an exceptional value in our products through reduced prices and added content, while offering improved fuel economy and more horsepower across many of its cars, crossovers and SUVs for the 2011 model year.

For 2011, the S80 3.2 and T6 have seen a significant \$2,250 price reduction from last year, making it a tremendous value compared to the core competition. The new front-drive version of the XC70 3.2 is \$1,550 less than the outgoing 2010 V70 wagon, while the XC70 3.2 AWD is \$3,950 less than the 2010 model and the XC70 T6 AWD drops \$6,200 with the addition of the new content.

The entire 2011 Volvo vehicle line has undergone enhancements to its model mix along with the introduction of the exciting all-new S60 sport sedan with available Pedestrian Detection with Full Auto Brake. Starting at just \$37,700, the all-new S60 features 300 horsepower, all-wheel drive and is the sportiest Volvo ever.

Upping the fun factor for the S40 and V50, both cars are now offered in only the exciting T5 variant. With 227 horsepower and 30 mpg highway fuel economy, both models are available with Volvo's dynamic R-Design trim. When popularly equipped, the S40 and V50 T5 are \$150 less than last year's 2.4i variants. Those who opt for the R-Design in either car will see a \$1,250 price reduction over the 2010 model year when typically equipped.

The recently-introduced C30 and C70 feature entirely new front fascias with aggressively swept headlamps, new front fenders and the new, larger Volvo iron mark inset into their grilles. The XC60 R-Design, introduced in model year 2010 as a limited edition, continues in 2011 with the T6 engine and adds the 3.2 powertrain. The R-Design ups the fun factor with a sport chassis and dramatic exterior and interior enhancements over the standard model.

Other highlights for the model year include increased horsepower from the six-cylinder powertrains, including both the T6 - now 300 horsepower - and 3.2 -now 240 horsepower - engines.

<b>MODEL</b>	<b>MSRP</b>
<b><u>C30</u></b>	
C30 T5 Manual (M)	\$24,600
C30 T5 R-Design M	\$26,950
<b><u>C70</u></b>	
C70 T5 M	\$39,950
<b><u>S40</u></b>	
S40 T5 FWD Automatic (A)	\$27,750
S40 T5 AWD R-Design A	\$31,150

**S60**

S60 T6 AWD A	\$37,700
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**S80**

S80 3.2 FWD A	\$36,950
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S80 T6 AWD A	\$40,700
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**V50**

V50 T5 FWD A	\$29,000
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V50 T5 FWD R-Design A	\$32,850
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**XC60**

XC60 3.2 FWD A	\$32,400
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XC60 T6 AWD A	\$38,400
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XC60 3.2 FWD R-Design A	\$38,050
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XC60 T6 AWD R-Design	\$41,550
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**XC70**

XC70 3.2 FWD A	\$32,000
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XC70 T6 AWD A	\$38,000
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**XC90**

XC90 3.2 FWD A	\$38,200
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XC90 3.2 FWD R-Design A	\$40,000
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XC90 V8 AWD A	\$48,000
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Prices do not include a destination charge of \$850 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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