

## Press Release

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# J.D. POWER AND ASSOCIATES NAMES VOLVO C70 TOP-RANKED MODEL IN ITS CLASS, VOLVO CARS OF NORTH AMERICA AMONG TOP 10 AUTO BRANDS

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**The leading research company's 2010 Initial Quality Study also names three Volvo models - S80, XC70, XC60 - among top three in respective classes**

ROCKLEIGH, N.J. (June 17, 2010) - In its 2010 Initial Quality Study (IQS), released today, J.D. Power and Associates names Volvo C70 the top compact premium sporty car and ranks the Volvo nameplate (Volvo Cars of North America (VCNA)) No. 10 among automakers.

Volvo's continued dedication to quality contributed to its 10<sup>th</sup> place ranking, up from 20<sup>th</sup> in 2009. Every domestic and international automaker that sells vehicles in the United States is ranked by the number of problems per 100 vehicles (PP100), and Volvo this year earned its ranking by matching the industry average of 109 PP100.

"From our designers to our manufacturers to our dealers, our team strives to ensure a quality vehicle and experience for customers," said Doug Speck, President and CEO of Volvo Cars of North America. "It's always nice to be honored for what you set out to do. We're high-fiving each other as we speak."

2010 also marks the first year Volvo models have been individually recognized for outstanding value and performance.

Recently named the 2010 Best Overall Value of the Year in its luxury convertible class by IntelliChoice, the Volvo C70 now adds to its accolades recognition as the highest-ranking compact premium sporty car by J.D. Power and Associates.

In addition to the C70, Volvo has other models that rank within the top three in their segments: the S80 for midsize premium car brands, the XC70 for midsize premium crossover/SUV brands, and the XC60 for entry premium crossover/SUV brands.

According to J.D. Power and Associates, the IQS serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership. In addition to manufacturer use for design and build improvements, consumers use the study to help in vehicle purchase decisions.

### About Volvo

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. For more information on the entire Volvo product lineup please refer to the VCNA media website at: <http://www.volvocars-pr.com/>, and follow Volvo's blog at: <http://www.volvoblog.us/>.

### About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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