

## Press Release

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# The 'Naughty Volvo Tour' Coming to a City Near You

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### The All-New Volvo S60 will Visit More Than 150 U.S. Cities, Beginning in July

**ROCKLEIGH, N.J. (June 14, 2010)** - Volvo Cars of North America, LLC, (VCNA) announced the start of its upcoming Naughty Volvo Tour to launch the All-New 2011 Volvo S60. The Naughty Volvo Tour, which will stop at Volvo retailers across the U.S. and in Canada, kicks off on July 6 in Cranston, R.I., Tulsa, Okla. and Tucson, Ariz., and will conclude in the fall.

"The 2011 Volvo S60 is really going to make an impression in the midsize sedan segment," said Doug Speck, VCNA president and CEO. "Not only is it the most dynamic Volvo we've ever produced, but it also introduces the world-first Pedestrian Detection with Full Auto Brake technology, which will automatically stop the car if it senses an impending collision with a pedestrian. We're excited to show the S60 to consumers so they can judge for themselves."

Touted "the sportiest Volvo ever," the All-New Volvo S60 is equipped with a turbocharged T6 engine, which puts out 300 horsepower and 325 lb.-ft. of torque, and comes standard with all-wheel-drive. Its breathtaking new design captures the imagination and sets the heart racing like no other Volvo sedan, with the C-pillar stretching sensually all the way to the taillights - giving the impression of a 4-door coupe.

The All-New Volvo S60 is also available with Pedestrian Detection with Full Auto Brake, a groundbreaking technological solution that actively helps the driver avoid accidents. Volvo's radar- and camera-based system can detect pedestrians in front of the car, warn the driver if someone walks out into its path, and then automatically activate the S60's full braking power if the driver fails to respond in time.

The Naughty Volvo Tour is a series of retailer-hosted experiential events, which allow attendees to preview the All-New Volvo S60 before it goes on sale. Utilizing multimedia interactive displays to emphasize the car's design, performance and safety attributes will heighten the sensory experience. Demonstrations of the Pedestrian Detection system in action will also be available.

For a full tour schedule and to register to attend a retailer tour event, please visit <http://naughty.volvocars.us/>.

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.

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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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