

Press Release

May 10, 2010 | ID: 32614

Volvo Announces Pricing of All-New 2011 S60 Sport Sedan

The sportiest Volvo ever arrives late this year with a starting price of just \$37,700

Rockleigh, N.J. (May 10, 2010) - Volvo Cars of North America, LLC (VCNA) today announced pricing for the all-new 2011 Volvo S60 sport sedan of \$37,700*. The all-new S60 packs more style, performance and technology than many of its competitors, but at a substantially lower price when showroom equipped. The all-new 2011 Volvo S60 beats a showroom equipped 2011 BMW 335i xDrive by a whopping \$7,150, and a Mercedes-Benz C350 by an impressive \$1,765. The all-new 2011 Volvo S60 sport sedan goes on sale in late 2010.

The all-new 2011 Volvo S60 is included in Volvo segment leading Safe + Secure Coverage Plan. The program provides best-in-class coverage, offers the lowest cost of luxury ownership (according to IntelliChoice) and has been a major contributor to Volvo's recent sales success. Specifically, it includes:

- 5 years/60,000 miles of New Car Warranty
- 5 years/60,000 miles of Complimentary Factory Scheduled Maintenance
- 5 years/60,000 miles of Wear and Tear Coverage
- 5 years/Unlimited miles of Volvo On Call Roadside Assistance.

"The all-new S60 has been a long time coming," said VCNA President and CEO, Doug Speck, "but it's been worth the wait. With 300 horsepower, standard all-wheel drive, its stunning design and Volvo's latest technology, it's the kind of car that will put a smile on any driving enthusiast's face." Today's pricing announcement gives the competition pause for thought. "When you consider you can own an extremely well-equipped 2011 Volvo S60 for only \$41,400, and that you will pay nothing to repair or maintain the all-new S60 for 5 years or 60,000 miles, it really becomes a no-brainer," continued Speck.

Competitive Analysis

The premium sport-sedan market is about as competitive as it gets. The all-new Volvo S60, however, is raising the bar several notches in terms of value when comparing showroom-equipped models.

Model	Horsepower	Torque	All-Wheel Drive	Technology	Complimentary Factory Scheduled Maintenance	Price††
All-new 2011 Volvo S60	300	325 lb.-ft.	Standard	Pedestrian Detection Available	5 yrs /60,000 miles†	\$41,400

2011 BMW 335i xDrive	300	300 lb.-ft.	Optional	Not Available	4 yrs /50,000 miles	\$48,550
2010 M-B C350	268	258 lb.-ft.	Not Available	Not Available	Not Available	\$43,165
2010 Lexus IS350	306	277 lb.-ft.	Not Available	Not Available	6 months /5,000 miles	\$40,450
2010 Audi A4 2.0T quattro	211	258 lb.-ft.	Standard	Not Available	1 yr /5,000 miles	\$38,350

†Safe + Secure Coverage Plan includes wear and tear; not available with other listed manufacturers.

††When showroom equipped.

The all-new Volvo S60 sport sedan also comes standard with a new infotainment system which includes a 7-inch high-definition color monitor. The screen is accessed through intuitive steering-wheel mounted controls so the driver's hands are always where they should be. Information regarding the audio system, in-dash DVD video player, climate and vehicle settings are easily monitored and controlled through a thumb-activated rotator.

Other standard features offered only in the all-new S60 include an enhanced six-speed Geartronic transmission for quicker shifts, 18-inch alloy wheels, a sport-tuned Dynamic chassis, speed sensitive steering with driver-selectable settings, Bluetooth, HD Radio and Sirius Satellite Radio with a complimentary six-month subscription.

Continuing to introduce groundbreaking technology, Volvo will also offer Pedestrian Detection with Full Auto Brake in the all-new S60. In the U.S., approximately 4,700 pedestrian fatalities occur each year and that's a number Volvo is hoping to reduce with the availability of Pedestrian Detection.

Pedestrian Detection 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 anyone walks out into its path - and then automatically activate the S60's full braking power if the driver fails to respond in time. This world-first technology can help the driver avoid a collision with a pedestrian.

On the safety front, the all-new Volvo S60 comes standard with City Safety, an auto braking system not offered on any of its competition. City Safety automatically stops the S60 if the car in front unexpectedly stops. The system is active from 2 - 18 mph and is designed for heavily congested urban environments.

The all-new Volvo S60 pricing and options

Despite the all-new S60 sport sedan being exceedingly well equipped right out of the gate, there are a number of attractive option packages and single options available.

2011 Volvo S60 T6 AWD - \$37,700

Destination charges - \$850

Premium Package - \$1,500

Power glass moonroof

Power passenger seat

Dual Xenon gas discharge headlights with Active Bending Light (ABL)

Climate Package - \$800

Heated front seat

Heated windshield washer nozzles

Headlight washers

Rainsensor wipers

Interior Air Quality System (IAQS)

Multimedia Package - \$2,700

Premium Multimedia Sound System with MultEQ XT by Audyssey,

Dolby Pro Logic II, 650 watts, 12 premium loudspeakers

Rear park assist camera
Navigation system with real time traffic updates
Map Care with two complimentary navigation updates

Technology Package - \$2,100

Pedestrian Detection with Full Auto Brake
Adaptive Cruise Control (ACC) with Queue Assist
Collision Warning with Full Auto Brake
Distance Alert
Lane Departure Warning

Single Options

Metallic paint - \$550
Premium Electric Silver paint - \$675
Urbane Wood inlays - \$300
Front and rear Park Assist - \$500
Blind Spot Information System (BLIS) - \$700
Personal Car Communicator (PCC) - \$550
Touring chassis - N/C option
FOUR-C (Continuously Controlled Chassis Concept) Active Chassis - \$750
17-inch "Njord" alloy wheels - N/C option
17-inch "Njord" alloy wheels with self supporting tires - \$500

Volvo Cars of North America, LLC, 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 Volvo Cars of North America, LLC, public relations website at: <http://www.volvocars-pr.com/>.

*price does not include \$850 destination charge

Contact:

James Hope
Jhope10@volvocars.com
Product Communications
Volvo Cars of North America, LLC
<http://www.volvocars-pr.com/>

Keywords:

Old S60, Corporate News, Press Releases, 2011, Product News

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.

Related Images



[More Images >](#)

media.volvocars.com >

volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).