

Press Release

Apr 19, 2010 | ID: 32429

Volvo XC60 Honored as one of Ward's Auto World Auto Interior of the Year for 2010

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April 19, 2010 (Rockleigh, N.J.) - The Volvo XC60 premium crossover was awarded as one of Ward's Auto World Auto Interior of the Year for 2010 today. Ward's Auto Interior of the Year Awards, North America's only honors for excellence in automotive interiors, have been announced for 2010. The list features winners in pricing and vehicle type categories, as well as special award winners for design, versatility and brand expression.

The Volvo XC60 took top honors in the Premium-priced truck category and was one of nine other vehicles honored in the annual award. A team of eight Ward's editors evaluated 40 vehicles that have either all-new or significantly upgraded interiors this year. The vehicles - both car and truck - were divided into segments, with one winner named in each category. In addition, Ward's bestowed special awards for outstanding achievements in key areas. Having both designations allowed judges to rank vehicles against the entire field, regardless of segment and price. Judging criteria included aesthetics and design harmony, comfort, driver information, ergonomics, fit and finish, materials, safety and overall value.

The Volvo XC60 introduced a bold new interior design when it went on sale last year as a 2010 model. All the passengers sit comfortably in the newly designed seats, yet it's obvious that the driver is in charge. The characteristic slim center stack gains a fresh design with a new integrated navigation (optional) screen that's angled slightly toward the driver. The interior also has been designed so every detail looks like it's in motion.

The stitched seams of the unique, sculpted XC60 seats have a pronounced X-theme with the choice of a single color, or contrasting colors. The curvature of the forward edge of the rear seat cushion has been designed for easier entry and exit. The rear seat is also somewhat higher than the front seats to give its occupants a better view. The two outboard seats can be specified with the same two-stage child booster cushions that were introduced in the Volvo V70 and XC70 in 2007.

About Volvo Cars or North America

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/>.

About Ward's Automotive Group

Ward's Automotive Group is a world-leading provider of auto industry news, data and analysis, having served the industry's information needs for nearly 80 years. *Ward's AutoWorld* is a monthly magazine serving more than 68,000 automotive professionals. The twice-monthly newsletter *Ward's Engine & Vehicle Technology Update* provides analysis of engineering advancements and technical issues. WardsAuto.com is an online subscription service delivering virtually all the industry news, data and analysis compiled by Ward's Automotive Group, the world's leader in automotive industry information. A Southfield, MI - based division of Penton Media, Inc., Ward's Automotive Group also publishes the weekly industry newsletter *Ward's Automotive Reports*, the

monthly magazine *Ward's Dealer Business*, and offers a wealth of other automotive information services including reference annuals, online databases, and customized data reports.

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Keywords:

Volvo XC60, Press Releases, 2010, Product News

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