

## Press Release

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# Model Overview: 2011 Volvo C70

### Manufacturer's Suggested Retail Price

C70 T5: \$39,950

Destination: \$875

Volvo has reinvigorated its signature C70 hardtop convertible for 2011 with a sleek new look and an extended array of standard luxury features that add up to even greater value. The enhancements begin on the outside where the front sports a redesigned appearance that conveys a more aggressive appearance. The new fascia, grille with enlarged iron mark and headlights display Volvo's enhanced design language influenced by the revolutionary XC60 and upcoming next generation S60.

Bodywork details such as the front fenders have also been redesigned, contributing to the new look. The nose is more wedge-shaped and has been given added three-dimensional depth by moving some elements of the front both longitudinally and vertically. The new headlights and the décor around the fog lights, for instance, have been angled upward and toward the rear while the detailing of the lower grille and new, larger air intake reinforce the self-assured stance.

The exclusive high-tech LED taillights, similar in function to those found on the XC60, are the most noticeable update at the rear. The entire light unit is clearly integrated with the oval that frames the enhanced C70's rear fascia. Rounding out the exterior revisions is the availability of Flamenco Red and Ember Black as dynamic new color choices.

Changes continue inside with updates that create a unique ambience. The instrument panel has been redesigned, giving it a wider, sleeker look. The surface of the panel has a new texture that enhances the feeling of quality. Exclusive new instruments, with gauges and graphics specific to the C70, are yet another example of how the model's premium qualities have been enhanced.

The already lengthy roster of standard equipment grows even longer for 2011. A five-speed "Geartronic" automatic transmission, Sovereign Hide leather, Sirius Satellite Radio and 17-inch "Sirona" diamond-cut alloy wheels are now standard. New Cranberry leather can be specified as a no-charge option.

Meanwhile, the C70's raison d'etre hasn't changed. The sporting reflexes and weather-tight security of a turbocharged coupe coupled with the wide-open exhilaration and fresh-air freedom of a convertible appeal to passionate adventure seekers. A key ingredient to the C70's magnetism is its three-piece retractable hardtop.

With the touch of a button, the retractable hardtop folds away quickly and smoothly into the trunk. Apart from the flexibility offered by the design it also makes for a quieter, more comfortable coupe. The large rear window glass offers outstanding outward visibility and improves body rigidity.

Driving pleasure excels in the C70 with its standard turbocharged T5 engine. Output for the 2.5-liter light-pressure turbo powerplant is 227 horsepower at 5,000 rpm with torque at 236 lb.-ft. from 1,500 to 4,800 rpm. The flat torque curve puts the power to the front wheels evenly and makes the car highly responsive.

As a Volvo, the C70 is fitted with an impressive array of safety features. An important part of side

impact and rollover protection is the Inflatable Curtain (IC). In the C70 it has been given a unique design. The curtain has an extra stiff construction with double rows of slats that are slightly offset from each other. This allows them to remain upright and offer effective head protection even with the window open. The curtain also deflates slowly to provide protection should the car roll over. This is a unique solution in the automotive world, and a world first for a four-passenger convertible.

## Keywords:

C70, Press Releases, 2011

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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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