

Press Release

Feb 10, 2010 | ID: 31907

IntelliChoice recognizes Volvo C70 as 2010 Best Overall Value of the Year in its Luxury Convertible class

Rockleigh, NJ (February 10, 2010) - The Volvo C70 was awarded the IntelliChoice Best Overall Value of the Year (BOVY Award) in its Luxury Convertible category today at the Chicago Auto Show. The annual BOVY Awards identify the best-in-class vehicles that deliver outstanding value and lower than expected costs over time.

The BOVY Awards, now in their 23rd year, identify cars whose cost of ownership is significantly lower than expected compared to competitive models in the same class. The C70 only gets more attractive as a BOVY winner with Volvo's Safe + Sound Coverage Plan. This complimentary coverage program offers tremendous value to buyers by wrapping a comprehensive list of benefits into one package. Volvo has combined additional time and mileage limits on: Warranty repairs and roadside assistance coverage along with enhancing wear item coverage and extending factory scheduled maintenance coverage.

"We are starting off 2010 with a big bang," commented Doug Speck, Volvo Cars of North America, LLC (VCNA). "The C70's BOVY Award reiterates what the C70 has always been about: offering the best of both worlds - top up or down - at an attractive price with beautiful design and top-notch safety."

The Volvo Safe + Sound Coverage Plan gives owners peace of mind for five years or 60,000 miles, which ever comes first, and is transferrable to the next owner. 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.

This complimentary program is designed to offer a premium ownership experience by expanding and enhancing services to Volvo owners. The Safe + Sound Coverage plan is available on all 2010 Volvo vehicles through March, 2010. The program has been a major contributor to VCNA's sales success for the past eight months, including January, when Volvo's U.S. sales were up 41 percent over the same period last year.

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.

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Keywords:

C70, Press Releases, 2010, Product News

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