

Press Release

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Volvo Cars of North America Announces Pricing of the New 2011 C70 Retractable Hardtop

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New year brings \$4,000 savings for Volvo's stunning coupe/convertible

Rockleigh, NJ (January 11, 2010) - Offering the best of both worlds: open air freedom or beautifully sculpted coupe, the 2011 Volvo C70 is offered at a starting price of just \$39,950*. The price is inclusive of several standard features that were previously optional and represent an approximate \$4,000 savings from a similarly equipped 2010 C70. For 2011, the Volvo C70 comes standard with an automatic 5-speed transmission, SIRIUS satellite radio and luxurious Sovereign Hide leather upholstery.

First seen in the U.S. at the South Florida International Auto Show, the 2011 Volvo C70 receives a bold new look and a number of interior enhancements. With its new front appearance, the 2011 Volvo C70 reveals traces of the S60 Concept Car that was unveiled in early 2009. The C70 now relates more closely to the design language of the larger cars in the Volvo model range.

Bodywork details such as the front fender have also been redesigned, contributing to the decidedly altered appearance. 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 foglights, for instance, have been angled offset up and to the rear, at the same time as the detailing of the lower grille has been enhanced. From head-on, the front forms an open, inviting "V." The enlarged iron mark and the new, larger air intake reinforce the self-assured stance.

The exclusive high-tech LED lights, similar to what's found on the Volvo XC60, are the most noticeable update at the rear. The entire taillight unit is clearly integrated with the oval that frames the new C70's rear panel, making the rear appear wider and lower. Like the front end, new lines and details in the bumper and elsewhere have been integrated to emphasise the depth and dynamism of the design language.

The interior has been updated in several respects to create a unique ambience in the Volvo C70. The instrument panel has been redesigned, giving it a wider, sleeker look and the surface of the panel has a new texture that enhances the feeling of quality. The exclusive new instruments, with gauges and graphics specific to the C70, are yet another example of how the car's premium feel has been enhanced.

Complimenting the enhanced interior are the gorgeous Sovereign hide soft leather seats. This ultra-soft leather covers the entire seat, not simply the seat cushions, owing to a very premium look and feel throughout the interior.

Also new inside, the Cranberry leather seating surfaces (these are not Sovereign hides) is a no-cost option. Taking a cue from these seats is the new-for-2011 Flamenco Red Pearl exterior paint. Combined, they create a truly unique and eye-catching appearance.

One important part of the side-impact and rollover protection is the Inflatable Curtain, IC, which is installed in the door since there is no roof rail to utilize. The curtain has an extra-stiff design

featuring twin rows of offset panels. As a result, the curtain can remain upright longer and help protect the head even if the window is open. Additionally, the curtain deflates slowly, helping to provide added protection in the event of a roll over situation.

In addition to the inflatable curtains on either side, the front seat occupants also have side-impact airbags. The size of these bags shield the chest and hips. What is more, the inflatable curtain interacts with the belt pre-tensioners to contribute to the best possible protection for front seat occupants in a side impact or rollover situation. All four seats come with safety belt pre-tensioners.

The Volvo C70 transforms smoothly from a stylish coupe into an open convertible in about 30 seconds. Just press a button and the three-piece steel roof folds quickly and silently away, disappearing neatly into the trunk.

But the Volvo C70 is about more than safety and an innovative roof. In the U.S., the 2011 C70 is offered with a powerful 227 horsepower turbocharged five-cylinder engine that's mated to a standard five-speed automatic transmission with driver selectable Geartronic shifting. Power is seamlessly distributed to the front wheels with Volvo's standard Dynamic Stability and Traction Control (DSTC) system.

Pricing and Options

2011 Volvo C70 T5 - \$39,950*

Convenience Package - \$1,000

- Keyless drive
- Homelink® remote garage door opener
- Rear park assist
- Integrated compass for auto-dimming rear view mirror

Multimedia Package - \$2,600

- Dynaudio 14-speaker (includes two 8-inch subwoofers) premium sound system with Dolby® Pro Logic® II surround sound
- Navigation system with real time traffic updates
- Map Care - Two complimentary map updates

Dynamic Trim Package - \$1,000

- 18-inch "Midir" diamond cut alloy wheels
- Dual Xenon headlights with Active Bending Light (ABL)
- Sport steering wheel with aluminium inlay

Climate Package - \$900

- Heated front seats
- Interior Air Quality Sensor (IAQS)
- Headlight washers
- Rainsensor windshield wipers
- Humidity sensor

Stand alone options

- Metallic paint - \$550
- Premium Electric Silver metallic paint - \$675
- Blind Spot Information System (BLIS) - \$700
- Nordic Light Oak real wood inlay - \$150
- Tempa spare - No charge option
- Cranberry leather seating surfaces - No charge option
- Portable navigation system - \$750
- Wind Blocker - \$495

The 2010 Volvo Cars model lineup includes the award-winning S40 and its wagon counterpart the V50; the award-winning XC90; the flagship S80 luxury sedan; versatile V70 wagon and rugged XC70 (Cross Country); the stunning C70 retractable hardtop convertible; the dynamic C30 and the new XC60 with standard City Safety.

*prices do not include destination charges of \$850

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