

Press Release

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The new Volvo C30 - sportier attitude and dynamic drive

The new Volvo C30 boosts its personality with a confident front, a bold styling kit for those who want even more attitude - plus a new razor-sharp sports chassis.

"The C30 is highly appreciated for its unique appearance. This applies in particular to the rear. The bold new front completes the package and take the car's entire personality to an entirely new level," says Daniel Backman, Product Manager for the new Volvo C30. He adds:

"The new exterior is also a better match for the C30 drive. It is challenging, direct and has a whole lot of attitude," continues Daniel Backman.

The C30 appeals to customers who spend most of their time in the city environment and who impose considerable demands on the car's design, driving properties and personality. The new C30 also offers customers even more personal choice than before.

Major exterior changes

The renewal of the Volvo C30 is more comprehensive than is usually the case with Volvo's models. The entire front has been redesigned. This gives the car a radical new appearance from the front, carving out a distinctive personality, clearly separating the new C30 from the Volvo S40 and V50.

"By integrating greater depth into the design language, the front has become more dramatic and expressive. The angled lines of the front bumper, the new headlamps drawn offset and up all reinforce the impression of speed and sportiness," says Fedde Talsma, Exterior Chief Designer at Volvo Cars.

The grille has a new pattern used solely on the C30. It also gets the new, larger iron mark just as in the rest of the Volvo range. The air intake has also grown in size and resembles the XC60.

"The enhancement of the visual volume and self-confidence is entirely in line with Volvo Cars' design strategy. At the same time, the C30 has a distinctive, one of a kind expression. It takes just a quick glance in the rear-view mirror to see that the car filling your view is the new Volvo C30," continues Fedde Talsma.

More dynamic rear

Although the biggest design changes have taken place at the front, the rear also sports the same deep new lines and detailing. The contours are wavier and more dynamic than before. The black plastic panels have been replaced with more body colour lower down, in the same or a contrasting colour, to forge a closer visual contact between the car and the road surface.

The other new exterior features:

- Elegant and trendy new body colour, Orange Flame Metallic
- Dual chrome exhaust tailpipes on the T5.
- The option to choose five different colours on the lower trim - the C30 Contrast Colour Collection.

New sport chassis with excellent characteristics

The new optional sport chassis for the Volvo C30 is considerably sharper, with stiffer, more distinct properties than previously. The steering is more precise thanks to the installation of stiffer bushings. The steering ratio is lower, giving 10 percent faster response to steering wheel input. Spring stiffness has been increased by no less than 30 percent in order to increase the car's poise in enthusiastic driving. The stiffer, exclusive mono-tube dampers build up pressure much more quickly. The roll stabilizers are stiffer to reduce any leaning tendency when cornering.

The new sport chassis has made the C30 a better-balanced and more agile car. Road contact is more distinct and feedback from the wheels is faster and clearer, promoting a more alert feeling while driving. This is something that also benefits safety.

"The driver should feel confident that the car is eager to behave exactly as expected. That is an important part of our safety focus when we develop new chassis. This feeling of security also means the driver can fully enjoy the sporty driving characteristics," says Stefan Sällqvist, manager Vehicle Dynamics at Volvo Cars.

Matching interior updates

The new Volvo C30 also offers a range of new interior options. Among other things, there is now an all-new colour combination known as Espresso/Blond, consisting of a dark brown upper section and a blond, fresh shade on the lower door sides. The blond tone, somewhere between grey and beige, is an expression of Volvo's strong Scandinavian design tradition. The Espresso/Blond interior permits the integration of energetic new highlight colours such as orange, green and blue in the fabrics, as well as new leather upholstery in Cranberry.

"We know that almost half, of all C30 customers make detailed interior choices. They are confident in their personal taste and not interested in readymade packages. The new C30 gives them a choice of fresh, modern style cues both when it comes to colour and fabric," explains Maria Uggla, Program Chief Designer Colour & Trim at Volvo Cars. She adds:

"We have also focused on making it easier for customers to match exterior design elements with interior trim in an attractive way. The new Espresso/Blond colour combination has paved the way for this."

Yet another new feature is the luggage compartment cover in the rear, which uses a new material and a new graphic pattern to further enhance the car's modern image.

New expressive accessory styling kit

The Volvo C30 also comes with a youthful new accessory styling kit. Boasting a bolder, less polished style it gives the C30 even more attitude. The kit includes fog lamp décor, a front skid plate, side scuff plates with engraved C30 logo and a rear skid plate with a stylish aluminium look. The C30 T5 incorporates two 90 mm tail pipes in polished stainless steel to underline the powerful engine.

The exterior detailing is accompanied by a dramatic interior where the pattern of the floor mats forms a world map. The aluminium centre stack and the inner door handles are inspired by an ancient nautical chart and a sea adventure map. Its pattern shows longitude and latitude lines as well as dashed direction lines to further emphasise the explorer theme.

Volvo C30 T5

In the U.S., the redesigned Volvo C30 is offered with a single engine: the 227 horsepower turbocharged five cylinder, known as the T5. A six speed manual transmission is standard and a five speed Geartronic automatic is available optionally. The figures below represent a manual gearbox running in the mixed driving cycle.

Petrol engines	Power output	Fuel Economy
T5 (2.5 liters)	227 hp/ 236 lb.ft @ 2300 rpm	21/30 (comb. 24)

Engine facts in brief:

- The engine is extremely compact and installed transversely in the engine bay for the best possible safety and maximum cabin space
- Turbo technology is used in the T5
- A six-speed manual gearbox is available for the T5
- A five-speed automatic transmission with Geartronic is available optionally

A few facts: the number of possible combinations, new Volvo C30*

- The new Volvo C30 is available with a choice of 13 different exterior body colours and with the lower spoilers in five different colours. All told, there is a choice of 49 exterior combinations (previously 13 combinations)
- If the 11 different aluminium wheels are added, the customer now has 529 possibilities of creating a unique car
- The 27 upholstery choices (previously 15) now make 14,553 combination possibilities
- A choice of 4 decor inlays in the centre stack increases the range of combinations to 58,212
- Being able to specify the car with or without a rear spoiler doubles the number of configurations to 116,424
- The customer can specify a roof hatch - or not. The available variants have now increased to 232,848
- The C30 is available with eleven different drivelines (manual/automatic transmission included), making

2,561,328 possible combinations

- What is more, the Volvo C30 can be equipped with a choice of three different audio systems, a variety of safety and security functions, parking assistance, Bluetooth and so on to suit customer wishes
- All in all, there are so many unique variants that Volvo estimates that if every single person in Britain - about 60 million people - were to order a new Volvo C30, no two cars would have to be alike!

*Not all variants are offered in the U.S.

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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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