

Press Release

Oct 23, 2009 | ID: 31029

2011 Volvo C30 and C70 Make North American Debut at 39th South Florida International Auto Show

Dramatic new styling and interior enhancements make Volvo's most distinctive models even more exciting

October 23, 2009 (Irvine, CA) - Fresh from their global unveiling at the recent Frankfurt Motor Show, the new 2011 Volvo C30 and C70 are making their North American premier at the 39th annual South Florida International Auto Show today. The cars are set to arrive in Volvo retailers during the first quarter of 2010.

The South Florida International Auto Show comes just weeks following the global unveil of the exciting 2011 C30 and C70 at the Frankfurt Motor Show in September. Both cars have undergone significant styling enhancements on the outside and a number of interior upgrades as well. "We're confident these improvements will continue to attract new buyers to the Volvo brand," said Doug Speck, President and CEO of Volvo Cars of North America, LLC (VCNA).

"In a city like Miami, a convertible such as the Volvo C70 is almost a given," continued Speck, "But the C30, with its completely new look, is the kind of car that causes jaws to drop and heads to turn." Final pricing for each car has not yet been announced. VCNA plans to announce pricing closer to the vehicles' availability at Volvo retailers.

2011 Volvo C30

When the C30 landed in the U.S. in 2007, it ushered in a bold new design language for Volvo, particularly from the rear. But up front it was sometimes difficult to determine the difference between the C30 and an S40. For 2011 that's no longer an issue. Reminiscent of the 2010 Volvo XC60, the new C30 ushers in an aggressive new face that is far more suited to the dynamic rear lines of this trend-setting sport coupe.

The 2011 C30 has a radical new front appearance that incorporates a new hood, fenders, trapezoidal headlights and a lower front valance. In the middle of the grille is the new, larger iron mark that made its debut on the XC60. The air intake has also grown in size and the C30 gets a unique grille.

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 previous black plastic panels have been replaced with body color panels, in the same or a contrasting color, to forge a closer visual contact between the car and the road surface.

The 2011 Volvo C30 on display* at the show features a new accessory styling that gives the C30 even more attitude. The kit includes foglamp décor, a front skidplate, side scuff plates with engraved C30 logo and a rear skidplate with a stylish aluminum look. The C30 T5 incorporates two 90 mm tail pipes in polished stainless steel to underline the powerful 227 horsepower engine.

2011 Volvo C70

With its new front clip, 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. The 2011 C70 made its global debut at the recent Frankfurt Motor Show in September.

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 headlamps and the décor around the foglamps, 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. Flamenco Red Pearl is a new paint for 2011.

The exclusive high-tech LED lamps, similar to what's found on the Volvo XC60, are the most noticeable update at the rear. The entire lamp unit is clearly integrated with the oval that frames the new C70's rear panel.

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.

A new color, Flamenco Red metallic is shown on the display car*. A new Cranberry leather interior is also offered.

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S. and Canada. For more information on the 2011 C30, C70 and the entire Volvo product line please refer to the Volvo Cars of North America, LLC, public relations website at: <http://www.volvocars-pr.com/>.

*The 2011 Volvo C30 and C70 on display at the South Florida International Auto Show is a European model and may contain features not available in the U.S. market.

Contact:

James Hope or Daniel Johnston
Product Communications
Volvo Cars of North America, LLC
(800) 977-0888
www.volvocars-pr.com

Keywords:

Releases,Auto Shows,C30,C70,Design

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.

Related Images



[More Images >](#)

[media.volvocars.com >](http://media.volvocars.com)

[volvocars.com >](http://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).