

Press Release

Sep 01, 2009 | ID: 20463

The Volvo C70 rewards the owner with self-assured elegance

The new Volvo C70 rewards the owner with self-assured elegance

The refreshed Volvo C70 launched at the Frankfurt Motor Show in mid-September has the same smart three-piece steel roof, practical seating for four adults and world-leading convertible safety as before. With an updated design the Volvo C70 incorporates a bold, aggressive new front end. The C70 will make its North American debut at the upcoming Miami auto show.

The Volvo C70 is actually two attractive cars in one. It is as much a sporty coupe as it is a elegant convertible. Above all, however, the Volvo C70 is a car to enjoy.

"The Volvo C70 has classic convertible lines and a strong identity of its own," explains Fedde Talsma, Exterior Chief Designer at Volvo Cars. "We've carefully redesigned the front and rear with a more aggressive presence that more closely mimics the new XC60. Inside, we've upgraded the materials to enhance the C70's atmosphere of luxury and enjoyment inside the car."

Modern, self-assured front end

With its new front clip, the Volvo C70 reveals traces of the S60 Concept Car that was unveiled in early 2009. The C70 not 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 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 making its brilliant debut at the Frankfurt motor show.

Exclusive new rear design

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.

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.

Interior that rewards the driver

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.

"We've focused the new interior features around the driver to give the owner a stronger perception of being rewarded behind the wheel. The seats are upholstered in a new type of soft hide and there is even better detail finish to make driving a more pleasurable experience," continued Talsma.

World-leading safety among convertibles

The new Volvo C70 has been engineered as one of the safest convertibles on the market. The car has an advanced body structure and several solutions that are unique in the world of open-top cars. The lack of a fixed roof has been compensated by structural reinforcements and sophisticated technology.

Roll-over protection

The Volvo C70 has sturdy metal hoops that shoot up behind the rear seat passengers to create added protective survival space should the car roll over. These hoops, which are part of Volvo's Rollover Protection System - ROPS - are activated by a gyro-sensor. Since the Volvo C70 has a proper glass rear window, the hoops shoot up through the glass if the roof is up. They have therefore been fitted with small hardened metal spikes that break the glass to guarantee proper deployment.

Unique door-mounted inflatable curtain

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 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.

Side-impact airbags and safety belt pre-tensioners for all seats

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.

Elegant three-piece steel roof

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.

Facts about the roof of the Volvo C70:

- The car has to be at a standstill when the roof is raised or lowered
- The car only needs about 6 feet of free vertical space when the roof is raised or lowered
- There is no need for extra space behind the car while the roof is being raised or lowered
- The roof takes about 30 seconds to open/shut (irrespective of climate)
- An electric motor, hydraulic pump and computer are used to open and close the roof
- The trunk lid has two opening modes: for handling of the roof or to provide access to the luggage compartment
- The roof is divided into three sections
- The roof panels are made of steel
- The seams between the sections are sealed with rubber
- The side windows slide up against the roof rail after the roof closes.
- The trunk lid is made of aluminium and steel
- The body's torsional rigidity improves by about 15 percent when the roof is raised

Engine information

Engine	Power output	Fuel consumption
T5	227 hp/236 lb.-ft.	20 mpg city/28 highway (manual)

Keywords:

C70, Press Releases, 1997, 2010, Product News

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 >](#)

Related Videos



[More Videos >](#)

media.volvocars.com >

volvocars.com >

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