

## Press Release

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# Model Overview: 2010 Volvo V50

### Manufacturer's Suggested Retail Price

V50 2.4i: \$28,700

V50 T5 AWD R-Design: \$33,050

Destination: \$850

Volvo's most attainable sportswagon is offered in two dynamically attractive versions for 2010. The normally aspirated V50 2.4i adds Electronic Climate Control (ECC) to its lengthy list of standard luxury and convenience features. Responding to the "wish list" of driving enthusiasts, the turbocharged V50 T5 AWD R-Design receives a standard six-speed manual transmission. The five-speed "Geartronic" micro-processor controlled automatic with "Auto-stick" remains standard on the V50 2.4i while becoming optional on the V50 T5 AWD.

Introduced last year, standard R-Design equipment gives the T5 AWD a sporting, performance-oriented edge, pushing the envelope in the compact sportswagon class. It's dressed with a unique grille with matte silver surround and R-Design logo, a sport body kit with color-coordinated side skirts and front and rear spoilers, split premium leather/flextech seating surfaces with embossed R-Design logo, aluminum sport pedals, sport shift knob, R-Design inlays, watch dial instrument cluster and sport steering wheel.

A new Preferred Package, available on both V50 models, includes a power glass moonroof, power front passenger's seat and Keyless Drive. The Climate Package gains an Interior Air Quality System (IAQS) and humidity sensor for the Electronic Climate Control (ECC). Sirius satellite radio becomes optional on the V50 2.4i and is included with the renamed Multimedia Package for the T5 AWD R-Design. Volvo's DVD-based navigation system, previously optional only on the T5, is now available on the 2.4i as well.

The V50's versatile interior offers more than 62 cubic feet of cargo space. Long items can be conveniently carried inside the cabin thanks to the 60/40 split-folding rear seat and a front passenger seat that folds flat.

A choice of powerplants gives each V50 model a distinct character. The normally aspirated 5-cylinder engine produces 168-horsepower to motivate the V50 2.4i. Boosting the fun factor, output for the V50 T5 AWD high-pressure turbocharged engine is a lively 227 horsepower. The added traction and security of electronically controlled all-wheel drive is standard on the T5 AWD.

The V50 provides confidence-inspiring performance with each engine. An extremely rigid platform affords levels of steering precision and suspension nimbleness found in the top vehicles in its class. Advanced braking, steering and chassis systems enable the V50 to feel secure in its capabilities across a broad spectrum of driving conditions.

With Automatic Hazard Warning, should any of the V50's airbags be deployed, the hazard lights will automatically be activated to attract the attention of other motorists. A Tire Pressure Monitoring System (TPMS) is standard and Volvo's ingenious Blind Spot Information System (BLIS) remains optional on all models. Active Bi-Xenon headlights that swivel the light beam in continuous synch with steering direction are available.

Side impact protection is addressed by the use of extremely rigid cross members that form a 3-

way attachment between the leading edge of the A-pillar and the base of the B-pillar. Similar cross members are found in the rear doors as well. This system of energy absorption, along with the slim-design 5-cylinder engines is called Volvo's Intelligent Vehicle Architecture (VIVA), representing an innovative approach to vehicle safety design.

## Keywords:

Releases, Model Year 2010, V50

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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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