

## Press Release

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# Model Overview: 2010 Volvo S40

### Manufacturer's Suggested Retail Price

S40 2.4i: \$26,200

S40 T5 R-Design: \$31,150

S40 T5 AWD R-Design: \$31,350

Destination: \$850

The S40 continues to excel in Volvo's virtues of safety, design, performance and technology. Minor changes for 2010 make the trio of S40 models even more attractive to compact sport sedan shoppers. The S40 2.4i receives standard Electronic Climate Control (ECC) and a leather gearshift lever with aluminum inlay. A five-speed manual transmission is now standard while the five-speed "geartronic" automatic becomes optional.

Those who place a priority on enhanced driving dynamics welcomed the addition of standard R-Design equipment to the turbocharged S40 T5 and T5 AWD last year. Cues that set the R-Design apart include 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, 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.

Responding to the "wish list" of enthusiasts, the S40 T5 AWD received a standard six-speed manual transmission. The five-speed "Geartronic" automatic remains standard on the front-drive S40 T5 and becomes optional on the T5 AWD. Both T5 models have standard 17-inch "Serapis" alloy wheels while 18-inch "Midir" diamond-cut alloys are optional on the front-drive T5.

A new Preferred Package, available on all S40 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 S40 2.4i and is included with the renamed Multimedia Package for the T5 models. Volvo's DVD-based navigation system, previously optional only on T5s, is now available on the 2.4i as well.

A choice of powerplants gives S40 models distinct characters. The normally aspirated 5-cylinder engine produces 168-horsepower to motivate the S40 2.4i. Boosting the fun factor, output for the S40 T5 high-pressure turbocharged engine is a lively 227 horsepower. The added traction and security of electronically controlled all-wheel drive is fitted to the T5 AWD model.

The S40 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 S40 to feel secure in its capabilities across a broad spectrum of driving conditions.

With Automatic Hazard Warning, should any of the S40'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, S40

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