

Press Release

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HD Radio is Standard for 2009 Volvo Cars

HD Radio™ Technology is Standard for 2009 Volvo Cars **Experience the Clarity of the Digital Revolution in the 2009 Volvo model range***

- HD Radio technology is now standard equipment on the new XC60 and the 2009 Volvo model lineup*
- Provides new local channels, crystal clear sound and new data services
- Broadcasting service is free to consumers

Irvine, Calif. (Nov. 19, 2008) - Volvo will become the first automaker to offer HD Radio technology as standard equipment in all but one of its 2009 models, it was announced today. The running change becomes effective next month on the 2009 Volvo model line up.* HD Radio technology is the most significant advancement in radio broadcasting since the introduction of FM stereo. Across the United States, more than 1800 AM and FM stations are broadcasting using HD Radio technology and more than 900 are offering subscription-free HD2 multicast channels on the FM dial. These channels feature fresh new music and news formats, showcase young artists and local bands, as well as air non-English language programming and more.

"Our drivers expect the highest quality in every aspect of their vehicles," says Doug Speck, President and CEO of Volvo Cars of North America. "Adding HD Radio capability to our models truly makes our audio systems state of the art, giving Volvo drivers an even more enjoyable driving experience. Undoubtedly, other manufacturers will follow."

The XC60, due in stores next March, also will have HD Radio technology as standard equipment. HD Radio technology updates the traditional radio transmission signal to digital quality. Equipped with the HD Radio system, XC60 owners will enjoy a higher-quality AM/FM radio that features more channel choices, crystal-clear sound and new data services. FM broadcast quality improves to the level of a typical CD, while AM broadcast quality is improved to the prior level of FM.

HD Radio broadcasters also offer valuable information that appears on the HD Radio receivers' display screen, such as song title and artist, traffic and weather updates, news, school closings and other emergency alerts. In addition, there are no fees or costs associated with this information. For a complete list of HD Radio stations currently broadcasting in the U.S., please visit <http://www.hdradio.com/>

VCNA, part of Volvo Car Corporation of Gothenburg, Sweden, provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, and oversees Volvo operations in Canada and Mexico. Volvo has been building cars with safety in mind for more than 80 years.

The 2009 Volvo Cars model lineup includes the award-winning S40 and its wagon counterpart the V50; the award-winning XC90; the sporty S60 sedan; the flagship S80 luxury sedan; versatile V70 wagon and rugged XC70 (Cross Country); the stunning C70 retractable hardtop convertible and the dynamic C30.

The HD Radio and HD logos are registered trademarks and HD Radio™ is a trademark of iBiquity Digital Corporation. All other trademarks are the property of their respective owners.

*Excludes Volvo S60

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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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