

Press Release

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Linda Brennan of Montpelier, Vt. Wins Ultimate Fan Prize: Boston Red Sox Special Edition Volvo C30

Red Sox Foundation and Volvo team up in charity raffle, raising \$1.4 million

IRVINE, Calif. (July 29, 2008) - Linda Brennan, Boston Red Sox Foundation and Volvo Cars of North America raffle winner, now owns the ultimate 2007 World Series Championship collectible: The Boston Red Sox Special Edition Volvo C30.

Volvo and the Red Sox Foundation hosted the raffle to raise money for children and families in need across New England. Brennan took home the C30 during Saturday's Red Sox versus Yankees game at Fenway Park.

"The Red Sox and Red Sox Foundation are deeply grateful to Volvo for being a great teammate and making the Red Sox Second World Series Ring Raffle a great success," said Meg Vaillancourt, Red Sox Senior Vice President of Corporate Relations and Executive Director of the Red Sox Foundation. "The Special Edition C30 is a champion's car and our fans and raffle participants loved having the chance to imagine themselves behind the wheel. We thank Volvo for generously supporting the Red Sox Foundation's programs serving children and families in need."

Only 107 of the Special Edition C30s were produced with each car built to commemorate a Red Sox victory during the 2007 season. A numbered dash plaque in the Volvos indicates which of the 107 victories each car represents. Signifying the championship-clinching game, Red Sox Special Edition Volvo C30 number 107 was donated by Volvo to The Red Sox Foundation for the World Series charity raffle.

The raffle sold nearly 140,000 tickets to fans and raised nearly \$1.4 million. All raffle proceeds will go to Red Sox Foundation programs. In addition to the C30 winner, nine fans won a genuine Boston Red Sox 2007 World Series Championship ring.

About the Red Sox Special Edition Volvo C30

Finished in vibrant Passion Red, Red Sox Special Edition C30s proudly bears the team's logo on the front fenders while a larger transparent logo is affixed inside the rear glass hatch. The team logo is also featured on the floor mats. In addition, the C30s are authenticated by Major League Baseball through the Major League Baseball Authentication Program.

A Certificate of Authenticity couples the numbered dash plaque of each individual car to the corresponding 2007 season individual game victory, opponent and final score.

Similar to the Volvo C30 R-Design, each Red Sox Special Edition C30 is fitted with a matte-silver finish for the outside mirror housings and front grille surround. Front fog lights, power-assisted and heated front seats, a blue watch-dial instrument cluster, leather-wrapped steering wheel with aluminum inlays, sport pedals, sport shifter, vehicle security alarm, soft load cover, cruise control and the Dynaudio Sound System with Sirius Satellite Radio are also included.

As the smallest and most expressive car in Volvo's model range, the C30 offers a dynamic driving experience. The turbocharged T5 5-cylinder engine produces 227-horsepower and 236 lb.-ft. of torque. A five-speed Geartronic transmission is optional on the Boston Red Sox Special Edition C30.

Available exclusively at select Volvo Retailers in New England, the Boston Red Sox Special Edition C30 equipped with five-speed automatic transmission with Geartronic is priced at \$29,465*.

About Volvo Cars of North America

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

About the Red Sox Foundation

The Red Sox Foundation is the official team charity of the Boston Red Sox. Their primary focus is in serving the health, education, recreation and social service needs of children and families in need across New England. Their goal is to harness the passion fans have for the Red Sox and transform it into a vehicle for positive change in the community.

*Price does not include destination charges of \$745.

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