

## Press Release

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# Model Overview: 2009 Volvo C30

### Manufacturer's Suggested Retail Price

C30 T5: [\$23,800]

C30 T5 R-Design: [\$25,950]

Destination: [\$825]

During its introductory year, the revolutionary Volvo C30 garnered awards and rave reviews alike for its unique sense of style, dynamic driving experience and Custom Build ordering process. To keep the passion burning Volvo is introducing a number of important changes for 2009. Due to the positive customer response for the limited-edition C30 R-Design introduced late in the 2008 model year Volvo has decided to create a new regular production R-Design model for 2009.

The C30 R-Design becomes the top model in the range replacing the former C30 Version 2.0. Standard features include Off Black Flextech/Crème premium leather seating surfaces with embossed R-Design logo, a special front grille with matte silver surround and R-Design logo, matte finish outside rearview mirrors, and R-Design watch dial instrument cluster, unique aluminum inlays, R- Design sport steering wheel and sport pedals.

Rounding out the lineup, the C30 T5 becomes the entry luxury model replacing the previous Version 1.0. A new Preferred Package, offered on both the T5 and R-Design includes a power driver's seat, front fog lights, trip computer, leather parking brake cover, Keyless drive and Dynaudio sound system. The latter features Dolby Pro Logic II® Surround, 10 Dynaudio loudspeakers and an astonishing 650 watts. Bluetooth hands-free phone interface is a new stand-alone option for both models. Also available is the Volvo HDD-based navigation system that receives an improved driver interface, extended point of interest menu and birdview map with detailed intersection and building footprints. New for 2009 (arriving mid model year) is free Real Time traffic updates and Map Care that provides two free map updates.

The C30 is the only Volvo to offer unrivaled flexibility through its special Custom Build ordering process. A one-time charge of \$300 opens up a staggering array of options, accessories, exterior colors and interior combinations. The Custom Build special orders enables customers to select from a list of more than 30 options that run the gamut from Volvo's renown Blind Spot Information System (BLIS) to Electronic Climate Control (ECC), Dual Xenon high intensity gas discharge headlamps and rear park assist.

Thanks to its small size and well-thought design, the Volvo C30 is as fun to drive as it is to admire. It's built according to the same principles as the other Volvo cars: a solid body with generous front and rear tracks and a relatively long wheelbase contribute to giving it inspiring and stable driving characteristics. The chassis, with MacPherson front wheel suspension and a Multilink rear axle, is optimized to provide outstanding control and precise response to the driver's inputs.

With a promise to deliver a truly exhilarating driving experience, both versions of the C30 are powered by a turbocharged T5 5-cylinder engine that produces 227 horsepower. Driving enthusiasts will appreciate that the C30 is 8.5 inches shorter and weighs around 320 pounds less than the Volvo S40 sport sedan. But while the C30 may be shorter, there is still plenty of room for four adults and all their stuff.

While style and performance are important to the C30 buyer, safety remains at the cornerstone of

Volvo's brand values. The C30 features Volvo's patented front structure. Divided into zones, it incorporates different deformation properties with the outer zones accounting for most of the deformation in a frontal collision. The more the collision forces approach the passenger compartment, the less the material is deformed. To ensure that each zone has the right characteristics, the quality of the steel has been varied. Four different types of steel are used. Apart from normal body steel, three different grades of high-strength steel are used. Different steel grades also are used in the rear to help protect occupants in the event of a rear-end collision. Along with its siblings, the S40 and V50, the C30 comes standard with rear seat belt minders, alerting the driver should the passengers in the rear seats forget to buckle up.

## Keywords:

C30, Press Releases, 2009

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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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