

## Press Release

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# Volvo Launches Boston Red Sox Special Edition C30

### **Volvo Launches Boston Red Sox Special Edition C30 Limited Run Of 107 Cars Lets Fans Drive Home The Magic**

**Irvine, Calif. (Mar. 6, 2008)** - The Boston Red Sox remarkable 2007 season that culminated in a championship title continues to make headlines. Volvo is offering lucky fans the opportunity to drive home in what may be the ultimate collectible: The Boston Red Sox Special Edition Volvo C30. This specially equipped 2008 C30 is commissioned by Volvo and Major League Baseball to symbolize the partnership between Volvo and the Boston Red Sox.

Only 107 of the Special Edition C30s will be produced with each car built to commemorate a Red Sox victory during the 2007 season and bearing a numbered dash plaque authenticated by Major League Baseball. The numbered dash plaque indicates which of the 107 victories each individual car represents.

A Certificate of Authenticity signed by Anne Bèlec, President/CEO of Volvo Cars of North America, LLC and Larry Lucchino, President/CEO of the Boston Red Sox is also included. The Certificate of Authenticity couples the numbered dash plaque of each individual car to the corresponding 2007 season individual game victory, opponent and final score.

Signifying the championship-clinching game, Red Sox Special Edition Volvo C30 number 107 will be donated by Volvo to The Red Sox Foundation for a separate charity raffle to be held later this year.

Finished in vibrant Passion Red, Red Sox Special Edition C30s proudly wear 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.

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\*.

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/>.

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

## Keywords:

C30, Corporate News, Press Releases, 2008, Product News

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