

## Press Release

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# Volvo Debuts Limited Edition C30 R-Design for 2008

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Unique Style and Exclusivity Await 400 Lucky Customers

**Irvine, Calif. (February 1, 2008)** - Volvo is introducing another dimension of fun and excitement for the award-winning C30. The Limited Edition C30 R-Design brings new levels of style and unique appointments to the smallest and most expressive car in Volvo's lineup. To celebrate the success of the C30's introductory year, only 400 C30 R-Design vehicles have been earmarked for 2008 model year production - that's just over one car for each Volvo retailer.

At first glance, the C30 R-Design catches the eye with its distinctive exterior enhancements. Premium touches include a matte-silver finish for the outside mirror housings, front grille surround and iconic Volvo grille "strap." To signify that this C30 is truly special, an R-Design badge has been affixed to the grille. Customers can select from four exterior colors: Black Sapphire, Titanium Grey, Orinoco Blue and Passion Red. Sport Body kit, tailgate spoiler, large diameter exhaust tips, etc. are additional exterior enhancements that add to the C30 R-Design's dynamic personality.

Stepping inside the cabin, the driver and three passengers are rewarded with sporty and premium cues befitting the stature of this truly special Volvo. Seats are swathed with off-black Flex-tech while the cushions and backrests are trimmed in contrasting crème-colored leather. The R-Design logo is embossed neatly into the front bucket seatbacks.

Inspired by Volvo's legendary high-performance R models, the C30 R-Design sports a blue-face instrument cluster. The C30's signature super-slim center console is finished with a unique inlay with subtle circular patterns that take the standard aluminum inlay to the next level. A special leather-wrapped steering wheel with aluminum inlays proudly displays the R-Design logo. Additional features include sport pedals, sport shifter, and floor mats.

Like the regular production C30, the R-Design delivers an exhilarating driving experience with its turbocharged T5 5-cylinder engine that produces 227-horsepower and 236 lb.-ft. of torque from 1,800 to 5,000 rpm. Equipped as a complete package which includes 18" Atrius wheels and Sirius Satellite Radio with a 6 month introductory subscription as std. equipment, customers can select from an abbreviated list of options for the C30 R-Design including 5-speed Geartronic transmission, DVD-based navigation system with real time traffic, power driver's seat, Climate Package, power glass moonroof, bi-xenon headlights, Serapis alloy wheels and Dynaudio premium sound system.

Pricing for the Volvo Limited Edition C30 R-Design will be released closer to its introduction date in the second quarter of 2008.

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico. 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/>.

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