

## Press Release

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# LET IT SNOW, LET IT SNOW, LET IT SNOW

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**SAN DIEGO, Calif.**, November 20, 2007 - Christmas is arriving early this year, as Volvo Cars of North America and the Costco Auto Program join in spreading driving merriment by creating the definitive vehicle purchase experience. Available November 26 through December 31, 2007 at participating Volvo dealerships, this exclusive promotion allows Costco Wholesale's more than 38 million members the opportunity to purchase or lease the stylish 2008 Volvo XC90 at extraordinary savings and earn a \$500 Costco Cash Card.

As if owning the XC90 isn't enough, now Costco members can bring home the ultimate souvenir. Members have the opportunity to take delivery of their new XC90 directly from the factory in Gothenburg, Sweden and continue to the city of their choosing - Rome, Paris or London. This dream European Vacation is compliments of Volvo and the Costco Auto Program. The package includes round trip airfare for two to Gothenburg, Sweden; accommodations in Gothenburg for two days to conduct the factory tour; airfare to one of the three cities offered; and luxurious accommodations for three days in the member's selected city. Members also have the opportunity to purchase custom-created add-ons to personalize their vacations at unheard of savings, and earn a \$500 Costco Cash Card upon completion of a member satisfaction survey.

For those more anxious to get their XC90s on the road, Costco members can also elect to take delivery at their local Volvo dealership, without giving up any of the savings. In fact, for Domestic Delivery, this special holiday promotion allows members to purchase their 2008 XC90 at the Volvo Employee Price, plus receive an added \$1,000 discount, compliments of the Costco Auto Program. Members will also be able to take advantage of any manufacturer rebates or incentives available at the time they purchase their vehicle. The Rear Seat Entertainment System currently included in XC90 leases at no charge by Volvo Cars of North America is being extended to Costco members for both purchase and lease during this special promotion. Domestic Delivery also includes the opportunity to earn that \$500 Costco Cash Card.

This exclusive Volvo Holiday Promotion is only available to Costco members. To learn more go to [costco.com](http://costco.com), and type in "XC90" in the search box. You can also call the Costco Auto Program at 1-800-479-5746, or visit [costcoauto.com](http://costcoauto.com), and follow the links to the Volvo Holiday Promotion banner.

#### **About the XC90**

Volvo's XC90 is available in two versions: 3.2 and V8. Available with front- or all-wheel drive, the 3.2 is the entry-level model and carries a 3.2-liter inline six-cylinder engine rated for 235 horsepower. The XC90 V8 generates 311-hp from a 4.4-liter V8 and provides strong acceleration, reaching 60 mph in only 7.6 seconds. All-wheel drive is standard with the V8. The 3.2 comes with five-passenger seating (with the third-row seat optional), while the V8 comes with seven-passenger seating. The XC90 is a premium SUV, providing all major safety and convenience features on the base model, with the exception of optional rear parking sensors. Leather upholstery is standard on the V8 model, and optional on the 3.2. Premium manufacturer options include a rear entertainment system with dual screens, a DVD-based navigation system, a Dolby Pro Logic II surround-sound audio system and an interior air quality system.

#### **About Costco Auto Program, Inc.**

The Costco Auto Program is managed by Affinity Development Group (ADG), headquartered in San Diego, CA. This premier auto buying service has industry recognition and consistently ranks

as the top member program available today, with more than 2,400 hand selected dealers located throughout the United States offering Costco-sized savings on new and Factory Certified Pre-Owned vehicles.

**About Volvo Cars of North America:**

Volvo Cars of North America, LLC (VCNA), based in Irvine, Calif., is a subsidiary of Volvo Car Corporation of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, and oversees Volvo operations in Canada, Mexico and Puerto Rico. Volvo has been building cars with safety in mind for 80 years.

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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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