

## Press Release

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# Volvo Announces Pricing For All-New Volvo V70... taking the segment to new heights, without breaking the bank

## **Volvo Announces Pricing for All-New Volvo V70** ***...taking the segment to new heights, without breaking the bank***

**Irvine, CA** - (November 14, 2007) - Volvo Cars of North America, LLC will roll out its all-new V70 with a new look, greater versatility, more power, enhanced safety and a \$32,465 MSRP. The all-new V70 combines a spacious interior with exclusive comfort and dynamic driving properties in the same class as large luxury sedans - with a twist of course: the versatility of 37 cubic feet of cargo space.

"The attitude towards the modern wagon has undergone a significant change," said Anne Bélec, president & CEO, Volvo Cars of North America. With greater focus on design and comfort, the all-new V70 is both luxurious and practical. It's not just for families with growing children but also for active people that demand everything of their cars."

With a mere six percent price differential from its predecessor, Volvo Cars designers and engineers have made significant refinements in the all-new V70:

- Families with young children will be drawn to the world's first dual-stage built-in booster cushions. In addition, this standard feature provides further protection with new inflatable curtains that have been extended by 2.3 inches. Combined with the new booster cushions and the strong body side structure, the all-new V70 provides children of varying sizes with effective protection in a side impact.
- In addition to more room in the rear seats driving comfort has been considerably enhanced, with superb seats and ergonomically designed instruments. This naturally also includes the elegant, super-slim center console and, in typical Volvo fashion, a world-class audio system.
- Volvo Cars also introduces the new Collision Avoidance Package systems on its all-new V70: Adaptive Cruise Control and Collision Warning, now with Auto Brake; Driver Alert Control; and, Lane Departure Warning (LDW) for only \$1,695.
- And, for the first time a six-cylinder engine will be offered beneath the sculpted hood of the Volvo V70 - an efficient 3.2-liter inline-6 generating 235 horsepower.

Inside and out, the all-new V70 is a premier example of Scandinavian design. Every detail has been designed to focus on clean form and intelligent functionality.

Volvo knows wagons and has been a leader in the segment with 54 years of continuous refinement and improvement. The latest edition, the all-new Volvo V70, is the beneficiary of the brand's experience and tradition - a perfect balance of luxury, versatility, safety and now value.

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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