

## Press Release

Jun 18, 2007 | ID: 11695

# Model Overview: 2008 Volvo V50

### Manufacturer's Suggested Retail Price

V50 2.4i: \$26,815

V50 T5: \$29,715

V50 T5 AWD: \$31,565

Destination: \$745

Volvo's V50 sportswagon has been given a comprehensive update for 2008 with revised exterior and interior styling, new safety features and enhanced storage and versatility. Inspired by the redesigned V70 family wagon, the V50 gains a new front fascia, egg-crate grille with a 50 percent larger Ironmark badge, redesigned headlamps and full-width lower air intake. Evolutionary changes continue at the rear, with slimmer taillights equipped with LED brake lights, restyled bumper and bright tailgate molding.

With its revolutionary interior design, class-leading safety, powerful 5-cylinder engines and available all-wheel drive, Volvo's most attainable sportswagon is the ideal companion for young, active families on the go. Yet the Volvo V50 is a genuine premium car that can be equipped with many features available on larger Volvos.

All models are fitted with the new Automatic Hazard Warning system. Should any of the V50's airbags be deployed, the hazard lights will automatically be activated to attract the attention of other motorists. A Tire Pressure Monitoring System (TPMS) is now standard, while Volvo's Blind Spot Information System (BLIS) is a new option available on all models. New Active Bi-Xenon headlights that swivel the light beam in continuous synch with steering direction are available for T5 models.

The V50's signature ultra-slim console offers a new look for 2008. For the first time, Nordic Light Oak wood inlays can be specified for the cabin of the V50 2.4i as part of the Select Package. Aluminum inlays remain standard on the V50 T5 and V50 T5 AWD. These models gain redesigned instrumentation with sporty watch dial gauges. The V50's redesigned floor console features increased storage space, a more compact handbrake and a revised armrest for greater driver comfort.

An auxiliary input with MP3 capability, now standard on all models, has been repositioned under the center armrest for greater ease of use. A high performance audio system and Sirius satellite radio with a complimentary six-month subscription comes with T5 models. Audiophiles will delight in the new Dynaudio® Package that puts out 650 watts through 12 speakers. The Volvo Navigation system with DVD map data and remote control remains optional.

A choice of powertrains gives each V50 model a distinct character. A normally aspirated 5-cylinder engine that produces 168-horsepower motivates the V50. Boosting the fun factor, horsepower for the T5 high-pressure turbocharged engine is increased from 218 hp to 227 hp. All V50s are equipped with a 5-speed "Geartronic" automatic transmission with "Auto-stick" function.

The V50 provides confidence-inspiring performance with each powerplant. An extremely rigid platform affords levels of steering precision and suspension nimbleness found in the top vehicles in its class. Advanced braking, steering and chassis systems enable the V50 to feel secure in its capabilities across a broad spectrum of driving conditions.

In the V50, Volvo continues its groundbreaking use of high-tensile steel. In the front structure, four different grades of steel are used in an intelligent interplay to provide maximum safety for the car's occupants.

Side impact protection is addressed by the use of extremely rigid cross members that form a 3-way attachment between the leading edge of the A-pillar and the base of the B-pillar. Similar cross members are found in the rear doors as well. This system of energy absorption, along with the slim-design 5-cylinder engines is called Volvo's Intelligent Vehicle Architecture (VIVA), representing an innovative approach to vehicle safety design.

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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