

## Press Release

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# VOLVO ANNOUNCES PRICING OF ALL NEW S80

All New Volvo S80 3.2 I6 priced from \$38,705\*

All New Volvo S80 V8 priced from \$47,350\*

IRVINE, CA (October 10, 2006) – Volvo Cars of North America, LLC (VCNA) announces pricing of the all new 2007 Volvo S80 sedan.

"The all new Volvo S80 is very aggressively priced in its segment while offering the latest in terms of safety, technology, design and performance," says Anne Bélec, president and CEO, Volvo Cars of North America. "This all new car represents Volvo's on-going commitment to offering outstanding value in the premium segment."

The all new S80, Volvo's flagship sedan, enters the very competitive North American marketplace with elegant styling, two highly sophisticated new engine choices, a long list of breakthrough safety technologies and a premium driving experience – all packaged in an aura of 'Scandinavian luxury.'

The all new Volvo S80 will be the first Volvo sedan with a V8 engine, as well as the first sedan with the highly sophisticated new Volvo in-line 6-cylinder engine. Both are mated to a 6-speed automatic transmission with Geartronic sequential shifting. All Volvo S80 V8s will be equipped with the electronically controlled Volvo All-Wheel-Drive feature, while the I6 S80 will be front-wheel drive.

The highly refined ride and handling of the all new Volvo S80 can be attributed to an extremely rigid chassis structure. Performance and the drive experience are enhanced by the available Four C active suspension, adjustable steering force levels, and a host of measures that help keep noise, vibration, harshness and road irregularities from intruding into the luxurious interior.

The first generation Volvo S80, the first car to achieve 5-star crash test ratings for all tests in the United States, pioneered such safety innovations as the Inflatable Curtain (IC) and Whiplash Protection System (WHIPS) seating. The next generation S80 again raises the bar in safety.

Innovations in passive safety include a new side airbag with dual chamber construction for enhanced hip and chest protection, clever structural design that uses four different grades of steel for predictable crash energy absorption, the next generation of WHIPS rear impact protection and new approaches to pedestrian safety.

An Adaptive Cruise Control (ACC) system with Collision Warning and Brake Support is one of highly advanced systems available on the all new Volvo S80. Blind Spot Information System (BLIS) and the Personal Car Communicator (PCC), the world's first remote car monitor, and swiveling bi-Xenon headlights are additional comfort and convenience features available.

For the more demanding customers, there is a comprehensive list of additional features available: A Sports Package, which includes 18" wheels, ventilated seats and more; An Audio Package, with an impressive 5x130W, 12-speaker Dynaudio system; A Climate Package, with heated seats and other features to help adapt to in climate conditions.

"The all new S80 will further enhance Volvo's position in the luxury segment, by integrating technology and design into a car that is inviting, intelligent and, accessible," says Bélec.

Approximately 45 percent of production for Volvo's "Scandinavian Luxury" will target the United States and Canada.

\* pricing does not include destination charges of \$695.

**Contact:**

James Hope or Daniel Johnston  
Product Communications  
Volvo Cars of North America, LLC  
800-970-0888  
<http://www.volvocars-pr.com>

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