

Press Release

Jun 26, 2006 | ID: 3819

Model Overview: 2007 Volvo V50

Manufacturer's Suggested Retail Price

V50 2.4i: \$26,690

V50 T5: \$29,590

V50 T5 AWD: \$30,190

Destination: \$695

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.

The 2007 V50 is available in three variants: The value-leading V50 2.4i, the performance-oriented V50 T5 and the all-weather V50 T5 AWD. All models are now fitted with Volvo's Dynamic Stability Traction Control (DSTC) as standard equipment. Other changes include further simplified package and option structure with new features such as auxiliary input and MP3 playback capability, Sirius Satellite Radio and keyless drive.

From the outside, the V50 is unmistakably a Volvo, a modern evolution of the sportswagon design language that began with the V70 family wagon. "The V50 is the result of a consistent design strategy, in which the Volvo character has been developed for each new model," says Steve Mattin, Volvo Cars' Design Director. "Our newest sportswagon is indisputably a genuine Volvo but, at the same time, it has its own, totally individual and distinct profile."

On the inside the V50's uniqueness is expressed by an ultra-slim center console – the first of its kind in the automotive world – creating an aura of exclusivity, simplicity and space. "The center console is a design icon for the Volvo V50," says Mattin. "What sets the V50 apart is the ability for the car to carry both people and all the important stuff that allows them to live their lives to the fullest. It is truly a car with a large capacity for life!"

In the V50, Volvo continues its innovative 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. "Naturally, our goal is that the Volvo V50 should be the safest car in its class," says Volvo Cars Director of Safety, Ingrid Skogsmo. Side impact protection is addressed by the use of extremely rigid cross members that form a three-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 slim-design 5-cylinder engines is called Volvo's Intelligent Vehicle Architecture (VIVA), representing an innovative approach to vehicle safety design.

The Volvo V50 offers a choice of spirited 5-cylinder engines: a normally aspirated 2.4-liter unit producing 168-horsepower and a 2.5-liter 218-horsepower light-pressure turbocharged T5 engine. Those who crave an even more dynamic driving experience may opt for electronically controlled T5 all-wheel drive. Performance is further accentuated through the available T5 Dynamic Trim Package and the new 2.4i Body Styling Package. Both serve to enhance the aggressive lines of the car through specially designed spoilers on the front, sides and rear.

Keywords:

V50, Safety, Press Releases

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.

media.volvocars.com > volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).