

Press Release

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VOLVO ANNOUNCES PRICING OF ALL-NEW C70 AT 2005 SEMA SHOW

FOR IMMEDIATE RELEASE

- ALL-NEW 2006 VOLVO C70 AGGRESIVELY PRICED FROM \$38,710*
- ALL-NEW C70 PRICED 2.9 PERCENT LOWER THAN PREVIOUS C70 CONVERTIBLE
- UNIQUE THREE-PIECE RETRACTABLE HARDTOP OFFERS STUNNING DESIGN, IMPROVED PERSONAL SECURITY
- INNOVATIVE DOOR MOUNTED INFLATABLE SIDE CURTAIN; ROLL OVER PROTECTION SYSTEM
- ROOM FOR FOUR ADULTS, WITH LOCKABLE STORAGE COMPARTMENTS FOR ALL

Las Vegas, Nevada (November 1, 2005) – Volvo Cars of North America, LLC (VCNA) announced pricing of the all-new 2006 Volvo C70 today at the Specialty Equipment Manufacturers Association tradeshow in Las Vegas, Nevada. With a base price of \$38,710, the all-new Volvo C70 is priced 2.9 percent lower than the previous generation C70. The warm desert breezes and glittering lights of The Strip set the perfect backdrop to announce the aggressive pricing strategy for Volvo's newest model.

"The pricing of the all-new Volvo C70 is as exciting as the car itself," commented Anne Belec, President and CEO of VCNA. "With its unique three-piece retractable hardtop, true seating for four adults, door mounted inflatable curtain and a starting price below \$39,000, the C70 offers something for everyone." Priced nearly three percent lower than the previous generation Volvo C70, the all-new C70 is the most recent Volvo vehicle to offer tremendous value, innovative safety solutions and stunning design. The base MSRP includes a host of convenience features such as front 8-way power seats, automatically locking storage in all four seating positions, power windows, cruise control and an eight speaker stereo system with a six-disc in-dash CD player. A wide range of option packages let the new C70 buyer equip their car for luxury or sporting athleticism.

Powered by a 2.5-liter turbocharged T5 Volvo engine that produces 218 horsepower and 236 lb.-ft. of torque, the C70 comes standard with a close ratio 6-speed manual transmission. A 5-speed Geartronic automatic transmission is also available.

UNIQUE THREE-PIECE RETRACTABLE HARDTOP

The all-new Volvo C70 can be transformed seamlessly from a coupe into a convertible; the retractable hardtop folding away quickly and smoothly into the trunk. Apart from the flexibility offered by the retractable hardtop it also makes for a quieter, more comfortable coupe. The large rear window glass offers outstanding outward visibility and improves body rigidity.

The retractable hardtop offers the all-new C70 owner the best of both worlds: the pleasure of driving with the top down and the comfort and security of a well-appointed passenger compartment. The nicely curved steel roof also helps reduce the risk of a break-in.

DOOR MOUNTED INFLATABLE CURTAIN; ROLL OVER PROTECTION SYSTEM (ROPS)

An important part of the side impact and rollover protection is the inflatable curtain, IC. In the all-new Volvo C70 it has been given a unique design. With no fixed roof for the Inflatable Curtain to

deploy from, the all-new C70 features a curtain that deploys up from the door panel, helping to protect occupants even if the top is down. The curtain has an extra stiff construction with double rows of slats that are slightly offset from each other. This allows them to remain upright longer and offer effective head protection even with the window open. The curtain deflates slowly to provide protection should the car roll over. This is a unique solution in the automotive world.

As with its predecessor, the all-new Volvo C70 has powerful metal bars that come up behind the passengers in the rear seat to provide extra protection should the car roll over. The bars, which are part of the Rollover Protection System (ROPS), have been developed further in several areas. They have been made stronger and are activated with the aid of a pyrotechnic charge, which means that they come into effect much more quickly than previously. As the all-new Volvo C70 has a rear window made of glass the bars are pushed up through the screen if the roof is up. They have therefore been fitted with small, hard metal spikes, to break the glass.

ROOM FOR FOUR ADULTS

The all-new Volvo C70 is designed to accommodate four adults. The two rear seats have comfortably angled backrests and generous width across the supportive cushions. Like all Volvo cars, the front seats are ergonomically shaped. With a push of a button on the backrest, the front seats move quickly forward to facilitate entry to the rear seat. The electrically operated driver and passenger seats move forward twice as quickly as the previous C70.

VCNA, part of the Volvo Car Corporation of Gothenburg, Sweden, 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 over 75 years. The 2006 Volvo Cars model line-up includes: the award-winning new S40 and its wagon counterpart the all-new V50; the award-winning XC90; the sporty S60 sedan – including the award-winning performance sedan – S60 R and the performance wagon version – V70 R; the flagship S80 luxury sedan; versatile V70 wagon and rugged XC70 (Cross Country); and, the all-new C70 convertible.

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

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