

Press Release

Jan 13, 2005 | ID: 2544

Apple and Volvo Cars of North America Announce iPod Connectivity for Entire 2005 US Model Line

San Francisco, CA (January 13, 2005) - Apple and Volvo Cars of North America, LLC (VCNA) announced two iPod connectivity options for Volvo's entire 2005 US model line, allowing iPod users to listen to their music collection through their Volvo audio system. The Volvo iPod Adapter will be available for S60, S80 and V70/XC70 models and will connect by simply plugging the iPod into a cable located in the car's glove compartment, while S40, V50 and XC90 owners can use a dashboard mounted FM transmitter. The Volvo iPod Adapter allows users to control their music through their Volvo sound system and steering wheel controls, and both options charge the iPod when plugged in.

"The year of the iPod and the automobile is off to a tremendous start with Volvo bringing iPod connectivity to their entire line," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing in the press release. "The unbeatable combination of iPod and iTunes is a perfect fit for Volvo customers."

"Our customers have been asking for an integrated iPod offering," said Vic Doolan, VCNA president and CEO in the press release. "We're delivering great iPod connectivity options for our entire line, coupled with unique content providing for the perfect Volvo music experience."

Additionally, Volvo is creating playlists on the iTunes Music Store to encourage customers to discover music from emerging Scandinavian artists. The Volvo playlists on the iTunes Music Store will include a wide variety of Scandinavian artists and genres, showcasing the creativity coming from Scandinavia. The Volvo playlists will feature unique download opportunities from artists such as Tina Dico, The Tiny, The Concretes and The Perishers.

Pricing and Availability

The Volvo iPod Adapter pricing will be announced at program launch in the second quarter of 2005 for all Volvo models. Installation is performed by authorized Volvo dealers only. The Volvo iPod Adapter works with all iPods with a dock connector. The iPod lineup is available in the US through the Apple Store, Apple's retail stores and Apple Authorized Resellers.

About Apple and Volvo Cars of North America

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

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 2005 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 C70 convertible.

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).