

Press Release

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Volvo XC90 V8 Power Utility Vehicle Debuts at 2004 Specialty Equipment Manufacturers Association Tradeshow in Las Vegas, Nevada

FOR IMMEDIATE RELEASE

Las Vegas, Nevada (November 2, 2004) – Hot on the heels of the introduction of Volvo's first V8 engine at the 2004 Paris International Auto Show, Volvo Cars of North America, LLC (VCNA) is proud to present the eye-grabbing XC90 PUV at this year's Specialty Equipment Manufacturers Association (SEMA) tradeshow in Las Vegas, Nevada.

And there may be no better place to show the audacious Swede than Las Vegas. Covered in a luscious racing red paint scheme, the Volvo XC90 PUV will keep the drivers of high-end European exotic cars glancing in their rearview mirrors.

"This was such a fun concept," noted Vic Doolan, President and CEO of VCNA, "that we just had to do it. It could possibly be the ultimate Volvo. It has all the safety that Volvo is known for with the looks and performance of an exotic car." But a concept it will remain as neither VCNA nor the Volvo Car Corporation may ever offer anything like the XC90 PUV. Noted Doolan, "This is just to get the juices flowing; to draw attention from those who may not have considered Volvo before."

Pushing the "Next Generation SUV" to the Next Level

Once you get past the XC90 PUV's aggressive stance and fully customized body enhancements, a true beast lurks within. Still a work in progress, the XC90 PUV is slated to eventually achieve a whopping 650 horsepower through the use of a massive supercharger, revised engine mapping and low restriction exhaust. That power is routed through a modified version of Volvo's Haldex electronically controlled all-wheel-drive system. The system is "pre-charged" meaning that power may be instantly routed to the wheel with the most traction. A new 6-speed automatic "Geartonic" transmission rounds out the driveline.

Right out of the box, the production Volvo XC90 V8 has the makings of purebred performer. With 311 horsepower and 325 ft.-lb. of torque at a low 3,900 rpm the Volvo XC90 reinforces its position as one of the most successful SUV models in the premium segment.

The new V8 engine marks a new turning-point in Volvo Cars' history. It is the first V8 the company has produced since it was founded in 1927, and the Volvo XC90 is the first model to be powered by the new engine. One absolute requirement for the new V8 engine was that it had to be installed transversely in the engine compartment, just like all other Volvo engines.

"A transverse engine is helpful in maintaining the frontal crumple zones in the XC90 and thus not compromise on protective safety," says Hans Wikman. For this reason, extremely compact external dimensions were essential for the new engine. This also explains the choice of just 60 degrees between the two banks of cylinders – as opposed to the more conventional 90 degrees.

V8 tailor-made for the XC90

In order to maintain overall compactness, all the ancillary units such as the alternator are fitted directly onto the engine itself without any space-stealing brackets. The starter motor is fitted above

the transmission for the same reason. Additionally, the exhaust camshafts are driven by secondary chains running off the inlet camshafts, saving additional space.

The left-hand cylinder bank is offset half a cylinder ahead of the right bank, contradicting normal practice in the automotive world – so the engine can slot neatly into the structural beam network of the XC90 and thus enhance collision safety. “We’ve tailored this V8 specifically for the XC90,” confirms Hans Wikman. The result is a V8 that is just 29.7 inches long and 24.9 inches wide – the most compact on the market compared to engines of equivalent volume.

As a result of these compact dimensions and the fact that both the block and cylinder head are cast in aluminum, Volvo’s new V8 weighs just 418 pounds – an important consideration when aiming for low fuel consumption.

Exotic Car Styling in an SUV

Riding a full two inches lower than a production XC90, the PUV’s extraordinary styling is highlighted by its racy red paint scheme. With a nod to the super cars of Italy, the XC90 PUV sits squarely on its 9-inch wide ultra high-performance alloy wheels. The Pirelli P-Zero Assimetrico tires are 275/40-ZR20s front and rear.

Up front is an ultra deep front airdam with a wide-mouth opening that helps to channel cool air into the engine compartment and the supercharger’s intercooler. Fared into the front fascia are small, high intensity foglamps. Air slips smoothly around the PUV’s front end and over the ultra-wide, custom fabricated wheel arches. Deep cuts at the rear of the side sills direct air around the tires to the 13-inch floating rear brakes, shod with 4-piston calipers. Brake duty up front is handled by 15-inch floating discs with 8-piston calipers.

Around back, the rear valance smoothly integrates the custom fabricated quad exhaust tips. Tinted windows, tail lamps and head lamps and body color rearview mirrors round out the cosmetic touches to the XC90 PUV.

Volvo XC90 PUV is a Collaborative Effort

With the production XC90 V8 supplied by VCNA, the custom fabrication and design was handled by Aria Group, Inc. Aria Group is a design, engineering and manufacturing company servicing a broad spectrum of clients from its Southern California office. The company offers a wide range of services to meet the demands of any product development or manufacturing project. Aria Group’s team of specialists combines experience with the latest technologies to ensure all projects are planned, managed and executed professionally while exceeding the client’s expectations. Aria Group is continually seeking and implementing new technologies and project management techniques to compliment its core strengths of innovation and superior customer service. To find out more about Aria Group visit our website at www.aria-group.com .

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico. For more information on specific production vehicles or special vehicles please refer to the Volvo Cars of North America, LLC public relations website at: www.volvocars-pr.com.

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