

Press Release

Oct 27, 2004 | ID: 2452

Volvo Announces Pricing for XC90 V8

North American debut at California International Auto Show

Anaheim, CA (October 27, 2004) – Volvo Cars of North America, LLC (VCNA) today announced an aggressive pricing strategy for its first V8 powertrain, packaged in its award-winning XC90 SUV. The manufacturer's suggested retail price (MSRP) for the new XC90 V8 is \$45,395, well-equipped. The XC90 V8 is scheduled to go on sale in the first quarter of 2005, as a '05 model.

"Our new XC90 V8 addresses what is important to today's premium SUV buyer," says Vic Doolan, VCNA President and CEO. "With class-leading performance, safety, versatility, and value, we feel the V8 will further solidify the XC90's role as the undisputed leader among European SUVs."

Year-to-date the XC90 is the best-selling European SUV, with more than 25,000 units sold. And, the XC90 has been an integral part of Volvo Cars' total sales outpacing its last year's record volumes.

Volvo's first-ever 4.4 liter V8 engine packs 311 bhp with 325 lb/ft of torque at 3,900 rpm. Environmentally conscious, Volvo is the first automaker to introduce a gas-powered V8 engine that is compliant with the very stringent ULEV II emission standards. The compact engine is mounted transversely for optimum protective safety, a Volvo standard. This entirely new powertrain also features a 6-speed Geartronic automatic transmission and the latest-generation AWD system, which further broadens the customer base for the Volvo XC90.

In the U.S., over 30 percent of all SUVs sold in the premium segment have a V8 engine. With a V8 variant to one of the most successful SUV models in the premium segment, Volvo will now be competitive in 100 percent of the potential SUV market.

"The extremely competitive pricing of our new XC90 V8 continues Volvo's commitment to offer great value, while enhancing safety, performance, style and comfort," says Vic Doolan. Volvo plans to sell 15,000 XC90 V8s per year – 75 percent of which will be in North America.

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico.

Prices do not include destination charges of \$685.

Contact:

James Hope or Daniel Johnston
Volvo Cars of North America
(800) 977-0888 www.volvocars-pr.com

Keywords:

XC90 (2002-2014), Press Releases, 2005, Product News

optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

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