

Press Release

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Evil Twin Volvo S60 Rs Debut At The 2003 Sema Show

EVIL TWIN VOLVO S60 Rs DEBUT

AT THE 2003 SEMA SHOW

Irvine, CA (November 4, 2003) - Following hot on the heels of the launch of the Volvo S60 R sport sedan and V70 R sport wagon, Volvo Cars of North America, LLC (VCNA) is debuting two highly modified S60 Rs at the 2003 Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nevada, November 4-7.

Built in partnership with EVOLVE, the first U.S.-based design and manufacturing company dedicated to creating performance enhanced Volvo cars, the two cars - one bathed in Laser Blue, the other in Passion Red - are prominently displayed at the show in two different locations. The Laser Blue S60 R is on display at the Ford Motor Company stand, while its Passion Red sibling is located in the special Featured Vehicle area in the convention center.

"The S60 R, with its 300 horsepower engine and FOUR-C chassis, is the most powerful, technologically advanced production Volvo ever," commented VCNA President and CEO Vic Doolan. "With EVOLVE's assistance, these two S60 Rs - developed especially for the SEMA show - take performance several big steps forward."

Pumping out an estimated 500 horsepower each with EVOLVE's custom turbo and intercooler upgrades and a ram-air intake, the twin S60 Rs pack quite a punch. The FOUR-C chassis, with its three driver adjustable settings remains, but is upgraded to include EVOLVE's adjustable coil-over suspension. Six-piston calipers with massive 15-inch 2-piece rotors front and rear bring the S60 Rs to a quick stop and 19-inch lightweight graphite wheels shod with 235/35-19 Pirelli P-Zero Rosso tires add the perfect finishing touch.

Volvo's renowned reputation for safety remains, despite the modifications. Since the S60 R's robustly bolstered seats are retained, Volvo's Side Impact Protection System (SIPS) and the Whiplash Protection System (WHIPS) are still fully functional.

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

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