

Press Release

Sep 18, 2003 | ID: 1517

Model Overview: 2004 Volvo XC70

Designed for families and individuals who don't want to sacrifice driving pleasure to get the freedom of high functionality they desire, the XC70 embodies all that has made Volvo the world-wide leader in premium wagons and more. The XC70 combines unparalleled flexibility, longevity, comfort and handling without compromising Volvo's long tradition of quality, advanced safety design and durability. Previously known as the Cross Country, the XC70 was perhaps the first true luxury crossover vehicle. It's burly good looks and all-weather capability reinvented the way people looked at wagons. Designed from the beginning to appeal to the rugged individual in all of us the Volvo XC70 is a perfect fit for those seeking the ultimate active-lifestyle vehicle.

For 2004, the XC70 adds optional Bi-Xenon gas-discharge headlamps, a flip-and-fold keyless entry remote, ZF rack and pinion steering and two new colors: Crystal Green pearl and Ice White.

Last year the XC70 received a wide array of performance and luxury enhancements including a new, more powerful 2.5-liter turbocharged engine. Also found in the all-new Volvo XC90 sport-utility vehicle, this engine produces 208 horsepower at 5,000 rpm and a stout 236 lb.-ft. of torque from 1,500 to 4,500 rpm. Teamed with this new engine is a standard 5-speed Geartronic transmission that allows either fully automatic or driver selectable gear changes.

Mating perfectly with the 2.5-liter engine is the advanced Haldex all-wheel-drive system. The electronically controlled Haldex system reacts extremely quickly to wheel slip, routing power to the wheels with greater traction almost instantaneously, just one-seventh of a wheel rotation to be exact. Additionally, there is no need for the driver to worry about engaging the system. It's all done automatically and seamlessly. Of course ABS braking, 4-wheel independent suspension and responsive rack and pinion steering are all standard. New this year is the optional Bi-Xenon gas-discharge headlamps.

Behind the wheel of the XC70 it becomes immediately evident that, along with everything else, this is an adventure driver's car. Large, distinct and handsome analog gauges and instruments offer quick and easy access to information. Controls lie within a natural and comfortable range of hands and fingers. Switches welcome contact with large recessed surfaces and reassuringly "snick" with the gentle urging of a finger. Seating surfaces covered in rich fabric or supple hides provide a luxurious feel and visual appeal to Volvo's renowned body pleasing upholstery construction. Materials of the highest quality are evident throughout the XC70's interior. The three-position, split 40/20/40-fold down rear seats, fold down front passenger seat and up to 71.4 cu. ft. of carpeted cargo area allow for maximum flexibility. Opt for the XC70's Versatility Package and seating capacity jumps to seven with the two rear facing seats. Should the need arise they may quickly be folded beneath the cargo area's floor to carry large objects.

The safest wagons ever built by Volvo, both the XC70 and the V70 benefit from a comprehensive array of safety features including standard Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pretensioners in all seating positions, dual-stage front airbags (SRS), Volvo's safety cage construction and the ISO-FIX attachment for rearward-facing child safety seats.

The XC70 advances the commitment of Volvo Car Corporation to mitigate the impact of automobiles on the environment. In addition to the PremAir™ radiator that converts up to 75 percent of the ground level ozone it encounters into oxygen and the use of Oko-Tex certified

materials inside the car, all Volvo XC70s come with an Environmental Product Declaration, a cradle-to-grave report on the environmental management measures taken by the company in the design, manufacture, use and subsequent recycling of the car.

XC70 Buyers

Primarily married (about 88 percent), with young children and maybe with a pooch or two, XC70 buyers are quintessential Volvo devotees. They are well educated and value family and friends. Fully 72 percent of XC70 owners earn a household income of around \$100,000. Principal driver is split 40 percent men, 60 percent women.

Competitive Group

Volvo wagon buyers are not ones to cross-shop. They know what to expect from their Volvo wagon and they get it. Other wagons within the premium segment are the BMW 528, Mercedes-Benz E320 4Matic, Audi A6 Avant, Audi all-road quattro and the Saab 9-5 wagon.

Keywords:

XC70 (2007), Press Releases, 2004

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.

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