

Press Release

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Model Overview: 2004 Volvo S80

The elegant and sophisticated S80, since being introduced in 1998, has claimed a respectable share of the market for luxury sedans. The S80's success is grounded in its unique ability to deliver a premium driving experience with solutions that reflect concern for issues beyond simple personal pleasure. The S80 distinguishes itself by delivering style with Volvo's tradition of superior safety design, sophistication with practicality and luxury with environmental responsibility.

For 2004 the Volvo S80 receives its most significant update since its introduction. In fact, there are 700 changes made to the S80 for 2004. Most significant is the addition of the all-wheel-drive version (to be introduced in late 2003). Utilizing the Haldex multi-plate clutch found on the S60 AWD and the XC70, the S80 AWD provides top-drawer comfort combined with the security of on-demand power to either the front or rear wheels.

Also new this year is the introduction of the highly advanced FOUR-C chassis. Available as an option on the 2.9, T6 and T6 Premier, FOUR-C takes ride comfort and handling to the next level in terms of chassis tuning capability. First introduced on the all-wheel-drive S60 R and V70 R performance cars, FOUR-C has been specially adapted for use in the front-drive configuration of the S80. There are two modes accessed from a single switch on the center console. The default mode is Comfort, providing optimal ride quality. Pushing the button selects the Sport mode, to provide a slightly sportier ride with reduced body roll and rebound.

Embracing and advancing Volvo's honored commitment to occupant safety, Volvo's flagship S80 flawlessly integrates leading-edge safety design with advanced executions of performance technology, personal comfort and thoughtful security concepts. Out of this synthesis of care for personal well-being and technological leadership, Volvo's S80 defines the standard for intelligent luxury sedans with a remarkable blend of confidence and driving pleasure.

Advanced engine designs promoting superior durability, ease of service, fuel efficiency and responsive performance distinguish both the naturally aspirated and twin-turbo power plants. Powered by a choice of in-line 6-cylinder engines (2.9, T6 and T6 Premier) or the turbocharged 5-cylinder (AWD only), these silky smooth power plants deliver spirited performance, enhanced by a choice of sophisticated stability and traction control systems. Stability Traction Control (STC) and Dynamic Stability Traction Control (DSTC) help assure the S80 driver of an exceptional level of adhesion whether accelerating into traffic or taking a hard corner at speed. Drivetrain advancements extend to the electronically controlled "adaptive" four-speed automatic transmission with the "Geartronic" variant available for the twin-turbo model. The AWD model will utilize a five-speed gearbox when introduced in late 2003. The acclaimed ride and handling together with the S80's overall responsiveness and highway cruising prowess evidences the superior driving experience expected of Europe's finest luxury sedans.

Full multiplex electronics eliminates pounds of wiring while increasing component reliability and enhancing electronic system integration and performance. A long list of technical innovations, from mirrors with memories to headrests that fold at the touch of a button, provide the complete driving experience.

The S80 cabin environment's spacious, airy and inviting character reflects its Scandinavian heritage. To assure the ideal driving position, seating controls allow for an extraordinary range of adjustment and lumbar support. The front seat passenger enjoys the same freedom of

movement. Both front seat occupants also enjoy dual zone electronic climate control for personalized all-season comfort. Logical controls reside within the natural arc of the hand.

The 2003 Volvo S80 sedan features an array of best-in-class safety innovations, including driver and front passenger dual-stage Supplemental Restraint System (SRS) airbags, which work in harmony with the car's three-point seatbelts with pyrotechnic pre-tensioners. This 'smart' system uses a sensor to register the severity of an impact and adapts the airbag inflation accordingly while coordinating actions with the seatbelt. In case of a severe impact, the airbag is designed to inflate instantly to full capacity at the same time as the seatbelt tensioner helps to eliminate slack in the belt. The belt then 'gives' slightly to gently restrain the occupant before the airbag takes over to complete the SRS sequence.

Additional safety features include standard Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pre-tensioners in all seating positions, plus Volvo's safety cage construction. These major features and myriad occupant safety details make S80 the industry standard for occupant protection.

The Volvo S80 received a Five Star/Five Star crash test rating from U.S. government agencies and a 'Best Pick' designation by the Insurance Institute for Highway Safety. The S80 has won industry acclaim and contributed new designs and new technologies to the Volvo safety repertoire.

Protection for the environment is also a priority for the Volvo S80, with features like Volvo's patented PremAir® radiator that helps reduce ground level ozone, water borne paint process, water based rust protection treatment and 85 percent recyclability are just a few environmental priorities Volvo has established for itself. The S80 was the first car to receive an Environmental Product Declaration certified by Lloyd's Register of London, UK.

S80 Buyers

They are the company's oldest owners with median age of 49. Very married, empty nesters that are senior managers in their professions. They consider the S80 handsome, luxurious, roomy and safe. They are coming out of domestic cars and are "move ups" from cars like the Toyota Camry and Honda Accord. Not surprising, about one-third of buyers are replacing a Volvo for this model.

Competitive Group

Acura 3.5 RL, Audi A6, BMW 5 series, Cadillac Seville, Lexus GS 300, Mercedes-Benz E-Class and Saab 9-5.

Volvo S80 T6 Premier: Personalized Luxury

The 2004 S80 T6 Premier promises unparalleled exclusivity and comfort. The rear seat was modified and relocated slightly rearward to create additional rear legroom and thus enhance the seating comfort. The supple Premier soft leather upholstery, rear seat heaters and an electrically powered sunblind take the T6 Premier to an unprecedented level of luxury.

For those who wish to use or recharge an assortment of today's personal business tools, two 12-volt plug-in sockets are provided for the rear seat passengers. Wider door openings, made possible by the use of special door hinges, are also provided to allow for easier rear entry and exit. Also offered as standard equipment on the S80 T6 Premier are rear storage pockets and dual cup holders.

State-of-the-Art Video package

In addition to the long list of standard equipment, the S80 T6 Premier also includes a fully integrated miniature DVD player as part of an in-car Rear Seat Entertainment (RSE) system. The DVD player is integrated into the center console, along with a television tuner and an auxiliary input panel.

The Volvo S80 T6 Premier RSE also comes with twin 7-inch Thin Film Transistor (TFT) screens, fully integrated into the rear-facing surfaces of the front seat head restraints. The system's two remote controlled TFT screens operate independently of each other, allowing each rear seat occupant to choose their own form of entertainment. In addition to the media choices, an auxiliary

input has been integrated into the rear armrest allowing convenient connections to most computers and game systems (such as Nintendo 64 and Sony PlayStation).

The personalized convenience of the RSE system is still further enhanced by the rear seat occupant being able to choose between listening to audio either through the rear speakers or through the dual wireless infrared headphones offered as part of the RSE system. The Volvo S80 T6 Premier option list is limited to a rear center armrest-mounted refrigerator, capable of holding two 750ml bottles.

S80 T6 Premier Buyers

The Volvo S80 T6 Premier is targeted at discerning private owners, company executives, diplomats, government representatives and anyone who places a premium on comfort, elegance and safety. Families who have children or grand children that can be entertained for hours on end will also be attracted to the S80 T6 Premier as will chauffeured transportation services that want to provide a unique business or entertainment environment for rear seat customers.

Competitive Group

Mercedes Benz E-Class, BMW 5 and 7 series, Audi A-6/ A-8, Cadillac Seville and DeVille.

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