

Press Release

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Model Overview: 2004 Volvo S60

Born of the Volvo P2 platform, which spawned the S80 and the XC90 SUV, the S60 was bred as a performance oriented sport sedan distinguished by a nimble and responsive nature with a decidedly Scandinavian character. For 2004 the S60 model line continues to offer a wide range of engine and option-package choices while steadfastly holding true to Volvo's core values of safety, performance and value. Five iterations of the versatile S60 sedan are offered for 2004: the S60 2.4, S60 2.5T, S60 2.5T AWD, S60 T5 and the 300-horsepower S60 R.

The S60 chassis' exceptional torsional rigidity together with the decidedly sporting character of the tuned suspension delivers a dramatic synthesis of superior ride quality and exceptional handling. Highly evolved 5-cylinder engines, in both naturally aspirated and turbocharged versions, 5-speed automatic or 5-speed manual transmissions, state-of-the-art braking with Emergency Brake Assist (EBA) and traction control systems firmly establish the performance character at the heart of this truly refined European sport sedan with the Scandinavian flare.

Consistent with Volvo's unwavering commitment to occupant safety, the S60 enjoys a comprehensive array of safety features including standard Side Impact Protection System (SIPS) with side impact airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pre-tensioners in all seating positions, dual-stage front airbags (SRS), plus Volvo's safety cage construction.

The S60's cockpit optimizes the driving experience with clear instruments, intuitive controls that reside within the natural arc of the hand, Volvo's legendary comfortable seats designed around orthopedic principles and a constellation of driver-centric creature comforts. In a perfect balance of form and function, the S60's graceful coupe profile does not exact a toll on interior space. To the contrary, the S60 offers a spacious interior with comfortable seating for five. The sleek exterior profile offers additional benefits for the ear as well as the eye. In conjunction with the premium build quality, the smooth aerodynamic shape contributes to an interior noteworthy for its quiet and reassuring sense of solidity.

From Home Safe Lighting to Volvo's patented PremAir (ozone reduction radiator coating) the S60 boasts a wealth of personal security features and industry-leading environmental control technologies. It offers the S60 owner reassuring evidence that the Volvo S60 is the modern interpretation of the sporty sedan for thoughtful buyers. Like all Volvo models, the Volvo S60 comes with an Environmental Product Declaration certified by Lloyd's Register of London, UK. The declaration certifies that these models meet environmental standards throughout the life cycle of the car - Volvo's cradle-to-grave approach to environmental management.

S60 Buyers

They are approximately 30-44 years old and relatively successful early in life with a median household income around \$100,000. S60 buyers will be split evenly, 50/50, between men and women.

Competitive Group

Trade-ups are expected from Toyota Camry, VW Passat sedan, Honda Accord, and Acura. They will cross-shop from A4, BMW 3 Series and Mercedes-Benz C-Class.

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