

Press Release

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2004 V70 2.5T Titanium Edition and S40/V40 Limited Sport Editions

Volvo launches three new limited-edition models:

The 2004 V70 2.5T Titanium Edition and S40/V40 Limited Sport Editions

Irvine, CA (June 4, 2003) - With sales up over 60 percent from last year, Volvo Cars of North America, LLC continues the momentum with the introduction of three limited edition cars: The 2004 V70 2.5T Titanium Edition and the S40/V40 Limited Sport Editions (LSE). Incredible value, limited production and Volvo' legendary safety resides at the centers of these special vehicles.

V70 2.5T Titanium Edition

Volvo's V70 premium wagon has long been the car for families and individuals who want unequalled functionality, comfort, longevity, drivability, and safety in a vehicle. The unique exterior style of the V70 2.5T Titanium Edition is sure to turn heads. Aside from its distinctive Titanium Grey color, silver roof rails and side/bumper moldings make the car sleek and athletic. In addition, folding power retractable side mirrors allow the car to fit into tighter spaces at the touch of a button and a rear spoiler adds a final touch to the exterior styling. Inside, sport seats with leather seating surfaces create a warm and functional interior, while bi-xenon headlights and speed-sensitive steering offer an unparalleled way to drive. The V70 2.5T Titanium Edition has a suggested retail price of just \$37,310. Only 500 will be built.

S40/V40 Limited Sport Edition

Joining the V70 Titanium Edition within the 2004 Volvo model lineup are the S40 and V40 Limited Sport Editions (LSE). Packed with standard features, the LSE models include leather seating surfaces, power glass moonroof, a rear spoiler (roof mounted on the V40, trunk mounted on the S40), fog lights and a premium sound system. Further distinguishing the LSE models are unique chromium instrument bezels, stainless steel scuff plates and aggressively styled 16-inch alloy wheels. Production will be limited to 2,500 units, of which 450 will be built as V40s. MSRP for the S40 LSE is \$28,545, while the retail price for the V40 LSE is \$29,545.

Continuing the tradition

The V70 Titanium Edition and the LSE models are the newest in a long line of limited production Volvo vehicles. Most recently, Volvo offered the XC70 Ocean Race all-wheel-drive wagon and the 75th Anniversary edition of the S80 luxury sedan. Other limited production Volvo vehicles include the 300-horsepower S60 R sport sedan and the V70 R sport wagon.

Volvo Cars of North America, LLC is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, Canada, Mexico and Puerto Rico.

The 2004 Volvo automobile line includes the award-winning XC90, the sporty S60 sedan, the flagship S80 luxury sedan, versatile V70 wagon and rugged Cross Country, the C70 convertible, and the compact S40 and V40 models. The destination charge for all models is \$685.

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