

Press Release

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Volvo XC90 is a Total Quality Index Winner

Volvo XC90 is a Total Quality Award™ Winner

Irvine, CA (June 3, 2003) - Volvo XC90 garners a top spot in 2003 Strategic Vision Total Quality Index (TQI). The TQI measure, conducted annually by San Diego based research firm Strategic Vision, encompasses all aspects of the entire initial ownership experience, from buying to owning to driving.

Volvo's first SUV, the XC90, won the Total Quality Award™ in the Near Luxury Sport Utility Segment, with a score of 906. The XC90 edged out tough competition that included the Lexus RX300 and the Acura MDX.

The results of the index are derived from the New Vehicle Experience Study, which includes primarily model year 2003 vehicles that were sold in October and November. Having its initial sale date in November, December owners for the XC90 were included as well.

In Attribute Drivers, the XC90 was ahead of its segment in exterior craftsmanship, innovation, roadability, style, handling, ease, and thoughtfulness.

The XC90 also scored well above average in the area of Emotion Drivers (comfort, safe, individuality, and smart choice).

In other Volvo recognition from the report, the S40 placed second in the mid-size car segment, with an impressive score of 890, just below the Honda Accord.

Strategic Vision surveyed more than 31,000 October - November buyers of 2003 models at least 90 days after their purchase. TQI is then calculated from the responses in a very complex correlation of expectations, emotions, and attributes.

Keywords:

XC90 (2002-2014), Press Releases, 2003, Product News

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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