

## Press Release

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# New 2004 Volvo S80 Takes Driving Dynamics and Elegance to the Next Level

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Volvo Cars is now advancing in the prestige segment with the introduction of a renewed Volvo S80 that integrates a range of design and technology improvements.

"We're talking here about significant changes, changes that will give the model considerably enhanced competitiveness in its segment. The Volvo S80 has always been renowned for in terms of safety, comfort and space. Now we are taking a huge stride forward in terms of elegance and driving dynamics too," said Hans-Olov Olsson, President and CEO of Volvo Car Corporation.

First unveiled five years ago, the S80's success is grounded in its unique ability to deliver a premium driving experience with solutions that reflect the concern for issues beyond simple person pleasures. Built off the highly adaptable P2 platform, the S80 was Volvo's first large front-wheel-drive car. The transverse-mounted engine configuration allows increased interior accommodations while maintaining a relatively compact exterior profile.

For 2004, the new S80 retains all that has made it such a luxury showcase for Volvo and adds numerous interior and exterior enhancements, a new engine and Volvo's unique FOUR-C (Continuously Controlled Chassis Concept) for a refined driving experience like no other. "We are extremely excited about this latest edition to the S80 lineup," commented Vic Doolan, President and CEO of Volvo Cars of North America. "It's a stunning evolution of the S80's groundbreaking design and the FOUR-C chassis technology has made the car's already exemplary ride that much better."

### **Refined Style**

"The new Volvo S80 refines perfection. It's not just a matter of design, but equally of technological refinement and aesthetic feel. The new Volvo S80 should be so comfortable and easy to drive that every journey is a relaxing and refreshing experience. The key word here is regeneration," noted Olsson. The design of the new S80 focuses on a number of subtle, but very effective details. The exterior has a more elegant stance with all new front and rear fascias. Inside the car, the emphasis is on heightening the aura of exclusiveness, with features such as new door panels and chronograph-inspired instruments similar to those seen in the recently introduced S60 R and V70 R.

### **Refined Drive Characteristics**

The S80's already commendable drive characteristics gain a major boost with the introduction of the optional FOUR-C (Continuously Controlled Chassis Concept) active-chassis system, which was first utilized in the Volvo S60 R and V70 R. In the S80, FOUR-C has been uniquely programmed to provide maximum comfort over just about any road surface. The driver has the option of selecting a sportier setting at the touch of a button on the instrument panel. Another new feature is the power steering from German specialist ZF. This gives the Volvo S80 more direct

steering response and increased steering precision.

### **S80 Sales and Demographics**

European sales of the new Volvo S80 started at the beginning of 2003 while North American cars are set to go on sale mid-year 2003. Volvo Car Corporation, Sweden, initially has its sights set on selling more than 40,000 cars per year, of which 16,000 will be sold in North America.

Most S80 buyers are male (54.5%) with almost 80 percent being college graduates. Average household income is about \$135,000, and as is the case with other Volvo vehicles, S80 owners are very family centric, with almost 25 percent have two children.

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 US, Canada, Mexico and Puerto Rico.

In addition to the new S80, the 2003/2004 Volvo Cars model line-up includes the award winning XC90 SUV, rugged XC70 (Cross Country) and the versatile V70, the sporty S60 sedan, C70 convertible, and compact S40 and V40 models.

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