

## Press Release

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# Volvo Announces Pricing for 2004 S60 R and V70 R at the Greater Los Angeles Auto Show

FOR IMMEDIATE RELEASE

## **Volvo Announces Pricing for 2004 S60 R and V70 R**

### **at the Greater Los Angeles Auto Show**

Los Angeles, CA (January 3, 2003) - Volvo Cars of North America, LLC (VCNA) announced its aggressive pricing strategy today of the Volvo S60 R and V70 R, the most powerful and sporting production vehicles in the company's history. With a manufacturer's suggested retail price (MSRP) of \$36,825 for the S60 R and \$38,325 for the V70 R, these two performance cars are set to go head-to-head with the BMW 330xi and Audi A4 3.0 quattro, and represent an incredible value in the marketplace.

Taking center stage at The Greater Los Angeles Auto Show for its North American debut is the V70 R, the production version of the Performance Concept Car 2 (PCC2), which was unveiled here at the 2001 show. "The V70 R reinforces Volvo's heritage of providing premium vehicles that cater to active lifestyles," commented Vic Doolan, President and CEO of Volvo Cars of North America. "It's the perfect companion to the original cross-over wagon, the XC70, and our award winning XC90 SUV."

"As with our entire 2003 lineup, the V70 R and S60 R continue Volvo's commitment to offering great value without compromising safety, style and comfort," Doolan continued. "These cars, however, take performance and technology to a level not previously found in any production Volvo."

With its 300-horsepower inline 5-cylinder engine, active Four-C (Continuously Controlled Chassis Concept) and a new 6-speed close-ratio manual transmission, the V70 R and S60 R represent the halos of the Volvo lineup. The S60 R, with its smaller coupe-like body is tuned for the true enthusiast driver, yet its four doors and roomy interior make it the perfect transport for four adults. The V70 R's estate body makes the task of hauling all of life's necessities possible, albeit at a much faster pace.

Performance and technology, however, never take precedence over safety. Both cars come standard with anti-lock Brembo brakes with four piston calipers, dual-stage front airbags, side airbags and inflatable side curtains for both front- and rear-seat passengers. Passive safety is also addressed with Volvo's SIPS (Side Impact Protection System) and WHIPS (Whiplash Protection Seating System).

The V70 R and S60 R expand the already popular Volvo V70 and S60 model lines, which also includes the award-winning XC90 SUV, the flagship S80 luxury sedan, the rugged XC70 Cross Country, C70 Convertible and the compact S40 and V40 models.

VCNA provides marketing, sales, service, technology and training to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico.

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