

Press Release

Sep 18, 2003 | ID: 1158

Model Overview: 2003 Volvo V70

Designed for families and individuals who don't want to sacrifice driving pleasure to get the freedom of high functionality they desire, the V70 embodies all that has made Volvo the world-wide leader in premium wagons and more. The V70 line of vehicles combines unparalleled flexibility, longevity, comfort and handling without compromising Volvo's long tradition of quality, advanced safety design and durability. Five versions of the Volvo V70 are offered for 2003: the 2.4, 2.4T, 2.5T AWD, the sporty T5 and, for those seeking the ultimate active-lifestyle vehicle, the all-wheel-drive XC70, formerly known as the Cross Country.

This year the entire line of V70s, along with the XC70, receive a wide array of performance and luxury enhancements including a new, more powerful 2.5-liter turbocharged engine for the all-wheel-drive models. Found also in the all-new Volvo XC90 sport-utility vehicle, this engine produces 208 horsepower at 5,000 rpm and a stout 236 lb.-ft. of torque from 1,500 to 4,500 rpm. Teamed with this new engine is a standard 5-speed Geartronic transmission that allows either fully automatic or driver selectable gear changes.

These spirited naturally aspirated or turbocharged engines are incorporated into a drivetrain that features ABS braking, 4-wheel independent suspension and responsive rack and pinion steering. Dynamic Stability Traction Control, previously unavailable on the 2.4, is now a stand-alone option for 2003, and every V70 this year gets a leather-wrapped steering wheel and single disc in-dash CD audio system as standard equipment.

Well-equipped option packages have always been popular with Volvo shoppers, and 2003 will be no different. The Climate Package, previously known as the Cold Weather Package, is standard this year on the 2.5T AWD and the XC70 and features new Rainsensor windshield wipers. When activated, a sensor detects the amount of water on the windscreen and automatically adjusts wiper speed to effectively keep the glass free of water buildup.

Behind the wheel of the V70 it becomes immediately evident that, along with everything else, this is a driver's car. Large, distinct and handsome analog gauges and instruments offer quick and easy access to information. Controls lie within a natural and comfortable range of hands and fingers. Switches welcome contact with large recessed surfaces and reassuringly "snick" with the gentle urging of a finger. Seating surfaces covered in rich fabric or supple hides provide a luxurious feel and visual appeal to Volvo's renowned body pleasing upholstery construction. Materials of the highest quality are evident throughout the V70 interior. The two-position, split 60/40-fold down rear seats, fold down front passenger seat and up to 71.4 cu. ft. of carpeted cargo area allow for maximum flexibility.

The safest wagon ever built by Volvo, the V70 benefits from a comprehensive array of safety features including standard Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pretensioners in all seating positions, dual-stage front airbags (SRS), Volvo's safety cage construction and the ISO-FIX attachment for rearward-facing child safety seats.

The V70 advances the commitment of Volvo Car Corporation to mitigate the impact of automobiles on the environment. In addition to the PremAir™ radiator that converts up to 75 percent of the ground level ozone it encounters into oxygen and the use of Oko-Tex certified

materials inside the car, the V70 2.4 meets the Ultra Low Emission Vehicle (ULEV) standard while the 2.4T and T5 are classified as Low Emission Vehicles (LEV). All Volvo V70s come with an Environmental Product Declaration, a cradle-to-grave report on the environmental management measures taken by the company in the design, manufacture, use and subsequent recycling of the car.

V70 Buyers

Primarily married, with two young children and maybe with a pooch or two, V70 buyers are quintessential Volvo devotees. They are well educated and value family and friends. Household income is around \$150,000. Principal driver is split evenly between men and woman.

Competitive Group

Volvo wagon buyers are not ones to cross-shop. They know what to expect from their Volvo wagon and they get it. Other wagons within the premium segment are the BMW 528, Mercedes-Benz E320 4Matic, Audi A6 Avant, Audi all-road quattro and the Saab 9-5 wagon.

Keywords:

V70 (2007), Press Releases, 2003

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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