

Press Release

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2003 S80 Model Overview (sample only, please ignore)

Model Overview: 2003 Volvo S80

The elegant and sophisticated S80, since being introduced in 1998, has claimed a respectable share of the market for premium luxury sedans. The S80's success is grounded in its unique ability to deliver a premium driving experience with solutions that reflect concern for issues beyond simple personal pleasure. The S80 distinguishes itself by delivering style with superior safety design, sophistication with practicality and luxury with environmental responsibility.

For 2003 the Volvo S80 sees a number of subtle enhancements and option-package changes. Volvo On Call Plus, Volvo's first telematics system, is standard on the T6 and T6 Elite and optional on the 2.9. The new Climate Package now includes Rainsensor wipers, which automatically adjust wiper speed depending on the amount of moisture detected on the windshield. Replacing last year's 75th Anniversary Edition S80 is the S80 T6 Elite, the ultimate expression of Volvo comfort and technology.

Embracing and advancing Volvo's honored commitment to occupant safety, Volvo's flagship S80 flawlessly integrates leading-edge safety design with advanced executions of performance technology, personal comfort and thoughtful security concepts. Out of this synthesis of care for personal well-being and technological leadership, Volvo's S80 defines the standard for intelligent luxury sedans with a remarkable blend of confidence and driving pleasure.

Advanced engine designs promoting superior durability, ease of service, fuel efficiency and responsive performance distinguish both the naturally aspirated and twin-turbo power plants. Powered by a choice of in-line 6-cylinder engines, these silky smooth power plants deliver spirited performance, enhanced by a choice of sophisticated stability and traction control systems. Stability Traction Control (STC) and Dynamic Stability Traction Control (DSTC) help assure the S80 driver of an exceptional level of adhesion whether accelerating into traffic or taking a hard corner at speed. Drivetrain advancements extend to the electronically controlled "adaptive" four-speed automatic transmission with the "Geartronic" variant available for the twin-turbo model. The acclaimed ride and handling together with the S80's overall responsiveness and highway cruising prowess evidences the superior driving experience expected of Europe's finest luxury sedans.

Multiplex electronics eliminates pounds of wiring while increasing component reliability and enhancing electronic system integration and performance. A long list of technical innovations, from mirrors with memories to headrests that fold at the touch of a button, provide the complete driving experience.

The S80 cabin environment's spacious, airy and inviting character reflects its Scandinavian heritage. To assure the ideal driving position, seating controls allow for an extraordinary range of adjustment and lumbar support. The front seat passenger enjoys the same freedom of movement. Both front seat occupants also enjoy dual zone electronic climate control for personalized all-season comfort. Logical controls reside within the natural arc of the hand.

The 2003 Volvo S80 sedan features an array of best-in-class safety innovations, including driver and front passenger dual-stage Supplemental Restraint System (SRS) airbags which work in

harmony with the car's three-point seat belts with pyrotechnic pre-tensioners. This 'smart' system uses a sensor to register the severity of an impact and adapts the airbag inflation accordingly while coordinating actions with the seat belt. In case of a severe impact, the airbag is designed to inflate instantly to full capacity at the same time as the seat belt tensioner eliminates any slack in the belt. The belt then 'gives' slightly to gently restrain the occupant before the airbag takes over to complete the safety sequence.

Additional safety features include standard Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pre-tensioners in all seating positions, plus Volvo's safety cage construction. These major features and myriad occupant safety details make S80 the industry standard for occupant protection.

The Volvo S80 received a Five Star/Five Star crash test rating from U.S. government agencies and a 'Best Pick' designation by the Insurance Institute for Highway Safety. The S80 has won industry acclaim and contributed new designs and new technologies to the Volvo safety repertoire.

Protection for the environment is also a priority for the Volvo S80, with features like Volvo's patented PremAir® radiator that helps reduce ground level ozone, an all new internal air quality filtration system and the auto industry's first Environmental Product Declaration of environmental practices.

S80 Buyers

They are the company's oldest owners with median age of 49. Very married, empty nesters that are senior managers in their professions. They consider the S80 handsome, luxurious, roomy and safe. They are coming out of domestic cars and are "move ups" from cars like the Toyota Camry and Honda Accord. Not surprising, about one-third of buyers are replacing a Volvo for this model.

Competitive Group

Acura 3.5 RL, Audi A6, BMW 5 series, Cadillac Seville, Lexus GS 300, Mercedes-Benz E-Class and Saab 9-5.

Volvo S80 T6 Elite: Personalized Executive Luxury

With production limited to just 100 cars, the 2003 S80 T6 Elite promises unparalleled exclusivity and comfort. The rear seat was modified and relocated slightly rearward to create additional rear legroom and thus enhance the seating comfort. The supple Executive Leather upholstery, rear seat heaters and an electrically powered sunblind take the T6 Elite to an unprecedented level of luxury.

For those executives who wish to use or recharge an assortment of today's personal business tools, two 12-volt plug-in sockets are provided for the rear seat passengers. Wider door openings, made possible by the use of special door hinges, are also provided to allow for easier rear entry and exit. Also offered as standard equipment on the S80 T6 Elite are rear storage pockets and dual cup holders.

State-of-the-Art Video package

In addition to the long list of standard equipment, the S80 T6 Elite also includes a fully integrated miniature DVD player as part of an in-car Rear Seat Entertainment (RSE) system. The DVD player is integrated into the center console, along with a television tuner and an auxiliary input panel.

The Volvo S80 T6 Elite RSE also comes with twin 7-inch Thin Film Transistor (TFT) screens, fully integrated into the rear-facing surfaces of the front seat head restraints. The system's two remote controlled TFT screens operate independently of each other, allowing each rear seat occupant to choose their own form of entertainment. In addition to the media choices, an auxiliary input has been integrated into the rear armrest allowing convenient connections to most computers and game systems (such as Nintendo 64 and Sony PlayStation).

The personalized convenience of the RSE system is still further enhanced by the rear seat occupant being able to choose between hearing sound either through the rear speakers or through the dual wireless infrared headphones offered as part of the RSE system. The Volvo S80 T6 Elite option list is limited to a rear center armrest-mounted refrigerator, capable of holding two 750ml bottles.

S80 T6 Elite Buyers

The Volvo S80 T6 Elite is targeted at discerning private owners, company executives, diplomats, government representatives and anyone who places a premium on comfort, elegance and safety. Affluent families who have children or grand children that can be entertained for hours on end will also be attracted to the S80 T6 Elite as will chauffeured transportation services that want to provide a unique business or entertainment environment for rear seat customers.

Competitive Group

Mercedes Benz E-Class, BMW 5 and 7 series, Audi A-6/ A-8, Cadillac Seville and DeVille.

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