

Press Release

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2003 C70 Model Overview (test only, please ignore)

Model Overview: 2003 Volvo C70 Convertible

Volvo's C70 Convertible embodies a strikingly unique synthesis of power, grace and aesthetic proportions. Even at rest, its aggressive lines impact the eye with the sensation of beauty at speed. With the top up the C70 Convertible offers a quiet, refined ride. At the touch of a button the fully automatic, insulated cloth top folds seamlessly below the rear cowl. There are no unsightly bulges or protuberances. Instead, a slim hardcover tonneau clamps down securely over top, leaving a smooth, sweeping form that is beautiful from any angle.

A provocative and passionate expression of Scandinavian design purity, the C70 blazed the trail for the transformation of Volvo design with an inspired vision of aggressive automotive athleticism. With the C70, the world would never look at Volvo the same again. A new Volvo design aesthetic was born. It would be lead by the C70 Coupe and Convertible that were created to savor the joy of pure driving pleasure. It also set the standard that Volvo beauty would not be skin deep.

For 2003, the Coupe has been discontinued. The Convertible, however, remains in the Volvo product lineup and continues to offer stiff competition within the premium drop-top segment.

Powerful and well balanced, the Convertible for 2003 gets a boost in horsepower for both the light-pressure turbo and high-pressure turbo models. The light-pressure turbo jumps from 190 horsepower to 197. High-pressure-turbo models increase to 242 horsepower, up from 236 last year. A 5-speed automatic transmission is the only gearbox offered on light-pressure models, while the high-pressure C70 Convertible comes standard with a 5-speed manual. The automatic is available optionally for the high-pressure turbo models as well. However equipped, the C70 Convertible offers exceptional agility, superior road holding and supreme comfort. If ever a car was designed to explore the serpentine joys of U.S. 1 from San Francisco to Santa Barbara, or Bath to Bucksport this is it.

Not only isn't the beauty skin deep, but occupant safety protection resides at the heart of the C70 Convertible. Three-point seatbelts and head restraints at all seating positions, side impact protection system (SIPS) with enhanced side impact airbags, and WHIPS whiplash protection seats as standard equipment are but part of the C70 Convertible's safety story. The C70 Convertible even provides rollover protection with the unique ROPS system, an integrated safety system that provides pretensioning seatbelts and automatically deployable rollover bars in the event of a rollover accident. For 2003, the C70 Convertible comes standard with the ISO-fix baby seat attachment system.

Convertible Buyers

Volvo C70 Convertible buyers are evenly split by gender. For them, it's more about "wind in your face" rather than performance and drivetrain. The convertible buyer's attitude is "I've earned this car, I owe it to myself." Fully 67 percent of C70 Convertible buyers earn a household income over \$150,000 annually.

Competitive Group

While C70 Convertible buyers tend not to cross-shop, other premium competitors within the segment are the BMW 3 Series Convertible, Mercedes-Benz CLK Cabriolet and the Audi A4 Cabriolet.

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