

## Press Release

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# DEBUT OF 75th ANNIVERSARY EDITION VOLVO S80

NEW YORK INTERNATIONAL AUTO SHOW TO MARK NORTH AMERICAN DEBUT OF 75th ANNIVERSARY EDITION VOLVO S80

New York, NY., March 27, 2002 - Since its introduction, the Volvo S80 series of vehicles has been targeted at the most discerning of customers. For 2002, Volvo will add a 75th Anniversary Edition, which offers enhanced levels of comfort and luxury, to the award-winning S80 lineup.

The Volvo S80 75th Anniversary Edition made its North American debut at the New York International Automobile Show, and is scheduled to go on sale in April. The model will be introduced to commemorate the first Volvo car ever produced, known as "Jakob", in 1927. The Anniversary Edition is based on the standard Volvo S80, but with several additional standard and available optional features, all designed to enhance passenger comfort, especially in the rear passenger area.

### Riding in style and comfort

Despite their undisputed reputation for comfort, luxury and safety, the rear seats on the Anniversary Edition came in for considerable attention. The rear seat was modified and relocated slightly rearward to create additional rear legroom and thus enhance the seating comfort. Seating comfort was further enhanced with the addition of Executive Leather upholstery, rear seat heaters and an electrically powered sunblind.

For those executives who wish to use or recharge any assortment of today's personal business tools, two 12-volt plug in sockets are provided for the rear seated 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 75th Anniversary Edition are rear storage pockets and dual cup holders.

### State-of-the-Art Video package offered

In addition to the long list of standard equipment and 75th Anniversary Edition upgrades, the vehicle 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 75th Anniversary Edition RSE option 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 option.

The Volvo S80 75th Anniversary Edition list of options also includes a rear center armrest-mounted refrigerator, capable of holding two 750ml bottles, along with a glassware storage cabinet located in the rear hat shelf.

#### Additional Creature Comforts

Standard equipment on the 75th Anniversary Edition S80 includes color-keyed bumpers and body moldings, a leather-clad steering wheel, Claret-colored trim panels and shift knob, a trunk lid mounted umbrella holder and bright silver "Thor" alloy wheels. Also standard are the Volvo S80's complete array of standard security and safety features.

The Volvo S80 75th Anniversary Edition is targeted at discerning private owners, company executives, diplomats, government representatives and anyone who places a premium on comfort, elegance and safety. The vehicle will be offered for sale at Volvo dealers starting late April. Availability will be limited.

#### Keywords:

S80 (2007), Press Releases, 2002, Product News

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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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