

Press Release

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"The Volvo S80 White Pearl"

For immediate release

Ten years in the making, the elusive White Pearl coating for an automobile has finally surfaced. This exquisite finish is the result of extensive research, trial, and error. Volvo Cars, in collaboration with Dupont Performance Coatings, developed a process yielding both premium quality as well as economic feasibility.

A key to implementing the three-stage process necessary for the finish, was the ability to apply a 'tri-coat' - effectively running the car through the "paint street" only once. This success was made possible through a team effort between Volvo Car's "Paint Process," "Paint Production," "LCM," "Design," and Dupont Performance Coatings.

The effort required vision and persistence in the face of a string of many failed attempts and abandoned pursuits by many within the auto and the paint industries. In this endeavor, Volvo and Dupont emerged victorious in being the first to launch a new effect pigment, in "tri-coat."

For 2002, Volvo will offer a limited distribution of the S80 White Pearl in the United States and Japan.

For More Information, Contact:

Roger Ormisher
800.970.8888
Or, Visit Our Media Website At:
<http://www.volvocars-pr.com>

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