

Press Release

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Introducing the 'Gem' for 2002 - The New Look of Driving Passion

For immediate release

Volvo S80: White Pearl

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The Pearl has a history more ancient, fascinating, spiritual, and regal than any other gem. The new gem from Volvo Cars is the 2002 S80 Sedan, with a unique Pearl White finish. The Pearl White three-stage process, an auto industry first, is the result of many years of research and collaboration with Dupont Performance coating. The "face-lifted" S80 exterior features color coordinated front & rear bumper, as well as door & fender moldings. The exterior treatment is also available in a rich deep Black Sapphire.

Since its introduction in 1998, the elegant and sophisticated S80 has claimed a respectable share of the market for premium luxury sedans. The S80 has distinguished itself by delivering style with legendary Volvo safety design, sophistication with practicality and luxury with environmental responsibility.

For MY2002, in addition to the improved 2.9 and T-6 engine performance introduced in last September, the 2002.5 receives dozens of enhancements and content changes. The exterior of both the 2.9 and T-6 will feature color-coordinated body side moldings and bumpers and the T-6 will sport a new, more dynamic 17" alloy wheel...standard. The interior has been enhanced with a more complete color-coordination.

The T-6 will now include DSTC, 17" Interceptor alloy wheels and laminated protective glass side windows as standard equipment. The 2.9 will also receive the laminated protective glass side windows. These industry-exclusive, new standard features increase safety and security to unmatched levels in the S80 competitive segment.

In addition to helping prevent theft of interior items, the thicker laminated protective side glass also significantly reduces outside road and traffic noise and reduces UV radiation through the side windows to less than 1%.

The new DVD-based navigation system with larger 6.5" screen and remote control will also be available for S80. The faster-responding and more complete map data from just one DVD is leading navigation system technology.

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 engines employing the inherently smooth in-line 6-cylinder design, 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 spirited cornering. Drive train advancements extend to the electronically controlled "adaptive" four-speed automatic

transmission with the "Geartronic" variant standard 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.

A new six-cylinder, light-pressure bi-turbo engine has improved low-end torque, which results in quicker acceleration. This is an RN-type engine with reduced inner friction and a displacement of 2.9 liters (same engine block as the naturally aspirated engine). This engine has higher torque at engine speeds under 4,000 rpm, which results in more power and improved response. This new larger displacement engine has variable control of both the intake and exhaust valves. The variable camshaft gives the engine maximum torque at engine speeds from as low as 1,800 rpm (previously at 2,400 rpm). With the two turbochargers, one for each set of three cylinders, the engine reacts very quickly to the throttle.

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.

Neither overstuffed nor 'teutonically' rigid, the seating of the S80 exhibits an understanding of the human anatomy, in all its shapes and sizes with seats designed around the orthopedic principles, that Volvo believes is a requisite in a premium sedan.

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 2002 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 helps to eliminate 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.

In cases of less severe impact (impact still great enough to cause potential injury), the airbag is designed to inflate in two stages: inflation to 70 per cent of capacity followed by full inflation one-tenth of a second later. Occupants, particularly those sitting closer to the wheel or dashboard, are subject to less force when the bag deploys. The reduced inflation sequence is also used at lower speeds when the system determines that an occupant is not wearing a seat belt.

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 renowned 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 the highest rating for crashworthiness and '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.

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.

Volvo Cars of North America, LLC (VCNA), is an affiliate of Ford Motor Company's Premier Automotive Group based in Irvine, CA. And, is a subsidiary of the Volvo Car Corporation of Göteborg, Sweden, which will be celebrating its 75th anniversary in 2002. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the U.S., Canada, Mexico and Puerto Rico.

In addition to the flagship S80 luxury sedan, the 2002 Volvo automobile line includes the sporty S60 and the new S60 AWD, the versatile V70 wagon and rugged Cross Country, C70 Coupe and convertible, and the compact S40 and V40 models.

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