

Press Release

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Volvo V70: Premium accommodations in a versatile wagon that really hauls

For immediate release

A high performer that's highly practical, a richly appointed interior designed for safety, a wagon that can handle hairpin turns and heirloom furniture, the Volvo V70 is a premium wagon without compromise.

Designed for families and individuals who don't want to sacrifice driving pleasure to get the freedom of high functionality they desire, the V70 embodies all that has made Volvo the world-wide leader in premium wagons and more. Volvo's V70 combines unparalleled flexibility, longevity, comfort and handling. Vehicles of character, the V70 is bred in the Volvo tradition of quality, advanced safety design and durability.

A V70 AWD will be offered to families seeking the security of all-weather traction in a premium wagon. Utilising the proven viscous coupling system employed by the Volvo Cross Country, the V70 AWD delivers power to all four wheels when the system senses that the front drive wheels have lost traction. Standard features include: distinctive alloy wheels, power from the proven 5-cylinder 2.4-litre engine with low pressure turbocharging and 5-speed electronically controlled automatic transmission with Geartronic shifting, just to mention a few.

A choice of three models in two-wheel drive configuration (2.4, 2.4T, T5,) allow for the tailoring of the Volvo wagon concept to specific tastes and needs..

Added to each models long list of standard features are: Stability Traction Control (STC) for 2.4 and 2.4T models and the T5 gets Dynamic Stability Traction Control (DSTC) for 2002 model year. Spirited naturally aspirated or turbocharged power plant are incorporated into a drive train that features ABS braking, 4-wheel independent suspension, responsive rack and pinion steering with a turning radius that literally runs circles inside SUVs.

Behind the wheel of the V70 it becomes immediately evident that, along with everything else, this is a driver's car. Large, distinct and handsome analog gauges and instruments offer quick and easy access to information. Controls lie within a natural and comfortable range of hands and fingers. Switches welcome contact with large recessed surfaces and reassuringly "snick" with the gentle urging of a finger.

Seating surfaces covered in rich fabric or supple hides provide a luxurious feel and visual appeal to Volvo's renowned body pleasing upholstery construction. Materials of the highest quality are evident throughout the V70 interior.

Two-position, split 60/40 fold down rear seating, fold down front passenger seat and up to 71.4 cu. ft. of carpeted cargo area allow for maximum flexibility.

The safest wagon ever built by Volvo, the V70 benefits from a comprehensive array of safety features including standard Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), seat belts with pyrotechnic pretensioners in all seating positions, dual-stage front airbags (SRS), Volvo's safety cage

construction and the ISO-FIX attachment for rearward-facing child safety seats.

The V70 advances the commitment of Volvo Car Corporation to mitigate the impact of automobiles on the environment. In addition to the PremAir™ radiator that converts up to 75 per cent of the ground level ozone it encounters into oxygen and the use of Oko-Tex certified materials inside the car, the V70 2.4 meets the Ultra Low Emission Vehicle (ULEV) standard while the 2.4T and T5 are classified as Low Emission Vehicles (LEV). All Volvo V70s come with an Environmental Product Declaration, a cradle-to-grave report on the environmental management measures taken by the company in the design, manufacture, use and subsequent recycling of the car.

"Historically wagons have been a large part of our business, because no one does wagons better than Volvo and there has never been a better wagon than the V70. The V70 provides an exciting alternative for people who need space and flexibility, yet enjoy the driving pleasure afforded by a lower center of gravity and a nimble suspension," says Volvo President and CEO Dan Werbin. Werbin continues, "Volvo with its V70 has really hit a resonant cord with the wagon buyer. It is valued as a truly flexible partner capable of performing hard work well and handsome when it goes to town. Kind of like the perfect spouse."

V70 Buyers

Quintessential Volvo owners. Primarily married, with two young children and maybe with a pooch or two. They are well educated and value family and friends. Household income is around \$150,000. Principal driver is split evenly between men and woman.

Competitive Group

Audi A6 Avant, BMW Wagon, MB E-Class and Saab 9-5 wagon.

Contact:

Daniel Johnston
Product Communications Manager
800-970-0888

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