

Press Release

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Volvo Cross Country: Equally at home on the town or off the road

For immediate release

The highly civilized, rugged and technologically sophisticated Cross Country displays a striking visual character that is appealing both in form and function and a delight for its ability to travel well in two worlds. Its aggressive stance, high ground clearance and All-Wheel-Drive make it a very suitable ride for the road-not-taken and most comfortable in the land of SUVs. In counterpoint, the Cross Country's responsive handling, road holding prowess, superior level of creature comfort, safety engineering, fuel economy and environmentally friendly technology transcend its SUV capabilities with the character and driving pleasure of a premium European sedan.

For 2002 a Special Edition Volvo Ocean Race Cross Country will be available. In Ocean blue with a unique exterior trim package, the Special Edition commemorates Volvo's sponsorship of this Global sporting event.

Volvo's Cross Country continues for MY 2002 the formula that has proved so popular with the 197 hp light pressure turbo and 5-speed automatic with Geartronic, 8.2 inches of ground clearance, tall all season radial tires, flared fenders and rugged body cladding.

On rugged, unpaved roadways the AWD Cross Country is the real deal and for 2002 its Stability Traction Control (STC) has been refined and its traction control in STC and TRACS has been improved. Also new for 2002, the Cross Country, like all Volvos, will have Emergency Brake Assistance (EBA) which supplements driver input for maximum braking in panic situations and Dynamic Stability Traction Control will be available by end of Calendar year 2002.

In harmony with the Cross Country's rugged good looks is an imaginative interior that offers optimum flexibility with a 40/20/40 split rear seat and a host of useful options and accessories.

From Home Safe Lighting to Volvo's patented PremAir(ozone reduction radiator coating, the Cross Country boats a wealth of personal security features and industry-leading environmental control technologies.

Based on the acclaimed Volvo P2 platform the Cross Country enjoys 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 pre-tensioners 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.

"While not surprised, we are thrilled with the reception our Volvo Cross Country has received in the marketplace. It was a radical departure from traditional Volvo product. But then, much of what we are doing, today, is expanding and enlarging the population embraced and served by our Volvo products. Families and individuals with active lifestyles who did not want to sacrifice handling, comfort and fuel economy or felt uncomfortable in some road behemoth found Volvo's Cross Country right for them," comments Volvo Cars of North America CEO and President Dan Werbin. He comments, "Many of these people are very concerned for the environment. I believe Volvo's Cross Country offers a rugged alternative with features like PremAir® that makes our Volvo more

environmentally friendly than your typical SUV.

Cross Country Buyers

They tend to be between 40 years old and up. Likely married and about half with children. Cross Country buyers are suburban in nature. They have strong family orientation with lots of self-expression in their lives. Household income is around \$150,000. Approximately 45% have cross-shopped an SUV and about 25% have traded in one for a Cross Country.

Competitive Group

BMW X5, Jeep Grand Cherokee, Audi All Road, Lexus RX 300, and MB M-Class.

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