

Press Release

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Volvo S80: A well-reasoned choice for people with a driving passion

For immediate release

The elegant and sophisticated S80, since being introduced in 1998, has claimed a respectable share of the market for premium luxury sedans. The S80's success is grounded in its unique ability to deliver a premium driving experience with solutions that reflect concern for issues beyond simple personal pleasure. The S80 distinguishes itself by delivering style with superior safety design, sophistication with practicality and luxury with environmental responsibility.

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.

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 taking a hard corner at speed. Drive train advancements extend to the electronically controlled "adaptive" four-speed automatic transmission with the "Geartronic" variant 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 eliminates 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 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.

Protection for the environment is also a priority for the Volvo S80, with features like Volvo's patented PremAir® radiator that helps reduce ground level ozone, an all new internal air quality filtration system and the auto industry's first Environmental Product Declaration of environmental practices.

"Our S80 has truly distinguished itself on the world stage and in the highly competitive American Luxury market. Volvo's flagship S80 has joined the sparse ranks of superior automobiles that can replace a Mercedes in a millionaire's driveway and not raise a question about a decline in his or her standard of living. Our S80's success is built on advanced technology, cutting edge design, unmatched commitment to safety, concern for the environment and, in general, the intelligent execution of superior luxury solutions," comments Dan Werbin, Volvo Cars of North America CEO and President.

S80 Buyers

They are the company's oldest owners with median age of 49. Very married, empty nesters who are senior managers in their professions. They consider the S80 handsome, luxurious, roomy and safe. They are coming out of domestic cars and are "move ups" from cars like the Toyota Camry and Honda Accord. Not surprising, about one-third of buyers are replacing a Volvo for this model.

Competitive Group

Acura 3.5 RL, Audi A6, BMW 5 Series, Cadillac Seville, Jaguar S-Type, Lexus GS300, Lincoln Continental and LS, M-B E-Class, Oldsmobile Aurora, and Saab 9-5.

Volvo S80 Elite: Personalized Executive Luxury

Volvo's offer the individual who desires enhanced luxury and personal convenience the opportunity to pamper themselves and benefit from advanced technology and cutting edge safety design with the Volvo S80 Elite.

Tailored to the executive fleet operator or the owner seeking an extra level of personalized luxury, the S80 Elite offers a superior solution to sumptuous luxury.

Dimensionally identical to the S80 T6, the S80 Elite concentrates on optimizing the interior for

comfort, convenience - and business. The executive rear seating provides 2 inches of additional rear legroom and includes a rear center console with DVD player, 68-channel color TV, video screen, 12-volt refrigerator and audio/video remote control.

Custom rear seating is designed to assure comfortable seating for two. A wide center rear console provides space for video screen, additional DC voltage plugs, and controls for heated rear seats, electric rear window sun shade and the DVD player.

S80 Elite owners enjoy all of the performance, handling, luxury and safety features found on the S80 T-6 including powertrain, audio, convenience and comfort features. Standard safety features include: Dual stage front air bags, Side Impact Protection System with side impact air bags, Inflatable Curtain, and Whiplash Protection Seating, just to mention a few.

S80 Executive Buyers

Corporate executives who are occasionally driven to meetings or airports. Affluent families who have children or grand children that can be entertained for hours on end. Also chauffeured transportation services that want to provide a unique business or entertainment environment for rear seat customers.

Competitive Group

Mercedes Benz E-class, BMW 5 and 7 series, Audi A-6/ A-8, Lincoln Town Car, Cadillac Seville.

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