

Press Release

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Volvo S40 and V40: Volvo value in Premium or Sport configurations

For immediate release

Volvo value resides at the heart of the S40 and V40 and Volvo character lives in their soul. True Volvos, the S40 and V40 boast a full complement of safety features, sophisticated chassis design and interior amenities. Now, for 2002, Premium, Premium Plus, and Sport configurations bring three distinct personalities to the S40 and V40 line-up.

The Premium Package equips the S40 and V40 with an array of the most desirable features including: power glass sunroof, premium sound system with in-dash CD player and upgraded speakers, trip computer, power driver's seat and simulated wood trim. With Premium Plus adds leather-faced seating surfaces.

Volvo's S40 and V40 Sport Package picks up on the theme of the 2001 Sport Edition. It includes black headlight trim, Stellar 10-spoke alloy wheels, special sport seats with leather/cloth seating surface, rear spoiler, front fog lights, leather-trimmed steering wheel and, new for 2002, an aluminum effect inlay and sporty instrument cluster.

Regardless of the trim chosen all models benefit from new major league cup holders front and rear and for the S40 a fluorescent handled interior emergency trunk release. No matter how an S40 or V40 are outfitted, they share the reassuring solidity of a Volvo quality build and a satisfying quality feel to the interior. The stylish sedan and versatile wagon continue to build on their first year reputation for offering Volvo virtues at an affordable price.

Practicality with panache, the S40 not only delivers responsive performance with its 160 hp light pressure turbocharged engine, but its adaptive 5-speed electronically controlled automatic transmission tailors the S40 or V40's performance characteristics to your personal driving style. Four-wheel independent suspension and the latest generation of anti-lock brakes with Electronic Brake Distribution (EDB) provide superb stopping power. The Dynamic Stability Assistance feature, which monitors and compares the rotational speed of all four wheels and uses the engine management system to reduce torque when it detects a loss of traction, is an available option.

As a member of the Volvo family, when it comes to safety, the S40 and V40 have all the good stuff standard including Side Impact Protection System (SIPS) with side airbags and Inflatable Curtain (IC), Whiplash Protection Seating System (WHIPS), front seat belts with pyrotechnic pretensioners, "smart" dual-stage front airbags (SRS), Volvo's safety cage construction plus ISO-FIX child safety seat attachments.

"Our S40 and V40 continue to play a very important role in Volvo's ability to introduce Volvo value and Volvo character to young buyers yet to reach their peak earning years. We are very pleased with the new Sport Package. It imparts an elevated level of excitement that takes advantage of the sporting character of the S40 and V40 chassis. The Premium Package and Premium Plus allow Volvo to introduce to this segment our vision of luxury. Not only can we now capture buyers much earlier in their vehicle purchasing cycle, with a less expensive offering but we can do so while introducing traditional Volvo values of safety engineering, quality, and concern for our environment, and, of course, driving pleasure," comments Volvo Cars of North America CEO and President,

Dan Werbin.

Like the luxury S80, the Volvo S40 and V40 come with an Environmental Product Declaration certified by Lloyd's Register of London, UK. The declaration certifies that these models meet environmental standards throughout the life cycle of the car - Volvo's cradle-to-grave approach to environmental management.

S40 and V40 Buyers

Entry level buyers who are young (30-38), single and with income around \$60,000. Predominantly not married, or married without children as well as retired empty nesters. There is not much difference between S40 and V40 buyers. Both are well educated with an orientation towards friends and are family-centric. They perceive the V40 as a sedan with a long roof and not as a traditional wagon vehicle.

Competitive Group

S40: Acura Integra, Audi A4 sedan, Infinity G20, Subaru Legacy, and VW Passat.

V40: Honda CRV, Toyota RAV4, Audi A4 Avant, Subaru Legacy, and VW Passat.

Contact:

Daniel Johnston
Product Communications Manager
800-970-0888

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