

Press Release

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Volvo Ocean-blue Estate Cars Coming to America

For Immediate Release

Volvo Launches Ocean-blue estate cars - specially for the Volvo Ocean Race

BALTIMORE, MD - (September 28, 2001) Volvo Cars of North America, LLC announces a new specially built ocean-blue estate car model to add further spice to the Volvo Ocean Race currently underway.

The estate car will be marketed in about 20 countries to link up with various Ocean Race activities. Although the race is not scheduled to stop-over in the United States until spring, the first shipment of cars arrived today at the Port of Baltimore and will be available later this year and early 2002. The winning boat for the Volvo Ocean Race is scheduled to reach the finish line in Kiel, Germany during June of 2002.

North America is Volvo's largest worldwide market and will have an allocation of about 750 special limited edition Volvo Cross Country models, exclusively (the V70 model will also be available in other markets globally).

The "ocean blue" colour cars feature a number of additional special details such as a silver waistline moulding, Volvo Ocean Race emblems on the front doors, floor mats with the Ocean Race logotype and skidplates both front and rear. The Ocean Race Edition also includes an integrated storage bin/cooler box that takes full advantage of the Cross Country's unique 40/20/40 split rear seat. These cars will only be equipped with leather upholstery.

"We wanted to create a very special car that incorporates the tough, sporty attributes that mirror the spirit of adventure and freedom that is such an integral part of the challenge facing the Volvo Ocean Race participants. All this in a colour that reflects the sheer depth and power of the wide-open ocean," says Steve Harper, the designer who headed the development of the ocean-blue models at Volvo Cars.

Background

The Volvo Ocean Race is the world's premier ocean race. It started from Southampton, UK, on September 23rd 2001 and will cover 32,700 nautical miles, with nine stopovers enroute to Kiel, Germany in June. The scheduled stop-overs in the United States include Miami (late March) and Baltimore (mid-April).

This is the first time that Volvo has organized the event (formerly known as the Whitbread Round the World Race), which has become increasingly more professional and more competitive. In 1997, Volvo sponsored the trophy but did not own the race.

Volvo Cars of North America, LLC is part of the Volvo Car Corporation of Goteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, Canada, Mexico and Puerto Rico. The 2001 Volvo automobile line includes the flagship S80 luxury sedan, versatile V70 wagon and rugged Cross Country, C70 coupe and convertible, the sporty S60 sedan and compact S40 and V40 models.

For pictures, please go to

<http://media.vemuk.com>

For more information, please visit:

<http://www.volvocars.com/lookout>

or

<http://www.volvooceanrace.org>

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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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