VOLVO

Press Release

Sep 18, 2003 | ID: 321

S60 Puts Passion Into REVOLVOLUTION

For Immediate Release

ROCKLEIGH, NJ -- September 1, 2000 -- The new Volvo S60 is a sophisticated sedan with cutting-edge technology, a coupe profile and a sporty soul, built with Volvo's legendary safety engineering.

Based on Volvo's P2 platform, the S60 uses high torsional stiffness and refined suspension tuning to deliver dramatically improved ride quality with exceptional handling. Highly evolved 5-cylinder engines with available turbocharging, automatic or manual 5-speed transmissions, and state-of-the-art braking and traction control systems confirm S60 as a fine European sedan with a performance pedigree.

The cockpit design of the S60 optimizes the driving experience with clear instruments and logical controls, comfortable orthopedic seats and other driver-centric creature comforts. And the S60 delivers more. The coupe profile belies the S60's spacious interior with comfortable seating for five. The smooth, aerodynamic shape and exceptional build quality make the interior a quiet, refined environment.

Safety features abound with standard Side Impact Protection System with side airbags and Inflatable Curtain, Whiplash protection seating, seat belts with pyrotechnic pre-tensioners in all seating positions, dual-stage front airbags, plus Volvo's safety cage construction. Extensive personal security features and industry-leading environmental control technologies are reassuring evidence that the Volvo S60 is the modern interpretation of the sporty sedan for thoughtful buyers.

"My mandate was to design a car that will appeal to younger people, those who wouldn't normally consider a Volvo. In short, design a Volvo sedan that is inspired by a sports car and drives like one," comments Volvo's Chief of Design, Peter Horbury.

"I wanted to bring forward recognizable symbols of our past, design elements that define Volvo. The grille is derived from performance turbos of our past. The strong 'V' hood line is lifted from our 122 series and the strong shoulder line from our 140 series. But I also wanted something bolder. I brought in the C70 Coupe roof line and, with clever packing, created a rather comfortable rear seat for tall passengers," states the S60 designer Giza Loczi. "It's a true Volvo sedan with the heart and soul of a coupe."

S60 Buyers
They will be around 35-38 years old and relatively successful early in life, 50/50 split between men and women. Pre-family or late-start families with median income around $100,000. Well educated and early adopters of technology: Palm VIIs, Internet phones. They are confident but not cocky, value merit over title and likely self-employed or work for a start-up. Value authenticity - opposed to traditional status symbols. Demographics like the new MB C-Class, but don't need the 'badge'.

Competitive Group
Trade-ups are expected from Toyota Camry, VW Passat, Honda Accord, Acura. They will cross-shop from A4 2.8, BMW 3-series, MB C-Class.

Keywords:
S60, Safety, Press Releases

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.

media.volvocars.com > volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).