

## Press Release

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# Volvo S40 and V40: More refinement, more safety, more value

For Immediate Release

## **Volvo S40 and V40: More refinement, more safety, more value**

ROCKLEIGH, NJ -- September 1, 2000 -- Just a year after they arrived here, the compact Volvo S40 sedan and V40 wagon get more of what made them an instant hit in America: refinement, safety and value. From subtle changes in appearance (new front fenders, bumpers, taillights and wheels) to enhancements to ride and handling (slightly wider track and longer wheelbase with recalibrated front suspension) and a satisfying quality feel to the interior, the stylish sedan and versatile wagon build on their first year reputation for offering Volvo virtues at an affordable price.

A marriage of practical and emotional, the S40 and V40 make it clear that versatility and fun-to-drive can happily co-exist in the same car. A new 5-speed electronically controlled automatic transmission showcases the refinements to the standard 1.9-liter engine with low pressure turbo to keep the fun levels high. Standard 4-channel anti-lock brakes, 15-inch alloy wheels and truly impressive available audio systems are just part of a long list of high-value standard features that are remarkable in a model line that starts at \$23,500.

The S40 and V40 debuted with a best-in-class list of standard safety features, including SIPS side impact protection air bags and WHIPS whiplash protection seats. The addition of the Volvo-pioneered Inflatable Curtain side impact protection, ISO-FIX child safety seat attachments and 'smart' dual-stage front airbags as standard equipment promote S40 and V40 to class of their own.

"With the S40 and V40, we've filled a gap in our product line-up. Both vehicles give us new buyers how have a Volvo desire but were too young to afford one. We now can capture buyers much earlier in their vehicle purchasing cycle, with a less expensive offering, and one that embraces traditional Volvo values of safety engineering, quality, and concern for our environment, and, of course is fun-to-drive," comments Volvo Cars of North America CEO and President, Mark LaNeve.

### **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.

### Keywords:

S40, V40, Safety, Press Releases

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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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