

Press Release

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Volvo XC40 wins Good Housekeeping 2020 Best New Family Car Award

ROCKLEIGH, NJ (April 24, 2020) The Volvo XC40 luxury SUV has been recognized as a 2020 Best New Family Car Award winner by editors at Good Housekeeping.

The XC40, with its refined ride and spacious interior, beat all competitors in the Compact Luxury SUV category.

Good Housekeeping Institute experts joined forces with Car and Driver for [this fully loaded guide to the year's best cars for families](#), all tested by their engineers.

Starting at \$33,700 the Volvo XC40 “strikes the balance of being both a fun and functional ride in a category that is gaining popularity,” said the *Good Housekeeping* editors. “It offers the balance of a smooth and refined ride with a comparably comfy and spacious interior for both the driver and the passengers.”

The XC40 is also available via lease or the Care by Volvo subscription plan. Care by Volvo is the only vehicle subscription program in the nation to offer flat-rate, all-inclusive access to a personal vehicle. Care by Volvo includes the car payment, insurance, maintenance and all other fees in one easy payment. Customers can subscribe online or, now through Care by Volvo 2.0, through their local retailer.

More information on the XC40 and Care by Volvo can be found online at www.volvocars.com

After driving the year's new vehicles across 5,000 miles of city roads, highways, and test tracks, they narrowed it down to the top 50 makes and models. Using industry standards and their proprietary protocols, they rated cars on safety, value, handling, design, and technology.

Engineers, analysts, and consumer testers evaluated each vehicle, by focusing on the little things that families really care about, like how easy it is to fold down the seats, the amount of trunk cargo space there is in the trunk and of course how the car can help keep loved one's safe. They also looked closely at the interior: the amount of head and legroom, storage space for front- and rear-seat passengers, overall comfort, and how easy the infotainment system is to use without ever reading the manual. Plus, they gave points for innovative and useful features like hands-free liftgate, well-placed lighting, and anything else that improves the driving experience.

Design-wise, the XC40 is more of a cousin than a sibling to the larger 90 and 60 Series cars, with its own personality, expression and character. The XC40 is defined by a strong graphical design, a real feeling of strength and quality and a more playful nature in terms of colors and materials.

In the cabin, an innovative approach to all-round functionality provides drivers with plenty of clever storage solutions. The XC40 offers several large and smartly designed storage compartments in the doors, under the seats and in the trunk. Other highlights includes a removable bin in the mid console, a small fold-away hook as part of the glove compartment and special slots for credit and service cards.

Connectivity and infotainment

All new Volvos are connected, thanks to Volvo's connectivity and infotainment system called

Sensus. It delivers an intuitive touch screen interface that combines car functions, navigation, connected services and in-car entertainment applications such as Spotify, Pandora, or TuneIn. The portrait-oriented touch screen enables easy and fast access to a host of functions and features. Smartphone integration with Apple CarPlay and Android Auto is also available.

See the [Sensus factsheet](#) for more details.

Safety and driver assistance

The XC40 brings a new standard of safety to the small SUV premium segment, as the car takes on board the award-winning safety technologies known from Volvo's 90 and 60 Series cars.

Safety and driver assistance features offered on the XC40 include Volvo's Pilot Assist system, the latest generation of City Safety, Run-off Road protection and mitigation, Cross Traffic alert with auto brake and the 360° Camera that helps drivers maneuver their car into tight parking spaces. These and other technologies make the XC40 one of the best-equipped small premium SUVs.

Volvo's City Safety technology, standard on all Volvo models, combines automatic braking functionality and collision avoidance systems to cover a range of potential accident scenarios and help keep you safe. City Safety is the only system on the market that detects pedestrians, cyclists and large animals.

See the [Intellisafe factsheet](#) for more information.

About Volvo Car USA

Volvo Car USA LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCUSA media website at: <http://www.media.volvocars.com/us>.

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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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