

VOLVO
V50 2005



VOLVO
for life





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NEW CHALLENGES.
NEW EXPERIENCES.
NEW IMPRESSIONS.
VOLVO V50 - IT'S READY WHEN YOU ARE.



“CARS ARE DRIVEN BY PEOPLE. THE GUIDING PRINCIPLE BEHIND EVERYTHING WE MAKE AT VOLVO, THEREFORE, IS – AND MUST REMAIN – SAFETY.”

ASSAR GABRIELSSON AND GUSTAF LARSON, THE FOUNDERS OF VOLVO.







VOLVO V50

TRUST THAT EMOTION, PACK UP YOUR GEAR AND GO FOR NEW EXPERIENCES WITH YOUR VOLVO V50 – A DISTINCTLY NEW FUN-LOVING SPORTS WAGON WITH SCANDINAVIAN FLAIR. FULL OF ZEST FOR LIFE AND INTELLIGENT TECHNOLOGY, DESIGNED DOWN TO THE SMALLEST DETAIL FOR WHATEVER LIFE BRINGS. TO THE EXPERIENCE IS ADDED AN INVITING INTERIOR WITH EXCELLENT MATERIALS, RELAXED COMFORT AND INNOVATIVE STYLING. THERE'S SPACE FOR FRIENDS AND YOUR ACTIVE LIFESTYLE – ADVANCED ENGINEERING RESULTS IN LIBERATING VERSATILITY AND A TRUE SPORT DRIVING EXPERIENCE. AND REST ASSURED THERE'S EVERYTHING ELSE YOU EXPECT IN A VOLVO: THE ERGONOMIC DRIVER'S ENVIRONMENT, THE SOPHISTICATED AUDIO SYSTEM, THE INTELLIGENT VEHICLE ARCHITECTURE AND – OF COURSE – THE LEGENDARY SAFETY SYSTEMS. ALL TO ENSURE MAXIMUM ENJOYMENT IN YOUR NEW VOLVO V50 ... WHEREVER YOU WANT TO GO.



TO LIVE WITH

CREATED WITH AN EYE ON THE VARIETY OF LIFE.
CONSIDERATION DOWN TO EVERY LAST DETAIL
– FROM THE ERGONOMICALLY DESIGNED DRIVER'S
ENVIRONMENT AND THE RELAXED COMFORT TO THE
SPACIOUS CABIN AND THE WEALTH OF PRACTICAL
DETAILS. THE VOLVO V50 TURNS THE SPOTLIGHT ON
STYLE, VERSATILITY AND SPORTINESS – AND A TRULY
INSPIRING FLEXIBILITY THAT ALLOWS YOU TO MAKE
THE MOST OF EVERY OPPORTUNITY.



"GOOD DESIGN IS NOT ONLY A MATTER OF STYLING THE SURFACE. IT IS JUST AS IMPORTANT TO MAKE THE PRODUCT EASY TO UNDERSTAND AND USE. IF THE PRODUCT IS NOT FUNCTIONAL, IT CAN'T BE BEAUTIFUL."

(THE VOLVO DESIGN PHILOSOPHY)



LIFE IS FULL OF SURPRISES – AND THE VOLVO V50 IS PREPARED FOR MOST OF THEM. YOU AND YOUR PASSENGERS CAN RELAX AND ENJOY THE WELL-APPOINTED INTERIOR. THE MATERIALS ARE IN A CLASS OF THEIR OWN. AN ELECTRONIC CLIMATE UNIT CONTRIBUTES TO THE PLEASANT, HEALTHY CABIN ATMOSPHERE. AND IF YOU NEED TO CARRY THAT UNEXPECTED LOAD, YOU HAVE A PARTICULARLY FLEXIBLE LOAD COMPARTMENT OF NO LESS THAN 46 CUBIC FEET BEHIND YOU.



Up to five people travel comfortably in a well-insulated passenger compartment, surrounded by a wealth of thoughtful details that make life on the move easy.



When necessary, just fold down all or part of the two-section 60/40 rear seat so you can combine load and passengers both comfortably and safely. You have a conveniently flat load compartment floor at your disposal.



To carry that unexpectedly large find from your shopping excursion, just fold down the front passenger's seat backrest. You now have a flat load compartment floor that is almost 10 feet long.





INSPIRED BY THE SCANDINAVIAN DESIGN HERITAGE, THE ULTRA-SLIM CENTER CONTROL PANEL ENHANCES THE SENSATION OF SPACE AND INTEGRATES THE EASILY NAVIGATED FUNCTIONS OF THE CAR'S CLIMATE AND AUDIO SYSTEMS. A WORLD-CLASS AUDIO SYSTEM MAKES YOUR VOLVO A PARTICULARLY INVITING COMPANION ON YOUR JOURNEY. YOU'RE IN TOUCH WITH THE WORLD OUTSIDE, YET CAN KEEP YOUR ATTENTION FOCUSED FIRMLY ON THE ROAD AHEAD.



The integrated modular audio system is tailored to suit the acoustic characteristics in the Volvo V50. And if you want the very best in audio reproduction in your car, choose the 305 W Premium Sound system with its twelve first-class speakers and Dolby Surround Pro Logic® II*. And for a bass sound that you can feel throughout your body, just add the available 140 W subwoofer.** And you will be reassured to know that the audio system in your Volvo is already factory-prepared for forthcoming exciting developments in the field of audio.

* Dolby and Pro Logic are the property of Dolby Laboratories.

** Retailer installed accessory.



The powerful climate unit features air conditioning and is operated very simply from the center console. ECC (Electronic Climate Control) enhances comfort even further and can be set separately for the driver and passenger sides.



TO DRIVE

THE WHOLE POINT OF THE VOLVO V50 IS TO ENHANCE THE QUALITY OF LIFE. UNCOMPLICATED IN EVERYDAY USE, IT RISES ENTHUSIASTICALLY TO THE OCCASION WHEN THE FUN STARTS. THE EXTREMELY TORSIONALLY RIGID BODY IS COMBINED WITH A WELL-BALANCED CHASSIS. ADD IN A TRANSVERSELY MOUNTED, RESPONSIVE FIVE-CYLINDER 168-HP OR 218-HP ENGINE, DISTINCT MANUAL GEARBOX AND PRECISE STEERING – THE VOLVO V50 IS BUILT TO EXCITE AT ALL TIMES. BECAUSE WHAT MAKES IT A SPIRITED DRIVE ALSO PLAYS A VITAL ROLE IN THE SAFETY IT PROVIDES.



The smooth, powerful five-cylinder engine – with or without turbo – responds instantly to your every command. The very latest engine technology with continuously variable valve timing gives added bite to the acceleration while keeping fuel consumption and exhaust emissions firmly under control.



The distinct five- or six-speed manual gearbox adds further spice to the exhilaration in the Volvo V50. And if you want the best of both worlds, just specify the responsive five-speed Geartronic automatic transmission that allows you to shift gears manually when you are in the mood.



The design of the front suspension promotes quick and precise steering response and makes the car remarkably reassuring and relaxing on straight and twisting roads alike, irrespective of the road surface. It also helps further stabilize the car if you have to brake hard.



The sophisticated multi-link rear suspension contributes to the excellent ride comfort and ensures well-balanced behavior on the road. Its design also enhances the car's supple steering characteristics – in a curve, the rear wheels steer slightly in the same direction as the front wheels for added stability.





VOLVO V50 T5 AWD

A FIVE-CYLINDER 218-HP TURBO ENGINE AND ELECTRONICALLY-CONTROLLED ALL-WHEEL DRIVE. EXPECT WORLD-CLASS ALL-ROAD ENTERTAINMENT IN THE SUPREMELY CAPABLE VOLVO V50 T5 AWD – UNCOMPROMISING HARMONY AND STYLISH POISE WHATEVER THE CONDITIONS.

WHEN THE ROAD IS DRY

The electronically controlled Haldex® all-wheel drive system in the Volvo V50 T5 AWD gives you superior roadholding and tractive force under all driving conditions. It responds extremely quick, making it possible to balance understeering and oversteering tendencies with exceptional precision.

For example, during rapid acceleration or fast cornering, power is seamlessly distributed between the front and rear wheels in a fraction of a second to give you maximum driving stability. Behind the wheel, you won't even be aware that the AWD system is at work – you'll simply enjoy that superb feeling of total control.

The AWD system is controlled by an electronic management system that constantly monitors the speed of the wheels, throttle position, engine torque, engine speed, the optional DSTC system, and the brakes in order to always respond optimally to current driving conditions.

WHEN THE ROAD IS SLIPPERY

The advantages of Volvo's AWD system are particularly noticeable on slippery roads. Since the pair of wheels with the best traction always receives most power, the car is outstandingly stable. And making your way on slippery road surfaces is no problem. The AWD system's short reaction time provides immediate power to the wheels that are needed to help get started and maintain control, even under difficult conditions. At low speeds, Volvo's anti-spin system, TRACS, helps ensure that the wheel with the best traction gets the most power.



If you are cruising on straight, dry roads, the car is almost entirely front-wheel driven for optimum stability and fuel economy.



If the front wheels show any tendency to spin, the AWD system responds instantly by redistributing up to 50% of the drive to the rear wheels for maximum traction and stability.



If one or both wheels spin on one side of the car, more power goes instantly to the ones with the best traction.



When braking, the car disengages drive to the rear wheels the instant you touch the brake pedal, thereby maximizing control and roadholding.



If you carry heavy loads, the rear wheels receive more power to maximize driving stability.



TO BE SAFE

THE VOLVO V50 IS A GENUINE VOLVO, WITH EVERYTHING THAT IMPLIES IN TERMS OF INNOVATIVE SAFETY. IDIS (INTELLIGENT DRIVER INFORMATION SYSTEM) RAISES SAFETY TO A NEW LEVEL BY HELPING THE DRIVER TO CONCENTRATE ON THE ESSENTIALS IN DEMANDING SITUATIONS. THIS IS AUGMENTED BY AN ERGONOMIC DRIVER'S ENVIRONMENT, EFFECTIVE LIGHTING, A WELL-BALANCED CHASSIS AND AN ACTIVE STABILITY-ENHANCING SYSTEM. AND SHOULD AN ACCIDENT BE UNAVOIDABLE, YOU AND YOUR PASSENGERS ARE PROVIDED ENHANCED PROTECTION BY ONE OF THE AUTOMOTIVE WORLD'S MOST EFFECTIVE SAFETY SYSTEMS.

IDIS

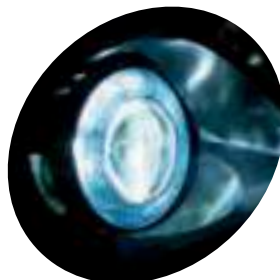
IDIS (Intelligent Driver Information System) is an innovative feature that helps reduce the driver's information-induced stress level. The system monitors your workload and delays less important information in traffic situations that require your full concentration.

ABS EBA EBD

The powerful anti-locking disc brakes help ensure a short stopping distance under a wide variety of circumstances and withstand tough use without fading. You can slam on the brakes and steer quickly out of trouble at the same time. The ABS brakes are supplemented by EBD (Electronic Brakeforce Distribution) which regulates braking force to the rear wheels. And should you need to brake in an emergency situation, EBA (Emergency Brake Assistance) helps you utilize the brakes to the fullest. If you do not press the brake pedal hard enough, EBA immediately steps in and provides just the right amount of braking force needed to bring the car to a standstill in the shortest possible distance.

STC DSTC

STC (Stability and Traction Control) increases driving safety on twisting roads and in slippery conditions. If one of the driven wheels shows any tendency to lose traction, power to that wheel is cut at lightning speed so that it quickly regains traction. The optional DSTC (Dynamic Stability and Traction Control) is an anti-skid system that responds instantly when it detects any tendency to skid, reducing engine power and braking the appropriate wheels, to help you maintain smooth control over your car.



As darkness descends, you will appreciate the powerful and effective low and high beams. A ring of light around the low beam's projector lens makes it easier for oncoming traffic to judge the distance to your car.

IN THE V50, VOLVO'S INTELLIGENT VEHICLE ARCHITECTURE HELPS PROVIDE PREMIUM OCCUPANT PROTECTION IN A COMPACT FORMAT. INNOVATIVE APPLICATION OF HIGH-STRENGTH STEEL AND ADVANCED SAFETY SYSTEMS WORK TOGETHER TO HELP ABSORB COLLISION FORCES EFFICIENTLY – ALL TO HELP CREATE A SECURE ENVIRONMENT FOR YOU AND YOUR PASSENGERS.

SAFETY CAGE

The robust safety cage is designed as an interactive web of steel profiles that surround the occupants. The safety cage consists of four different grades of steel to help provide optimum protection and low weight.

UNIQUE ENGINE INSTALLATION

The Volvo V50 went through a series of computer simulated frontal crash tests without the installed engine. The engines were then designed to fit within the empty space that remained after the simulated crash test. In a real collision the engine may be shunted rearward 5.9 inches before contacting the bulkhead.

PEDESTRIAN PROTECTION

The smooth front and energy-absorbing structure with its soft plastic beam ahead of the bumper can help reduce the risk of injury to unprotected road-users. The hood and front fenders help absorb crash energy for anyone colliding with the car.

ENERGY ABSORBING STRUCTURE

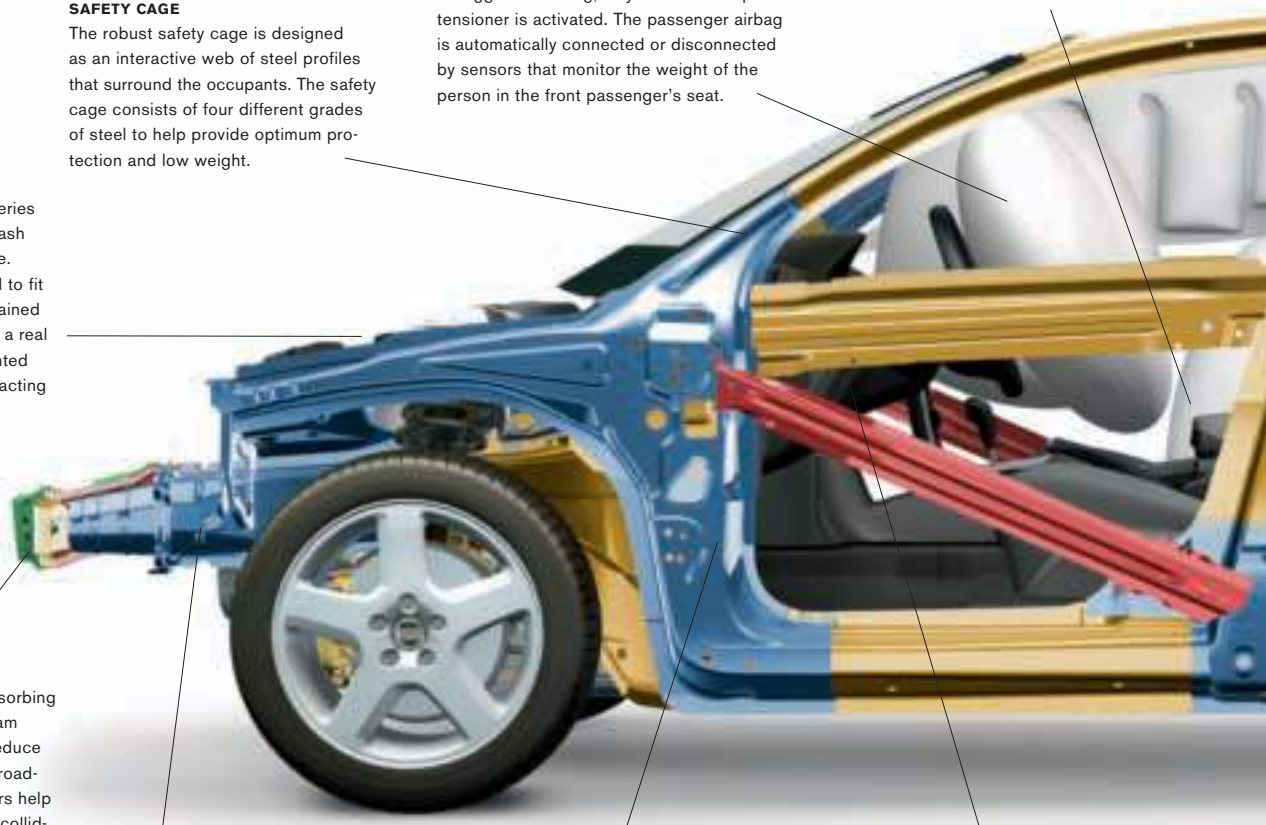
The front and rear structures dissipate and distribute incoming collision forces to reduce the effects on the car's occupants. The bumpers are reinforced with a beam made of boron steel to help withstand low-speed knocks without deforming the body structure.

ADAPTIVE AIRBAGS

The driver and front passenger airbags assist in protecting the head, face and chest in a frontal collision. They monitor the force of the impact and adapt inflation to the severity of the collision, with full or reduced pressure, depending on the impact force. The driver's airbag also interacts with the steering column which collapses in a controlled way so that the airbag can help provide optimum protection. If the collision force is not sufficient to trigger the airbag, only the seat belt pretensioner is activated. The passenger airbag is automatically connected or disconnected by sensors that monitor the weight of the person in the front passenger's seat.

SIPS (SIDE-IMPACT PROTECTION SYSTEM)

SIPS distributes crash forces in a side impact across a larger part of the car's body in order to help minimize the strain on the occupants. Extra reinforcement in the doors, door pillars and dashboard, among other areas, enhances side impact protection still further. The IC (Inflatable Curtain) for all the car's outboard occupants, and the front side airbags help reduce the risk of injury to the head, chest and hips. The rear doors feature energy-absorbing blocks that help distribute incoming collision forces in a side impact.



PROTECTED ZONES

Volvo's patented frontal structure with various zones is designed to distribute incoming collision forces. An extra-rigid front cross member under the dashboard helps reduce intrusion into the cabin and helps protect feet and legs. The pedals are also designed to reduce the risk of foot injuries.

ENERGY-ABSORBING INTERIOR

All of the panels and door sides are padded with energy-absorbing materials to help reduce the risk of injury to the occupants. The ignition lock is located on the dashboard which helps reduce the risk of knee injuries to the driver.



PERSONAL SECURITY

AT VOLVO, PROVIDING FOR YOUR PERSONAL SAFETY IS A NATURAL EXTENSION OF OUR DEVOTION TO YOUR DRIVING SAFETY. ACCORDINGLY, A NUMBER OF IMPORTANT FEATURES HAVE BEEN ADDED TO THE VOLVO V50 TO HELP YOU AVOID THREATENING SITUATIONS.

PROTECTION IN COLLISIONS INVOLVING LARGER VEHICLES

Sturdy upper front side members improve protection in a frontal collision with a larger vehicle. The door pillars and door sides feature extra reinforcement to help withstand impacts if the car collides with a tall vehicle such as an SUV.

IC (INFLATABLE CURTAIN)

IC (Inflatable Curtain) offers occupant protection irrespective of whether you are in the front or rear seat. It inflates in certain side impacts to help protect the heads of all outboard occupants. For added safety during multiple collision sequences or collisions of longer duration, it stays inflated for up to three seconds.

SEAT BELTS WITH PRE-TENSIONERS AND SEAT BELT REMINDERS

All seats have head restraints and three-point seat belts. In a crash, the front and rear outboard seat belts are tensioned across the body to help provide maximum protection. The front seat belts adapt tension according to the size of the occupant, then slacken slightly so that the occupants are restrained by the airbags in a more controlled manner.

LOAD SAFETY

Loads should be secured using the eyelets in the floor of the cargo compartment.

WHIPS (WHIPLASH PROTECTION SYSTEM)

WHIPS helps reduce the risk of whiplash injury by cradling the spine and neck in a controlled way if the car is hit from behind at low speeds. It is built into the front seats and activated by a sufficiently severe impact.

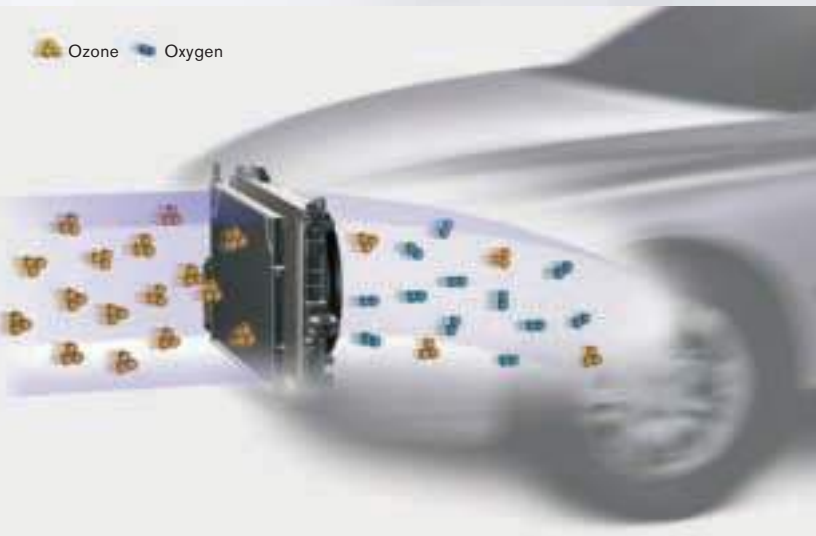
CHILD SAFETY

Volvo has designed this vehicle with the safety of children in mind. Smaller children up to the age of three, however, travel most safely in a rearward-facing child seat. The integrated booster cushions help ensure that the seat belt is at the right height for somewhat older children. The rear outboard seats are equipped with ISOFIX/LATCH anchors.

- Standard-grade steel
- High-strength steel
- Extra-high-strength steel
- Ultra-high-strength steel

The V50 expands the scope of personal protection. Pressing a button locks or unlocks all the doors. Approach and Home Safe lighting with ground lighting in side door mirrors illuminates the area around the car and allows greater safety when approaching or departing the vehicle. An electronic immobilizer and door locks that withstand most break-in attempts help protect against theft. A security system with sensors in

the doors, hood and tailgate activate an alarm if someone should ever try to break into the car. And in the event of trouble – press the panic button in the remote control to sound the alarm. For an even higher level of personal safety you can add anti-smash and grab laminated side windows and HomeLink remote garage door opener.



TO CARE

CONCERN FOR THE ENVIRONMENT IS PART OF THE DRIVING EXPERIENCE IN THE VOLVO V50. YOU GET A FUEL-EFFICIENT CAR WHICH MEETS VERY STRICT EMISSION STANDARDS. IT IS QUITE SIMPLY MORE ENJOYABLE TO DRIVE A CAR THAT TAKES THE ENVIRONMENT INTO CONSIDERATION.

CLEAN INSIDE

A cabin air filter ensures that dust, exhaust particles and pollen do not enter the cabin through the ventilation system. In order to make life more pleasant for allergy sufferers and asthmatics, all the fabrics meet the requirements of the Öko-Tex* ecological standard. Moreover, interior components such as the ignition key, center console and parking brake handle button are tested with regard to contact allergies.

*Öko-Tex is an international standard that guarantees that textiles and leather are free from allergenic substances, health-impairing materials and harmful emissions.

CLEAN OUTSIDE

High-efficiency engines reduce fuel consumption, thereby also reducing emissions of carbon dioxide, a greenhouse gas. Advanced engine emission control technology eliminates 95-98 percent of carbon monoxide, hydrocarbons and nitrogen oxides from the exhaust gases. The catalytic converter is positioned right beside the engine so it gives full exhaust conversion more quickly after a cold start. The engines already meet very stringent emission standards. The engine also features a special catalytic coating on the radiator, PremAir®, which converts up to 75 percent of the harmful ground-level ozone that passes through the radiator into pure oxygen.

PremAir® is a registered trademark of Engelhard Corporation.

CLEAN ALL ITS LIFE

In the Volvo V50, environmental care is built in from the initial design and engineering stages. The car is built in one of the automotive world's cleanest factories, and 85 percent of each car can be recycled. To this can be added Volvo Cars' environmental product declaration (EPD) – a tool that helps you choose a Volvo model on the basis of its overall environmental performance throughout its lifetime. The environmental product declaration can be viewed on epd.volvocars.se

CLEAN BROCHURE

At Volvo, concern for the environment is important in every aspect of what we do. This brochure is 100% recyclable. The paper is manufactured in North America utilizing the Sustainable Forestry Initiative. No paper pulp material is harvested from old-growth forests or rain forests, and it is chlorine-free. The inks and coatings utilized for print are vegetable and water-based. Even the shipping cartons contain 50% post-consumer waste and are also 100% recyclable.

CONTRIBUTING TO SUSTAINABLE DEVELOPMENT

Volvo Cars aims to be a leader in corporate citizenship – ensuring a balance between the needs of the company, its customers, society, and future generations. Environmental responsibility is an important part of this effort, and so too is a far-reaching undertaking to safeguard society's interests, in Volvo's role as an employer and as a builder of that society; both independently and together with other companies, authorities and organizations. Our annual "Corporate Citizenship" report is available on www.volvocars.com/citizenship. And to recognize and reward ordinary Americans who go above and beyond the call of duty, we created the Volvo for Life Awards program, see www.volvoforlifeawards.com



DISTINCTIVE SCANDINAVIAN DESIGN ...



... AND INNOVATIVE ENGINEERING TO KEEP YOU ON THE GO.



THERE'S MORE TO ENJOY ...



... AND IT'S YOURS FOR THE TAKING IN THE VOLVO V50.







TO CREATE YOUR VERY OWN VOLVO V50

THE VOLVO V50 IS A HIGHLY PERSONAL CHOICE. YOUR VOLVO IS AVAILABLE IN THREE MODELS, EACH WITH ITS OWN ENGINE, POWERTRAIN AND EQUIPMENT LEVEL. WHATEVER MODEL YOU CHOOSE, YOU CAN ENHANCE THE EXPERIENCE WITH ONE OR MORE OF VOLVO'S OPTION PACKAGES AND SPECIALLY-DESIGNED OPTIONS AND ACCESSORIES.

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THE V50 SELECTION

IN A VOLVO V50, THE POWERTRAIN AND CHASSIS INTERACT TO PROVIDE A HARMONIOUS BALANCE BETWEEN RESPONSE AND COMFORT. THE SMOOTH, POWERFUL FIVE-CYLINDER ENGINE IS THE VERY HEART OF THE DRIVING EXPERIENCE. YOU HAVE ACCESS TO THE ENTIRE POWER OUTPUT WITHOUT PUSHING THE ENGINE, AND RESPONSE IS INSTANTANEOUS. LOW INTERNAL FRICTION AND THE VERY LATEST ENGINE TECHNOLOGY FEATURING ELECTRONIC ENGINE MANAGEMENT AND VARIABLE VALVE TIMING RESULT IN BOTH DAZZLING PERFORMANCE AND MODEST FUEL CONSUMPTION.



2.4i 2.4i 2.4i

VOLVO V50 2.4i (168 BHP)

The truly inspiring and harmonious way to arrive. The five-cylinder 2.4-liter engine offers a well-balanced and lively driving experience. You will enjoy the comfort, the fast, safe passing and the appealing fuel economy and low exhaust emissions. Variable intake valve timing means spirited performance with plenty of pulling power throughout the entire range of engine speeds. A five-speed Geartronic automatic transmission is standard.

S T5 T5 T5 T

VOLVO V50 T5 (218 BHP)

For pure joy, European spirit and lust for life. The turbocharged five-cylinder 2.5-liter T5 engine inspires sporty driving. You have access to the engine's full power potential (max 236 ft./lbs. of torque) from just 1500 rpm. The most up-to-date engine technology with variable valve timing for both intake and exhaust valves promotes excellent performance and cleaner exhaust gases under all operating conditions. This powerful engine is mated to a six-speed manual gearbox or an optional Geartronic automatic transmission which allows manual shifting. ECC (Electronic Climate Control) and power driver's seat are also part of the T5 experience.

VD T5 AWD T5

VOLVO V50 T5 AWD (218 BHP)

Adds yet another dimension to your driving experience. Volvo's electronically-controlled all-wheel-drive system is optimized to provide superior roadholding and dependable tractive force whatever the road conditions. Drive is distributed at lightning speed between the front and rear wheels as conditions change – depending on what is needed to maintain driving stability and traction, even under difficult conditions. The experience is further enhanced by the powerful 218-hp five-cylinder turbo engine and the five-speed Geartronic automatic transmission.

STANDARD FEATURES

SAFETY & SECURITY:	V50 2.4i	V50 T5	V50 T5 AWD
Anti-submarine seats	●	●	●
Daytime running lights	●	●	●
Driver and front passenger supplemental restraint system, dual threshold air bags	●	●	●
Electronic key integrated remote	●	●	●
Emergency trunk release	●	●	●
Illuminated side marker lights	●	●	●
Immobilizer encrypted ignition key	●	●	●
Inflatable side curtains IC	●	●	●
Intelligent driver information system IDIS	●	●	●
Overhead-mounted seat belt reminder	●	●	●
Rear-door child safety locks	●	●	●
Safe approach and home safe lighting	●	●	●
Safety cage passenger compartment	●	●	●
Security system	●	●	●
Side impact air bags for driver and front passenger	●	●	●
Side impact protection system SIPS	●	●	●
Whiplash protection seating system WHIPS	●	●	●
INTERIOR:			
Aluminium trim	P	●	●
Cargo cover	●	●	●
Cruise control	●	●	●
Dala T-Tec seating surfaces	●	●	●
Driver's seat with tilt, recline, adjustable lumbar	●	●	●
Electronic climate control	P	●	●
Ergonomically designed seats	●	●	●
Forward folding front passenger seat	●	●	●
Four cup holders	●	●	●
Four reading lights	●	●	●
Front door storage pockets	●	●	●
Front seat-back storage pockets	●	●	●
Illuminated vanity mirrors	●	●	●
Interior cabin light delay	●	●	●
Leather-trimmed gearshift knob	P	●	●
Leather-trimmed steering wheel	●	●	●
Manual climate control with air conditioning	●	–	–
Outside temperature gauge	●	●	●
Performance audio with in-dash CD, amplifier, 6 speakers	●	●	●
Plush floor mats	●	●	●
Pollen filter	●	●	●
Power adjustable driver's seat	P	●	●
Power windows, auto-up/down and anti-trap	●	●	●
Remote audio controls in steering wheel	P	●	●
Tilt/telescopic steering wheel	●	●	●
Ultra-slim center control panel	●	●	●
12 volt power outlet in cargo area	–	●	●
EXTERIOR:			
Front fog lights	P	●	●
Polished exhaust end pipes	–	●	●
6.5x16" CYGNUS alloy wheels	●	–	–
6.5x16" CALIGO alloy wheels	–	●	–
6.5x16" CLAVA alloy wheels	–	–	●

● = Standard P = Package

FACTORY OPTIONS

	V50 2.4i	V50 T5	V50 T5 AWD
Bi-Xenon headlights with cleaning washers	○	○	○
Dual rear seat booster cushions	○	○	○
DVD navigation system	○	○	○
Dynamic stability and traction control DSTC	○	○	○
Geartronic automatic transmission	–	○	–
Laminated side windows	○	○	○
Leather seating surfaces	○	○	○
Metallic paint	○	○	○
Power glass moonroof	○	○	○
6.5x16" CALIGO alloy wheels	○	–	–

○ = Option

PREMIUM PACKAGE

A Volvo offers you long, relaxed drives and a more spirited everyday life. The Premium Package will provide you with some necessities for that extra ambience and convenience.

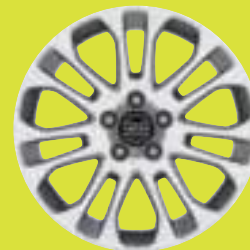
- Audio controls in steering wheel (2.4i)
- Electronic climate control (2.4i)
- Leather-trimmed gear shift knob (2.4i)
- Leather seating surfaces
- Memory function for driver's seat and exterior mirrors (T5 and T5 AWD)
- Power driver's seat with 8-way function (2.4i)
- Power glass moonroof
- Power passenger seat (T5 and T5 AWD)
- Wood effect inlays (2.4i)



SPORT PACKAGE

Inspiring dynamics are always at hand, whenever you're in the mood. And with the Sport Package, you'll further enhance your driving experience.

- Aluminum inlays (2.4i)
- Dynamic Suspension (2.4i, T5)
- Fog lights (2.4i)
- 7x17" SAGITTA alloy wheels



DYNAMIC TRIM PACKAGE (T5, T5 AWD)

A Volvo is designed to move you even when standing still. And to further boost the dynamic looks of your car, there's always the option of Volvo's Dynamic Trim Package.

- Body kit*: front lower spoiler, lower rear valance, side sill moldings, lower door edge molding
- Dynamic suspension (T5)
- Roof spoiler*
- 7x17" SCULPTOR alloy wheels

The Dynamic Trim Package is available on Passion Red, Black Stone and Silver Metallic as a factory option.

*The body kit and/or the roof spoiler without Dynamic suspension or Sculptor alloy wheel upgrade, are available in all colors as an accessory.



CONVENIENCE PACKAGE

The wide range of considerate and practical features makes life with your Volvo a truly enjoyable experience. And by adding the Convenience Package, you expand your freedom even more.

- Auto-dimming rear view mirror
- Cargo area power outlet (2.4i)
- Compass in rear view mirror
- Grocery bag holder*
- Home link
- Roof rails
- Trip computer (2.4i)

* Not available with AWD.



AUDIO PACKAGE

Enjoy the perfect soundtrack for a perfect day. The Audio Package featuring high-end Premium Sound speakers and Dolby Surround Pro Logic® II gives audiophiles a moving experience.

- Premium sound system
- Remote audio controls in steering wheel (2.4i)
- 6-CD in-dash player

* The Dolby and Pro Logic trademarks are the property of Dolby Laboratories.



CLIMATE PACKAGE

In a Volvo you're always prepared to deal with the ever-changing forces of nature. And to increase comfort when driving in cold, rain or snow – simply add the Climate Package.

- Headlight washers
- Heated front seats
- Rain sensor





AUDIO AND ENTERTAINMENT



PREMIUM SOUND SPEAKERS

Specially designed to provide superior sound in your Volvo – without compromise. The twelve Premium Sound speakers extremely clear and natural sound reproduction, even at high volume, produces an audio experience of absolute world class. A powerful 4x70+25 W Premium Sound amplifier with an advanced digital sound processor ensures the sound is reproduced with crystal clarity throughout the range – you can relax and thoroughly enjoy the distinct sensation of music with an immediate presence.

Included in the Audio Package.

DOLBY SURROUND PRO LOGIC® II

The latest generation Dolby® Surround system with center speaker and digital sound processor recreates authentic sound from recordings and ensures that everyone in the car hears the music with the same natural quality. The system provides a clear, open and natural three-dimensional sound with a true sense of presence. It's an audio experience that is unique in the automotive world – like having the band along for the ride.

Included in Premium Sound and the Audio Package.

ACTIVE SUB-WOOFER (ACCESSORY)

Provides really full bass sound at all volumes. One 8-inch sub-woofer with extra-long stroke and a built-in 140 W amplifier for superb sound reproduction in the deep register. Fitted under the luggage compartment floor* beside the spare wheel. Only available with the Premium Sound audio system.

* Installation of the active sub-woofer results in a higher luggage compartment floor.

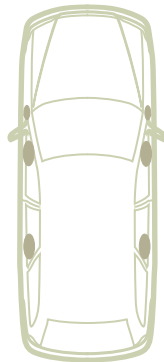


A POWERFUL EXPERIENCE IS PART OF THE PURPOSE OF OWNING A VOLVO V50. THE SOPHISTICATED AUDIO SYSTEM SUITS YOUR VOLVO PERFECTLY AND PRODUCES A QUALITY SOUND THAT YOU FEEL THROUGHOUT YOUR BODY. AND IF YOU CHOOSE THE 305 W PREMIUM SOUND WITH DOLBY SURROUND PRO LOGIC® II, YOU AND YOUR PASSENGERS CAN ENJOY A PARTICULARLY LIVING EXPERIENCE – VIRTUALLY LIKE HAVING YOUR FAVORITE BAND WITH YOU FOR THE RIDE.

PERFORMANCE (STANDARD)

An easy to use and great-sounding standard system with built-in single-CD player and six speakers. This system cannot be expanded with a 6-CD changer, combined single-CD/MD player, or Premium Sound audio system. The following are included in the standard equipment:

- Single-CD player
- 6 loudspeakers
- 4x20 W amplifier

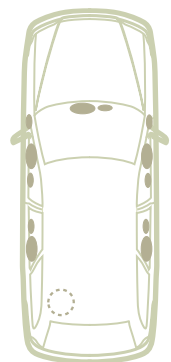


PREMIUM SOUND (INCLUDED IN AUDIO PACKAGE)

Uncompromising sound of absolute world class for the discerning music lover. Volvo's most sophisticated audio system with twelve Premium Sound speakers, Dolby Surround Pro Logic® II, an advanced Premium Sound amplifier and the possibility of connecting an active sub-woofer. The speakers power durability and excellent transient reproduction in combination with the amplifier's high capacity result in exceptional resolution and perfect dynamics. The Dolby® Surround system offers a uniquely realistic and three-dimensional audio experience whether you are sitting in the front or rear of the car.

Premium Sound includes:

- 12 Premium Sound loudspeakers
- Dolby Surround Pro Logic® II with centre loudspeaker and digital sound processor
- Premium Sound amplifier, 4x70 W plus 25 W for the center speaker
- Premium Sound digital sound processor
- 6-CD changer and an optional 140 W sub-woofer



- Loudspeaker
- Sub-woofer, option

* The Dolby and Pro Logic trademarks are the property of Dolby Laboratories.

LAMINATED SIDE WINDOWS

Makes it more difficult to smash a window to steal the car's contents. Additional security when you are in the car or have parked it. Also helps create an even quieter ride.



POWER MOONROOF

Makes the interior feel extra light and airy. Touch a button – and you open or close the moonroof. And if the sun is too strong, you can always close the built-in sun shade.



BI-XENON HEADLIGHTS

Give you even more effective low and high beams, with a broader, longer and more pleasant beam throw under all lighting conditions. Low beam height is adjusted automatically to provide the best possible light pattern when the car is heavily loaded.



FACTORY-INSTALLED OPTIONS

THE SENSE OF QUALITY AND CARE – AND KNOWING THAT YOU GET THE VOLVO THAT SUITS YOUR LIFESTYLE. CUSTOMIZE YOUR CAR WITH THE OPTIONS THAT BEST MEET YOUR DEMANDS AND DESIRES, AND YOU'LL SOON BE BEHIND THE WHEEL OF YOUR INDIVIDUALLY TAILORED V50.



VOLVO NAVIGATION SYSTEM

Guides you anywhere with precise audio and visual directions. Using the global positioning satellite system, a liquid crystal 6.5-inch display shows your location on a map and plots the best route to your destination. Controls are conveniently located on the steering wheel. When not in use, the screen retracts into the dashboard. All map-based information is stored on a single DVD disc.



DSTC ANTI-SKID SYSTEM (DYNAMIC STABILITY AND TRACTION CONTROL)

Enhances driving stability on slippery roads. The system automatically helps counteract a skid as it starts, well before you even notice. Any skidding tendency is countered smoothly and effectively with the system reducing engine power or braking one or more wheels as necessary to retain control.



INTEGRATED CHILD BOOSTER SEATS

The rear seat with two integrated booster seats allows children aged between three and ten to sit high enough for the seat belt and head restraint to give proper protection. The booster seats are so easy to fold up and down that the children can do it themselves.



ACCESSORIES

VOLVO'S ACCESSORIES HELP YOU MAKE YOUR S40 EVEN MORE SUITED TO YOUR PERSONAL NEEDS. THEY ARE THE ONLY ONES THAT HAVE BEEN TESTED TO MEET VOLVO'S EXACTING SAFETY, QUALITY AND ENVIRONMENTAL REQUIREMENTS. YOU CAN ALSO REST ASSURED THEY'RE A PERFECT MATCH TO THE TECHNOLOGY AND DESIGN OF YOUR VOLVO.

FOR DRIVING FREEDOM

- Aluminum interior trim
- Ashtray
- Business bag
- Fog lights
- Note pad
- Park assist, rear
- Roof spoiler
- Sport styling kit
- Storage box/waste bin, front
- Sunglass holder
- Translucent interior trim
- Trip computer
- Wood effect interior trim
- 17" alloy wheels
- 18" alloy wheels

FOR PRECIOUS CARGO

- Activity bag
- Booster cushion and backrest
- Child mirror
- Child seat storage bag
- Comfort upholstery and head support
- First aid kit
- Kick guard

FOR YOUR LEISURE

- Bicycle holder
- Bicycle lift carrier
- Canoe/kayak holder
- Cargo box
- Engine block heater
- In-dash 6 disc CD
- Load bars
- Load basket
- Mud flaps
- Ski/snowboard holder
- Snow chains
- Subwoofer
- Surfboard carrier
- Trailer hitch
- Trailer mirrors

FOR YOUR INTERIOR COMFORT

- Bumper cover
- Car care kit
- Car cover
- Comfort pillow
- Electric cooler box
- Extra power outlet
- Grocery bag holder
- Leather care kit
- Load securing straps
- Luggage compartment mat
- Luggage net
- Rear seat table
- Rubber floor mats
- Sun blinds
- Tunnel mat

Prestige leather Quartz Beige upholstery, wood effect center control panel and door panel inlays, leather-clad steering wheel and gear-lever knob.



INTERIOR SELECTIONS

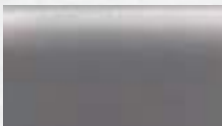
CHOOSE FROM A NUMBER OF SPECIALLY DESIGNED OPTIONS TO CREATE THE INTERIOR THAT BEST SUITS YOU.
THEN ENJOY YOUR CREATION EVERY TIME YOU ENTER YOUR CAR.



Dala textile/T-Tec
Umbra Brown/Quartz Beige (5326)



Prestige leather
Quartz Beige (5921)



Aluminum center control
panel and door panel inlays



Wood effect center control
panel and door panel inlays

Dala textile/T-Tec Offblack upholstery, aluminum center control panel and door panel inlays, leather-clad steering wheel and gear-lever knob.



Dala textile/T-Tec
Offblack (5377)



Prestige leather
Offblack (5977)



Aluminum center control
panel and door panel inlays



Wood effect center control
panel and door panel inlays



DYNAMIC TRIM PACKAGE

Specially designed styling options that emphasize the dynamic nature of your Volvo V50: Sculptor 17" alloy wheels, sport chassis, body kit (front spoiler, side-sills and rear lower valance) roof spoiler and chrome-tipped exhaust pipes.

EXTERIOR SELECTIONS

YOU CAN CUSTOMIZE THE LOOK TO SUIT YOUR TASTE AND TEMPERAMENT. CHOOSE FROM A VARIETY OF COLORS. SELECT FROM DIFFERENT WHEEL DESIGNS. DIAL UP THE ELEGANCE OR THE SPORTINESS UNTIL YOU HAVE JUST THE V50 THAT HARMONIZES WITH YOU.



7x17" SAGITTA alloy wheels
(incl. in Sport Package)



7x17" SCULPTOR alloy wheels
(incl. in Dynamic Trim Package T5)



6.5x16" CYGNUS alloy wheels
(std 2.4i)



6.5x16" CALIGO alloy wheels
(std T5)

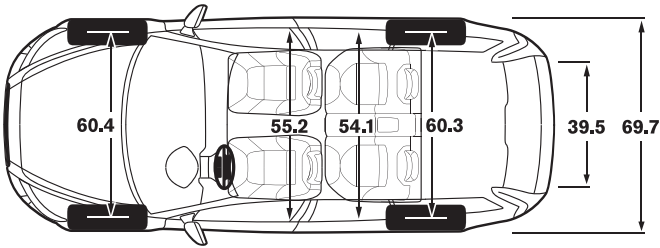
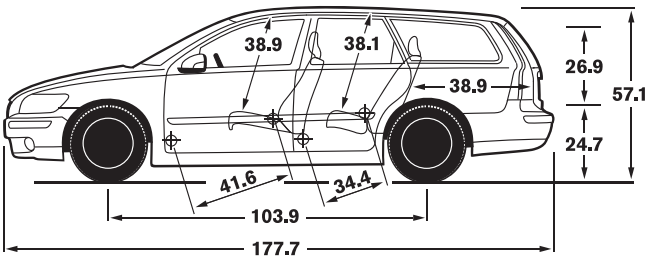


6.5x16" CLAVA alloy wheels
(std T5 AWD)

TECHNICAL SPECIFICATIONS

ENGINE:	V50 2.4i	V50 T5	V50 T5 AWD
Horsepower (SAE net)	166 @ 6,000 rpm	218 @ 5,000 rpm	218 @ 5,000 rpm
Torque (ft./lbs. SAE net)	170 @ 6,000 rpm	236 @ 1,500 -4,800 rpm	236 @ 1,500 -4,800 rpm
TRANSMISSION:			
6-speed manual	—	●	●
5-speed geartronic microprocessor controlled automatic with "auto-stick" function	●	○	○
BRAKES:			
Anti-lock system (ABS) with Electronic brake distribution (EBD) and Emergency brake assistance (EBA)	●	●	●
SUSPENSION:			
Front suspension: MacPherson strut, coil springs, stabilizer bar	●	●	●
Rear suspension: Independent multi-link, coil springs, stabilizer bar	●	●	●
STEERING:			
Power-assisted rack and pinion, speed dependent electro-hydraulic	●	●	●
EXTERIOR DIMENSIONS & WEIGHTS:			
Curb weight	3,300 lbs.	3,300 lbs.	3,300 lbs.
Fuel tank capacity	15.9 U.S. Gallons	15.9 U.S. Gallons	15.9 U.S. Gallons
Height	57.1 in.	57.1 in.	57.1 in.
Length	177.7 in.	177.7 in.	177.7 in.
Top speed	130 mph	130 mph	130 mph
Towing capacity	2,000 lbs.	2,000 lbs.	2,000 lbs.
Track, front/rear	60.4/60.3 in.	60.4/60.3 in.	60.4/60.3 in.
Turning circle, curb to curb	34.9 ft.	34.9 ft.	34.9 ft.
Wheelbase	103.9 in.	103.9 in.	103.9 in.
Width	69.7 in.	69.7 in.	69.7 in.
INTERIOR DIMENSIONS:			
Cargo capacity, rear seat up/rear seat folded	14.7/25.3 cu. ft.	14.7/25.3 cu. ft.	14.7/25.3 cu. ft.
Headroom with moonroof/without moonroof	38.1/38.9 in.	38.1/38.9 in.	38.1/38.9 in.
Hiproom, front	53.7 in.	53.7 in.	53.7 in.
Legroom, front/rear	41.6/34.4 in.	41.6/34.4 in.	41.6/34.4 in.
Shoulder room, front/rear	55.2/54.1 in.	55.2/54.1 in.	55.2/54.1 in.
FUEL ECONOMY (MPG):			
Automatic trans highway/city	TBD	TBD	TBD

● = Standard ○ = Option

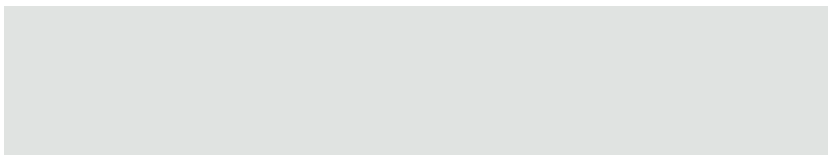




019 Black Stone



612 Passion Red



614 Ice White



426 Silver metallic



449 Mistral Green metallic



462 Flint Grey metallic



464 Safari Green pearl



466 Barents Blue metallic

PLEASE NOTE: It is not possible to reproduce exact original shades in this brochure. Ask your Volvo retailer to show you samples.

As part of our commitment to the environment, the paper used in this brochure is recycled, and color choices were printed directly on the page. This eliminates the need for chemically treated color chips. A small thing perhaps, but then, every little bit helps.

WELCOME TO OUR FAMILY

BEING A VOLVO OWNER IS ABOUT MORE THAN JUST OWNING AN AUTOMOBILE. IT'S ABOUT BEING TREATED IN A CARING, RESPONSIVE AND RESPECTFUL MANNER EVERY TIME YOU INTERACT WITH OUR COMPANY. ALL OF US ARE COMMITTED TO MAKING EVERY ASPECT OF YOUR VOLVO EXPERIENCE A REWARDING ONE. SO AFTER THE NEW CAR SMELL BEGINS TO FADE, YOU'LL STILL BE EXCITED ABOUT OWNING A VOLVO.

**CARE
BY VOLVO**

VOLVO CAR FINANCE NORTH AMERICA

If you purchase or lease your Volvo through Volvo Car Finance North America, you can take advantage of services designed to make financing simple and convenient. Quick Debit, for instance, enables you to have your monthly payment automatically debited from a designated bank account. For more information, call 1-800-770-8234 or visit www.volvofinance.com

CARE BY VOLVO® ON CALL ROADSIDE ASSISTANCE

Whenever you need us, we're just a phone call away. Our nationwide network of retailers and authorized service providers are ready to assist. Whether you require roadside assistance or maps and routing information for your next trip, refer to your Care By Volvo® On Call Card and dial 1-800-63-VOLVO – anytime, day or night. Your complimentary four-year membership activates the moment you become a Volvo owner.

THE VOLVO OWNERS' CIRCLE

Driving is not the only rewarding part of owning a Volvo. As a member of the Volvo Owners' Circle, you'll have access to information designed exclusively for Volvo owners. This unique online resource includes frequently asked questions, special offers, a resale value wizard, and your own Virtual Glove Box – complete with an owner's manual and more.

VOLVO NEW CAR WARRANTY

Your new car warranty provides comprehensive coverage for four years or 50,000 miles, whichever occurs first. Additional warranties cover corrosion, seat belts, the supplemental restraint system, emission systems, genuine Volvo replacement parts and genuine Volvo accessories. Should you encounter any problem with your Volvo, simply contact the nearest retailer for assistance. Where your warranty ends, Volvo Increased Protection (VIP) plans begin. To purchase the additional protection of a VIP plan, contact your local retailer.

CARE BY VOLVO® FACTORY SCHEDULED MAINTENANCE

Volvo is committed to a premium ownership experience for its customers. To further enhance your ownership experience, all 2005 models year Volvos sold in the United States will include Care By Volvo® Factory Scheduled Maintenance. This program provides scheduled maintenance coverage for the first 3 years or 36,000 miles, is designed to complement your Volvo Warranty, and will help ensure trouble free operation of your Volvo. Optional program enhancements are available that will allow you to customize coverage to meet your driving needs. See your Volvo retailer for details.

VOLVO GENUINE SERVICE

The best way to ensure superior performance year after year is to bring your Volvo to your authorized retailer for regular maintenance. Our service advisors and factory-trained technicians are uniquely qualified to maintain your automobile. With the aid of advanced Volvo diagnostics, they follow all prescribed factory maintenance outlined in your service interval manual. Genuine Volvo Service is our ongoing commitment to you: to keep your Volvo performing smoothly long after other cars have given up.

CARE BY VOLVO INSURANCE SERVICES

This exclusive Care by Volvo Insurance Services program* is designed to help you secure automobile insurance coverage at preferred rates available to Volvo owners. Our highly experienced, licensed insurance agents are ready to help you find the right coverage from a broad selection of top insurance providers – providers who recognize what makes you unique as a Volvo driver. Best of all, you get all the advantages of shopping around for special rates with one simple call to 1-877-VOLVO-05 or one simple form at www.volvocars.us/insurance

VOLVO MOBILITY PROGRAM

The goal of the Volvo Mobility Program is to assist persons with physical disabilities or hearing impairment achieve independence. For those with exceptional transportation needs, freedom can be facilitated within the extraordinary comfort and safety of a specially adapted Volvo. For additional information on this program, please contact the Volvo Mobility Program Headquarters at (800) 803-5222 or visit www.volvocars.us/mobility. TTY users are invited to call 1-800-833-0312.

PERSONAL SHOPPER

The Volvo Personal Shopper is dedicated to providing you with a whole new level of shopping convenience. Whether you'd like help identifying the Volvo model that best fits your lifestyle, detailed information on any Volvo model, or a comparison against the competition, Volvo is there to help. We can arrange a Guest Drive for you at your nearest Volvo Retailer. So make the most of your shopping time and call the Volvo Personal Shopper at 1-800-550-5658. (U.S. only)

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VOLVO OVERSEAS DELIVERY

VOLVO OVERSEAS DELIVERY OFFERS A UNIQUE WAY TO BUY YOUR NEW CUSTOM-BUILT CAR AS WELL AS A UNIQUE WAY TO SEE MORE OF EUROPE. AND WHEN YOU'RE DONE TRAVELING, BRING THE PLEASURE OF DRIVING A VOLVO BACK HOME. PURCHASE ANY NEW VOLVO AS PART OF THE VOLVO OVERSEAS DELIVERY PROGRAM AND ENJOY ALL THIS – AND MORE:

- Attractive pricing on US models
- Two complimentary round-trip tickets with Scandinavian Airlines.
- One free hotel night in Gothenburg, Sweden, the home of Volvo.
- An exciting Volvo Factory Tour or a visit to the new Volvo Cars Safety Center.
- An exclusive VIP delivery experience at the Volvo Factory Delivery Center.
- The opportunity to explore Europe in the comfort and safety of your own Volvo, either with one of our spectacular tours or on your own.
- Extensive complimentary home shipment services. Just leave your car with us. We'll ship it to you the convenient way while you relax and enjoy your complimentary flight back home.

Can you think of a better way of traveling overseas and making your souvenir part of an unforgettable experience?

If you would like to know more, contact your local Volvo retailer, our Customer Care Center (800) 631-1667, or visit www.volvocars.us/mybagsarepacked

WWW.VOLVOCARS.US

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