



VOLVO RANGE



Life is better lived together.

Great things happen when a goal is shared. Creating a new Volvo is one of them. Our passion for building cars that protect and celebrate life is evident to everyone who owns one, drives one or rides in one. In fact, they expect nothing less. We expect every new Volvo model to introduce the world to new innovations that benefit everyone in and around our cars. Of course, each Volvo presented here offers a unique driving experience. We trust the Volvo you choose to best fit your needs is better than anything you've driven before.

C



VOLVO C30



VOLVO C70



VOLVO C70

S



VOLVO S40

V



VOLVO V50

XC



VOLVO XC60



VOLVO S80



VOLVO V70



VOLVO XC70



VOLVO XC90

Overstimulation is not a crime (among friends).



VOLVO
C30





A spark is all it takes and you're off: Quick, determined, and ready for what the road may bring. The Volvo C30 delivers an inspired mix of performance and passion. This may be the smallest Volvo but it functions at a very high level. The premium Volvo feel is evident in every detail. The smooth running engine responds instantly, even at low rpm, and with an automatic

transmission can deliver 30 mpg on the highway. Of course, handling is exceptionally sweet. Long trips? No worries. Tuck into one of four great seats and enjoy the ride. Elevated levels of enthusiasm are common for all passengers but if your seat has the steering wheel, don't let the music stop.



VOLVO
C70



Two dream cars. One set of wheels.



Arguably the two most beautiful cars ever built, the Volvo C70 is both a dashing coupe and a dazzling convertible. The retractable hardtop is the only thing that keeps you from driving both at the same time. When you want sky for a roof, just lift a finger and push a button. The three-piece steel hardtop transforms, as if choreographed, into the trunk. As graceful as this is, driving

the Volvo C70 is where you'll find the true meaning of finesse. Even so, some would suggest the wheels and advanced chassis are merely the best way to transport the amazing optional Dynaudio Premium sound system – specifically designed for this car to satisfy the audiophiles among us. Of course, that makes it three dream cars in one, but who's counting? Let's go for a ride.

Start here. Be someplace else.



VOLVO
S40





Drive the Volvo S40 and you'll experience something unique: the European sports sedan with a major Scandinavian upgrade. Inside, modern art meets modern life. The floating center console presents the audio and climate systems without complication while thoughtful amenities, quality materials, and innovative storage solutions surround you and your guests. Simplicity and

intelligence are engineered into every detail, inside and out, beautifully. And with a patented frontal structure designed to shield the cabin, no other car takes protective safety more seriously. What's more, preventive safety – the art of accident avoidance – is greatly enhanced by sure handling, instant power and superb seats – the same things that help make this Volvo S40 very fun to drive.

First class travel with a sixth sense.



VOLVO
S80





This Volvo S80 delivers the royal treatment – 21st century style. Technologically speaking, scouts run ahead, check the road, and report back. At work are digital video and radar-based predictive technologies – Adaptive Cruise Control (ACC)* and Collision Warning with Auto Brake (CWAB)* – which monitor the cars in front and adjust power delivery and braking intuitively. This onboard intelligence is available to help you negotiate traffic in terms most favorable to you and your passengers – helping you keep a safe distance. The creature comforts and thoughtful amenities

throughout the cabin also seem to anticipate and satisfy your every need – even the remote key or the Personal Car Communicator (PCC)** can help keep you in touch with your car's status: locked, unlocked, occupied? Call it a sixth sense, second sight or intuition; no one predicted intelligence would travel like this.

* Included in the optional Technology package

** Standard on V8 AWD, optional on T6 AWD and 3.2



VOLVO V50

Load up and head out while you still can. This refined sportswagon has the capacity to get you, your gear, and your crew as far away from routine as possible. Notice first how well the Volvo V50 drives. Its precise handling characteristics are nothing like yesterday's wagons. Electro-hydraulic rack and pinion steering, rigid body

construction and its independent suspension make sure of that. Choose the exciting T5 AWD and you'll have the power to get you from Monday to Friday in no time. Weekends arrive sooner and last longer – any day of the week. Looks like your work to weekend ratio just got better.

Sometimes a little more weekend
is all anyone needs.



Like you, this car brings more to the party.



VOLVO
V70





Most accommodating. That's a fair description of the Volvo V70 and, not surprisingly, those who own one. A marvel of contemporary luxury and utility, this car is proof that generosity never goes out of style. It can hold everything you love – even tight curves. The wide stance and rigid body structure play a part, as does the sophisticated chassis, intuitively responsive steering, and the

graceful aerodynamics. In addition to the well-matched engine and transmission, the standard traction control system reinforces the feeling of safety and agility. Clearly, this Volvo V70 was built to please more than just the cargo.



VOLVO **XC60**

All-road capable, sports-coupe sensational, and technologically remarkable, the new Volvo XC60 is the luxury crossover with new perspectives on safe travelling. For example, City Safety – a Volvo world-first as a standard feature, works in low-speed traffic and uses laser to help you avoid or reduce the impact of rear-end collisions. In addition, advanced radar and digital video systems are also available to help you keep a safe distance from cars ahead on motorways or from cars in

your blind spot. To top it off, a panoramic roof can make the sky available 24/7, just like a city that never sleeps. From the enlarged iron mark emblazoned on a dynamic trapezoidal grille to the bright LED lights surrounding a sculpted tailgate, this innovation-on-wheels boldly announces that Volvo has a new approach to the road ahead.

Probably the most important innovation for urban dwellers since take-away latte.



Until roads are built like Volvos,
you would do well to own one of these.



VOLVO
XC70





Built to take you farther and keep you safer, the Volvo XC70 takes on any and all roads and, may we suggest, improves upon them all considerably. While the bold exterior is fit for excursions outside city limits, the interior provides its own escape with highly civilized comfort and class.

Available innovations include integrated booster seats with two levels for growing children (are there any other kind?), the hyper-efficient turbo charged T6, six-cylinder engine (built for adventures far and wide) and Hill Descent Control (for roads too steep and slippery without it).



VOLVO **XC90**

Large on life and big on adventure, the Volvo XC90 expands the definition of luxury to include high performance with ultra-low emissions, reserved seating for seven, and legendary Volvo safety. The Executive Perforated Soft Leather with front massage seats* and a rear seat entertainment system* are just hints at the extraordinary comforts you can find inside this exceptional vehicle. Its masterful V8 – the world's first eight-cylinder to comply with California's

tough standards for ultra-low emission vehicles (ULEV II) – has helped make the Volvo XC90 one of the world's most award-winning SUVs. In fact, the Volvo XC90 has received more than 50 international awards for its uncompromising safety, design, versatility and environmental care efforts. And that's no small feat.

*Optional on XC90 V8 AWD



Expect more and that's exactly what you'll get.





WE INNOVATE FOR LIFE.

For decades, we've created cars that encourage people to enjoy life and help protect it in the event of an accident. Many of the most important car safety innovations are the hallmark of Volvo, and hundreds of thousands of people all over the world can say they're still alive thanks to Volvo ingenuity.

This is not by coincidence. Our founders stated that safety is, and shall always be, at the heart of what we do. As a result, Volvo is recognized the world over for our passion and dedication to provide the safest cars on the road.

The protective character of Volvo also encompasses the world we share. Already in 1972, Volvo was the first car manufacturer to acknowledge and actively respond to the environmental impact of cars. In fact, we invented the three-way catalytic converter, and are constantly innovating to reduce the environmental impact of the cars we make and how we make them.

Of course, choosing a Volvo will always be something you do for both yourself and the people around you – because our cars will always consider the well-being of everyone. Even if those people happen to be outside your car or are part of future generations.

“Cars are driven by people. Therefore, the guiding principle behind everything we make at Volvo is – and must remain – safety.”

Assar Gabrielsson and Gustaf Larson, founders of Volvo

CITY SAFETY COLLISION AVOIDANCE TECHNOLOGY

In 2008, Volvo Cars introduced the new XC60 with City Safety – the world's first standard-fitted collision avoidance and mitigation technology active at speeds up to 19 mph. Helping to lower the risk of low-speed collisions and whiplash injury, City Safety is a major step towards safer urban driving. At the moment, City Safety is only available in the Volvo XC60.

THE THREE-WAY CATALYTIC CONVERTER

In 1976, Volvo Cars was the first car manufacturer to introduce the three-way catalytic converter with an oxygen sensor for exhaust emission control. Today virtually all gasoline powered cars are equipped with this ingenious component – just as indispensable for the environment as the three-point seat belt is for safety.

THE THREE-POINT SAFETY BELT

In 1959, Nils Bohlin, a Volvo safety engineer, invented the three-point safety belt. So important is this invention, it is considered to be one of the most life-saving technical innovations in the history of mankind.

Read more at volvocars.us



VOLVO SAFETY TECHNOLOGY. BECAUSE PEOPLE ARE ONLY HUMAN.

Cars are driven by people. That's why all our safety research and development continues to investigate the capabilities, limitations and tendencies of human nature. This people-centric research is always based on real situations – and with the vision to create cars that do not crash.

To help you avoid accidents while maintaining the fun of driving, Volvo safety technologies are designed to support the driver in various situations without unnecessary interference. All these intelligent technologies share information and interact with split-second precision. Today, available technologies in the new Volvo XC60 can help “read” actual situations and provide optimal support and protection for example, by sensing normal driving patterns or panic situations and by taking protective action before, during and after a collision. Still, technology can never take the responsibility away from you, the driver. Final decisions are always in your hands. But if these technologies help make you more alert and relaxed, they will also contribute to the overall safety of those in and around your Volvo.



VOLVO ACCIDENT RESEARCH TEAM

Since 1970, Volvo's Accident Research Team has investigated accidents involving Volvo cars on Swedish roads. Today, our own statistical database contains over 36,000 accidents with more than 60,000 occupants. In addition to studies on the scene of the accident, our researchers also investigate what happened before the crash to understand how to improve the driver's conditions to avoid a collision. These findings give us unique knowledge that guides us in creating technology that helps prevent or mitigate accidents and – if an accident can't be avoided – to help protect the occupants.

VOLVO CARS SAFETY CENTER

Based on the findings from our accident research, we can recreate a variety of real-life traffic situations and crashes. Beyond numerous virtual crash tests in super-computers, we perform around 400 crash tests each year. We crash test car-to-car at different speeds and from different angles. We perform frontal impacts, rear impacts, side impacts and roll-over tests and test cars off-road as well as against genuine Swedish granite rock-face – we can even simulate impacts with wild animals.

IF YOU MAKE IT HERE, YOU MAKE IT ANYWHERE

Other car manufacturers come to Sweden for final car testing under harsh and capricious conditions. For us it's home. Our own proving ground Hållered with its 34 miles of test tracks includes different road types from all over the world. Here we scrutinize our cars' ability to support their drivers in all imaginable and unimaginable situations during thousands of test miles – not to mention the distances driven on ordinary Swedish roads.

TOWARDS A FUTURE WHERE CARS DON'T CRASH

We already know what we want to achieve: no accidents. By applying a holistic approach which considers the driver and the vehicle as well as the infrastructure, we can realize a future where cars interact with other cars, the road and the traffic-control systems. For example, this includes cars that can brake and steer automatically, if needed. This makes it possible to design cars in completely new ways to protect and preserve life.





IS DOING FOR THE ENVIRONMENT WHAT THE SAFETY BELT DOES FOR PEOPLE.

Looking after people and the environment is an indispensable part of the Volvo soul. For more than 80 years we've been driven by a passion for safety. We are environmental pioneers in the car industry, and have always employed a healthy respect for our limited resources and environmental responsibilities. Consequently, we aim to create new solutions that help halt climate change and improve the environment – both inside and outside the car. Our goal is crystal clear: to build cars that leave a minimal impact on the environment. We don't think that there is just one way to tackle the environmental issues. We think there are many solutions and we must explore all the options. That's why we're developing new eco-technologies. **DRIVE captures all our environmental work – from production to recycling – and represents our commitment and continued efforts for sustainable mobility.**





MOTION

We must minimize the emissions of fossil CO₂ (which leads to climate change) and increase the energy efficiency of our cars. **Continuous improvements** within aerodynamics, rolling resistance, lightweight materials and drive train technology help us lower fuel consumption. In our new **Hybrid technology center** in Göteborg, we are developing the next generation power trains for future Volvos.

INSIDE

If you drive 10 000 miles a year, you spend at least 24 hours a month in your car. We also know that more and more people are suffering from asthma and allergies. To ensure a healthy interior for you and your passengers, we test upholsteries and interiors in the **Volvo Environmental Laboratory** in Sweden. All upholstery materials and interior textiles also comply with **Oeko-Tex Standard 100** – an international benchmark for human ecological safety of textiles. All **leathers are chromium-free** – they're tanned using vegetable or synthetic substances instead of chromium. What's more, some panel trims are **Forest Stewardship Council (FSC) certified** to ensure the wood comes from responsibly managed forests.

LIFECYCLE

Already from the early stages of conception we've considered our cars' environmental impact: from design and manufacturing to useful life and recycling. For example, we've seen to that our factories are powered by wind and hydro power and use energy and water responsibly. Our production facilities are certified under **the global environmental standard ISO 14001**, and we make sure that all our major suppliers meet our strict environmental standards. At the end of its useful life, every Volvo is designed to be **85% recyclable**. We also offer **re-manufactured exchange parts** which substantially reduces the need for raw materials and energy.

WHAT'S IN IT FOR YOU?

We are committed to creating cars that contribute to a better life — be it inside or outside the vehicle. Utilizing advanced technology, your Volvo is designed to use fuel efficiently and reduce its impact on the environment. This caring attitude continues inside your Volvo. Here you and your passengers can experience one of the automotive industry's cleanest and healthiest cabin environments. It's as enjoyable as it's responsible. Just as you would expect of a Volvo.

85% RECYCLABLE.

To help minimize its total environmental impact, every Volvo is designed to facilitate recovery and recycling at the end of its useful life.

SAFER INTERIOR MATERIALS.

All our upholsteries and interior textiles are tested for certain allergy-inducing or harmful substances and comply with Oeko-Tex Standard 100. And several interior metal details are tested with regard to contact allergies. Good for you, and for anyone who shares your ride.



FRESH CABIN AIR.

A cabin filter removes dust, pollen and other particles from the incoming air. Continuously monitoring incoming air and shutting out carbon monoxide, ground-level ozone and nitrogen dioxide, Volvo's optional Interior Air Quality System helps ensure that the air you breathe in the vehicle is cleaner than that outside when driving in heavy city traffic.

FUEL-SAVING DESIGN.

To reduce energy-loss from wind and roll resistance, we utilize advanced aerodynamic design, light-weight materials and low-friction technology. Together with state-of-the-art engine technology, this lowers your CO₂ emissions and helps you travel further on fuel.



Volvo. for life



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