



VOLVO V50



Unconventional wisdom, beautifully applied.

Strange as it sounds, creating the V50 Sportswagon started with some rather unexpected matchmaking. Unlikely couples such as athletics and aesthetics, functionality and form and subtlety and power were introduced and with more than a little encouragement, these relationships blossomed into something truly unique – a car that leads the way through the beautiful application of unconventional wisdom.

It could be said that what you see before you is the result of instincts being followed. Isn't it time you did the same?

Volvo. for life









Monday is the new Friday.

Something happens when you climb into a Volvo V50 Sports-wagon. An indefinable sharpening of the senses. Almost like you know that you're about to experience something new – something special.

With more than a hint of sport and a healthy dose of pure fun, this car simply, stylishly and emphatically mirrors the versatility of modern life – your life.

So as you pull away, what you've been feeling will suddenly become clear. It's Monday morning. But somehow, it feels like the weekend is already here.





The joyous results of one-track thinking.

There is only one seating position in a Volvo V50 Sportswagon – comfortable. In the same way, every item of equipment has one common characteristic – intelligence. And how did we achieve this? By only thinking of one thing when we designed it – you. Isn't it wonderful how such one-track thinking can lead to such joyous results?









When was the last time you felt music?

There is one sure way to transform a journey into an event – add some good music. If you can do this through a system that leads the way in audio excellence, all the better.

Volvo's Dynaudio Premium Sound system* delivers a seriously moving aural experience. It features a new digital class D amplifier, 12 loudspeakers from renowned Danish sound specialist Dynaudio, Dolby® Pro Logic® II surround sound and is fully compatible with your iPod® or MP3 player. We could say more but in this case, we'll let the music do the talking.

*Optional on T5 AWD



Space for pretty much everything – except stereotypes

Remember a time when driving a wagon was something many people did with reluctance? How the times have changed. From tip to tail, this car is programmed to serve, built to perform and designed to protect. Within the cabin, there is space for laughter, music, fun and much more. In its choices of paintwork and intuitive features you'll find ample opportunities to express your personality. The only thing we haven't left room for is outdated stereotypes – and just like us, we're sure you'd rather leave those behind.







When your day changes fast, make sure you keep up.



With its extra wide tailgate and numerous seating configurations, the Volvo V50 Sportswagon accommodates cargo, friends and any combination of the two with consummate ease. Thanks to smart design and ergonomics with a human touch, your luggage is always carried securely without compromising rear seat passenger safety and comfort. Just load up and let everyone enjoy the ride.

Intelligent engine design starts with ditching the rear view mirror.

The engines available in the Volvo V50, whether your choice is the naturally aspirated 2.4i or the turbo-charged T5, offer the security of instant response and make efficient use of every drop of fuel, thanks to low-friction engine technology and modern management systems. Both are the product of forward-thinking design, concern for the world around us and embody our commitment to deliver power with consideration.









Why hold when you can hug?

It's hard not to smile when you're experiencing the ride in a V50 Sportswagon. Perhaps its irresistibility comes from the fact it exhilarates as effectively as it accelerates? What is beyond doubt is the fact that the application of features such as Dynamic Stability and Traction Control (DSTC), electro-hydraulic steering and a torsionally stiff body unite adrenaline with safety. Not to mention a rather thrilling fusion of performance and control. The result is a better relationship between you, your car and the road. Hardly a surprise, considering your V50 Sportswagon is hugging it rather than holding it.

Peace of mind, 24-7.

Starting with theft-protected door locks and an electronic immobilizer, this car is a thief's worst nightmare.

When approaching the car at night, you can light up the interior and the car's immediate surroundings at the touch of a button and with optional keyless drive*, just step into your Volvo and drive away without removing the key from your pocket. Looking for peace of mind? You'll find it here.

*Included in the optional Preferred Package





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.

Find more innovations at volvocars.us





“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.

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, a new Volvo can “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.

Read more about our safety research at volvocars.us





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 Hålleröd 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.

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.



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.

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.

FRESH CABIN AIR.

Continuously monitoring incoming air and shutting out carbon monoxide, ground-level ozone and nitrogen dioxide, Volvo's Interior Air Quality System* helps ensure that the air you breathe in the car is cleaner than that outside when driving in heavy city traffic.

*Included in the optional Climate Package

STANDARD FEATURES

VALUE	V50 2.4i	V50 T5 AWD
Complimentary Factory Scheduled Maintenance for 3 years, 36,000 miles	●	●
SAFETY & SECURITY		
Automatic hazard warning lights	●	●
Anti-submarine seats	●	●
Daytime running lights	●	●
Driver and front passenger supplemental restraint system, multi-stage airbags	●	●
Dynamic Stability and Traction Control (DSTC)	●	●
Electronic key integrated remote	●	●
Emergency trunk release	●	●
Illuminated side marker lights	●	●
Inflatable side Curtains (IC)	●	●
Immobilizer encrypted ignition key	●	●
Overhead-mounted seat belt reminder	●	●
Rear-door child safety locks	●	●
Safe approach and home safe lighting	●	●
Safety cage passenger compartment	●	●
Security system	●	●
Side Impact Protection System (SIPS)	●	●
Side impact air bags for driver and front passenger	●	●
Whiplash Protection Seating System (WHIPS)	●	●
INTERIOR		
Aluminum trim	●	N/A
Bluetooth® hands free technology	●	●
Cruise control	●	●
Dalarö T-Tec seating surfaces	●	N/A
Electronic Climate Control (ECC)	●	●
Forward folding front passenger seat	●	●
Four cup holders	●	●
Four reading lights	●	●
Front door storage pockets	●	●
Front seat-back storage pockets	●	●
HD Radio	●	●
High Performance audio with amplifier, 8 speakers	●	●
Illuminated vanity mirrors	●	●
Interior cabin light delay	●	●
Leather-clad gear knob with aluminum inlay	●	●
Leather-clad steering wheel	●	●
Outside temperature gauge	●	●
Pollen filter	●	●
Power driver's seat with tilt, recline, adjustable lumbar support (memory function T5 AWD)	●	●
Power windows	●	●
Plush floor mats	●	●
R-DESIGN aluminum trim	N/A	●
R-DESIGN blue-face instruments	N/A	●
R-DESIGN embossed upholstery	N/A	●
R-DESIGN floor mats	N/A	●
R-DESIGN sport pedals	N/A	●
R-DESIGN sport steering wheel	N/A	●
Remote audio controls in steering wheel	●	●

	V50 2.4i	V50 T5 AWD
Tilt/telescopic steering wheel	●	●
Trip computer	●	●
USB and AUX inputs	●	●
EXTERIOR		
Front fog lights	●	●
Polished exhaust tail pipes	N/A	●
R-DESIGN styling kit	N/A	●
7x17" Spartacus alloy wheels	●	N/A
7x17" Serapis alloy wheels	N/A	●



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FACTORY OPTIONS

	V50 2.4i	V50 T5 AWD
Blind spot information system (BLIS) with power retractable mirrors	○	○
Dual integrated child booster seats	○	○
Dual Xenon with Active Bending Lights with cleaning washers	○	○
Geartronic five-speed automatic	●	○
Leather seating surfaces	○	○
Metallic paint	○	○
Navigation System real-time traffic, remote control and map care with two complimentary updates	○	○
Nordic Light Oak Wood Trim	○	N/A
Sirius Satellite radio	○	P

● = Standard ○ = Option P = Package N/A = Not available



PACKAGES

CLIMATE PACKAGE

- Headlight washers
- Heated front seats
- Rain sensor
- Interior Air Quality System (IAQS)

MULTIMEDIA PACKAGE*

- Dynaudio Premium Sound System:
Dolby® Pro Logic® II Surround Sound
12 Dynaudio Speakers
4x30 watt Amplifier
1x130 watt Central Speaker Amplifier
- Sirius Satellite Radio with complimentary six month subscription

* Optional T5

PREFERRED PACKAGE

- Power glass moonroof
- Power passenger seat
- Keyless drive

COLOR YOUR VOLVO. When it comes to the appearance of your Volvo, the choice of exterior color, wheels and other styling items are probably your most important design decisions. For more exterior styling options and to build your new Volvo online, please visit www.volvocars.us



614 Ice White



426 Silver metallic*



612 Passion Red



466 Barents Blue metallic*



455 Titanium Grey metallic*



452 Black Sapphire metallic*
Only for T5 AWD R-DESIGN



019 Black Stone
Only for 2.4i

Clean colors

To reduce usage of environmentally hazardous solvents all Volvo exterior colors are water-based. What's more, our painting facilities are among the cleanest in the world.

*Metallic paint in an option.

Please note: It is not possible to reproduce exact original shades in printed matter. Please ask your dealer to show you samples.

EXTERIOR STYLING. Want more sport?
There are a number of specially designed retailer
installed styling options to further emphasize the
dynamic spirit of the Volvo V50.



Serapis 7x17" alloy wheels
Silver Bright
Standard T5 R-DESIGN



Spartacus 7x17" alloy wheels
Silver Bright
Standard T2.4i



Zaurak 7x17" alloy wheels
Chromed
Retailer installed accessory



INTERIOR DESIGN 2.4i



Dalarö T-Tec textile Offblack interior (5C77)
(standard 2.4i, N/A T5)
Nordic Light Oak center console and door panel inserts.



Leather Offblack interior (5D77)
(optional 2.4i and T5)
Aluminum center console and door panel inserts.



Dalarö T-Tec textile Quartz in Dark Beige interior (5CE1)
(standard 2.4i, N/A T5)
Aluminum center console and door panel inserts.



Leather Quartz in Dark Beige interior (5DE1)
(optional 2.4i, N/A T5)
Nordic Light Oak center console and door panel inserts.



Leather-clad steering wheel



Leather-clad gear knob with
aluminum inlay, manual



Leather-clad gear knob with
aluminum inlay, Geartronic



Aluminum center stack and
door panel inlays



Nordic Light Oak center stack
and door panel inlays.

INTERIOR DESIGN T5 R-DESIGN



R-DESIGN leather/Flextec upholstery, Offblack/Calcite in Offblack interior (5F7K) (standard T5 R-DESIGN, N/A 2.4i)



R-DESIGN aluminum sport trim and sport gearshift knob with aluminum insert.



R-DESIGN aluminum sport pedals.



R-DESIGN Offblack textile floor mats with Calcite edging.



R-DESIGN embossing in the front seats.



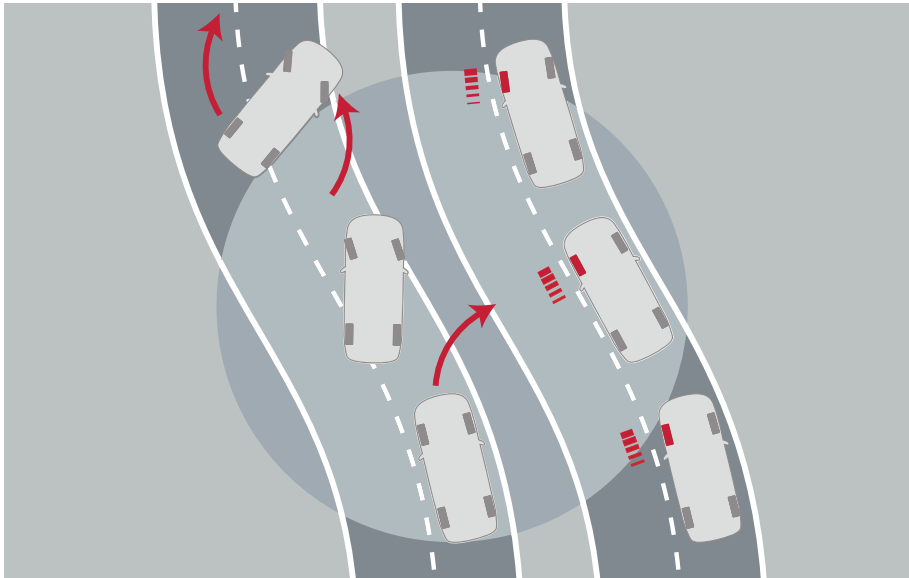
R-DESIGN sports steering wheel with aluminum insert and R-DESIGN blue faced instruments.

SAFETY

At the core of every car we make, state-of-the-art technology helps support the driver and protect the occupants. And to further enhance the Volvo safety experience, there's a range of supplementary safety technology – for more performance and peace of mind.



SAFETY Preventive



Dynamic Stability and Traction Control (DSTC)

By helping prevent fishtails, spinouts, and rollovers, stability control technology like DSTC has been described as one of the most vital safety advances of the past decade. DSTC is able to detect a potential skid and help counteract this by reducing the engine's power output, or braking on one or more wheels.



Adaptive brake light

Active at speeds above 30 mph, the adaptive brake light can sense the difference between normal and panic braking. If it is a panic situation, all the brake lights will flash at a rate of four times per second. Once your speed slows to below 19 mph, the lights stop flashing and hazard lights flash instead. Using LED technology that needs less time to light up than regular bulbs, traffic behind you can react sooner.

SAFETY Preventive



Intelligent Driver Information System (IDIS)

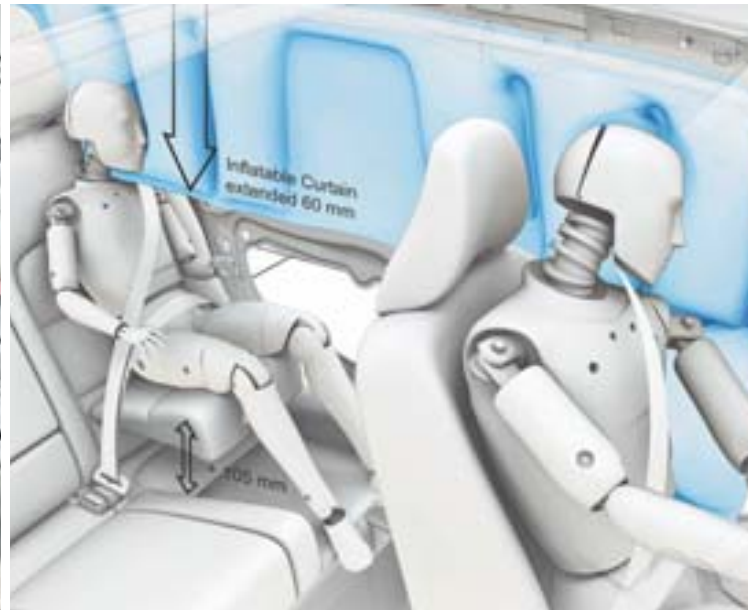
To help avoid distractions during critical driving situations, IDIS constantly analyzes your driving and will delay secondary information from the car or one of its onboard systems when it detects intense steering, braking or acceleration. As soon as things calm down, the phone call or the delayed information is presented.



Active Bending Lights (ABL)

In addition to improving illumination using Dual Xenon light technology, the Active Bending Lights give a boost to your vision round bends at night. Controlled by microprocessors, the motorised lamps turn up to 15 degrees in either direction when driving – reliably lighting up your chosen path. A twilight sensor disengages the adaptive function during daylight to extend its life span.

SAFETY Protective



Restraint technologies

In a collision, Volvo's restraint technologies interact to help reduce the impact. The **safety belts with pre-tensioners** activate within a few thousandths of a second in the event of a collision and tighten the belt to help keep the occupants securely restrained. The front seat safety belts then release a little so that the driver and passenger are cushioned by the airbags in a controlled manner. Helping to optimize protection, the **dual-stage airbags** adapt the level of inflation depending on the force of the collision. The driver's airbag also interacts with the deformation of the collapsible steering column. **Side airbags** in the front seats help reduce the risk of serious injuries in a side collision. The **Inflatable Curtain (IC)** helps protect the heads of both front and rear outboard occupants. It also stays inflated for some seconds to provide prolonged protection for subsequent impacts.

In a Volvo, safety is about interaction. Because it's not the number of safety features that determines how safe a car is. It's how well they seamlessly interact to help keep the occupants out of harm's way.



In a rear impact the rear deformation zones will help absorb crash energy. The fuel tank is designed to remain well protected in front of the rear axle. The head restraints help protect the neck and spine, and Volvo's unique Whiplash Protection System (WHIPS) cradles the front seat occupants in a controlled manner to help prevent whiplash injuries.

In a side impact Volvo's unique Side Impact Protection System (SIPS) helps distribute the crash forces across the car's body, away from the occupants. The side airbags in the front seats help protect the chest and hip, while the Inflatable Curtain (IC) adds head protection.

In a roll-over the robust safety cage and the reinforced roof structure together with the safety belts and belt pre-tensioners will help protect the occupants. If the car first has been hit from the side, the Inflatable Curtain (IC) deploys to help provide head protection.

In a frontal collision the patented frontal structure will yield to help absorb and disperse crash energy. The compact power train is designed to help optimize deformation. Inside the car, safety belts interact with the collapsible steering column and dual-stage airbags to help keep the occupants out of harm's way.

SAFETY Security

Energy-absorbing frontal structure

Volvo's patented frontal structure is built with several types of steel to allow optimal deformation – outer layers are more yielding, while steel closer to the cabin is more resilient. This structure helps absorb the impact of a collision before it reaches the occupants. The compact power train is designed to help optimize deformation. The unique geometry of the frontal structure and longitudinal steel struts in the doors help disperse crash energy away from the front to the rear of the car, further helping to reduce the strain on the occupants. A steel strut under the dashboard helps prevent components in the engine bay from intruding into the cabin. This also helps protect legs and feet.

Side Impact Protection System (SIPS)

SIPS is a Volvo unique safety system that has been developed to help protect where occupants are most exposed to the crash forces. The steel framework of the car – including the front seats – is designed and reinforced to help displace the impact of a side-collision away from the occupants to other parts of the car body and help prevent intrusion into the cabin. The side structure is extremely strong to help withstand a severe side impact – even with a larger vehicle. The Inflatable Curtain (IC) for all the outboard occupants and the front seat side airbags interact to help provide further protection.



Whiplash Protection System (WHIPS)

Integrated in the front seats, Volvo's WHIPS cradles the occupant to help reduce the risk of whiplash injury (one of the most common types of traffic injury and often the result of a low-speed rear impact collision). The function is activated by a collision of sufficient force from behind. Independent research has shown that WHIPS is one of the most effective systems in the world and can reduce the risk of long-term invalidity by 50%.



HomeLink®*

With buttons integrated in the sun visor, HomeLink® allows you to operate remote controlled home appliances – such as garage door, home alarm and exterior lighting – without leaving the car.

HomeLink is a registered trademark of Johnson Controls Technology Company.

* Retailer installed accessory

Approach and Home Safe Lighting

Activated with the remote control, Approach Lighting provides a warm reception on a dark night. This consists of interior and side lights – ground lighting too, if you choose it. Home Safe Lighting is activated with the headlight stalk as you leave the car and it provides a similar courtesy when exiting your car. This feature includes a dipped beam from the headlight to accompany you to your door.



Power retractable door mirrors with ground lighting*

At the touch of a button, these door mirrors can be folded flat against the car where they are less likely to get damaged after you've parked. They also fold or unfold automatically every time you lock or unlock the car. The integrated ground lighting is activated with the remote control. Beyond enhancing security to and from your car at night, this is also convenient when getting in and out.

* Included with the optional Blind Spot Information System (BLIS)

COMFORT

A Volvo is always designed for more than one. Our technology aims to enhance the feel-good factor for everybody with the privilege of riding in a Volvo. And to further improve comfort and convenience, there's a range of clever equipment – customized for your Volvo and the people inside it.



COMFORT Seats



Power front seats

Find your perfect driving position with push-button ease. The driver's seat also incorporates a memory function* that stores three separate seat settings connected to a specific remote control – a feature that's appreciated when the car has several drivers.

* Standard on T5 AWD

COMFORT Climate



Power glass moonroof*

This makes the interior feel extra light and airy. It opens and closes at the touch of a button. If the sun is too strong, just close the built-in sun screen. The moonroof can also be closed together with the side windows using the central locking remote control.

* Included in the optional Preferred Package

Electronic Climate Control (ECC)

ECC ensures you and your passengers always enjoy a pleasant in-car climate. It maintains the set temperature inside the car however much the temperature outside changes, or the sun shines in. The driver and front-seat passenger can set the temperature individually for each side.

Interior Air Quality System (IAQS)*

Volvo's IAQS continuously monitors incoming air and will, if necessary, temporarily close external air vents to shut out carbon monoxide, ground-level ozone and nitrogen dioxide. Meanwhile, an active carbon filter protects the occupants from other harmful gases and unpleasant odours. This helps to ensure that the air you breathe in the car is cleaner than that outside when driving in heavy city traffic and tunnels.

* Included in the optional Climate Package



Sun screens*

Easily attached to the rear door and cargo compartment windows, these help reduce the heat and glare of direct sunlight. Simple to remove when they're not needed.

* Retailer installed Accessory

COMFORT Storage



Front center armrest

The multifunctional front console takes care of CDs, coins, mobile phones, MP3 players and other vital goodies. Under the center arm rest you'll also find an AUX input and a USB port to connect your MP3 player to the car's audio system. In the tunnel console between the seats, integrated cupholders are hidden under an elegant roll-top cover.



Sun glass holder*

This elegant holder keeps glasses or sun glasses conveniently at hand. It accommodates most sizes and mounts above the door window.

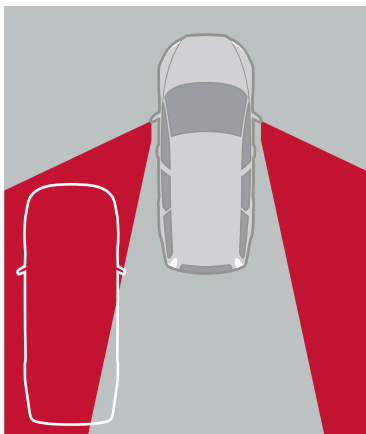
* Retailer installed Accessory

TECH & SOUND

Employing the latest information technology, your Volvo is prepared to support and entertain you at a very high level. Surround yourself and your friends with world-class sound and enjoy the innovations that help ensure your command of the road and the pleasure of travelling.



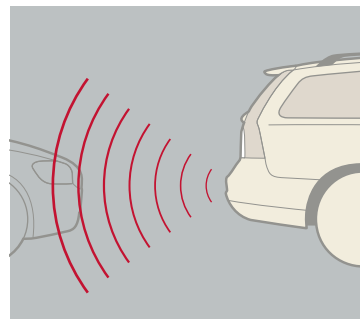
TECH & SOUND Driver's Support



Blind Spot Information System (BLIS)*

BLIS is designed to help the driver keep a lookout on either side of the car. As a vehicle enters your blind spot, this function can alert you with an indicator light built in to the front door pillar – left or right. Together with the door mirrors, BLIS helps you assess the feasibility of a lane change. BLIS is activated once the car exceeds 6 mph, and reacts to almost any type of vehicle from a motorcycle upwards, day or night.

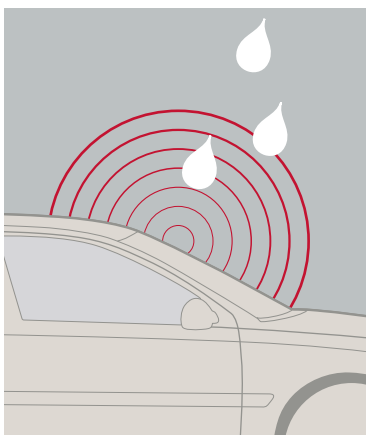
* Optional



Park assist*

Activated when you engage reverse gear, rear park assist helps you when reversing into tight spaces. The audio system is turned down and a pulsating sound from the rear loudspeakers becomes a continuous tone as you approach an obstacle. Front park assist performs a similar function at the front of the vehicle – alerting you via the front loudspeakers.

* Retailer installed Accessory



Rain sensor*

Once activated, the rain sensor can start the windscreen wipers as soon as it begins to rain or if water splashes onto the windscreen. For your convenience, it can also automatically adapt the intermittent windscreen-wiper function. Its sensitivity can be adjusted via a ring on the wiper stalk.

* Included in the optional Climate Package



Automatically dimmed inner rear-view mirror

This is a mirror that automatically adjusts itself to deflect the headlamp beams of the car behind you. When there's no light to dazzle you, it automatically readjusts to its normal setting. This can be supplemented with an integrated compass.

Keyless drive*

Keep the car key in your pocket or handbag. Using the keyless drive technology you can unlock the doors and drive away without using the car key. To start the engine, just turn the starter control in the instrument panel.

*Included in the optional Preferred Package

TECH & SOUND Driver's support

Personal settings

Define your Volvo's convenience and security settings according to your personal preferences using this simple computer interface. Depending on which technologies you have, this is where you configure the audio and climate settings, door mirrors, navigation, communication, central locking, Approach and Home Safe lighting and the Intelligent Driver Information System.

Trip computer

Monitor the current and average fuel consumption, driving range on current fuel reserves and average speed. Menu selection and resetting computer settings controlled by using the turn indicator stalk.

Cruise control

For a relaxing journey, cruise control automatically maintains your chosen speed. It is conveniently operated by controls on the steering wheel.

TECH & SOUND Communication



Navigation System with RTT (Real Time Traffic)*

Navigation System with real-time traffic, remote control and map care with two complimentary updates. 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. Via TMC (Traffic Message Channel) radio data broadcasts VNS also lets you know if there's traffic or weather-related trouble on route and recommends an alternative. 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 DVD discs. Volvo's Navigation System includes Map Care which provides two map data updates at no charge.

* Optional

Maps do not cover all areas or all routes within an area. Also constant expansion and rebuilding of the road network mean that the digital map database is not always the latest road information. Always follow relevant regulations and road information.



Integrated Bluetooth® handsfree system

Bluetooth® technology enables a mobile phone to be connected to the infotainment system in your Volvo, wirelessly. Once configured for a mobile phone, the system automatically recognizes your phone as you enter the car. And as you climb in and out of the car, the system automatically allows you to switch freely from the phone to the handsfree system and back again. With Volvo's integrated Bluetooth® handsfree system you conveniently operate your phone using the buttons in the steering wheel or the center console keypad. Available as an accessory, there's also a voice-controlled Bluetooth® handsfree system that will listen to your command and make calls for you.



The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Volvo Car Corporation is under license. Other trademarks and trade names are those of their respective owners.



MP3 compatibility

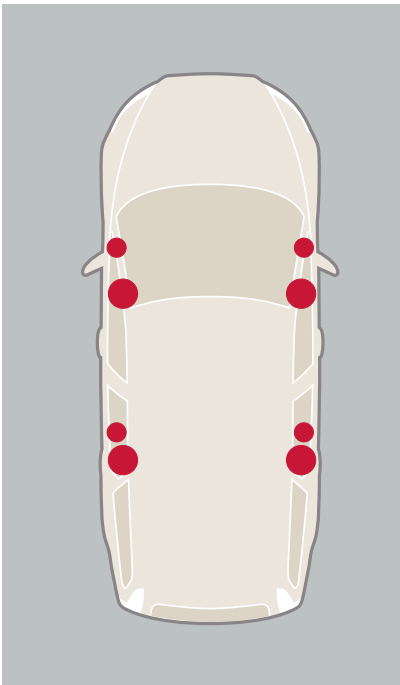
There are a number of ways to enjoy MP3 music files in your Volvo. If you'd like to connect your personal MP3 player to the audio system, there's a auxiliary audio input in the front center armrest. Volume is conveniently controlled from the steering wheel or center stack. There's also a USB port that allows you to fully integrate your iPod®, MP3 player or USB device with the audio system. Playlists, songs and artists are clearly displayed in the center console, while your player will be charged at the same time. The audio systems also feature a MP3 and WMA compatible CD player.

iPod is a trademark of Apple Computer Inc.



Dynaudio loudspeakers

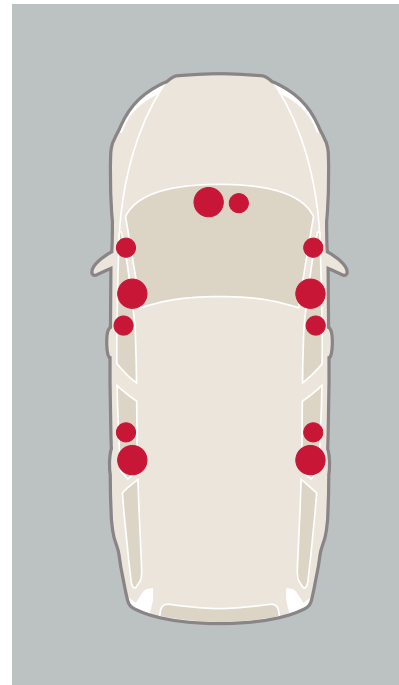
The twelve high-end loudspeakers by the Danish sound specialist Dynaudio in the Premium Sound system are powered by a 5x130 W digital amplifier. There are three separate speakers – woofer, tweeter and midrange – in each front door and in the rear doors there is a similar set-up with tweeter and woofer/midrange. Each speaker has a crossover filter to maximize fidelity. The latest generation Dolby® surround system with a center loudspeaker and sound processor recreates authentic sound with a strong sense of presence for everyone in the car – a Volvo world first. The digital class D amplifier features new technology to provide extremely high efficiency, enabling it to generate the most audio power from the least amount of current.



High Performance audio system

A powerfully versatile system. Each loudspeaker is fitted with a powerful magnet and a large coil. In combination with the amplifier, this system promotes excellent transient reproduction and high power – quite simply superb sound. High Performance equipment includes:

- MP3 and WMA compatible in-dash CD player
- 4x40 W High Performance amplifier
- 8 High Performance loudspeakers



Dynaudio Premium Sound System*

Our top-of-the line audio system designed for perfect sound dynamics, featuring twelve loudspeakers by Dynaudio – a world leader in loudspeaker technology. With Dolby® Pro Logic® II surround sound for an authentic audio experience in all seats. Premium Sound equipment includes:

- MP3 and WMA compatible in-dash CD player
- 5x130 W digital class D amplifier
- Dolby® Pro Logic® II surround sound with center loudspeaker and digital sound processor
- 12 high-end loudspeakers by Dynaudio

Sirius Satellite Radio with complimentary six month subscription*



Dolby, Pro Logic, and the double-D symbol are registered trademarks of Dolby Laboratories.

* Included in the optional Multimedia Package

PACK & LOAD

A world champion in versatility, Volvo has a proud heritage in providing smart solutions for both cargo and passengers – without compromising safety comfort. So whatever you need to expand your world and the capabilities of your Volvo, here you'll find some practical equipment to make it happen.



PACK & LOAD Compartment



Two-split 60/40 rear seat

Ergonomically designed rear seats provide generous support for the body during long journeys. When a journey includes both cargo and passengers, just fold down part or all of the two-split rear seat.

Foldable front seat backrest

To help you carry long objects inside your Volvo, the front passenger seat backrest can be conveniently folded flat.

Cargo compartment

The wide tailgate opening facilitates loading and unloading. The cargo volume is 62.6 cu.ft. with the rear seats folded down. Additional load space can be gained by folding the front passenger seatback forward.



Safety grille*

Made out of steel, this helps protect the occupants from unsecured cargo during hard braking. When it's not needed, just raise it parallel to the roof panel. Color-coordinated with the interior.

Cargo compartment divider*

Used together with the steel safety grille, this divides the cargo compartment into two sections – convenient if you want to carry your dog and luggage, or to separate dirty or fragile cargo from other cargo.

* Retailer installed Accessory

PACK & LOAD Compartment



Cargo cover*

Use this retractable load cover to conceal your gear in the load compartment. It's color-coordinated with the interior.

* Retailer installed Accessory



Net pocket and cargo-securing net*

The cargo-securing net helps keep luggage and loose items from shifting on the cargo compartment floor, as does the practical net pocket storage for small items along the left side of the cargo compartment.

* Retailer installed Accessory



Cargo compartment mat, textile*

This elegant mat is reversible and waterproof, with color-coordinated textile on one side and rubber on the other. The rubber surface can be used to prevent cargo from sliding about.

* Retailer installed Accessory



Dirt cover

A practical cover for the rear bumper that prevents clothes from getting dirty and protects the bumper when loading and unloading

PACK & LOAD Carrying/Towing



Roof cargo carrying system*

To help you fully utilize the roof of your Volvo, we've developed a range of versatile load carrying accessories. This system is dimensioned to carry up to 165 lbs. The factory-fitted attachment points in the car's roof make the load carriers easy to fit, and even quicker if your car has roof rails. Various load accessories – such as roof boxes and different holders for bikes, skis, surfboards and kayaks – can be attached to the cargo carriers to meet your needs. These accessories can be freely combined for flexibility and many are aerodynamically designed to help reduce fuel consumption and wind noise. And most of them can be locked with the same key, using Volvo's One-Key System.

* Retailer installed Accessory



ACCESSORIES Volvo's accessories help you make your Volvo V50 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.

THE VOLVO COLLECTION Volvo designs speak eloquently of their owners and their values. More than a brand; Volvo is a way of life. That's why we created The Volvo Collection.

Come explore the lifestyle accessories The Volvo Collection has to offer. From apparel to collectibles, from uniquely functional to just plain fun, you'll find they share one thing in common. There's not just a Volvo logo on the outside, there's Volvo quality throughout. View the catalog on the web at volvocars.us.

FOR DRIVING FREEDOM

HomeLink
Moonroof wind deflector
Park assist Rear, Park assist Front
Portable navigation system
Rear view mirror with Anti-glare and compass

FOR YOUR ENTERTAINMENT

Sirius satellite radio

FOR PRECIOUS CARGO

Booster cushion and backrest
Child Activity Bag
Child Mirror
Comfort Upholstery and head support
Padded neck cushion
Rear center armrest table
Sun screens

FOR YOUR LEISURE

Ashtray, front and rear
Bike carrier
Canoe/Kayak carrier
Cargo box
Cargo Space divider
Electric cooler / hotbox
Grocery Bag Holder
Load basket
Load Securing Straps
Luggage Compartment mats
Luggage nets
Roof Mounted "Load Bar" carrying system
Rubber Floor Mats
Ski Carriers
Snowboard carrier
Steel Cargo Barrier
Sunglass holder
Surfboard carrier
Trailer Hitch, Square profile
Tunnel Mat

FOR UNEXPECTED SITUATIONS

Car Cover
Engine Block Heater
First aid kit
Jumper cables
Leather care kit
Mud Flaps
Snow Chains
Warning triangle

FOR YOUR LOOKS

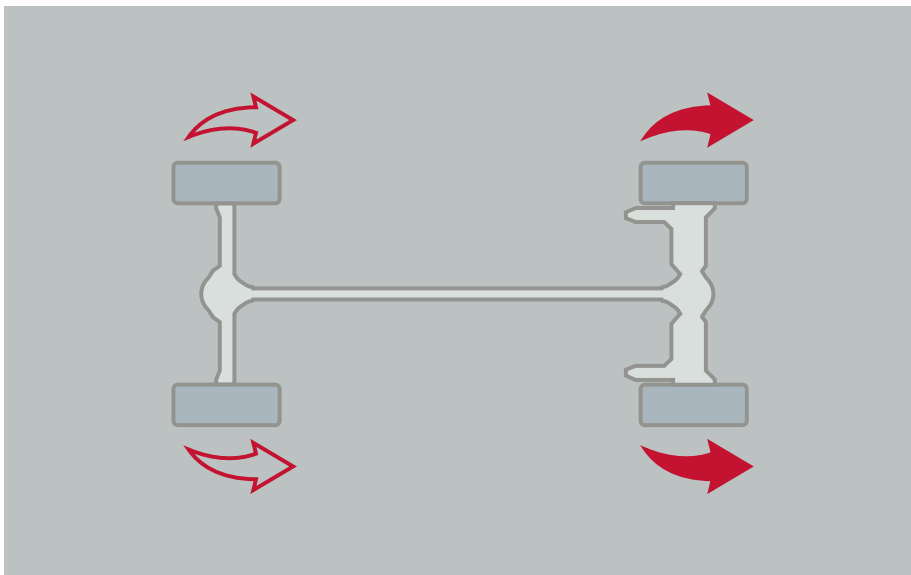
Aluminum Wheels
Chrome Wheels
Color coordinated dash trim kit
Gear shift Knobs
Interior décor panel kits
Led lighting kit
License plate frames
Sport Body Kit
Sport Floor Mats
Steering wheel, Sport
Steering wheel, wood
Trunk Spoiler
Valve stem caps

PERFORMANCE

In a Volvo, power train and chassis interact to strike the perfect balance between excitement and stability. And to further enhance the experience, additional technologies are available.



PERFORMANCE Chassis



T5 All-wheel drive

The advanced Haldex® AWD technology helps increase driving stability and traction on all road surfaces. It has an electronic management system that constantly monitors the speed of the wheels, the throttle, engine torque, engine speed and the brakes. As driving conditions change, wheels with the best grip get the most power. When a tire loses traction, power is reduced to that wheel and instantly transferred to the more sure-footed wheels.



Five-speed Geartronic automatic transmission*

For the best of two worlds, there's the five-speed Geartronic – a responsive automatic that's ideal for relaxed driving, tough conditions or towing. This also allows manual gear shifting so you can maintain a lower gear to bring up the revs or for the added assistance of engine braking. A special winter setting makes it easier to move off and maintain grip on slippery surfaces.

* Optional on T5 AWD

SPECIFICATIONS

ENGINES

Five-cylinder in-line engine. Double overhead camshafts, 20 valves. Continuously variable valve timing on the intake side (2.4i) or both the intake and exhaust side (T5). Electronic engine management system. Three-way catalytic converter with heated oxygen sensor. T5 also features light-pressure turbocharger and dual-charge air coolers (Intercoolers).

Volvo's smooth-running five-cylinder engines are designed to respond at low rpm, so there's plenty of torque. This is made possible by continuously variable valve timing, low internal friction and the electronic engine control system. This also helps to optimize fuel consumption and reduce environmental impact – all engines comply with stringent emission standards, such as California's ULEV II. And for even more exhilaration and acceleration, there's the turbocharged T5 engine.

Volvo V50 2.4i (168 hp/165 hp PZEV)

Engine type: 2.4-liter five-cylinder
Max. power output: 168 hp at 6000 rpm
Max. torque: 170 ft./lbs. at 4400 rpm
Acceleration 0–60 mph: 8.5 sec
Top speed: 134 mph
Fuel consumption, mpg, city/highway: 20/31
Environmental classification: ULEV II
Transmission: Five-speed geartronic automatic
Fuel tank: 15.9 gallons

Volvo V50 T5 AWD (227 hp)

Engine type: 2.5-liter five-cylinder turbocharged
Max. power output: 227 hp at 5000 rpm
Max. torque: 236 ft./lbs. at 1500–4800 rpm
Acceleration 0–60 mph, man/auto: 6.7/7.1 sec
Top speed, man/auto: 143/140 mph
Fuel consumption, mpg, man/auto, city: 20/19
Fuel consumption, mpg, man/auto, highway: 26/27
Environmental classification: ULEV II
Transmission: Six-speed manual, five-speed geartronic automatic
Fuel tank: 15 gallons

DRIVELINE

Front wheel drive (2.4i). T5 AWD features an electronically controlled all-wheel drive system). Transverse engine.

The Geartronic transmission (standard 2.4i, option T5 AWD) can also be shifted manually so that you can maintain a lower gear to rev the engine or provide the added assistance of engine braking. A special winter setting makes it easier to move off and maintain grip on slippery surfaces.

CHASSIS

Front suspension with spring struts (McPherson), anti-dive and anti-lift function. Multilink independent rear suspension. Stabilizer bars front and rear. DSTC (Dynamic Stability and Traction Control). The T5 AWD includes a Dynamic Sports Suspension.

The rigid body enables the suspension to perform optimally – for well balanced handling and a high level of comfort. The front and rear suspensions also interact to provide stable braking and smooth steering. The DSTC stability system assists if either of the drive wheels begins to lose traction or if a skid is imminent.

STEERING

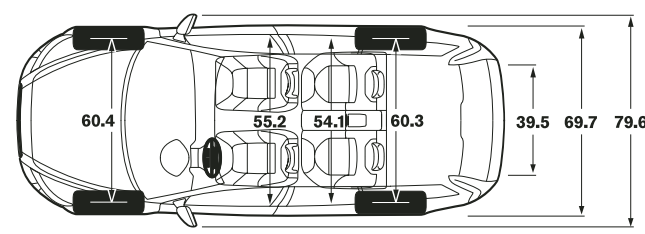
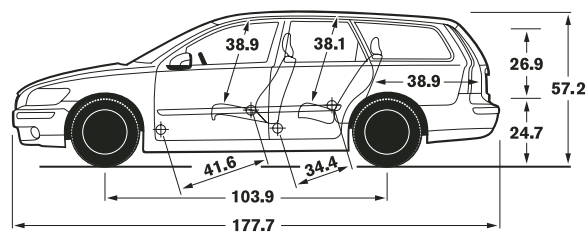
Power-assisted electro-hydraulic rack and pinion steering. Tilt and telescopic steering wheel column. 2.9 turns lock to lock. Turning circle 34.9 ft. (depending on tires).

Behind the wheel, you can enjoy responsive yet firm steering at all speeds. High steering precision and balanced road feedback are easily enjoyed benefits.

BRAKES

Power-assisted anti-lock disc brakes (ABS), ventilated discs front. EBA (Emergency Brake Assistance). EBD (Electronic Brake Distribution) between the front and rear brakes. Diagonally split braking system.

Powerful anti-lock disc brakes help ensure a short stopping distance under all circumstances and withstand tough use without fading. EBA helps you use your brakes to the full in an emergency situation, while EBD distributes the braking effect between the front and rear wheels in order to achieve optimal results according to the car's load and driving conditions.



Taking care of your ownership needs.

Volvo Car North America Financing Offers:

Special offers are available to finance your new Volvo product. Whether you are looking for the convenience of a lease or the pride of owning your Volvo vehicle, our nationwide network of retailers and authorized financial service providers are ready to assist you with all your financing needs. Please contact your local retailer for details, and available financial products that suit your individual needs.

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 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.

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.

Complimentary Factory Scheduled Maintenance

Volvo is committed to a premium ownership experience for its customers. To further enhance your ownership experience, all 2010 model year Volvo's sold new through Volvo retailers in the United States will include Complimentary Factory Scheduled Maintenance. This program provides scheduled maintenance coverage for the first 3 years or 36,000 miles, is designed to compliment your Volvo warranty, and will help ensure trouble free operation of your Volvo. Coverage includes factory recommended maintenance including oil and filter changes, checks and adjustments as listed in your Warranty and Maintenance Records Information booklet, for the first four maintenance services at intervals of 7,500, 15,000, 22,500 and 30,000 miles

Service must be performed within 1,500 miles before or after each scheduled interval. Coverage is limited to scheduled maintenance items listed in the 2010 model year Warranty and Maintenance Records Information booklet. Normal wear items such as brake pads and wiper blades are not covered under the Complimentary Factory Scheduled Maintenance. An authorized retailer must perform maintenance. Offer is transferable. Optional Factory Scheduled Maintenance program upgrades are also 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.

Volvo mobility program

The goal of the Volvo Mobility Program is to assist persons with physical disabilities or hearing impairment. For those with exceptional transportation needs, this 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)

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 Brand Experience 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

VOLVO CARS MILITARY/DIPLOMAT/EXPATRIATE SALES. FOR YOU LIVING ABROAD.

Sometimes life abroad offers exceptional benefits. Such as buying a new tailor-made Volvo on very special and rewarding terms. Whether you are traveling for pleasure or are in a professional, diplomatic or military post outside your home country, turn to Volvo for a great deal. For US Military personnel posted overseas our authorized military agents outside the US offer:

- Great savings compared with Stateside pricing.
- Professional assistance with all legal formalities and paperwork.
- Four-year warranty coverage also outside the US (US and Canadian specifications)
- US specifications – built to meet legal requirements in all US states.
- No US import duty with PCS orders, for US military personnel taking delivery overseas.
- Included shipping & Marine Insurance, delivery to an authorized Volvo retailer of your choice in the USA. US diplomats & military personnel stationed abroad for more than 140 days & non-US diplomats (depending on status) are normally exempted from customs import duty.
- Delivery to a Volvo military agent close to your base or assignment overseas.
- Three years valid Volvo Home Shipment from authorized drop-off points in Europe to an authorized US Volvo retailer of your choice included.
- More than 20 drop-off points in Europe.
- The option of VIP factory delivery in Sweden or delivery to selected major cities in Europe.
- The option of our special Cruise & Collect package with Stena Line ferries (German market).
- The benefit of the Volvo Assistance Europe scheme at no extra cost.

Taking advantage of the savings, benefits and convenience of Volvo's international programs is easy. Volvo Cars Military Sales, Volvo Cars Diplomat Sales and Volvo Cars Expatriate Sales are professional and global organizations with one goal – to make it advantageous and convenient for you to buy your new car when living abroad.

For Military/Diplomat/Expatriate sales while in the US, contact your local Volvo retailer, our Customer Care Center (800) 631-1667 or visit www.volvocars.us/mybagsarepacked

Meet the family.

S



Volvo S40 The compact and energetic sedan.



Volvo S80 The premier sedan, meticulously engineered for superior driving comfort.

V



Volvo V50 The Sportswagon – flexible, compact and full of zest.



Volvo V70 The genuine family wagon – highly competitive yet comfortably versatile.

XC



The new Volvo XC60 A sporty coupe and a capable all-roader fused into a Swedish crossover experience.



Volvo XC70 The rugged yet stylish all-roader.



Volvo XC90 The versatile SUV that takes you anywhere with grace.

C



Volvo C30 The compact and charismatic SportsCoupe.



Volvo C70 A convertible when you want it.



Volvo C70 A coupe when you need it to be.

TO LIVE LIFE IS TO CARE ABOUT IT.

Every moment in a Volvo is a moment designed to celebrate life. A life full of twists and turns, ups and downs; the little things as well as the big ones. Of course, to live life to its fullest isn't just about you; caring for others is important as well.

For more than eighty years we have helped save lives on roads around the world. Nevertheless, when it comes to improving automotive safety, we will never be satisfied. And while we're seeking new solutions, our existing safety systems are preventing many accidents from happening and providing some real protection when they do.

Our passion for life means looking after our children's children, too. Which is why we try to balance the needs of our company with those of society. With this bigger picture in mind, we develop engines and technology that have less impact on mother earth. This approach also explains why we pay so much attention to your immediate environment – in the car. Simply put, we care about you – and the whole circle of life.

Volvo. for life



Mixed Sources
Product group from well managed
forests, controlled sources and
recycled wood or fibre
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www.fsc.org
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WWW.VOLVOCARS.US

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