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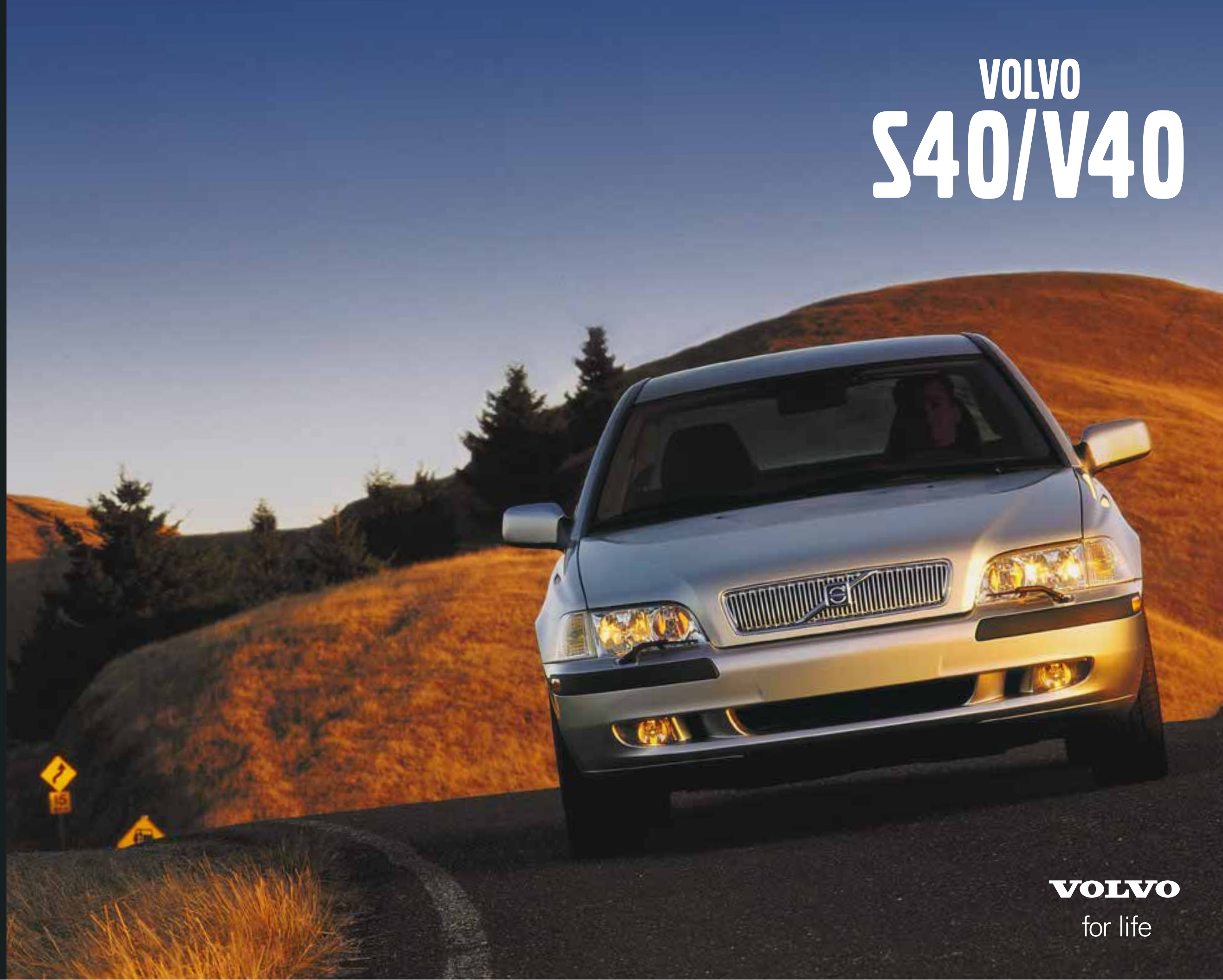
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VOLVO

VOLVO S40/V40



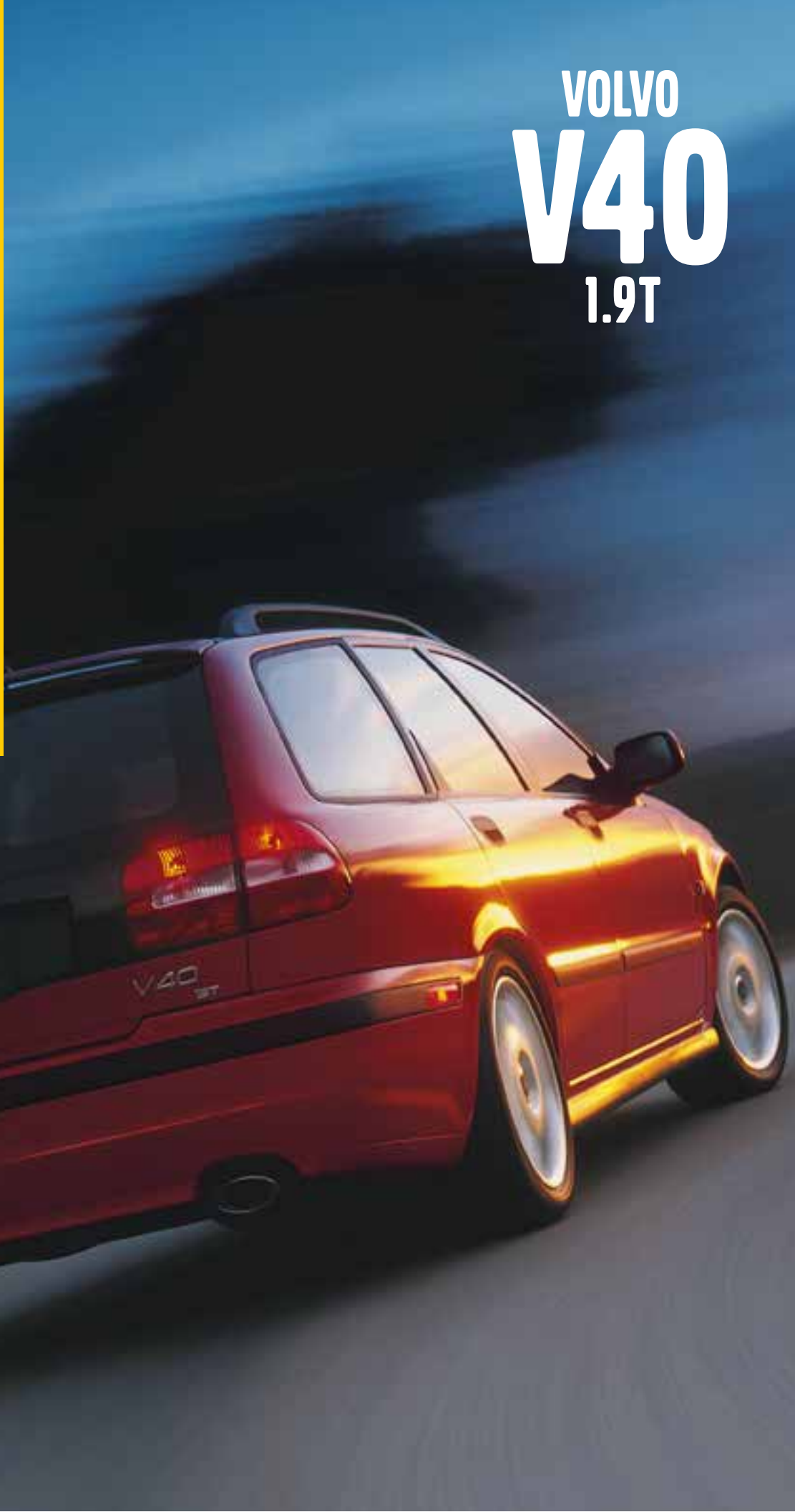
VOLVO
for life



VOLVO
S40
1.9T

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VOLVO
V40
1.9T

“Cars are driven by people. The guiding principle behind everything we make at Volvo therefore is, and must remain, **safety.”**

Assar Gabrielsson. A Volvo founder.



VOLVO S40

This is not a rehearsal. It's your life. So why not load your friends, your dog and your stuff into the intelligent new S40 and see what's out there. This European sports sedan is a spirited expression of new Volvo design. It's all about you, the road, and the things you love to do. Volvo S40 is designed to handle it all beautifully.

Variable assist rack and pinion steering and MacPherson strut front suspension give you excellent road feel in the true **European tradition**. This ingenious road sedan is turbocharged to respond smoothly to your every move. The remarkable S40. **It's truly a new generation.** But then again, so are you.



S40 shown with optional Cold Weather Package (standard Canada), metallic paint and accessory fog lights.





Bring it on. Taut and physically responsive, the V40 helps you keep all your promises with room to spare. Generously proportioned cargo space lives cleverly within the athletic stance of its lean design. No trade-offs here. Nimble and crisp, it moves with 160 horsepower twin-scroll **turbo quickness**. V40's five-speed adaptive automatic transmission translates into effortless urban mobility. Variable assist **rack and pinion steering** and MacPherson strut front suspension give you excellent road feel. In the V40, driving moves to the fun column and makes the winding road ahead something you handle with agility and control.

VOLVO V40







**You put some real thought into looking good.
So did we.**

The S40 and V40 tastefully express Volvo's **Scandinavian design heritage** in a harmonious blend of sculpted shapes, appealing surfaces and subtle tones.

Both come generously equipped. Electronic climate control, power windows, power door locks, power heated exterior mirrors, tilt steering and fold-down rear seats are just a few of the long list of standard features. There are even cup holders.

Driver-oriented instrumentation and controls, a cabin air filter, head restraints and three-point safety belts at every seat are some of the touches that remind you how thoughtful the design of these cars truly is.

Options can include supportive **leather-surfaced seats**, heated seats, power-adjustable driver's seat, power glass sunroof... even wood-effect trim. Sophisticated audio and comprehensive safety considerations work together to create an environment that begs you to stay just a little bit longer.

Interior shown with optional Leather/Audio Package, Sport Package, Cold Weather Package (standard Canada) and wood-effect trim.





Volvo audio systems aren't just car audio systems.

They're sophisticated audio systems that just happen to be in a car. Like a mobile concert hall. Spatial relationships, sound waves, acoustic insulation, all those techy things that matter, matter here. Bottom line, both the standard and optional systems are designed exclusively for the S40 and V40. What could be better?

The S40 and V40 optional audio system includes in-dash CD, AM/FM stereo with full logic cassette, noise reduction and multiple speakers. The tunes just keep on coming with the optional six-disc CD changer.

Listen, there are six speakers in the S40, seven in the V40, all strategically positioned for maximum acoustic impact. A whole series of well-selected options can make even the most demanding audiophile feel right at home. The V40 Premium Sound System adds an active base speaker with integrated amplifier.

With the optional six-disc CD changer, the music plays on, even on a long trip.



Even the front seat folds down when the mission calls for space. V40 gives you ultimate flexibility.

All you need is a plan for the weekend. Volvo planned for everything else.

What would you like to carry? The mountain bike you see here? A snowboard? Your new desktop and peripherals? Chances are they'll fit. Securely. A net and belt keep cargo in place. If you have valuables you don't want the world to see, V40's retractable cover shields luggage, photo gear and other vulnerable items.

And if you have more to load than the cargo area allows, don't break a sweat. Simply fold down the rear seats – the front passenger seat, too – and create a virtual cavern. Problem solved.

Got more gear? An optional roof rack system gives you even more capacity. Who says you can't take it with you?

What all this means is that not only can you fit a lot into a V40, a V40 can fit you.







AT VOLVO, SAFETY IS A FACT OF LIFE.



At Volvo, safety has always been a passion, never an afterthought. And while they enhance a lifestyle, S40 and V40 are designed, first and foremost, to help protect the life in that word.

Our **Whiplash Protection Seating System (WHIPS)** is all about **minimizing whiplash neck and back injuries**. It's a system based on body geometry and accident dynamics. WHIPS helps to diffuse the violent energy an accident can trigger. Think about that the next time you look in your rearview and see someone approaching a little too quickly.



Volvo's patented **Side Impact Protection System (SIPS)** offers protection from side impact. SIPS provides structural support that sends accident energy away from the side and into the beams, pillars, floor and roof. And the **Side Impact Air Bags** are in the seat backrest rather than the door, which means they're always at your side no matter where you move your seat.

Our **Inflatable Side Curtains (IC)** provide increased protection from head injuries for front and back seat door-side occupants. They have been shown to absorb as much as 75 percent of the energy exerted by the head when it is thrown to the side. They also reduce the risk of an occupant being partially thrown out through a side window.



Should an S40 or V40 be struck from behind, the front seat backrest and head restraint move backwards in parallel while the occupant's head and upper torso are evenly, firmly and uniformly supported. The backrest is designed to then tip backwards to help prevent the damaging forward whiplash movement.

AT VOLVO, SAFETY IS A FACT OF LIFE.



Look in the dictionary under “Safety.” There should be a picture of a Volvo. The S40 and V40 are all about safety. Everything – engine, steering, brakes, suspension, even details like a rear fog lamp and optional headlamp washers and wipers that improve vision – is functionally integrated to improve safety. It all works together to give you the tools to avoid an accident. But if an accident is unavoidable, Volvo has a Plan B. The body is designed to help protect occupants as much as possible. Here are some of the steps Volvo takes for that:

- **High Strength Steel passenger safety cage.**
- **Energy-absorbing structure** with beams that direct energy away from the passenger cage.
- **Transverse engine position** helps distribute crash energy.
- **Dual-Stage Air Bags** for driver and front passenger. Dual-Stage Air Bags deploy differently and with different force depending upon the severity of the crash and whether the seat belts are being used.

- **Three-point safety belts with pre-tensioners** on the front seats.
- **Collapsible steering column.**
- **Anti-submarining seat design** to prevent sliding under the safety belt.
- **Whiplash Protection Seating System (WHIPS).**
- **Head-restraints** on all five seats.
- **Protected, strategically positioned fuel tank.**
- **Side Impact Protection System (SIPS)** provides additional structural support, patented by Volvo.

- **Side Impact Air Bags.**
- **Inflatable Side Curtains (IC).**
- **Energy-absorbing** door materials.
- **Five 3-point safety belts.**
- **Padded head restraints.**
- **ISO-FIX baby/child seat attachment.**
- **Two integrated child booster cushions,** available for the rear seat.

Along with safety, we've got this thing about security. Call it the peace of mind factor or an effort to ease anxiety. Every S40 and V40 is equipped to help prevent the car and you from being compromised.

Theft-proof lock system.

With a rotating lock cylinder, it's hard to force the ignition. Plus, the electronic immobilizer requires use of a coded key to start the car.

Remote-controlled central locking system. The system locks and unlocks the car doors, tailgate and gas cap lid through a remote unit. Rotating codes prevent code theft by scanning. In case of an accident that triggers the air bags, the system automatically unlocks all doors.

Security system. This system is integrated with the car's wiring to assure reliability. Sensors in the door, hood, trunk or tailgate set off an alarm if someone tries something funny. It also provides a remote panic button and battery back-up system.

Home-safe lighting. Want some light for your walk from the car? Just pull the hi-beam lever and the "follow me home" headlights will throw a beam to your door and shut off automatically after 30 seconds.



V40 shown with optional Sport Package, metallic paint and roof rails.



You already know the S40 and V40 are designed for safety and comfort. Here's why they're fun.

The turbocharged engine provides the power that makes freeway on-ramps, uphill climbs and passing situations bygone concerns. The five-speed **automatic transmission** adapts to your driving style. **Front-Wheel-Drive** and a sophisticated suspension provide that distinctive European road feel without sacrificing smoothness. **Variable-assist power steering** is quick and precise. And when you decide to stop, the **Anti-Lock Brakes** (ABS) with four-wheel discs and **Electronic Brake Distribution** (EBD) do that very nicely.

S40 shown with optional Sport Package, Cold Weather Package (standard Canada) and metallic paint.

WE CHOOSE TO MAKE A DIFFERENCE WITH VOLVO ENVIRONMENTAL CARE.

Volvo is one of the most environmentally responsible cars in the world. This has come about because more than 25 years ago, Volvo made the responsible choice – to adopt a holistic approach to the environment and find ways to reduce the environmental impact of the vehicles we make.

This outlook is exemplified in our commitment to automotive excellence, and is one of our core values – Safety, Quality and Environmental Care.

We are convinced that it is possible to be environmentally responsible and produce better cars at the same time.

Volvo drivers apparently think so, too. Their support of our efforts continues to be reflected in the steady increase in Volvo sales worldwide.

In the United States, environmental concerns affect many areas of daily life, and much legislation has been passed to help assure that environmentally harmful substances affecting air, water, soil and living things are reduced to low levels. Volvo not only supports these efforts, but has often shown others how a systematic, long-term effort can pay handsome environmental dividends.

Today, Volvo is seen as one of the industrial leaders in environmental care. Over the past two-and-a-half decades, we have continually examined every aspect of design, development, use and recycling of a car. In hundreds of practical applications, we have reduced or eliminated the use of harmful substances in every phase of the manufacturing process and have placed similar requirements on our suppliers.

With Tomorrow in Mind.
The ECRIS (Environmental Car Recycling in Scandinavia) research project concluded in May 1998 after four years of work. Based on the experience gathered from the project, Volvo is now making recycling an integral part of the product development process. The Volvo Cars' strategy for recycling-friendly design is based on four main elements. These are, in order of priority: to avoid the use of hazardous materials and substances; to facilitate the drainage and dismantling of environmentally hazardous materials; to minimize the resources used in production; and to design components so as to facilitate material recycling.

A Holistic Approach.
In our product development, we use a highly sophisticated system, EPS (Environmental Priority Strategies), in product design, which has been primarily developed by Volvo, the Swedish Environmental Research Institute and Chalmers University of Technology, Gothenburg, Sweden. This is a computerized life-cycle assessment tool that shows how a certain component affects the environment throughout its entire life cycle, from raw materials extraction, through manufacture and use, to waste disposal.

95% Purification.
In Volvo cars, an effective catalytic converter eliminates up to 95% of the carbon monoxide, hydrocarbons and nitrogen oxides in the engine exhaust emissions, compared with uncontrolled levels. Official tests conducted in accordance with U.S. and Canadian

Governmental Requirements have shown that the emissions are practically as clean after 50,000 miles (80,000 km.) as they are when the car is new – quality and environmental care go hand-in-hand.

Restrictions on Hazardous Chemicals.
We have drawn up a black list of chemical compounds that have been eliminated from production and a grey list of compounds, which are to be avoided and which, in many cases, are already being phased out. These lists, which include such substances as CFCs and asbestos, apply both at Volvo and among our suppliers. We have also achieved a drastic reduction in the use of PVC. We use waterborne paints in order to minimize the emissions of solvents.

Made for Recycling.
All new Volvo models contain certain recycled materials. To facilitate recycling, all plastic compounds that weigh more than 1.76 oz. (50 g) are labeled according to international standards.

Environment at Volvo Cars of North America, Inc.
Volvo Cars of North America's environmental activities include issues such as environmental training for staff at the company and at Volvo Retailers, issuing a world-first Environmental Product Declaration for the Volvo S80 and S/V40 (see it at www.volvocars.com) and creating an environmental education web site for high school science teachers (www.environment.volvocars.com).

Volvo's holistic approach to Environmental Care affects every phase of our operations, from recovery of waste heat from a neighboring oil refinery to encouraging driving styles that conserve fuel and reduce emissions. Here are just a few of our achievements.

- 1972** Volvo becomes first automaker to declare environmental commitment at United Nations Conference on the Environment.
- 1976** Introduction of Lambda Sond® and the 3-way catalytic converter, a unique sensor that eliminates approximately 95% of regulated emissions (hydrocarbons, oxides of nitrogen and carbon monoxide).
- 1983** Volvo introduces its first Environmental Policy.
- 1989** Volvo updates its Environmental Policy.
Reduces solvents in corrosion protection materials.
- 1990** All new Volvos are asbestos-free.
- 1991** Our Torslanda paint shop eliminates toxic solvents by implementing an effective water-borne paint system.
- 1992** Volvo introduces the ECC prototype (Environmental Concept Car).
- 1993** Volvo eliminates harmful CFCs from all cars.
- 1996** Volvo tests fleet of Bi-Fuel (methane and gasoline) cars in the U.S.
- 1997** Volvo announces Environmental Specifications for 1998 models available in the United States.
Volvo's Dialog on the Environment program (Training for Volvo Cars of North America employees).
- 1998** Volvo introduces a world-first Environmental Product Declaration certified by third party. Available at: www.volvocars.com
- 1999** The vast majority of model year 2000 cars are LEVs (Low Emission Vehicles).
- 2000** PremAir® radiator is introduced on certain models.

PremAir® is a registered trademark of Engelhard Corporation.



THE LIFE CYCLE OF A VOLVO.

At Volvo, **Environmental Care** starts before a car is born and continues until the last components are recycled. The choices we make help us **produce a better car.**



Developing with an objective of lower environmental impact.



Producing with respect for our communities.



Driving with environmental responsibility.



Recycling to protect our future.

A PLEASURE TO OWN.

Volvo is committed to rewarding your choice of vehicle with a superior ownership experience.

Volvo's New Car Warranty for 2001 provides comprehensive coverage for 4 years/50,000 miles/80,000 km. Additional warranties provide coverage for corrosion protection, seat belts, air bags, supplemental restraint system, emission systems, spare parts replacement and **Genuine Volvo Accessories**. A 12 month/12,000 mile/20,000 km adjustment period is included. Consult the Warranty Information booklet for details.

Volvo On Call provides emergency roadside assistance 24 hours a day anywhere in North America. Should a question pertaining to your Volvo arise and your Retailer is unable to provide an answer, **Volvo Customer Support** can be contacted at 1-800-458-1552 (U.S.) or 1-800-663-8255 (Canada).

Professional Volvo service is assured through the **Volvo Service Support Network** of authorized Volvo Retailers. Here, factory-trained technicians, skilled in the latest Volvo technology, using **Genuine Volvo Parts**, maintain your Volvo to the highest standards.

The Volvo Increased Protection Plan (VIP) offers the ultimate support program for total peace of mind. VIP provides protection against unexpected mechanical repairs well beyond the expiration of the vehicle's standard warranty.

For those wishing to combine their vacation with the purchase of a new Volvo, the **Volvo Overseas Delivery Program** affords the opportunity to pick up your new Volvo in Europe.

Volvo Finance North America (VFNA) and **Volvo Car Financial Services Canada** (VCFSC) make acquiring a new Volvo a simple and convenient process. Working exclusively through authorized Volvo Retailers, VFNA and VCFSC strive to provide you with an unsurpassed level of service. Our **Volvo Value Leasing** and **Volvo Value Financing** products offer a broad array of choices and the freedom to create the plan that best fits your lifestyle. Nobody knows more about leasing or financing Volvos than we do.

The **Volvo Personal Shopper** (VPS) 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, VPS is there to help. We can even 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.



V40 shown with optional metallic paint, Cold Weather Package (standard Canada), roof rails and accessory fog lights.

S40/V40 1.9T FEATURES

	S40	V40
Dual-Stage front Air Bags for driver and front passenger	■	■
Side Impact Protection System (SIPS)	■	■
Side Impact Protection System Air Bags	■	■
Inflatable Side Curtain (IC)	■	■
Whiplash Protection Seating System (WHIPS)	■	■
Front seat belts have automatic height adjustment and pre-tensioners	■	■
Five padded head restraints (center-rear is adjustable)	■	■
Seat belts: five, 3-point inertia-reel belts	■	■
ISO-FIX baby/child seat attachment	■	■
Anti-lock Braking System (ABS)	■	■
Daytime Running Lights	■	■
Rear fog light	■	■
Side Mounted Turn Indicators	■	■
Home Safe Lighting System	■	■
Immobilizer, encrypted ignition key	■	■
Security system with siren and battery back-up	■	■
Remote keyless entry	■	■
Central power door locking system, includes trunk/tailgate and fuel filler lid locks	■	■
Electronic Climate Control (ECC) with cabin air filter	■	■
HU-415 AM/FM cassette stereo, Dolby,® anti-theft circuitry, 100-watt amplifier, six speakers and power antenna (S40), seven speakers (V40)	■	■
Power windows with “auto down” for driver’s window	■	■
Dual power mirrors (heated)	■	■
Cruise control	■	■
Driver’s seat with tilt, recline, adjustable lumbar	■	■
Cloth upholstery	■	■
Tilt steering wheel	■	■
Illuminated, lockable glove box	■	■
Illuminated vanity mirrors in driver’s and front passenger’s sun visors	■	■
Tinted windows	■	■
Cup holders	■	■
Front door-panel storage pockets	■	■
Front seat back storage pockets	■	■
Split 70/30 folding rear seat	■	■
Rear seat pass-through	■	
Rear-window defroster with automatic timer	■	■
Two-speed windshield wipers with intermittent cycle	■	■
Front and rear plush floor mats	■	■
Cargo security cover		■
Front and rear reading lamps	■	■
Two entry lights (in front door foot wells)	■	■
Interior cabin light delay	■	■
Cargo area strap and side net	■	■
Heated front seats (Canada only)	■	■
Headlamp wiper/washer (Canada only)	■	■

OPTION PACKAGES

U.S. MARKET:

Sunroof/Audio Package:
Power glass sunroof with slide and tilt positions and sliding sun shade
HU-615 Premium Sound System, In-dash CD, Premium speakers
Trip computer
Ten-spoke alloy wheels (V40)

Leather/Audio Package:
Leather-faced seating surfaces
HU-615 Premium Sound System, In-dash CD, Premium speakers
Trip computer
Ten-spoke alloy wheels (V40)

Sport Package:
Front fog lights
Rear spoiler
Sport leather-rimmed steering wheel

Cold Weather Package:
Heated front seats
Wiper/washer system for headlights
Traction control system, Dynamic Stability Assistance (DSA)

Wood-effect Package:
Simulated wood trim for dash, console and gear knob, door panels

Audio Package:
HU-615 Premium Sound System, In-dash CD, Premium speakers

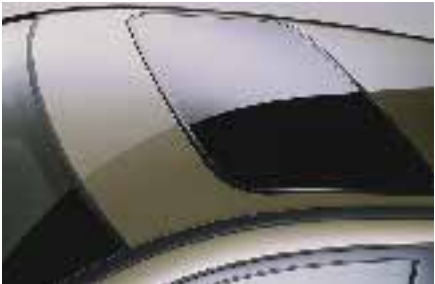
Factory Options:
Power driver’s seat
Leather-faced seating surfaces
Power glass sunroof
Pre-wiring for CD changer
Integrated child booster seat

CANADIAN MARKET:

Sport Package:
Front fog lights
Rear spoiler
Premium speakers
Roof rails (V40)

Touring Package:
Power driver’s seat
Leather-faced seating surfaces
Simulated wood trim for dash, console and gearshift lever
Leather-rimmed steering wheel

Factory Options:
Metallic paint
Sunroof
Pre-wiring for CD changer
Integrated child booster seat
Ten-spoke alloy wheels
Dynamic Stability Assistance (DSA)
HU-615 Premium Sound System, In-dash CD



Optional power glass sunroof with slide and tilt positions and sliding sun shade

S40 shown with optional metallic paint and Sport Package.

S40/V40 1.9T SPECIFICATIONS

1.9T

Engine:		S40	V40
Transversely mounted, 1.9 liter, 4-cylinder, double overhead cam, twin-scroll turbocharger with intercooler		■	■
Horsepower (SAE net):	160 @ 5100		
Torque (ft./lbs., SAE net):	177 @ 1800		
Compression ratio:	10.3:1		

Transmission:		S40	V40
5-speed microprocessor-controlled automatic with lock-up torque converter, Winter mode		■	■
Final drive ratio: 2.54		■	■

Suspension:		S40	V40
Front:	MacPherson strut with asymmetrically mounted coil springs, hydraulic shock absorbers, 19 mm stabilizer bar	■	■
Rear:	Multilink independent rear suspension with coil springs, hydraulic shock absorbers, 13 mm stabilizer bar	■	■

Steering:		S40	V40
Power-assisted, rack and pinion, 3.2 turns, lock-to-lock		■	■

Brakes:		S40	V40
Four-wheel, power-assisted disc brakes		■	■
Anti-lock Braking System (ABS)		■	■
Electronic Brake Distribution (EBD)		■	■

Wheels and Tires:		S40	V40
15 x 6 inch, eight-spoke alloy wheels		■	■
195/60/15 All-season radial tires		■	■

Dimensions and Weights:		S40	V40
Wheelbase	100.9 in. 256.2 cm.	■	■
Overall length	177.8 in. 451.6 cm.	■	■
Overall length, Canada	178.8 in. 454.1 cm.	■	■
Overall height	56.0 in. 142.2 cm.	■	■
Overall width	67.7 in. 171.6 cm.	■	■
Front track	58.0 in. 147.2 cm.	■	■
Rear track	58.0 in. 147.2 cm.	■	■
Cargo capacity: S40 V40	13.2 cu. ft.	0.37 m³	■
	33.5 cu. ft.	0.99 m³	■
Curb weight	2,767 -2,822 lbs. 1,255 -1,280 kg.	■	■



Eight-spoke alloy wheel. Standard S40/V40.



Ten-spoke alloy wheel. Optional V40.





S40/V40 INTERIOR SELECTIONS

Understated. Elegant. Classic. These terms all apply to the design aesthetic of the Volvo cabin. In a driver's world, it is a place of comfort and focus. Every detail has been well thought out and fully enacted by engineers who have dedicated all of their efforts to your safety and driving pleasure. Fabrics, leathers and materials of the highest quality combine to create an environment where time spent is time thoroughly enjoyed.



S40/V40 EXTERIOR COLORS

Green is beautiful.

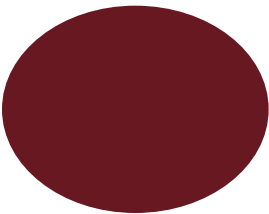
Volvo has long been a strong proponent of the color green. This year, as part of our continuing commitment to the environment, we are taking advantage of advanced printing techniques to print our color choices directly on this page. This eliminates the need for chemically treated color chips and saves an enormous amount of energy and resources. Additionally, the paper used is recycled and 100% recyclable. Now just reading about your Volvo is a more environmentally friendly act. Importantly, so is driving one.

Note: Because of occasional variations in printing, consult your Volvo Retailer to ensure that the color choice you make is correct.

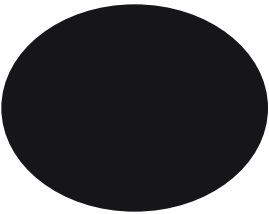
SOLID COLORS



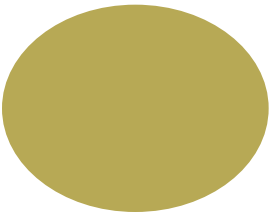
239 WHITE



241 RED



247 BLACKBERRY

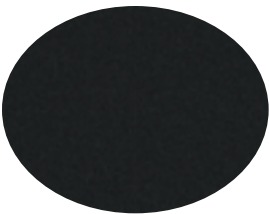


248 PANAMA YELLOW
(special order only)

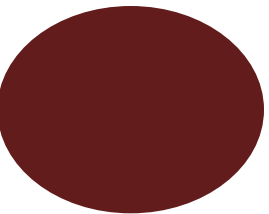
METALLIC COLORS



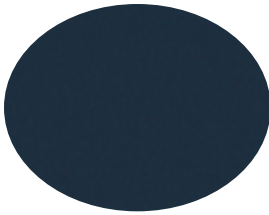
329 SILVER



332 MIDNIGHT



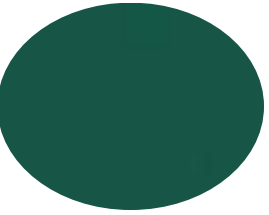
339 TORCH RED



343 ATLANTIC BLUE



344 DESERT WIND



345 PEACOCK GREEN

CLOTH

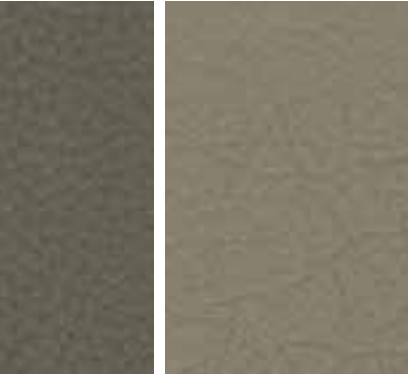


Taupe



Off-black

LEATHER



Taupe/light taupe

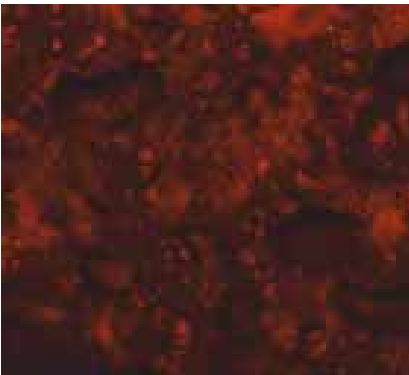


Off-black

TRIM



Wood-effect shift knob



Wood-effect trim



Leather-faced graphite sport steering wheel (Sport Package, U.S.; accessory, Canada)