

VOLVO RANGE



Welcome to Sweden.

When people say they'll go to the ends of the earth to do something for you, they are probably referring to a place like this.

As you can imagine, an environment that straddles the arctic circle offers many challenges for cars and drivers. *Extreme temperature changes and the weather that comes with them are but a few examples. The terrain itself is of many moods. But this spectacular variety provides inspiration as well as ultimate testing grounds for every Volvo we design and build.

Clearly, safety and performance are key concerns for anyone driving in the conditions we can find in Sweden. Car owners all around the world appreciate these all-season capabilities too, but there's more. World-class comfort, style, and state-of-the-art technology also bring new meaning today to anything "Built like a Volvo."

Being on top of the world not only depicts the feeling found driving our cars, it's also a fair description of where in the world we are—and where the cars in this brochure were created. We trust the expectations you have for your next car are as high as ours.



*On the same day, the maximum and minimum temperatures in Sweden can vary greatly from place to place. At the time of this writing, 25 Oct 2006, high and low temperatures differ by 101.66°F. Low: -8.6°F in Nikkaluokta, High: 60.9°F in Skillinge. Sweden's record low is -62.6°F set in Arjeplog in 1966. Our record high is 100.4°F set in Ultuna in 1933. In one place alone, Stockholm, the single most extreme recordings are from 20 January 1814, -25.6°F, and 3 July 1811, 96.8°F.

V

All the best from the top of the world.

C

Our origins near the magnetic north pole may not completely explain the attraction you feel looking at these beautiful cars, but every Volvo does exhibit distinct Scandinavian sensibilities. The muscular stance and sculpted lines of each exterior are fine examples of bold design. Inside, this elegant simplicity manages to reduce stress with thoughtful ergonomic details and practical amenities. Under the hoods, quiet yet powerful engines provide a feeling of safety that comes from instant acceleration. On the road, our natural tendency to avoid confrontations of any sort helps fortify our total commitment to safety. And of course, feeling safe may be the single most important reason the world's most comfortable seats are said to be found in a Volvo.



THE NEW VOLVO S40



VOLVO S60



VOLVO S80



THE NEW VOLVO V50



THE ALL-NEW VOLVO V70



THE ALL-NEW VOLVO XC70



VOLVO XC90



THE ALL-NEW VOLVO C30



VOLVO C70



VOLVO C70



S40

T5 AWD: 227 hp
T5: 227 hp
2.4i: 168 hp



You don't buy a car this good looking for its safety features, but that's the only way we sell it.

Cleverly disguised as a high-spirited, compact sports sedan with carefree intentions, the new Volvo S40 is, in fact, very serious about safety. For example, the patented frontal structure supports more than a beautiful face. This sophisticated work of engineering is designed to direct impact forces away from the cabin in a controlled collapse using materials of various strengths and weights. More importantly, the art of accident avoidance is greatly enhanced by the comfortable driving position, intuitive controls and precise handling—which also make the new Volvo S40 very fun to drive. Take the all-wheel drive T5 with 227 hp. Plug in your MP3 player. Press play. Safety is looking good.





**S60**

T5: 257 hp
2.5T AWD: 208 hp
2.5T: 208 hp

This is where your head and heart can take turns driving.

For arguments sake, let's say your head gets to drive first. being the thoughtful one, Volvo's no nonsense approach to design impresses the brain first - form follows function. Thankfully, the function of the Volvo S60 is a beautiful thing. More over, the T5 engine gets us to 60 mph in just 6.6 seconds and delivers 258 ft. lbs of torque. Impressive numbers for anyone interested in European sports sedans, but it's the sensation of instant acceleration that makes the heart beat faster. And sometimes the heart has the final say. In any case, your Volvo retailer can arrange a test drive. Or two.



S80

V8 AWD: 311 hp
T6 AWD: 281 hp
3.2: 235 hp



ESP, clairvoyance, telepathy. Call it what you want, no one predicted it would travel like this.

Like majesty in motion, the Volvo S80 delivers the royal treatment—21st century style. Technologically speaking, scouts run ahead, check the road, and report back. At work are radar-based predictive technologies that monitor the cars in front and adjust chassis settings, power delivery, and braking intuitively. This onboard intelligence helps you negotiate traffic in terms most favorable to you and your passengers—helping you to keep a safe distance. The creature comforts and thoughtful amenities throughout the cabin also seem to anticipate and satisfy your every need. Call it a sixth sense, second sight or intuition, the Volvo S80 knows how to please.





The advertisement features three main images: a woman in the back seat of a Volvo V50, a driver's perspective from the front seat, and an exterior view of the silver station wagon. The text 'V50' is prominently displayed in a dark box. Below the exterior image, engine specifications are listed. The headline and body text are positioned at the bottom of the page.

V50

T5 AWD: 227 hp

T5: 227 hp

2.4i: 168 hp

Sometimes a little more weekend is all anyone needs.

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 new 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. Match a 5-speed Geartronic automatic transmission to a powerful five cylinder engine, 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.

V70



3.2: 235 hp

State of the art. One of a kind. First on your street?

When a car creates a category all its own, it invites close inspection. Such is the case with the premium wagon created by Volvo, perfected by Volvo, and admired the world over. With this, our 10th generation wagon, the all-new Volvo V70 sets the standard even higher. There's more luxury here, more onboard intelligence, more practical space, and more of what we're known for and proudest of—safety. The available convenience of a power tailgate, a cargo floor with aluminium load rails, sliding hooks, plus a lockable compartment underneath, rear seats that split and fold in three sections, and the world's-first integrated child booster seats with two levels for growing kids—all present state-of-the-art functionality in a one-of-a-kind car (the kind we invented in 1953).







XC70

3.2 AWD: 235 hp



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

Built to take you farther and keep you safer, this all-new Volvo XC70 takes on any and all roads and, may we suggest, improves upon them all considerably. While the all-new exterior is fit for excursions outside city limits, the interior provides its own escape with highly civilised comfort and class. Innovations include Hill Descent Control for smooth going on rough, steep and slippery roads, advanced Haldex® AWD with Instant Traction™, and powerfully efficient six cylinder engines for the first time in a Volvo XC70.



XC90

V8 AWD: 311 hp
3.2 AWD: 235 hp
3.2: 235 hp



The definition of luxury, expanded.

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 Premium Soft Leather interior and rear seat entertainment system are just hints at the extraordinary comforts you'll find inside this exceptional vehicle. The Volvo XC90 has received more than 50 international awards for its aggressive safety, design, versatility and environmental care efforts. And that's no small feat.





C30



Like caffeine and sugar. Only safer.

T5: 227 hp

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 227hp T5 engine responds instantly, even at low revs, so overtaking is fast and safe. 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.



C70



T5: 227 hp

Two dream cars. One set of wheels. Beautifully efficient, or what?

Arguably one of the most beautiful cars ever built, the Volvo C70 is both a dashing coupe and a dazzling convertible. When you want sky for a roof, you lift but a finger and push but 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 Premium sound system—specifically designed for this car to satisfy the audio-philes among us. Of course, that makes it three dream cars in one, but who's counting? Let's go for a ride.

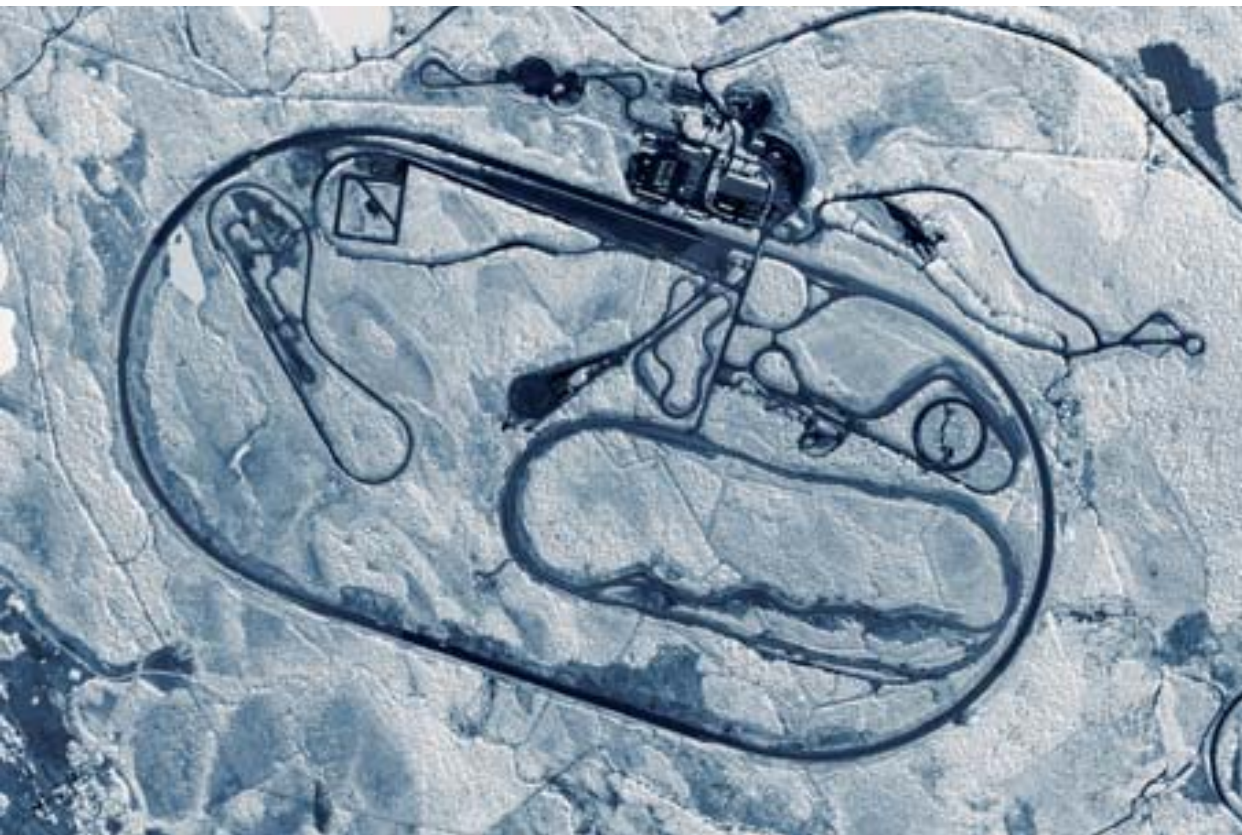


⊕ Here, high-speed catapults help us push an entire industry forward.



Inaugurated in 2000, the Volvo Cars Safety Center in Göteborg is the world's most advanced crash laboratory. Here we crash our cars into other vehicles and obstacles at most any angle and at speeds of up to 75 mph. We conduct over 400 full-scale crash tests each year. Many of these tests are based on what our Accident Research Team discovers at the scene of a real accident. Since 1970, our researchers have investigated over 36,000 such accidents. This gives us the unique ability to learn what works in real life and what doesn't—knowledge that helps us improve, innovate and help save lives.

Of course it takes more than catapults and lab coats to make the safest cars in the world. How a car behaves on the road—in real life—to avoid an accident is the ultimate test of a car's safety. The way the chassis interacts with brakes, steering and different stability enhancing systems not only determines how fun a car is to drive—this is also crucial to help drivers maintain control in challenging situations. On the road is where innovation confronts reality.



Life-saving innovations

Many of the safety features found in a Volvo are based on the findings from the Volvo Accident Research Team. A few recent examples are the collapsible steering column, the energy-absorbing frontal structure, Volvo's child safety equipment, the Side-Impact Protection System (SIPS) and the Whiplash Protection System (WHIPS).

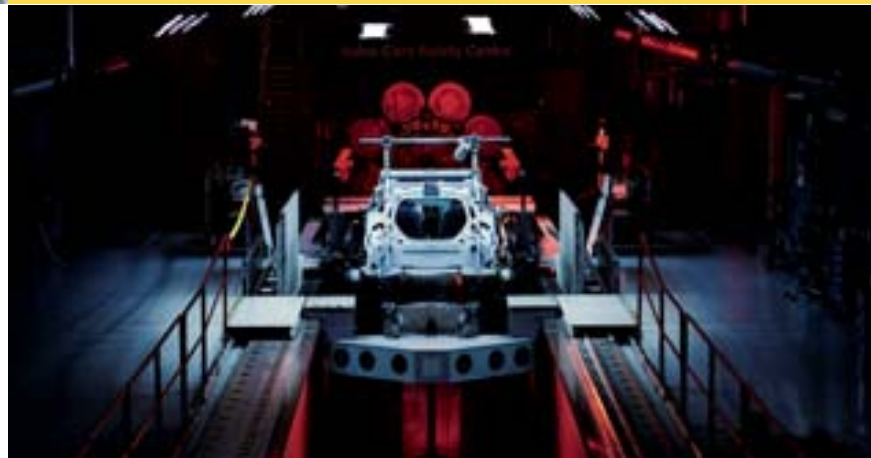
Virtual crash tests

Super-computers make it possible for us to recreate and analyze different crash situations six times a day without crashing real cars. We can test new cars virtually even before they exist as prototypes. This makes the next step, full-scale testing, very effective and enables us to focus our resources where they are most useful.

Component testing

In addition to the hundreds of real cars we crash test every year, advanced crash simulators help us test individual components and full interior safety systems without crashing an entire car. Our crash sleigh, for example, can grip just the cabin and recreate the exact movement a car makes in a collision. This is unique in the car industry and it has helped us develop front seats with the whiplash protection system (WHIPS).

To test our best, we journey to our proving ground in Hålleröd, Sweden with its 34 miles of test tracks—including different road types from all over the world. This facility is where we scrutinise a car's ability to actively support its driver in all imaginable (and unimaginable) situations. In addition to the test miles driven on ordinary Swedish roads, this is where we expose all new Volvo models to thousands of miles of extreme conditions in order to expose any weakness. This is also where we evaluate the interaction between the car and the driver. Because the most important safety feature in any car is the driver.



Volvo. for life



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