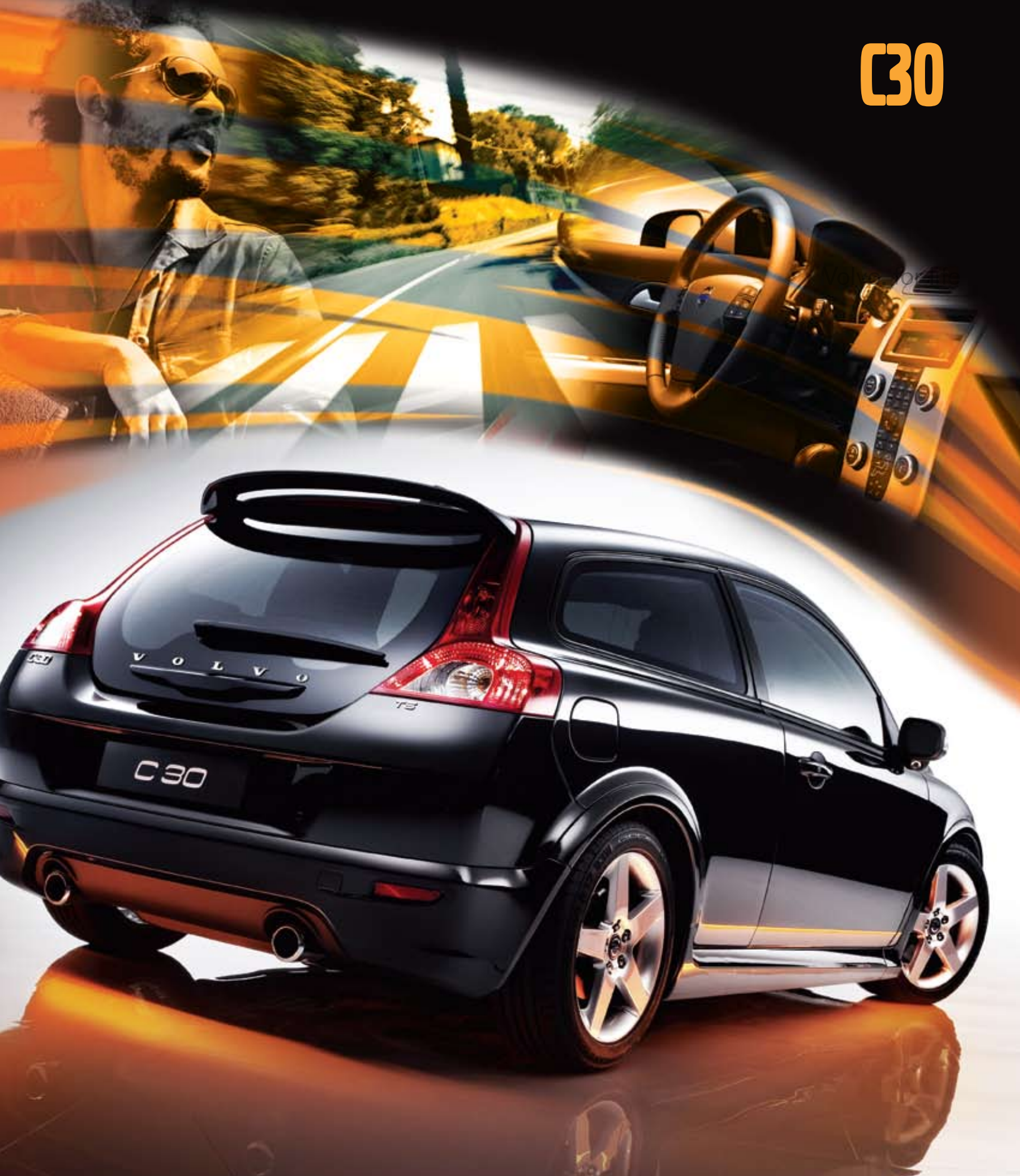


C30



ACCLAIM FOR THE UNEXPECTED VOLVO







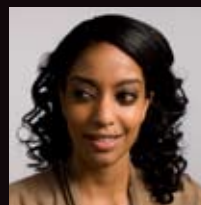
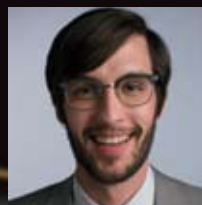
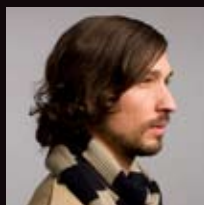
**LIFE IS BETTER LIVED TOGETHER**







**REFINED**EXCITING**COMFORTABLE**FUN**CONSCIENTIOUS**SAFE





## THE UNEXPECTED VOLVO

A LOT OF PEOPLE ARE FINDING A LOT TO LIKE ABOUT THE C30

The smallest, most expressive car in Volvo's range, C30 combines an eye-catching body and dynamic chassis with a powerful turbocharged T5 engine. The edgy design features a unique frameless glass tailgate, a confident stance and the broad shoulders that have become a Volvo design hallmark. It epitomizes Volvo's character evolution in the early 21st century. Ian Adcock, writing in Road & Track noted, "Volvo's transformation over the past decade or so from soulless to sexy Swede has been one of the auto industry's most successful stories."<sup>1</sup>

In his USA Today review, James Healey made the same point in a different way. He wrote, "To paraphrase a common comment from those who spied the C30 in parking lots: Volvo is making cool cars again."<sup>2</sup>







### It just feels right

The C30 rewards its occupants with an exhilarating driving experience. The interior is designed for easy, intuitive function, with a number of smart refinements, an unexpectedly high level of comfort and flexibility and, like all Volvos, the C30 has been developed to be a very safe car. "The C30, with a turbocharged, 227-horsepower five-cylinder engine and an independent four-wheel suspension, is one of the best driving experiences available under \$25,000," said Warren Brown in

**The Washington Post.** "Overall, the little front-wheel-drive car ... just feels right, especially in tight city traffic where it is wonderfully maneuverable."<sup>3</sup>

In the U.S., both C30 models are powered by the 5-cylinder turbocharged engine and have a six-speed manual transmission as standard equipment.

**AutoWeek** magazine editors appreciated the C30's value: "There's a lot to like ... starting with the basic fact that, for under \$25,000,

**"...a strong turbo engine and six-speed that seem almost too good for a car with this price tag."** – **AUTOWEEK**

you get a Volvo. And even though it is a relatively inexpensive Volvo, it still comes with a lot of niceties that make it worth the money: the plush, high-style interior with the cool "floating" center stack; excellent, supportive and super-safe seats; a strong turbo engine and six-speed that seem almost too good for a car with this price tag."<sup>4</sup>

### Roomy and Comfortable

Driving enthusiasts will appreciate that the C30 is 8.5 inches shorter and somewhat lighter than the Volvo S40 sport sedan. But, although the C30 is shorter, there is still plenty of room for four adults and all their stuff. The interior is comfortable and flexible, with a surprisingly airy feel. It is easy to move the front seats forward and rearward for convenient access to the rear. The tapered design of the B-pillar also contributes to easy entrance.

Jim Mateja of the **Chicago Tribune** described it this way: "[the front seats] slide forward to provide decent access to rear seats, where you find surprisingly good leg and head room. Lift the glass hatch lid and there's decent space for luggage or groceries. To hold the golf clubs – or more luggage and groceries – squeeze the handle on the top of the rear seats and the backs fold flat."<sup>5</sup>

### Making it personal

C30 is the only Volvo offering a special Custom Build ordering process. A one-time \$300 charge opens up a vast array of options, accessories, exterior colors and interior combinations. Custom Build special orders open up 17 exterior colors, 12 interior color combinations, and more than 30 individual options. With so many choices, finding two C30s that are exactly alike will be difficult.



XC90 sport-utility vehicle and provides extra protection in front, side and rear collisions.”<sup>8</sup>

In fact, Volvo’s unique “VIVA” approach to building a car integrates everything from its crashworthiness to dynamic styling and its exciting driving characteristics. Several interacting elements make this possible, including a very stiff chassis, and a body structure with unique energy-absorbing capabilities.

### Sound? Wow!

All told, C30 is the unexpected Volvo. Expressive and customizable, the C30 rewards spirited driving in town and on the open road. It is designed to attract customers who are young, or young at heart. Not the least of its attractions is the audio, with an excellent standard

## “...a hugely entertaining and deftly engineered piece of Scandinavian design .” – DAN NEIL, LOS ANGELES TIMES

As Patrick Bedard said in his review in **Car and Driver**, “When you sign up for a sexy looker like this C30, you don’t want to see two or three just like yours clustered about the neighborhood Starbucks.”<sup>6</sup>

Thanks to its compact size and rigorous engineering, the Volvo C30 is as exciting to drive as it is to admire. Like other Volvo cars, a solid body, generous front and rear tracks and a relatively long wheelbase contribute to stable, confidence-inspiring driving characteristics. The chassis is optimized to provide outstanding control and precise response to the driver’s inputs.

Bedard had this to say in that same **Car and Driver** article: “While we’re tossing bouquets, much of the C30’s joy comes from its coordinated responses. This is a car that knows how to act. The brakes are wonderfully linear in their response, the steering zeros in on “straight down the road” when you cruise, and the throttle is free of the jumpy-jerky hyperactivity that is so tiresome in the pretend-to-be-fast crowd.” He also commented favorably on the manual

transmission, which has received almost universal praise in media reviews. “The six-speed shifts with a short, smooth stroke, and clutch engagement is perfect—if you think you can’t drive a stick, you’ll find you *can* in this Volvo.”<sup>7</sup>

### VIVA for safety

Safety remains the cornerstone of Volvo’s core values and, like all Volvos, the C30 has been developed to be a very safe car.

**BusinessWeek’s** Thane Peterson says, “It has all the requisite air bags, plus seat belt pretensioners, antilock brakes with emergency braking assist, and traction and stability control. It also features VIVA (Volvo’s intelligent vehicle architecture), which was first introduced on the

system that produces 160 total watts through 4 channels. True audiophiles can choose Premium Sound, with a digital ICE Power amplifier from Alpine®, Dolby® Pro Logic® II surround sound, and 10 loudspeakers from renowned Danish manufacturer Dynaudio®. This one belts out a potent 650 watts. Both systems come standard with an auxiliary audio jack for connecting MP3 players, and an in-dash CD that can play MP3- and WMA-format music files.

“The C30 is a terrific little car,” wrote Dan Neil in the **Los Angeles Times**, “a hugely entertaining and deftly engineered piece of Scandinavian design entering a market that’s just about panting for cooler, and greener, small cars... [It] feels like the emergence of a new species, *Volvo rockinus*.”<sup>9</sup>

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# Automobile

JANUARY 2008 AUTOMOBILEMAG.COM

The C30 had us from the first view of its cute little 1800ES-esque butt at the 2006 Detroit show, where it launched as the C30 Design Concept. Since then, we've been waiting patiently for the hipster Volvo four-seat hatchback to wind its way through the long productionization process, to introduce itself to everyone in Europe (where it was greeted with much fanfare, as in 32,000 sales as of November 2007), to roll onto a transatlantic steamer, and to finally make its way into our eager hands.

Such is the impact of striking design. You see it, you just want it. Never mind that the C30 has the underpinnings, the 227-hp turbocharged five-cylinder engine, and virtually the entire interior of the S40. We like the S40, too. But this is just the cutest thing, with its nipped-in rear cabin and frameless pane of hatch glass. Sweet.



Never mind that it's only a couple hundred pounds lighter than the base S40 (despite being 8.8 inches shorter) and therefore a bit pokier than we expected. And the Volvo doesn't feel as sporting as the Volkswagen GTI, although (according to Volvo and VW) the C30 is both faster and quicker. The Volvo is whisper-quiet, perfectly composed, and has a six-speed manual that you could teach your grandma to row flawlessly in fifteen minutes. You can add a little flip of roof spoiler and larger tailpipes; lower it; go with stiffer springs, dampers, and antiroll bars; jack it onto eighteen-inch rims; rock out the 650-watt, ten-speaker Dynaudio system; add a cool two-tone option dialed up from a palette of seventeen different exterior colors; and still party on out the door for less than \$30,000.

It is madly, Scandinavianly mod inside to go with its fresh exterior. And any one of us would have it - the one perfect criterion for All-Stardom.



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# THE 2008 VOLVO C30: A 2008 TOTAL QUALITY AWARD™ WINNER



## FANTASTIC. WHAT IS TOTAL QUALITY?

The Total Quality Index™ is the premier measure of new vehicle owner satisfaction. It asks buyers to rate all aspects of the ownership experience, from buying and owning to performance and driving. It is much more than simply counting problems.

"Innovation and thoughtfulness in functionality and design, keeping in mind how the customer will interact and use the vehicle, is essential," reports Dr. Darrel Edwards, Founder and CEO of Strategic Vision. "Vehicles like the Volvo C30...are terrific examples of providing

customers with this 'functional luxury' in a very stylish design suggesting quality both on the inside and out."

The Total Quality Index™ was calculated from the responses of 20,655 buyers who bought 2008 models in September, October and November of 2007. Strategic Vision has presented Total Quality annually since 1995.

**"The new C30 owners speak for themselves. The Volvo C30 T5 Hatchback scored a 908, landing it in first place in its class."**



**"Such is the impact of striking design. You see it, you just want it."**





**“This is an attractive car that grabs eyes and collects compliments.”**

## THE UNEXPECTED VOLVO... ONLINE

Online reviewers have embraced the Volvo C30 with at least as much enthusiasm as their colleagues in the print media. And, fortunately for Volvo, online sites are the preferred sources where youthful customers do their car-buying research.

**Edmunds.com** is one of the web's preeminent automotive research sites, and its “Inside Line” section greeted the C30 as something from Volvo that was indeed unexpected. The story was titled: “A Volvo for Young Urban Males. No, Really.”

In general, comments tended to emphasize the C30's qualities as good looking and fun, though not designed for all-out performance. The Inside Line review went on to say, “This is an attractive car that grabs eyes and collects compliments.... As fun as the C30 is to dance with, this is not a hot hatch for weekend track days. It's a city dweller that likes to zip through traffic and dig into the occasional on-ramp.”<sup>1</sup>

Kirk Bell's review for **NewCarTestDrive.com**, published on autos.aol.com, echoed that assessment: “And fun to drive it is ... It has good steering feel, stays flat in corners, and

is nimble enough to slice through traffic. The 227-hp turbocharged five-cylinder engine provides plenty of punch to keep the fun coming.”<sup>2</sup>

In its C30 road test, **Swedespeed.com** picked up on the “unexpected Volvo” theme in its road test. “Straight up, the C30 isn't for families. Young urbanites...yes. Empty nesters...sure. But four bucket seats aren't really conducive to baby seats. It's stylish, it's hip, it's young and it's decidedly un-Volvo.”<sup>3</sup>

### Out of the box

Un-Volvo? Keith Buglewicz tackled that one right up front in his C30 review on **myride.com**, a story sub-titled “Perception can be hard to change.” Alluding to the Volvo 240, he wrote, “Boxy hasn't described Volvos for some time now, but the momentum of that classic sedan is tough to overcome, especially when your reputation is as square as your cars used to be.”

He went on to cite the C30's primary selling points as its styling and personalization opportunities. “It looks like nothing else on the road, at least from the back, and the level of customization is enough to rival Mini and Scion.”<sup>4</sup>

On **motherproof.com**, Emily Hansen may have had a 240 in mind when she wrote, “The Volvo C30 is a departure from what I think

of when I picture a Volvo. Don't get me wrong; all the safety and security I expect from Volvo is still intact, it's just packaged in a cute, sporty, city car.”<sup>5</sup>

That's the gist of it: fun, nimble, eye-catching, different. On **carbuzzard.com**, John Matras titled his story “Passion” and went on to talk about how it was unusual for a Volvo to stimulate that emotion ... but that C30 did, even in young people. He wrote, “...Volvo, you've aced the youth vote with the C30.”<sup>6</sup>

**“...Volvo, you've aced the youth vote with the C30.”**

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- 6 <http://www.carbuzzard.com/review.php?id=20806>



## VOLVO C30 AT A GLANCE

### CONFIGURATION:

Front-wheel-drive, 4-passenger, 2-door coupe

### ENGINE:

Turbocharged, 2.5-liter, inline 5-cylinder

- 227 hp @ 5,000 rpm
- 236 lb.-ft. torque, 1,500-5,000 rpm

### TRANSMISSION:

6-speed manual (std.)

5-speed Geartronic automatic (opt.)

### KEY DIMENSIONS:

Length:	167.4 in.
Height:	57 in.
Width:	70.2 in.
Wheelbase:	103.9 in.
Curb weight:	3,201 lb.
Cargo space:	12.9 cu. ft. (behind rear seat) 20.2 cu. ft. maximum

### FUEL ECONOMY:

19 mph City/28 mpg Highway  
(EPA est., manual transmission)

### KEY FEATURES:

- Dynamic Stability and Traction Control
- 17-inch or 18-inch alloy wheels (depending on model)
- 160-watt, 8-speaker audio system
- Direct Auxiliary Input for MP3 device
- In-dash CD, MP3 and WMA compatible
- Sirius Satellite Radio
- Audio controls on steering wheel
- Air conditioning
- Leather seating surfaces
- Unique split upholstery designs
- Power glass moonroof
- Regular or Dynamic chassis (depending on model)
- Sport Ground Effects Package
- Rear roof spoiler
- 10-speaker Dynaudio® sound system w. 650-watt, 5-channel Alpine® digital amp, Dolby® Pro Logic® II Surround Sound
- Climate package
- Automatic transmission
- Navigation system
- Power driver and/or passenger seats
- Bi-Xenon headlamps
- Custom Build alternatives allow over 5 million combinations, including exterior color and interior choices.



### EXCLUSIVE R-DESIGN FEATURES:

- Unique R-Design seat upholstery with split leather/Flextech
- Blue-face instrument cluster
- R-Design unique inlay
- Unique R-Design sport floor mats with accent piping
- Unique grille with matt silver surround and R-Design logo
- R-Design steering wheel
- Sport Pedals
- Matt-silver outside mirror housings





Volvo. for life

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