

# SOMETIMES IT PAYS TO LOOK IN THE REAR-VIEW MIRROR...



This is our P1800 sports coupe, launched in 1961. So, beautiful as it is, why are we talking about a five-decade-old car? Well, it embodies the design philosophy we still use today. It shows the confidence of our cars' styling backed up by the design authority that has made Scandinavia world-renowned. Significantly, our little two-seat grand tourer also shows the importance we place on making you feel good. And that isn't just about ergonomic seats and beautifully designed cabins, but just as much about creating a shape that will make you feel special every time you look at it.

# ... EVEN WHILE YOU'RE POWERING CONFIDENTLY AHEAD.



If you look closely at our latest models, such as our S60 R-Design sport sedan shown above, you'll find that they continue to reference our proud design heritage. We still use a wide horizontal grille, and the P1800's sporty soul and sweeping lines from the headlights along the sides live on in our S60. In true Volvo style, we've blended these subtle nods to our heritage with a clean, modern design language. The result is a shape that embodies the essence of Scandinavian design: Functional beauty that stands out in a crowd.





At Volvo, we think you should enjoy the same level of comfort as you would in a stylish Scandinavian home. Our seats are at the heart of this philosophy – after all, they're where you spend most of your time. Not only do we constantly improve on their ergonomics – our designers like Anders Sachs, left, are also constantly on the lookout for the best materials. "Volvo has always been good at textiles; we have a long tradition of high-quality fabrics in Sweden," explains Sachs. "Take the S60: at first glance, its upholstery looks sober, classic, and elegant, but if you take a closer look, you see an asymmetric line pattern inspired by Paul Smith. So it's like an 'aha!' experience – you may not notice it at first, but it's a fun surprise when you do."

Our materials don't just look good — they also feel exquisite to the touch — an experience you'll appreciate every day. Surrounded by beautiful design and exquisite materials, you'll enjoy a sense of well-being the moment you get in your Volvo. Shut the solid doors with a satisfying thunk and enter a place that's a world away from any other, a space of your own purely designed to let you enjoy your drive. Our commitment to reduce clutter and keep things as uncomplicated as possible leaves you free to drive as you turn up the volume of your favourite tune, or simply listen to the thrum of your engine. Whatever your mood, whether you're feeling energized or laid-back, your Volvo's clean, luxurious interior is designed to give centre stage to that which matters most — you.



# YOU WANT COMFORT, RESPONSE, AND CONTROL. DONE.

"We've had a brilliant response to our chassis — it's had fantastic reviews in the motoring press," says Stefan Sällqvist, Volvo's handling guru. He's talking about the standard chassis on our cars — and being Swedish, he never boasts unless something is really, really good. "We've spent thousands of hours perfecting and tuning it in order to heighten your responsive, in-command driving experience." We've worked hard on natural driving dynamics so that your Volvo's actions immediately correspond to your desires. When you hit the accelerator out of a tight corner, your mind knows how you want the car to perform — and your car follows as if you both had a telepathic link. The secret? Corner Traction Control, our torque vectoring system that reduces understeer, making cornering safe and fun.

The S60 and V60 also include an Advanced Stability Control that can quickly identify any tendency of skidding. This allows the anti-skid system to activate earlier and with greater precision which helps to improve handling and rapid lane change maneuvers. The Dynamic Stability and Traction Control System (DSTC) also has a Sport Mode that allows the car to be driven more actively by relaxing the sensitivity of the anti-spin system.



## YOU'RE IN CONTROL, NATURALLY.

### SENSUS



Since you'll spend most of your time in the driver's seat of your Volvo, we've designed a gorgeous space around you. All of your instruments and controls are as easy to use and intuitive as possible. We call this approach to connecting you and your car with the world around you "Sensus." Our beautiful new available Adaptive Digital (TFT) Display\* is the latest expression of this philosophy. Not only does it give you all the information you need without overwhelming you with data, it also gives you three modes to choose from -Elegance, Eco, and Performance. And with Sensus Connected Touch, your 7-inch Sensus screen becomes a connected multimedia hub, giving you access to navigation and music streaming.

But it's not just our displays and connectivity technologies that are things of functional beauty. We've put the same amount of care into the steering wheel, as well as our iconic floating centre stack with our trademark "manikin" climate control buttons. And at night, our new illuminated gear shift knob not only makes it easy for you to see which gear you're in, it's a piece of beautiful design in its own right.

\*Available on S60, V60, S80, XC60, XC70, Not available on XC90,



### FULL SONIC IMMERSION

At Volvo, we believe you should enjoy the very best audio experience. That's why we've designed our available state-of-the-art Premium Sound Multi Media System with Audyssey Laboratories. Using 12 high-fidelity loudspeakers and MultEQ sound processor technology, this 5x130 W system provides an unparalleled aural experience for every passenger and connects easily with external media players.

READ MORE ON VOLVOCARS.CA

Our beautifully designed, high-res colour display allows you to choose between three driving modes - Elegance, Eco, and Performance.







City Safety\* functions at speeds up to 50 km/h. This system can help prevent a collision if the difference in speed between your vehicle and the vehicle ahead is less than 15 km/h.



We've further improved our optional Blind Spot Information System (BLIS). It now uses radar technology to alert you to vehicles closing up in your blind spot. There's also Cross Traffic Alert, which watches out for vehicles you can't see when you're reversing out of tight parking spaces.



Because we care about other road users just as much as you, Pedestrian Detection with Full Auto-Brake (included in the optional Technology package\*) watches out for people walking into your path and applies the brakes if you're unable to react in time.

\*Not available on XC90.

READ MORE ON VOLVOCARS.CA

**INTELLISAFE** Safety has become a Volvo byword – so much so that sometimes we forget to talk about it. Still, keeping people safe has always been at the heart of what we do. We call this philosophy IntelliSafe. It's a commitment that goes back to 1927, the year Assar Gabrielsson and Gustaf Larson started our company with a simple idea: that people and their safety should be the guiding principle behind everything we do. As a result, Volvo has an 87-year history of pioneering safety advances. For example, we've been fitting all our cars with safety cages and laminated windscreens since 1944.

> Today, we're building cars that actively scan the area around you, looking out for the unexpected. We invented City Safety, which helps to prevent rear-end collisions at speeds of up to 50 km/h. And we developed Pedestrian Detection, a system that detects pedestrians and brakes the car when necessary. But we won't stop there. In the future, our aim is to design cars that will prevent collisions with other road users altogether.



### WE THINK SUSTAINABLE DRIVING IS EXCITING. SO WILL YOU.

At the heart of every Volvo we make is our all-encompassing approach to sustainable driving, our innovative thinking behind a whole range of technologies that give you more efficiency – and lower running costs - without compromising on a pleasurable drive.

Our technological advances include reducing the friction within our engines and a host of aerodynamic improvements to help you get the maximum benefit from your engine and the fuel you put into your car. We always strive to make our manufacturing processes more sustainable - all of the electricity for our factory in Sweden comes from clean, hydroelectric power. Environmentally aware mobility is central to our philosophy of intelligent, thoughtful luxury.

And while fuel efficiency and low emissions will always be priorities for us, we think it is important to emphasize that we will not sacrifice a great driving experience for these goals. Because we know how important this is to you.





**DRIVE-E** Drive-E is for Volvo's innovative thinking behind a whole range of technologies that provide more power, more efficiency, and greater driving pleasure, while also respecting the environment.

> Efficient power relates to all technologies aiming to improve the driving experience while still reducing CO<sub>2</sub> emissions and improving fuel economy. This includes: optimized aerodynamics, efficient engine and energy management, reduced friction and fuel-efficient gear ratios, start/stop engine technologies, and brake energy recuperation.

Environment incorporates both our environmental thinking in the cars and the materials, like the "clean" compartments and interior air quality, and our sustainability efforts in production and recycling.

### **ECO+ FUNCTIONALITY**

The new ECO+ is a fuel-saving technology that supports an economical driving style and features a Start/Stop function which can help improve fuel economy.

ECO+ has three distinct functions controlled by a switch on the

• Start/Stop feature will stop the engine when the vehicle comes

- to a standstill and immediately restarts the engine when the vehicle is ready to go.
- ECO-coast helps the driver to conserve the kinetic energy of the vehicle by enabling the vehicle to coast while driving.
- ECO-climate changes climate control settings to maximize fuel

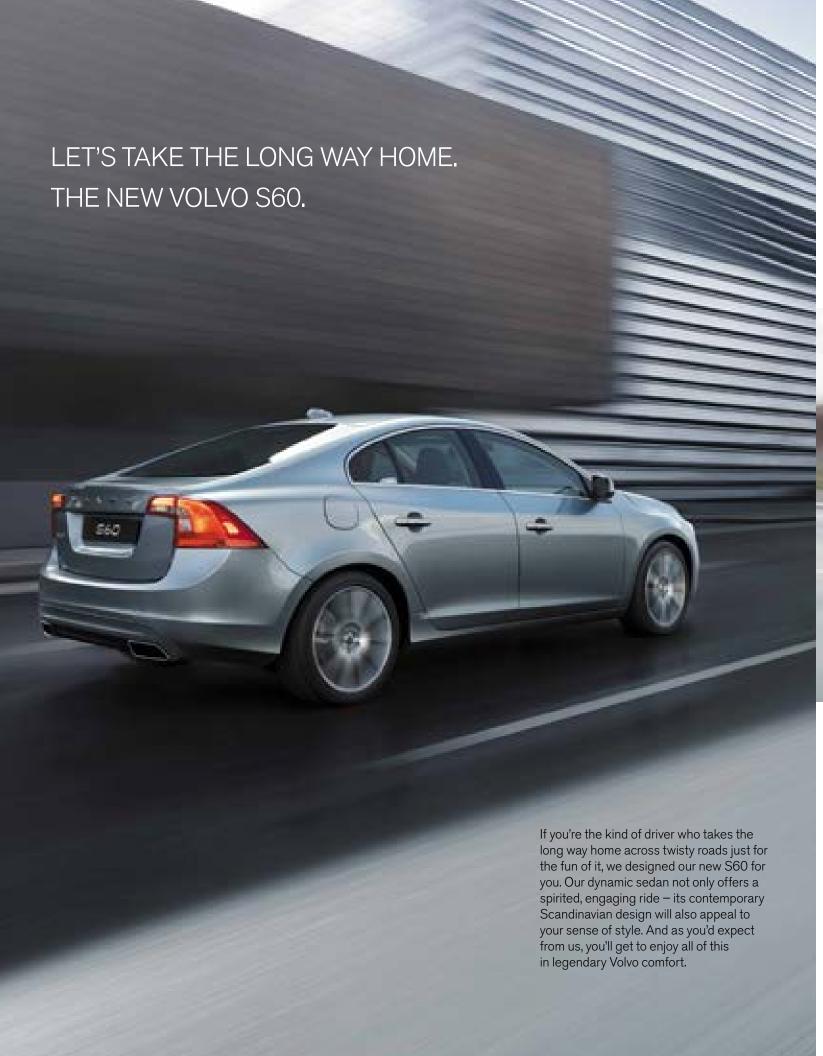
THE NEW DRIVE-E T5 AND T6 ENGINES ARE AVAILABLE ON CERTAIN MODEL YEAR 2015 FWD VOLVO MODELS.

### DRIVE-E POWERTRAINS

The amount of power you get from a gasoline engine is not determined by its size, but by the amount of air you flow through it. Also, by making an engine smaller, you can make it more efficient; therefore, if you can flow more air through a smaller engine, you can make it both powerful and efficient.

The new T5 240 horsepower, 2.0L, 4-cylinder, turbo-charged and direct injected engine uses state-of-the-art technology to

provide outstanding fuel efficiency and driving characteristics, while Volvo's 302 horsepower, 2.0L T6 engine makes combined use of both a supercharger and a turbocharger with direct injection, providing power at all engine speeds. Both of these engines feature an all-new 8-speed automatic gearbox making this new engine family more efficient than ever.





The new S60 is designed around you, the driver – and nowhere is this more apparent than in your car's cabin. Not only have we given the S60 a sporty three-spoke steering wheel with available paddle shifters,\* we've also angled the dashboard towards you. And our Adapative Digital (TFT) Display\* not only gives you beautifully bright, clear graphics, it also lets you flick between Elegance, Eco, and Performance – three modes to suit your mood and driving style.

\*Standard T6 and T6 R-Design, optional T5.





The best way to enjoy our S60 R-Design's stiffer chassis and direct steering is to take a test drive.

FIND YOUR NEAREST RETAILER AT VOLVOCARS.CA

### YOUR S60 ENGINES:

- T5 Drive-E FWD, four-cylinder turbo engine, 240 hp
- T5 AWD, five-cylinder turbo engine, 250 hp
- T6 AWD, six-cylinder turbo engine, 300 hp
- T6 Drive-E FWD, four-cylinder turbo/super charged engine, 302 hp
- T6 AWD R-Design, six-cylinder turbo engine, 325 hp



On the new S60, beautifully crafted integrated tailpipes remain perfectly in place, even though the pipe system expands by 0.98 in. as the engine reaches its operating temperature. This is true Scandinavian precision engineering.

TO SEE MORE OF THE S60'S COOL DESIGN FEATURES, GO TO VOLVOCARS.CA





The new V60 is designed to fit in with your life, whatever you're doing. It's for people who need the versatility of an estate but want the advanced handling of a modern sports car. That's why we call it a sportswagon. So, as well as having all the comfort and space you'd expect from a Volvo wagon, this is a true driver's car — and you'll know what we mean if you're the kind of person who prefers to take the long way home from work to put a smile on your face at the end of the day.

We know that your busy life requires flexibility and space. But we also know that you don't want to sacrifice driving pleasure. So we came up with the V60 – a sportswagon that is as dynamic as it is versatile. Our new V60 looks and handles even better. With its clever 40/20/40 split rear seat, you can carry everything you need. And you just might reach your destination a little bit quicker...

### YOUR V60 ENGINES:

- T5 Drive-E FWD, four-cylinder turbo engine, 240 hp
- T5 AWD, five-cylinder turbo engine, 250 hp
- T6 AWD, six-cylinder turbo engine, 300 hp
- T6 AWD R-Design, six-cylinder turbo engine, 325 hp



Scandinavian design is about attention to detail and craftsmanship: Inside, the optional sport seats have great side support all the way from your thighs to your shoulders, so they keep you firmly in position – even when you're cornering fast. (R-Design interior shown)

TO SEE MORE OF THE V60'S COOL DESIGN FEATURES, GO TO VOLVOCARS.CA







Thanks to its class-leading chassis, the XC60 doesn't drive like a towering, top-heavy SUV. Instead, it's every bit as nimble and agile as a ground-hugging sedan – while its ride height gives you a commanding driving position and added confidence when negotiating busy city traffic. For model year 2015, the XC60 offers a more sophisticated, urban twist. The new headlights are focused and determined, while intense vertical LED daytime running lights are positioned out to the corners of the car to give it a striking appearance, in both height and stature





If you like to make driving your Volvo even more exhilarating, our XC60 R-Design with Polestar Performance tuning software is the ideal solution. This standard R-Design only upgrade boosts engine horsepower to 325 and increases torque to 354 lb-ft for a truly thrilling ride.

LEARN MORE ABOUT POLESTAR AT VOLVOCARS.CA



Inside, our new sport seats\* give you all the comfort you expect from Volvo while also gripping you from thigh to shoulder through tight corners. Your every interaction with the car is more intuitive, expressive, and customizable – select the red Performance mode on your Adaptive Digital (TFT) Display,\*\* and get ready for another great day behind the wheel.

\*Standard T6 R-Design, requires Sport package on T5 and T6.
\*\*Standard T6 and T6 R-Design, optional T5.

### YOUR XC60 ENGINES:

- T5 Drive-E FWD, four-cylinder turbo engine, 240 hp
- T5 AWD, five-cylinder turbo engine, 250 hp
- T6 AWD, six-cylinder turbo engine, 300 hp
- T6 Drive-E FWD, four-cylinder turbo/super charged engine, 302 hp
- T6 AWD R-Design, six-cylinder turbo engine, 325 hp









Our optional Inscription package gives your S80 a true sense of Scandinavian luxury. Our full Sovereign Hide Soft Leather upholstery with ventilated seats, the Inscription stitched leather instrument panel, and Inscription Leather/Dark Walnut steering wheel all make your drive a truly sensual experience. Best-in-class rear seat space, ample legroom, and a smooth, comfortable ride combine to create a serene environment that lets you focus your thoughts. Ambient light – our new interior lighting option – bathes you in a warm white glow and illuminates any controls and storage spaces you may need to find at night. You'll arrive fresh at your destination, ready for business or pleasure, thanks to our ergonomic seats.

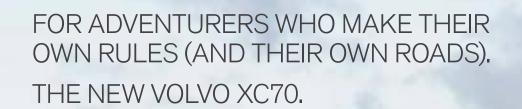
### YOUR S80 ENGINES:

- T5 Drive-E FWD, four-cylinder turbo engine, 240 hp
- T6 AWD, six-cylinder turbo engine, 300 hp

# AND YOU THOUGHT TRUE SOPHISTICATION HAD GONE OUT OF STYLE.

THE NEW VOLVO S80.

When you fly, you travel business class – so why settle for anything less when you drive? The Volvo S80 is our benchmark when it comes to luxury, comfort, and interior space. Now, thanks to a raft of updates, our executive sedan is able to offer even more of what it does so well. Its tastefully restrained Scandinavian design is complemented by advanced technology, exquisite materials, and superior craftsmanship. Every well-crafted detail of your new S80 will make you feel rewarded – whether you're in the driver's seat or stretching your legs out to enjoy a little thinking time in the rear.



You've got a true adventurer's spirit and you need a wagon with total all-round capability, both on- and off-road. With its high ground clearance and superb chassis, our new XC70 is the answer. You'll drive confidently in the knowledge that your car has the refined strength to take you anywhere, in any weather.





The XC70 comes with a power-operated tailgate\* that you can open with your keyfob before you even get to your car. And parents will love the XC70's two-stage integrated booster cushions\*\* for children, which fold out of the seat cushions with one or two simple movements.

\*Included in the optional Premier Plus trim level.



New LED daytime running lights, a bold new honeycomb grille, and matte silver touches give the new XC70 a sophisticated, contemporary feel.

### YOUR XC70 ENGINES:

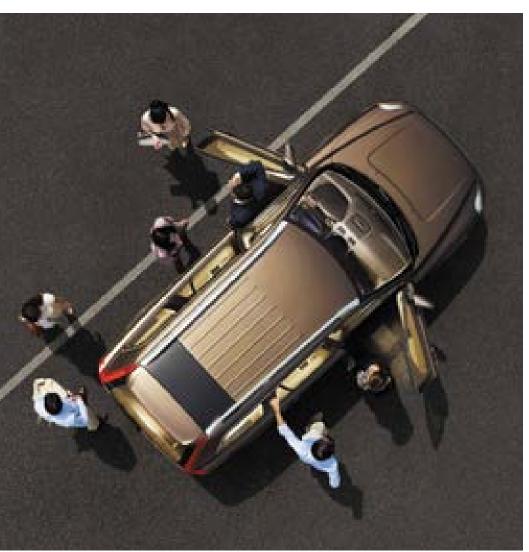
- T5 Drive-E FWD, four-cylinder turbo engine, 240 hp
- T6 AWD, six-cylinder turbo engine, 300 hp

Some cars are equal to any situation no matter what you throw at them. With its seven seat capacity, commanding looks, and off-road capability, the Volvo XC90 firmly belongs in this class, making it perfectly suited to the school run, your summer holidays, or a weekend in the country.



For an even more sporty look, choose the XC90 R-Design version.

CONFIGURE YOUR XC90 AT VOLVOCARS.CA



XC90 – Volvo's family SUV, an innovator in safety technology, is the ultimate expression of refined design and robust functionality providing comfort for 7 passengers and the ability to enjoy all of life's rewards.



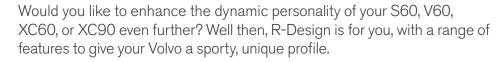


SPACE, AND THE LUXURY TO ENJOY IT - THAT'S FREEDOM. THE 2014 VOLVO XC90.

### YOUR 2014 XC90 ENGINES:

- 3.2 AWD, six-cylinder engine, 240 hp
- 3.2 AWD R-Design, six-cylinder engine, 240 hp





But R-Design is so much more than a cosmetic exercise – as with all the best Scandinavian design, form follows function. So, for example, our R-Design sport chassis has been stiffened for even better cornering meaning you'll enjoy the thrill of driving your Volvo even more.













For an exterior with a more individual, sporty look, R-Design offers gorgeously sculpted alloy wheels and unique door mirror covers with Silk Metal finish. At the back, a motorsport-style diffuser enhances your car's dynamic presence, while the R-Design's chrome dual exhaust pipes add the perfect finishing touch to your car's exterior.

The R-Design story continues in the interior, starting with supportive sport seats with R-Design logos. Also included is an exclusive R-Design steering wheel, as well as sport pedals. A softtouch gear shifter and our unique blue instrument cluster all add to the R-Design experience.



# IT'S NOT JUST VOLVO SERVICE. IT'S VOLVO SERVICE 2.0.

### **Two-Year Warranty**

You'll receive a two-year warranty on all Volvo genuine parts and the labour to install them, during a service or maintenance visit. This covers you at any authorized Volvo Retailer.

### **Free Software Updates**

If your Volvo needs the latest software update, we'll make sure it happens free of charge.

### **Health Check**

How well is your Volvo doing on the inside? We will perform a full diagnostic readout of your vehicle's computers focusing on safety systems, including a battery test.

### **Roadside Assistance**

As a Volvo service customer, you'll receive significant savings on Volvo OnCall Roadside Assistance. Ask us to extend or add this service.

### A Service Experience Focused On Your Needs

We've got everything you need for your Volvo and we're committed to delivering a service experience that's best-in-class. Enjoy the advantages of Volvo Service 2.0.

ASK FOR DETAILS REGARDING THE VOLVO SERVICE 2.0 OFFERINGS. OFFERS MAY VARY.

### TAKING CARE OF YOUR OWNERSHIP NEEDS.

### **VOLVO LEASING AND FINANCING OFFERS.**

Special offers are available to finance your new Volvo product through our preferred provider, Scotiabank. 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 is ready to assist you with all your financing needs. Please contact your local Retailer for details.

### OnCall roadside assistance.

Whenever you need us, we're just a phone call away. Our nationwide network of Retailers and authorized service providers is ready to assist. Whether you require roadside assistance or maps and routing information for your next trip, refer to your OnCall Card and dial 1-800-263-0475 – any time, 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 80,000 km, 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.

### 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 see your local participating Volvo Retailer or Volvo Cars of Canada Customer Relations at 1-800-663-8255.

### VOLVO EUROPEAN DELIVERY.

### $\label{lem:bound} \textbf{Bring home an unforgettable overseas experience.}$

European Delivery, as part of Volvo Cars International Travelers Program, is a unique way to buy your custom-built Volvo as well as a unique way to see more of Europe. You can collect your new custom-built Volvo in Sweden, drive it while exploring your favourite destinations and then have it delivered in Canada after your return. And that is not all the program offers. You'll experience a variety of added incentives including two complimentary round-trip tickets and the opportunity of our special VIP Factory Delivery experience in Gothenburg, Sweden, the home of Volvo.

Purchase any new Volvo, take delivery in Sweden, and enjoy all this and more:

- Two complimentary round-trip tickets to Gothenburg, Sweden
- One free hotel night for two in Gothenburg
- VIP delivery at the home of Volvo including our exciting Factory Tour
- The opportunity to explore Europe in your own Volvo
- 15 days International Insurance and Export registration
- Complimentary home shipment of your new Volvo to your authorized Volvo Retailer in Canada
- 6.1% import duty included

The beauty of Scandinavia, French country roads, the thrills of the German autobahns, breathtaking alpine passes — it's all yours to discover. For an even more inspiring journey, travel in the comfort and safety of your own Volvo. And when you're done travelling, bring the pleasure of driving a Volvo back home. Can you think of a better way of travelling overseas and making your souvenir part of an unforgettable experience?

Additional charges apply.

### CANADIAN FLEET SALES.

Volvo Cars of Canada is committed to providing your organization with a Premium Fleet Experience. Our core values of safety, quality, and environmental care are the essence of our brand, and our dedication to these values allows us to build world-class automobiles that meet the needs of today's demanding fleet decision-makers and drivers. Our Premium Fleet Experience enhances customer treatment and satisfaction by providing consistent order-to-order delivery times with priority order placement at the factory, direct-order relationships with major fleet leasing companies, and premium courtesy delivery via a Volvo Retailer that is convenient to the driver's location. Each Volvo offers a unique driving experience. We trust the Volvo you choose to best fit your fleet needs is better than anything you've driven before. For Salespeople, Managers or Executives, Volvo offers a large selection of models that perfectly matches your drivers' needs.

For more information, please contact us at:

Fleet Sales: (905) 695-9642

Fax: (905) 695-9627

Email: canfleet@volvocars.com



## SIX MODELS WITH YOU IN MIND.

