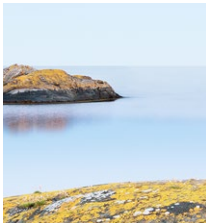




APRIL 2014
VOLVOCARS.CO.UK

VOLVO
XC70





HELLO
PAGE 01



YOUR NEW CAR
PAGE 04



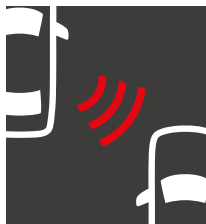
INSIDE YOUR CAR
PAGE 08



A CAR FOR ALL SEASONS
PAGE 10



SENSUS
PAGE 12



INTELLISAFE
PAGE 14



DRIVE-E
PAGE 16



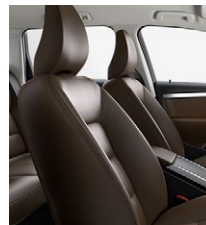
PACK & GO
PAGE 18



EXPRESS YOURSELF
PAGE 20



PERSONALISE YOUR INTERIOR
PAGE 22



UPHOLSTERIES
PAGE 24



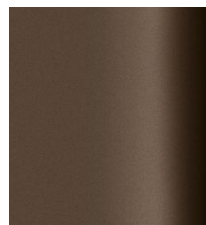
ALUMINIUM WHEELS
PAGE 26



ACCESSORIES
PAGE 28



THE VOLVO EXPERIENCE
PAGE 32



COLOURS
COVER



XC70

HELLO

Read more at
volvocars.co.uk

01

WE'RE VOLVO. WE PUT PEOPLE FIRST.



*“What can we do to make
this person’s life better, easier or
more comfortable?”*

We're Swedish. Scandinavian designers always start with the person who's going to use an object and ask, "What can we do to make this person's life better, easier or more comfortable?" We've always used this philosophy when we design our cars. So, while other car manufacturers might start with technology and try to squeeze people in around it, we begin by designing our cars around you. We ask what you need, and then use our technical skills to make your life easier, better, safer and more beautiful. Form follows function, and when you design a car inside and out with people in mind, it looks naturally beautiful. We think that looking at and interacting with our cars should make you feel great, every day.

Designing cars around people has led to many innovations over our 86-year history. The three-point safety belt in your current car? That was our invention from 1959. And we hope that one day, every car will have a device to protect people on the outside of the car, like the Pedestrian Airbag we premiered in 2012. We've solved a few environmental issues, too – in 1976, we developed the Lambda Sond – a sensor that monitors exhaust gas, reducing emissions and boosting performance as well as economy. It's still part of every petrol-engined car in the world.

Innovation is at the core of Volvo. Perhaps it's because of where we come from.



In Sweden, great
design is a way of life,
not a luxury.



For such a small country, we've produced more than our share of creative talent. That's because we know that to be truly creative, you've got to believe in yourself and do things the way you know they should be done, regardless of what others are doing.

Take our seats. In the early 1960s, we consulted with a team of orthopaedic surgeons at Chalmers University of Technology in Gothenburg. They wondered why a group of car designers wanted to see them. Nobody had thought to ask an orthopaedic surgeon's advice when designing a car seat before. But the ergonomic seat designs we developed as a result have made our cars world-famous for their outstanding long-distance comfort.

Like all Scandinavian craftsmen, we use only the best materials for the job, like the ultra-strong boron steel in our safety cages. We use natural, authentic materials inside our cars – not because they're fashionable this season, but because they make you feel good when you touch them and they're better for your health.

Creating a beautiful experience for you is natural for us. Because in Sweden, great design is a way of life, not a luxury.



XC70

YOUR NEW CAR

Read more at
volvocars.co.uk

04

THE XC70.
FOR ADVENTURERS
WHO MAKE THEIR
OWN RULES
(AND THEIR
OWN ROADS).

*"It's a supremely capable luxury wagon
designed around those who like their
adventure with a sense of sophistication."*





XC70

YOUR NEW CAR

Read more at
volvocars.co.uk

06

Just because you want a sophisticated, versatile wagon, equipped with the latest in-car technologies and interior finish, doesn't mean you always want to drive on a perfect road. Some days, your thirst for adventure is going to take you places where a normal road car can't go. We thought: why not design one car that fulfils all of these desires? So we combined a rugged, durable wagon body with a luxurious interior and go-anywhere capability, creating a truly groundbreaking car.

When we launched the Volvo V70 Cross Country – the XC70's forerunner – back in 1997, it was a truly pioneering car. "We helped to create a totally new

market segment – that's something to be really proud of", says Lex Kerssemakers, a Volvo senior vice president and the man who oversaw the inception of the XC. "Our main focus in the development of the XC models has been to create a very dynamic, comfortable on-road car, with fantastic off-road potential." The new Volvo XC70 carries on this proud tradition. Its latest incarnation is more capable than ever – a car with a rugged and refined contemporary look that reflects the XC70's underlying strength and capability. It's a supremely capable luxury wagon designed around those who like their adventure with a sense of sophistication.



Add All-Wheel Drive and Hill Descent Control to your XC70, and your world will open up.

FIND YOUR NEAREST DEALER AT
VOLVOCARS.CO.UK



The XC70. Means business. Looks the part.

Our XC70 has always worn its rugged, adventurous looks with pride. And with a new, bolder grille and Iron Mark (Volvo's iconic badge) our new XC70 has an even more self-confident posture. LED Day Running Lights and matte silver touches give the car a distinctively upmarket feel, even when it's covered with mud after a day's adventure.

The overall impression is one of contemporary elegance. The new XC70 exudes a powerful grace that means it fits effortlessly into any environment – whether it's the open country or the driveway of a country hotel.

True to its get-up-and-go personality, the XC70 also features enhanced off-road design cues. You'll love the beautifully engineered skidplates that protect the car when you're tackling really uneven

surfaces. The protective black below the belt line extends to surround the front Day Running Lights giving them a purposeful, functional feel. The rear lights with integrated LED light guides have been redesigned, too. They're already a contemporary Volvo signature, we've just made them a little more elegant. All these touches lend the latest XC70 an aura of self-assured style and substance.

LED Day Running Lights, a bold new honeycomb grille and matte silver touches give the new XC70 a sophisticated, contemporary feel.

TO SEE MORE OF THE XC70'S COOL DESIGN FEATURES, GO TO VOLVOCARS.CO.UK



XC70

INSIDE YOUR CAR

Read more at
volvocars.co.uk

08



Inside and out, we've designed the Volvo XC70 so that you can go on your adventure in comfort and style – whatever the weather. That's why the XC70 is available with a heated windscreen, heated seats, and a heated steering wheel. Now you don't need to shiver outside with your scraper in the cold. Just get in and push a button – and your windscreen, rear window and door mirrors will start de-icing immediately, so you'll be on your way in no time. And if you personally need a little help thawing out, just place your hands on your three-spoke steering wheel and enjoy the comfort of the gently heated rim keeping your hands warm as you drive. After all, when the mercury drops, your adventure has only just begun.



SCANDINAVIAN
INTERIOR DESIGN.
ON FOUR WHEELS.







XC70

A CAR FOR ALL
SEASONS

Read more at
volvocars.co.uk

11

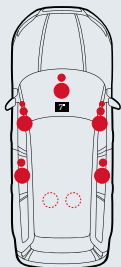
All the best
places are tough
to get to.

See you there,
then.

In Sweden we say there's no such thing as bad weather, just the wrong clothes. We think that applies to cars, too. We've always designed our cars to incorporate the latest driving technology so you can go anywhere regardless of what's under your tyres, or what the weather is throwing your way. Think of our cars like a coat – just a very versatile one.

Choose the All-Wheel Drive option and your XC70 becomes an impressively capable off-road vehicle. Thanks to its high ground clearance you can negotiate rough terrain with ease. Hill Descent Control, which comes with All-Wheel Drive, boosts that capability even further, making the XC70 a true all-round vehicle that's equally at home on city streets or remote mountain tracks.

But we haven't sacrificed handling and comfort for off-road capability. Instead, we've spent thousands of hours perfecting and tuning the XC70's chassis, heightening your responsive, in-command driving experience to a new level. Of course, words can only say so much – take the XC70 out for a test drive and you'll see why we're so proud of the way this car handles.



FULL SONIC IMMERSION

At Volvo, we believe you should enjoy the very best audio experience. That's why we've designed our state-of-the-art Sensus Connect with Premium Sound by Harman Kardon®. Using 12 high-fidelity loudspeakers the amplifier is equipped with Dirac Live®, the next generation sound enhancement software. With an incredibly realistic stage sound as well as enhanced bass performance, this sound system provides an unparalleled aural experience for every passenger and connects easily with external media players.

READ MORE AT VOLVOCARS.CO.UK

Our beautifully designed, high-res colour display allows you to choose between three driving modes for your Adaptive Digital Display and centre screen – Elegance, Eco and Performance.



XC70

SENSUS

Read more at
volvocars.co.uk

13

Volvo Sensus. You're in control, naturally.



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 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 Adaptive Digital 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 background modes to choose from – Elegance, Eco, and Performance. Best of all, the display modes sync with the 7-inch centre screen in your dashboard. As you adjust your display theme, the colour scheme of your centre screen changes with it. And there's more: with our Sensus

Connect solutions, you can convert the 7-inch screen in your dashboard into an internet-connected information hub, giving you access to TuneIn internet radio with 100,000 stations worldwide as well as a range of useful and fun web-apps. Add Sensus Navigation, and you get instant access to worldwide maps. As part of our MapCare program, free map updates are included to guarantee you the latest available and up to date navigation experience. And with 3D-navigation, finding your destination will be easier than ever. The Sensus experience is at its best when you bundle Sensus Connect and Sensus Navigation with Volvo On Call.

Volvo On Call gives you 3G-connection with excellent reception by making use of your car's integrated rooftop antenna, which means you can create a Wi-Fi hotspot for all of your internet-connected devices. Volvo On Call also includes our innovative smartphone app that you can use to remotely control your car. Whether you're still inside your home on a cold morning, or at an airport on the

other side of the planet, the Volvo On Call app will soon become your daily connection with your car: you'll use it to send an address to your navigation system, check your car's fuel level and location and much more.

But we wouldn't be true to our Swedish design values if we only created beautiful displays, screens and apps. True to our passion for sculpting physical objects, we've put the same amount of care into your Volvo's physical controls, such as our iconic floating centre stack with the



trademark 'manikin' climate control buttons. And after dark, our eye-catching illuminated gearshifter for automatic gearboxes adds a touch of atmosphere to your night drives.



XC70

INTELLISAFE

Read more at
volvocars.co.uk

14

OH YES. DID WE MENTION SAFETY?

“Cars are driven by people,” they said, “so the guiding principle behind everything we make at Volvo is – and must remain – safety.”

In 1927 our founders, Assar Gabrielsson and Gustaf Larson, decided to make really strong cars that could cope with our rough country roads. But strength alone wasn't enough. They also had a vision: “Cars are driven by people,” they said, “so the guiding principle behind everything we make at Volvo is – and must remain – safety.” Now our goal is that, by 2020, nobody shall be seriously injured or killed in a new Volvo. We think our founders would have approved.

In order to help us achieve this goal, and in keeping with our philosophy of making your life

easier, your XC70 has a whole suite of intuitive safety technologies inside it. They're there to support your daily driving, protecting you in the event of an accident and often preventing collisions in the first place. We call this IntelliSafe.

We know XC70 owners love driving, but in a world of busier and busier roads, you are constantly exposed to other people's mistakes. That's why IntelliSafe offers some really smart technologies such as City Safety, Collision Warning with Full Auto Brake and Pedestrian Detection as well as Cyclist Detection.

And because you love driving, it's good to know that your XC70 comes equipped with other IntelliSafe technologies like Electronic Stability Control (ESC). If there's a risk of your car losing stability, ESC applies just the right amount of brake force and reduces engine power as needed in order to prevent any skidding. You'll probably never notice a thing. But that's OK, we're just doing our job.



In town, City Safety is designed to prevent you from colliding with the car in front if it stops suddenly. This advanced IntelliSafe system works at speeds of up to 31 mph and senses if you're about to collide with another car, then, if necessary, applies the brakes.



Our Blind Spot Information System (BLIS) alerts you to vehicles closing up on you in your blind spot. As a car, lorry or motorbike approaches from behind, an amber warning lamp in the relevant door mirror lights up – and goes off again when you're clear to change lanes. You'll find this a particularly useful feature on busy motorways.



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



XC70

DRIVE-E

Read more at
volvocars.co.uk

16

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

The latest expression of our Drive-E philosophy is our range of all-new low-consumption, low-emission Drive-E powertrains. Built to provide efficient power, they consist of all-new lightweight, low-friction engines and all-new gearboxes. For the XC70, the 2.0-litre turbodiesel D4 with CO₂ emissions of just 117g/km* can be perfectly matched with an all-new, innovative automatic eight-speed gearbox. Together, engine and gearbox form a drivetrain which delivers even better efficiency than before, as well as a great driving experience. In addition, our intelligent ECO+ function can help reduce fuel consumption.

As part of our Drive-E philosophy, we also employ Start/Stop technology and energy recovery systems. Drive-E also means recyclability and more sustainable manufacturing – for example, all of the electricity for our factory in Sweden comes from clean, hydroelectric power. All this makes Drive-E environmentally-aware mobility a central part of our philosophy.

* Fuel consumption and CO₂ emission data apply with manual gearbox.



WE THINK SUSTAINABLE
DRIVING IS EXCITING.
SO WILL YOU.







XC70

PACK & GO

Read more at
volvocars.co.uk

19

SPACE. IT'S THE ULTIMATE LUXURY.

Our XC70 wouldn't be a Volvo if it didn't offer you the kind of practical flexibility to meet all of your life's challenges. The rear seats, for example, can be folded down in three 40/20/40 segments, giving you even more options to arrange your Volvo's space just how you need it. You've got three people to accommodate along with their bulky luggage? No problem, just flip two thirds of the rear bench down. You'd

like to carry skis or surfboards? Just fold the middle section flat, allowing two passengers to travel on either side. Or you might want to fold down one seat while leaving two thirds of the bench free for seating. And with the rear seats all folded flat, you have a cavernous 1,600 litres of load space for all your gear, no matter what adventure you're embarking on.

If you're a parent, you will love the XC70's optional two-stage integrated child booster cushions which you fold out of the seat with a simple movement.

READ MORE AT VOLVOCARS.CO.UK

WHICH XC70 ARE YOU?

Congratulations, you've chosen a Volvo XC70. Now all you need to do is select the trim level that's right for you. We've made it easy for you by providing three that we think you'll love. Whether you'd like all the trimmings or a sporty look both inside and out, we have the right one for you.





XC70

EXPRESS YOURSELF

Read more at
volvocars.co.uk

21

SE NAV

Beyond the innovative City Safety technology, the SE Nav model brings added luxury with leather-faced upholstery, Sensus Connect with High Performance Sound, DAB (Digital Audio Broadcasting) Radio, Bluetooth®, a Sensus Navigation system and innovative features such as automatic rain sensor and an autodimming rear view mirror. On the outside, distinctive 17" alloy wheels along with rear park assist, retractable rear view mirrors and a power operated tailgate enhance the exterior style.

SE LUX

The SE Lux model is the ultimate word in luxury, with a power driver seat and an active TFT crystal driver's information display further enhancing the interior. For the exterior, active bending xenon headlights with headlight cleaning offer both style and protection, along with 18" alloy wheels to complete the visual enhancements.

NAV

All Volvo XC70 Nav models include Sensus Connect* with High Performance sound with voice activated control, a 7" colour display screen, DVD player, internet and music browsing and a Sensus Navigation system. As well as full European mapping, lifetime map updates are included.

* A separate mobile data plan is required to enable online connectivity.



XC70

PERSONALISE
YOUR INTERIOR

Read more at
volvocars.co.uk

22

Your XC70 is your
home away from home.
Give it your signature.



Choose an XC70 and you'll enjoy an elegantly designed cabin as standard. Run your fingers across the dashboard's silk metal accents or touch the fine cloth surfaces on the door pillars – you'll find a superior finish inside your XC70, everywhere you look. And to give your interior a personal signature, we have a range of options for you that express the very best of Scandinavian style and craftsmanship.

Our latest ergonomically-designed Comfort seats are available in leather and our sumptuous perforated and

ventilated Inscription leather. And you can also have a heated leather three-spoke steering wheel so you can gently warm your hands on those cold mornings. Whether you like a technical, metal-finish look or a warm, wooden finish, there's a variety of eye-catching console veneers available. And finally, there's a new, easy-to-read Analogue Instrument Cluster or if you prefer, our innovative Adaptive Digital Display with three display modes.

And in addition to our Inscription range also offers a leather-covered instrument panel.



We upholster our Inscription seats with the finest soft leather by luxury leather specialists Bridge of Weir. Minimal surface treatment means the leather is wonderfully soft and durable.



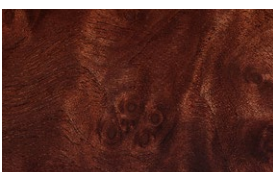
Leather, F701
Off-Black interior with
Quartz headlining



Leather, F70M
Off-Black interior with Hazel
Brown seats and Quartz headlining



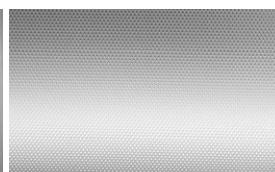
Leather, F70G
Anthracite Black interior with
Blond seats and Quartz headlining



Inscription Dark Walnut



Shimmer Graphite aluminium



Milled aluminium



XC70

UPHOLSTERIES

Read more at
volvocars.co.uk

25

Leather, F71T

Sandstone Beige interior with
Off-Black dashboard and Soft
Beige seats and headlining



Inscription Soft Leather, FG01

Off-Black interior with
Quartz headlining



Inscription Soft Leather, FG0N

Off-Black interior with Chestnut
seats and Quartz headlining



A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT
VOLVOCARS.CO.UK/BUILDYOUROWN



Pan, 7.5x18", Silver



XC70

ALUMINIUM WHEELS

Read more at
volvocars.co.uk

27



Erakir, 8x19"
Glossy Black



Erakir, 8x19"
Black Chrome



Erakir, 8x19"
Diamond Cut/Matte Silver Stone



Erakir, 8x19"
Diamond Cut/Matte Tech Black



Zephyrus, 7.5x18"
Diamond Cut/Matte Tech Black



Valder, 7.5x17"
Silver



XC70

ACCESSORIES

Read more at
volvocars.co.uk

28

MATCH YOUR XC70 TO YOUR LIFE.

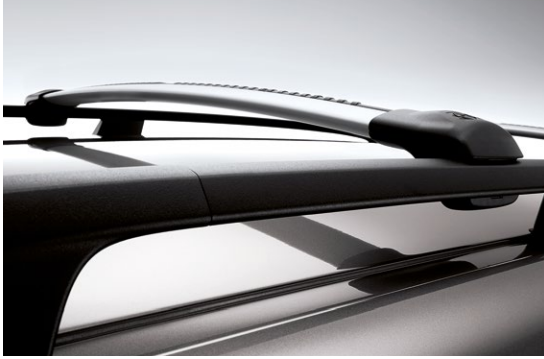
The most pleasurable part of buying a new Volvo is putting your personal stamp on it. You can do that by choosing accessories that reflect your taste and lifestyle.

Exterior styling accessories. This car is equipped with side scuff plates, roof spoiler and roof load carriers with kayak holder. The Erakir alloy wheels, 8x19", are available in Diamond Cut/Matte Silver Stone, Diamond Cut/Matte Tech Black, Black Chrome or Glossy Black.

FIND MORE ACCESSORIES AT
VOLVOCARS.CO.UK/ACCESSORIES









XC70

ACCESSORIES

Read more at
volvocars.co.uk

31

Roof load carriers. Fitted directly onto the rails, these aerodynamically designed aluminium load carriers provide an easy-to-use rooftop carrying system. Add a ski holder or other Volvo load carrying accessories, and away you go.

Towbar-mounted bicycle holder for 1-2 bikes. Our compact new bicycle holder is very easy to use, holds two bicycles and can be mounted on your car's towbar in two easy steps. And when the holder is not being used, it's easy to store in your car or at home.

Rear Seat Entertainment multimedia system with two 8-inch touch screens and two players. Rear seat passengers will enjoy their journey as never before with our new generation entertainment system, with LCD touch-screens served by dedicated DVD players. Inputs for USB sticks, SD cards and mp3-players as well as AUX inputs ensure you can connect any other external source. Wireless headphones and one remote control are included, too.

Convertible child seat (9–25 kg). This advanced, flexible rearward-facing child seat is suitable for children aged 9 months to six years. It's fitted using the car's safety belt and is easily adjusted to help optimise comfort and safety.

Park Assist Camera, front blind view. There is nothing more challenging than trying to negotiate tight exits and junctions, which often have restricted visibility. We aim to make that easier for you with our Park Assist Camera, front blind view, which allows you to "see around corners" with a 180° field of vision to the left and right in front of you.



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT VOLVOCARS.CO.UK/COLLECTION

THE MOST CAREFREE
WAY TO OWN A CAR.
EVER.





We love it when you're happy. When things are easier than you expect, or go faster and become better. Because when you buy a Volvo, you buy the easiest way to own a car. Financing, insurance, servicing, changing tyres – those aspects of having a car that you might not find very interesting are exactly the ones we love to make easier and better for you. That's why your Volvo dealer will always offer you a whole range of simplifying services and offers all designed around you, giving you the most carefree ownership experience possible.

And that's not all. We've also brought our Designed Around You philosophy to the way we service and repair your car. With every service we provide you Volvo Service Promise. Six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING	VOLVO SERVICE PROMISE	IF SOMETHING HAPPENS
<ul style="list-style-type: none">• Warranties• Financing• Leasing• Insurance Plan• Service Plan	<ul style="list-style-type: none">• Volvo Service Promise• Software updates• Personal Service Contact• Rental cars• Tyre services	<ul style="list-style-type: none">• Volvo Assistance• Repairs• Volvo Glass Services• Car Climate Services• Volvo Accident Assistance

MY VOLVO

My Volvo is a personalised website designed to make everything about your car ownership as convenient and rewarding as possible. It gives you:

- A clear overview of your car ownership
- Personalised offers
- Relevant news and updates
- Direct access to your Volvo dealer
- Online service booking
- Useful information about driving and caring for your car
- Interesting articles and videos from the world of Volvo

CONNECTED SERVICE BOOKING

Forget about your car service. Your Volvo remembers it for you.

No other car makes it so simple for you. With Connected Service Booking, which is available with Sensus Connect, your Volvo reminds you when it needs servicing. When the time comes to drive to your workshop, your Volvo will even guide you there using sat nav – you don't have to do anything. And since your Volvo tells us what it needs, we can make sure that it gets exactly the right maintenance when it gets there. Of course, you can also manage your bookings yourself, if you prefer. You can either do this when you're in the car or online using your My Volvo – your personalised website designed to make everything about your car ownership as convenient and rewarding as possible.

FIND OUT MORE AT **VOLVOCARS.CO.UK**



614 Ice White



707 Inscription Crystal White Pearl
(Sparkling metallic, shifts from white to shimmering warm yellow-white effect depending on light and viewing angle)



498 Caspian Blue metallic



019 Black Stone



700 Twilight Bronze metallic



702 Flamenco Red metallic

N.B Some information may have been updated since this brochure was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice to prices, colour, materials, specifications and models.



XC70

COLOURS

Read more at
volvocars.co.uk



711 Bright Silver metallic



477 Inscription Electric Silver metallic
(Sparkling metallic, shifts from silver to blue effect
depending on light and viewing angle)



452 Black Sapphire metallic



484 Seashell metallic

FIND OUT MORE AT **VOLVOCARS.CO.UK**

Please note: It's not possible to reproduce exact original shades in printed matter or on screen. Please ask your dealer to show you samples.

Official fuel consumption for the Volvo XC70 range in MPG (l/100km):

Urban 18.7 (15.1) – 57.6 (4.9), Extra Urban 34.9 (8.1) – 35.7 (4.3),
Combined 26.7 (10.6) – 62.8 (4.5). CO₂ Emissions 248 – 117g/km.
MPG figures are obtained from laboratory testing intended for
comparisons between vehicles and may not reflect real driving results.



V O L V O