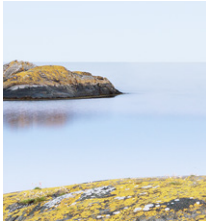




VOLVO V40





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COLOURS
COVER

WE'RE VOLVO CARS. 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 88-year history.

You know the three-point safety belt in your current car? That was our invention from 1959. And now we're working towards our vision to design cars that should not crash. In the shorter perspective, our aim is that by 2020 nobody should be killed or seriously injured in a new Volvo. Of course, you'll already benefit from this research in your current Volvo. We've addressed 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 Cars – 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 here 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.

SMALL VOLVO, TONS OF CHARACTER.

"The V40 is designed to delight you every single day, whether you go about your daily business around town, or decide to have a spur-of-the-moment weekend away."

With the Volvo V40, you've found your perfect match. With its clean lines and striking silhouette, here's a five-door premium hatchback that stands out without needing to shout. In a segment that's dominated by me-too lookalikes, the V40 is a fresh breeze of Scandinavian flair. But this car's beauty is more than skin deep. The V40 is designed to delight you every single day, whether you go about your daily business around town,

or decide to have a spur-of-the-moment weekend away. Not only do you get the fine materials and craftsmanship you've come to expect from us, the V40 is also packed with innovative technologies. And because we know you love to drive, you get a superb chassis with a range of high-performing engines. Looks, driving fun and innovative technologies – the Volvo V40 really has it all.





Stunning looks, exhilarating performance.

The V40's clean, elegant lines are the embodiment of timeless Scandinavian design. Inside, the frameless rear-view mirror is a tribute to contemporary smartphone design.

TO SEE MORE OF THE V40'S ELEGANT DESIGN FEATURES, GO TO VOLVOCARS.CO.UK



We know that Volvo drivers like to stand out from the crowd – but in a subtle, sophisticated way.

That's why, when it came to designing the Volvo V40, our designers created a shape that draws you in and rewards you with lovingly executed details the closer you look. Like the subtle hook on the rear doors, which harks back to our iconic 1960s coupé, the Volvo P1800, and the tailgate with its distinctive panel in black glass. And our wheel offer means you

can give your V40 an even more personalised, striking look, whether you opt for our sporty Ixion rims or the eye-catching Ailos wheels, which are available with Red, White or Lime Décor.

Of course, there's more to the V40 than meets the eye. We've spent thousands of hours perfecting the V40's chassis to give you an agile, fun driving experience, whether you zip through busy city streets, drive across twisty roads out of town, or cruise along the motorway. And to further enhance

your driving experience, the V40 comes with Corner Traction Control as standard. It's a torque vectoring system that helps prevent understeer and makes cornering even more fun. All this is complemented beautifully by our range of fuel-efficient engines. From the blisteringly powerful T5 turbo to our, ultra-efficient diesel engine – D4, which emits just 99g CO₂/km – we have the perfect engine for you.



We Scandinavians love the great outdoors – but when the cool winter breezes blow the first snowflakes across the Baltic, there's no better place to be than a stylish and comfortable Swedish home. Surrounded by beautiful design and exquisite materials, the V40 lets you experience the same feeling of being sheltered and protected.

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 energised or laid-back, the V40's clean, luxurious interior is carefully designed to give centre stage to that which matters most – you.



YOUR HOME
AWAY FROM HOME.





Let there be light.

Being Scandinavian, we know what it takes to create a beautiful interior. We love to create an environment of fine materials and beautiful shapes, tastefully illuminated to create different moods as well as a sense of well-being. That's why we've paid particular attention to the V40's lighting.

In the daytime, our optional fixed panoramic glass roof connects your drive with the sky above, making the V40's spacious and airy cabin an even more pleasant place to be – whether you're sitting in the front or the rear. And in the evening, the V40's optional Theatre Lighting brings an added dimension of atmosphere to your journey, with seven different light themes to complement your mood, from Toscana White to Violet Blue. In another touch, we've given the V40 an illuminated gear shifter for the automatic version, further accenting the interior at night. And choose our beautiful digital driver display, which evokes the glow of translucent jellyfish, giving the V40 a sense of contemporary cool. All this can be rounded off with our frameless rear view mirror, which takes its inspiration from modern smart-phone design. In fact, we've put so much thought into the V40's interior, you'll never want your journey to end.

We believe that the environment in your Volvo should adapt to your differing moods. And now, that includes how the information on your instrument cluster is presented. Our digital driver display gives you three modes for displaying beautifully digitized information – Eco, Performance and Elegance.

A special connection. Volvo On Call allows you to connect with your car as never before, while also connecting your car to the outside world.

At its heart is a smartphone app you can use to check on – and interact with – your car no matter where you are. And to go online, the package includes a built-in modem and dedicated SIM-card slot. Volvo On Call also provides help when you need it most. The On Call button in the cabin puts you through to breakdown services. And in emergencies, the cabin's SOS button provides an instant link to a team of Volvo On Call professional operators. To cover any eventuality, if there are indications that you've had an accident (such as a deployed airbag), we will call you. If there's no response, we'll send the emergency services to you straight away.

READ MORE AT VOLVOCARS.CO.UK



The intuitive way to interact with your car.



Volvo Sensus is our all-encompassing approach that connects you with your car and the world around you. It means you're on the road, but not offline. With Sensus Connect, you can turn the seven-inch screen in your dashboard into an internet-connected infotainment hub. Not only can you surf the web, you can also download apps – from Rdio to Stitcher and Tuneln. Sensus Connect also gives you access to basic internet maps and routing, and to take advantage of navigation guidance, 3-D views and navigation apps, there's our Sensus Navigation option. If you'd like to

take your connectivity to the next level, there's Volvo On Call. This option gives you 3G-connectivity with excellent reception through your car's integrated roof aerial, so you can create a Wi-Fi hotspot for all of your devices. Meanwhile, Connected Service Booking allows you to book your car in for a service from the comfort of the driver's seat.

A high-end audio experience is also part of Sensus. That's why we've designed our state-of-the-art Premium Sound by Harman Kardon®. Using 10 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.

Our digital driver display is another delight. Not only does it

give you all the information you need without overwhelming you – its three background modes, Elegance, Eco, and Performance, also sync with the centre screen. The physical controls, such as our floating centre stack with its iconic "manikin" climate control buttons, are another example of Swedish design that's both functional and beautiful. And then there's our eye-catching illuminated gearshifter, which is available for selected automatic gearboxes. Glowing gently in the dark, it adds a touch of atmosphere to your night drives.



Intuitive safety by Volvo Cars. For you, and for those around you.

*“Our vision is to design cars
that should not crash.”*

At Volvo Cars, safety is an intrinsic part of our DNA. We've invented some of the world's most pioneering life-saving technologies – such as the three-point safety belt that's been acknowledged one of the most important innovations of mankind.

But we aim higher. Our vision is to design cars that should not crash. In the shorter perspective the aim is that by 2020 nobody should be killed or seriously injured in a new Volvo.

IntelliSafe is our approach for a more harmonious relationship between cars and people. To achieve this, we have infused your Volvo with smart, intuitive innovations for a safer drive. And the IntelliSafe technologies help protect not only the people inside your car – we also consider people on the outside, for example with technology that helps you to detect pedestrians and cyclists.

When you drive at speeds up to 31mph, our City Safety collision avoidance technology looks ahead

of you and brakes automatically if you're about to run into a vehicle in front. To give you more support at higher speeds, choose our Collision Warning with Full Auto Brake and Pedestrian and Cyclist Detection which alerts you if you're too close to a vehicle and a collision is imminent – day or night. During daylight, the system also reacts if there's a pedestrian in your path or a cyclist ahead travelling in the same direction as your car. And should you not react to the warning, your car brakes automatically to help you avoid or mitigate a collision.

Our IntelliSafe technologies also support your daily driving, with features available such as BLIS (Blind Spot Information System), Lane Keeping Aid and Cross Traffic Alert that help you to early detect different hazards near your car. The Road Sign Information technology keeps you updated on actual speed limits and other important road signs. And to make you a bit more

relaxed on the road, our Adaptive Cruise Control can maintain your set speed and distance to the vehicle in front. In slow-moving city traffic, our Queue Assist function can automatically maintain the selected distance to the car in front – from standstill and up to 19mph. For a more comfortable drive in the dark, our Active High Beam dips the headlights automatically when needed – there's even Driver Alert technology that reminds you to take a break in case your driving behaviour shows signs of drowsiness.

And because we know an inspired driver is a safe driver,, our active IntelliSafe technologies like Electronic Stability Control add to reassuring driving stability in all conditions without sacrificing the joy of driving. It's simply about giving you the most human driving experience, on your terms. And helping to keep people out of harm's way, whether they happen to be inside or outside your car.

Your foresighted friend. Our Collision Warning with Full Auto Brake and Pedestrian and Cyclist Detection work hard to help keep you and people outside the car safe. And should the worst happen and you collide with a pedestrian, our Pedestrian Airbag inflates to help mitigate the impact – a Volvo world-first.



City Safety is designed to prevent you from colliding with the car in front if it stops, or slows suddenly. This advanced IntelliSafe system will automatically brake to avoid a crash and works at speeds of up to 31mph – an accident can be avoided at a speed difference of up to 9mph to the vehicle in front.



Because we also care about other road users, our pedestrian and cyclist detection with full auto brake watches out for people walking in your path or cycling in the same direction as your car and applies the brakes if you're unable to react in time.



Our BLIS system uses radar sensor technology to alert you to vehicles that are close to or in your blind spots in your adjacent lane. This way, you're far less likely to change lanes when it isn't safe.



When you're reversing out of tight parking spaces, our Cross Traffic Alert function watches out for vehicles you can't see.

WE THINK DRIVING
SHOULD BE EXCITING
AND SUSTAINABLE.
SO WILL YOU.





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

Our Drive-E powertrain 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 employ Start/Stop technology, energy recovery systems and always strive to make our powertrains as lean and clean as possible. After all, environmentally-aware mobility is central to our philosophy of intelligent, thoughtful luxury.

Integral to this is the wide choice of powerful, efficient Euro 6-compliant engines available for the V40, ranging from the ultra-efficient D4 diesel with CO₂ emissions of only 99g/km to the T5 245hp petrol option.

WHICH V40 ARE YOU?

Congratulations, you've chosen a Volvo V40. When you've chosen your preferred engine, all you need to do is select the trim level that's right for you.



ES

The comprehensive standard specification includes City Safety, Pedestrian Airbag, Passenger Airbag Cut Off Switch, Bluetooth®, High Performance audio with 5" colour display screen, DAB (Digital Audio Broadcasting) Radio, steering wheel remote controls, ECC (Electronic Climate Control), 16" alloy wheels, ESC (Electronic Stability Control), power windows, a leather steering wheel and gear knob and textile floor mats.

SE

The SE model adds Textile/T-Tec upholstery, aluminium trim, cruise control and front door tread plates on the inside, and is complemented by the autofolding power door mirrors with ground lights and chrome exterior trim on the outside.

SE LUX

The most luxurious version of the Volvo V40 offers leather-faced upholstery, 17" alloy wheels and LED day running lights as well as active bending xenon headlights with a headlight cleaning system.

R-DESIGN

The striking exterior lines are enhanced with a unique soft nose and grille, 17" alloy wheels and silver matt door mirrors. The unique interior design is complemented with Nubuck textile/leather upholstery, sports steering wheel and pedals, an 8" active TFT crystal driver's information display and R-Design aluminium trim.

R-DESIGN LUX

The Lux variant includes active bending xenon headlights with headlight cleaning system and rain sensor. Added features on the inside include leather-faced sports upholstery, cruise control and rear theatre lighting.

NAV

All Volvo V40 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.

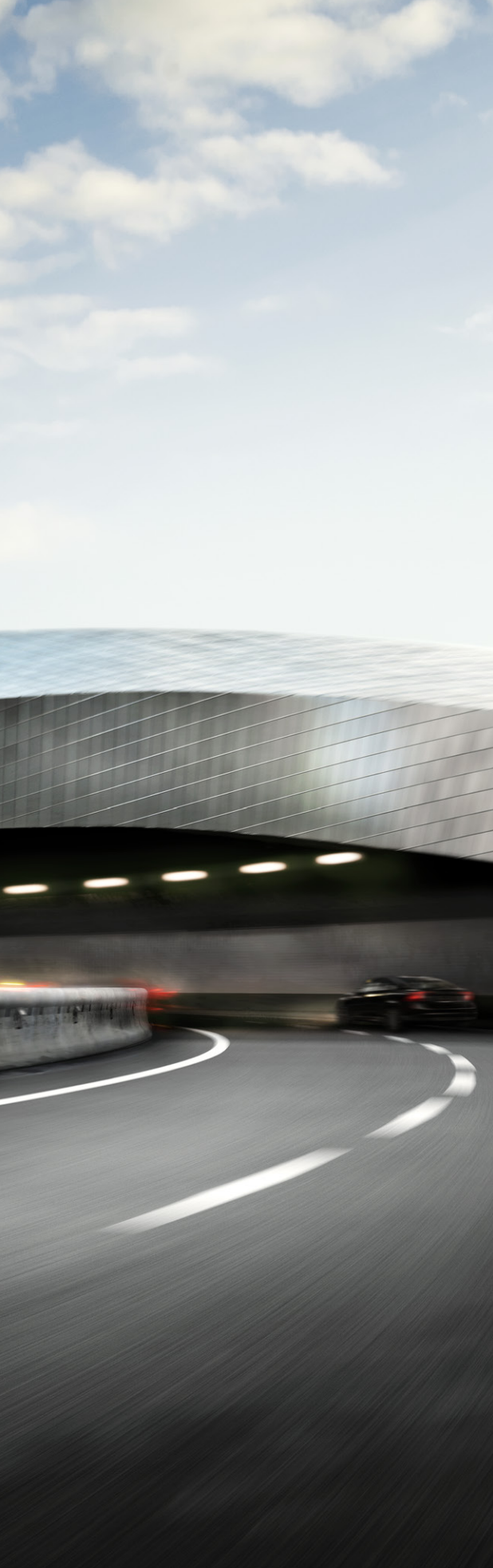
* A separate mobile data plan is required to enable online connectivity.

Are you looking at me? Good.

Would you like to enhance the dynamic personality of your V40 even further? Well then, R-Design is for you, with a range of features to create a premium hatchback with a decidedly athletic look.

Choose the optional lowered sport chassis and you'll benefit from sharper handling and steering response without compromising on ride quality. At the same time, strut braces further stiffen the chassis, which reduce body roll through the corners. Our sporty V40 R-Design is available with fuel-efficient petrol and diesel engines – including a powerful four-cylinder 245hp petrol engine – so you'll never be short of power when you need it.





Exterior design cues include an exclusive R-Design front end featuring a glossy black grille, unique LED lights and at the rear, a set of distinctive chromed dual exhaust pipes. Inside there's a black interior with sculpted front seats in black Nubuck textile and perforated leather, as well as an atmospheric black headliner. An illuminated soft touch gear shifter, our unique R-Design digital instrument cluster, and personalised interior LED lighting all add to the R-Design experience.



Your V40 is your
home away from home.
Give it your signature.



Choose a V40 and you'll enjoy an elegantly designed, driver-oriented cabin as standard, with a superior finish in evidence everywhere you look. And so you can match your car with your personality even more, there is a whole range of gorgeous interior options at your disposal.

Our seats are available in textile, T-Tec/textile or leather upholstery. Our iconic "floating" centre stack is available in Shimmer Graphite aluminium and Charcoal.



FIND OUT MORE AT [VOLVOCARS.CO.UK](https://www.volvocars.co.uk)



Textile/T-Tec P500
Charcoal interior with Blond
headlining



Leather, P100
Charcoal interior with
Blond headlining



Leather, P10G
Charcoal interior with Blond seats
and headlining

**R-Design Nubuck textile/
perforated leather, PR00**
Charcoal interior with
Charcoal headlining



**R-Design Leather/
perforated leather, PZ00**
Charcoal interior with
Charcoal headlining



Charcoal

Shimmer Graphite aluminium

R-Design aluminium

A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT
[VOLVOCARS.CO.UK/BUILDYOUROWN](https://www.volvocars.co.uk/buildyourown)



Midir, 7.5x18"
Diamond Cut/Glossy Black



Artio, 8x19"
Diamond Cut/Matt Tech Black



Ailos, 7,5x18"
with White Décor



Ailos, 7,5x18"
with Red Décor



Ailos, 7,5x18"
with Lime Décor



Atreus, 7,5x18"
Diamond Cut/Dark Grey



Atreus, 7,5x18"
Diamond Cut/
Glossy Black and white



Ixion II, 7,5x18"
Diamond Cut/Matt Black



Medea, 7,5x18"
Silver



Medusa, 7,5x18"
Silver



Tamesis, 7,5x18"
Silver



Taranis, 7,5x18"
Silver



Ymir, 7,5x18"
Diamond Cut/Glossy Black



Segomo, 7,5x17"
Grey



Freja, 7x17"
Diamond Cut/Matt Dark Grey



Freja, 7x17"
Diamond Cut/Light Grey



Ixion, 7x17"
Diamond Cut/Matt Tech Black



Mannan, 7x17"
Silver



Spider, 7x17"
Diamond Cut/Dark Grey



Matres, 7x16"
Silver



MATCH YOUR V40 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 own taste and that cater to your particular lifestyle.

Exterior styling accessories. This car is equipped with exterior styling kit Dark Grey Matt, suitable for all exterior colours. It includes side deflectors, rear deflectors and a sporty rear diffuser with double end pipes and a roof spoiler. The Ailos alloy wheels, 7.5x18", are available with White Décor, Lime Décor or Red Décor.

FIND MORE ACCESSORIES AT
VOLVOCARS.CO.UK/ACCESSORIES



Load organiser, cargo compartment. This easily installed telescopic frame with floor rails and load holder makes it simple to secure and organise bags, gear and loose items. Fragile objects can be separated from other cargo, and the cargo area can be divided in two if required. And if the organiser isn't needed, it's easy to remove and store.

Parcel shelf net. Mounted under the load cover, this handy compartment net helps you to safely stow smaller, loose items while keeping the load compartment neat and tidy at the same time.

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

Roof load carriers. These specially designed load carriers fit neatly and securely into your Volvo's prepared mounts. They're easy to install and to combine with additional holders if required. And even though the focus here is on function, the load carriers are designed to blend harmoniously with your Volvo's styling.

Textile load compartment mat, reversible and foldable. This elegant textile mat allows you to maintain the good looks of your Volvo's load compartment even if you occasionally transport dirty items. The mat is reversible and waterproof, with colour-keyed fabric on one side and plastic on the other.



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT [COLLECTION.VOLVOCARS.COM](https://collection.volvocars.com)



The simplest way to own a car.

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 simplest way to have a car. Financing, insurance, servicing, changing tyres, cleaning – those aspects of car ownership that you might not find very interesting, are the ones that 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.

Still, this is just the beginning. Through our uniquely Swedish approach to innovation, we contin-

uously find new ways to make your life simpler. For instance, the Connected Service Booking function, which lets you book an appointment just by pushing a button in your car or our Volvo Service Promise, six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance
- Service Contract
- My Volvo website

VOLVO SERVICE PROMISE

- Volvo Genuine Service
- Software Updates
- Roadside Assistance
- Personal Service Contact
- Car Wash and Vac'

IF SOMETHING HAPPENS

- Volvo Assistance
- Volvo Glass Services
- Volvo Dent Repair
- Car Climate Services
- Tyre Services
- Volvo Accident Assistance

MY VOLVO

My Volvo is a personalised website that contains everything you need to really get to know – and get the most out of – your car. It gives you:

- A complete overview of your Volvo ownership
- Easy access to all facts relating to your car
- Personalised offers and exclusive discounts
- Helpful tips regarding your specific Volvo model
- Instructional films and owner's manuals
- Online Service Booking
- Reminders regarding important stages of your car ownership
- Exclusive articles, films and photographs

CONNECTED SERVICE BOOKING*

If your Volvo has Sensus Connect, it will remind you when it needs servicing and offer to contact your Volvo dealer for you. Booking proposals sent from your preferred dealer can easily be managed directly in the car or on your personal My Volvo website. When the time comes to drive to your workshop, your Volvo will remind you and even guide you there. And since your Volvo tells us what it needs, we can make sure it always receives the service it requires when it gets there.

*Available depending on introduction date. Please contact your Volvo dealer.



614 Ice White
(Also available for R-Design)



707 Premium Crystal White Pearl
(Also available for R-Design)



477 Premium Electric Silver metallic
(Also available for R-Design)



713 Power Blue metallic
(Also available for R-Design)



019 Black Stone



717 Onyx Black metallic
(Also available for R-Design)



702 Flamenco Red metallic



612 Passion Red
(Also available for R-Design)

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.



711 Bright Silver metallic
(Also available for R-Design)



710 Misty Blue metallic



619 Rebel Blue
(Only available for R-Design)



467 Magic Blue metallic



714 Osmium Grey metallic
(Also available for R-Design)



708 Raw Copper metallic

FIND OUT MORE AT [VOLVOCARS.CO.UK](https://www.volvocars.co.uk)

Official fuel consumption for the Volvo V40 range in MPG (l/100km):

Urban 35.3 (8.0) – 68.9 (4.1), Extra Urban 60.1 (4.7) – 85.6 (3.3),

Combined 47.9 (5.9) – 78.5 (3.6). CO₂ Emissions 137 – 94g/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