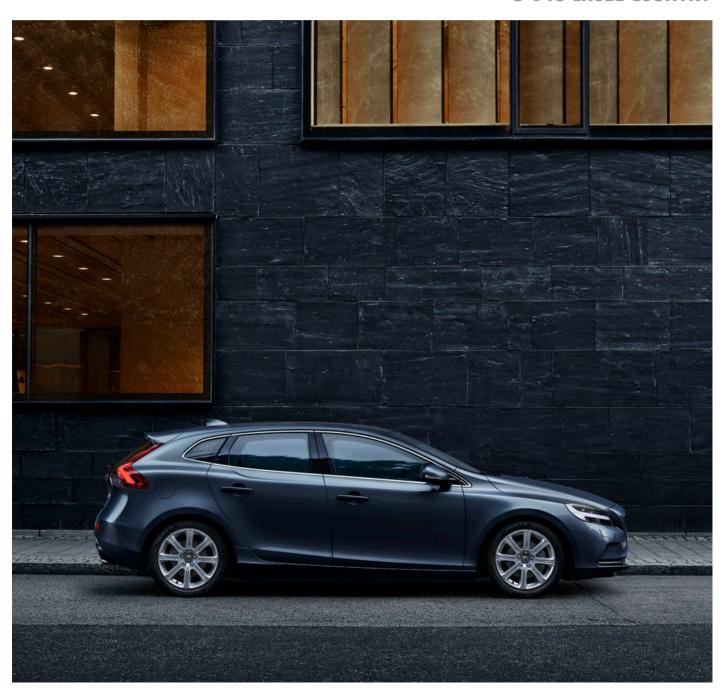


VOLVO V40 8 V40 CROSS COUNTRY



INNOVATION FOR PEOPLE

Made by Sweden.

At Volvo Cars, we continuously innovate in order to make your life better. Every car, every technology and every design is the result of a clear vision – to put people at the heart of everything we do. It's a vision that has driven us from the start, one informed by Sweden, a country which values people as individuals and where conventions are challenged. It's a culture with a rich design heritage and a unique way of looking at the world.

This vision has inspired us to create the likes of the three-point safety belt and side-impact airbags – inventions that have saved lives and changed automotive history. And with our new generation of models we continue with this tradition. Scandinavian design combines with modern Swedish luxury to enrich your experience. Intuitive Sensus technology makes life less complicated and keeps you connected with the world, while the latest Drive-E powertrains balance responsive power with class-leading efficiency. And supporting you while you are driving, our IntelliSafe innovations make your journey more comfortable and enjoyable while helping to prevent accidents.

We understand what's important to people. It forms the basis of all the innovations which we create. Innovations that improve lives. At Volvo Cars we design our cars around you.

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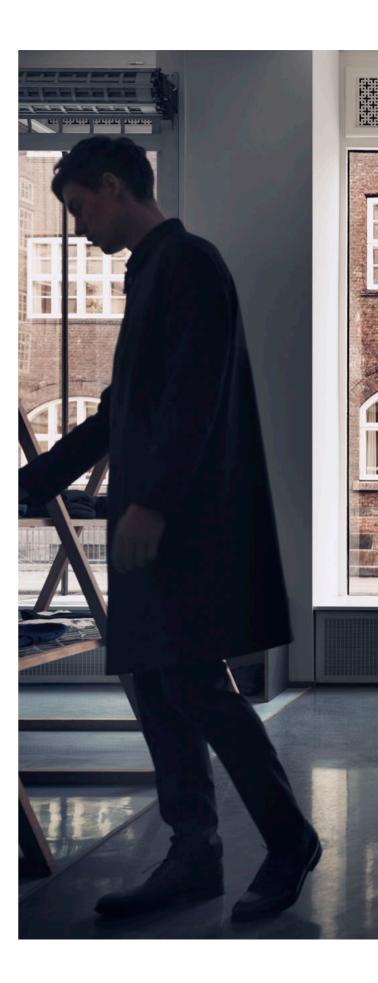




The Volvo V40 has been designed to express your individualism. A car that goes beyond the everyday. Scandinavian design heritage makes the V40 the individual's choice, and it doesn't need to shout to be noticed.

That's because it's a Volvo. Everything we know has gone into creating the V40, a Volvo built for the city and designed to fit seamlessly into lives that demand more. It is compact and nimble, but feels like a much larger car inside. The wide shoulder line sweeps back and up from the headlamps into the rear door, giving the car a strong, planted look. And inside, you're surrounded by beautiful materials in a cabin designed for comfort and light.

Clean, contemporary lines and a powerful, sporting character make the V40 a car to be enjoyed, every day.





DISTINCTIVELY VOLVO

Designed for life.

We designed the Volvo V40 to be your perfect companion in the city. It's a car that makes life easier and puts you in control of your journey, wherever it takes you.

Into every detail, the V40's design is a fresh breeze of Scandinavian flair. With its V-shaped bonnet and strong shoulders that stretch from just behind the headlamps, the Volvo V40 cuts an imposing figure on the road and at the kerbside. Its distinctive Scandinavian design reflects your individuality, while its dynamic nature is made clear by the car's sporty character. With signature design LED illuminated headlights you have a compact Volvo that makes a big impression.

To match those striking LED illuminated headlights the front grille, with either chrome or black gloss bars depending on trim level, further emphasises the car's dynamic intentions and modern, stylish look. At the rear doors, there's a subtle hook that is a wink to our iconic 1960's sports car, the Volvo P1800. And the dynamically sculpted rear section with the distinctive LED tail lights and tailgate with black glass panel adds to the the confident approach of your V40.

To make your V40 your very own, there are plenty of colours to choose from, including Amazon Blue inspired by another Volvo car classic from the 60's, the Amazon.

Add an extensive range of alloy wheels with expressive designs, and you can now personalise your V40 like never before.





Inscription

723 Denim Blue metallic | 17" Sarpas Silver/Diamond Cut alloy wheels



We built the V40 to offer an agile drive without compromising its subtle nature. It's everything you expect from Volvo in a package perfectly suited to life in the city and beyond. The athletic body clothes an equally athletic chassis, packed with technology to make your life easier and powered by a range of responsive and efficient powertrains.

Involving and refined, our Drive-E powertrains are designed to give you power without compromise, reducing fuel consumption and increasing control. The chassis, tuned to deliver the ideal balance between comfort and response, is the ideal complement. From a city drive to a weekend away, every journey you make in the V40 is one to be enjoyed. It's the perfect companion for your life.



TAKE YOUR HOME WITH YOU

The best of Scandinavian design.

The V40 is inspired by the all of the things that make a Swedish home so welcoming – comfort, light and the best of natural materials and craftsmanship.

From the moment you open the door you are welcomed by a cabin full of light and space. A place where you are surrounded by innovation and designed to ensure that you enjoy every journey.

Craftsmanship is a crucial element in Volvo Cars' design and it is reflected in the way we use materials in the V40. Fine-quality leather with beautiful stitching adds detail without cluttering the overall effect.

By making the most of natural light and softly illuminating the cabin we've completed the picture. This is an interior that will leave you feeling relaxed and soothed. It's your home away from home.



TRAVEL IN STYLE AND COMFORT.

Step inside and experience a distinctive, modern interior, mixing the best of Scandinavian design with Volvo Cars' renowned comfort.

It starts with the seats. Sculpted seat bolsters support and surround you, wherever you are sitting. Rear passengers also benefit from the option of heated seats.

Natural light is a Volvo Cars' obsession – it makes people happy, and the V40 makes the most of all the natural light available. You're welcomed by a bright, airy interior and a feeling of space that can be enhanced by the optional full-length panoramic glass roof. Even the rear-view mirror, with its frameless design, contributes to the overall feeling of light and space.

When the night falls the optional adjustable cabin lighting allows you to select one of the seven colour modes to your mood. The illuminated gear selector adds depth, lighting up the shift pattern.

It's beautiful but the cabin is also practical. We've made sure that you always have places to store the items that can clutter a car interior. There's a pen holder, a sunglasses compartment (both accessories) and a drained compartment for the ice scraper. Shopping won't end up rolling around the boot floor because the built-in hooks stop your bags from falling over. Fragile and unstable objects stay safe, supported by the optional load organiser which divides up the boot floor into compartments. And the V40 goes further to enhance your wellbeing.

"You're welcomed by a bright, airy interior. Even the rear-view mirror, with its frameless design, contributes to the feeling of light and space."



SENSUS

Stay connected, wherever you go.

Stay online when you're on the road with Sensus Connect, our technology that connects you and your Volvo to the rest of the world. Because everything we do is designed around you, Sensus' intuitive interface will have you online in seconds*.

The optional Sensus Connect is at the heart of your online world, turning the V40 into an internet-connected infotainment hub at the touch of a button. Voice control allows you to operate Sensus Connect without having to take your eyes off the road or your hands from the wheel. Call up music, find a radio station or have texts from your phone read to you as you drive.

Connect your devices to the web using Volvo On Call which turns your V40 into a wi-fi hotspot. You'll benefit from stable, reliable reception because your data connection comes through the car's aerial.

It's all part of the Sensus experience – one that enriches every moment that you spend in your Volvo.

*A mobile data plan is required to enable online access and connectivity





SOUNDS AMAZING, WHEREVER YOU ARE HEADING.

Giving you the best listening experience whichever seat you are in, the V40 is available with Premium Sound by Harman Kardon®, makers of high quality audio equipment. With up to 10 speakers and advanced sound enhancement software you will enjoy the highest quality, every time.

With Sensus Connect and its range of entertainment apps, you also get a huge choice of streamed music and access to your favorite radio stations. Connect your devices to the V40 and listen to your own music collection at any time.

Sensus Connect also helps you find your way simply and efficiently with its intuitive navigation technology, as well as offering you apps that help find parking spaces and petrol stations. It will even share your location with your friends. And you will never suffer from outdated mapping as Sensus Navigation includes free map updates.



The perfect sound for a perfect ride. When driving a Volvo you'll experience how design, materials, colours and sound appeal to all your senses, with you at the centre. That's why we at Volvo Cars and the engineers at Harman Kardon® worked so closely to create a tailor-made sound system for your V40: Premium Sound by Harman Kardon®. The 10 Premium Sound loudspeakers together with the ample power of a $5 \times 130W$ digital amplifier and advanced sound processing technology provide a brilliant, authentic sound wherever you're seated –



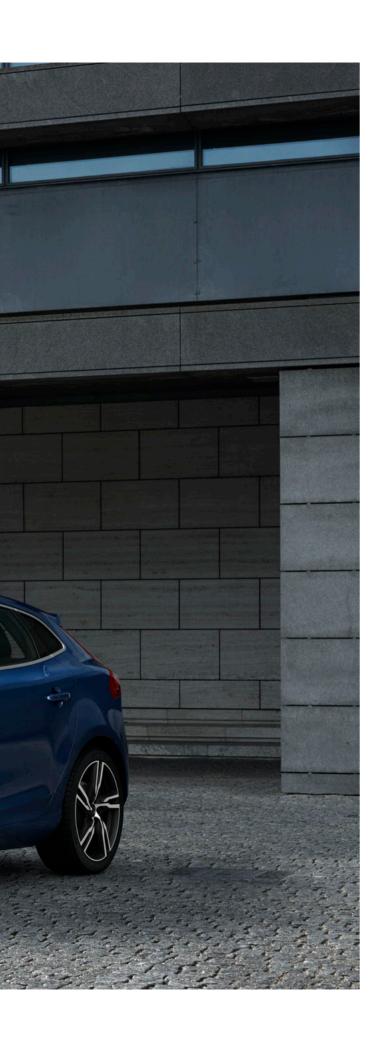
we've even adapted the door design to enhance your listening experience. The result is a rich sound with crystal clear highs, powerful bass and low-distortion midranges that remain reliably rich and consistently smooth even at the deepest of frequencies – always with focus on the soul of music. As well as this high-end package there is also our High Performance sound system, which delivers a crisp, natural sound at a quality that's rare in their respective class.



Intuitive control. The optional Sensus Connect gives you a wide range of apps and functions that connect you with the world around you and make it easier to interact with your V40 and its functions. And by adding Sensus Navigation, you'll have instant access to integrated

route guidance. Want to plan your journey remotely in the comfort of your home or office? Just use your smartphone, tablet or laptop, and the destinations will be set when you get into your Volvo (requires Volvo On Call).





Volvo On Call. Making your life less complicated. Experience a world where you are connected to your Volvo with the Volvo On Call phone app.

Volvo On Call is your digital key to a range of convenient services that will make life easier and enhance the experience of owning a Volvo. Some services you can enjoy today, and more will be introduced later. Volvo On Call also connects your Volvo to the rest of the world and lets you control the car remotely. Use Volvo On Call to check if you've locked the car and lock it if you haven't, or create a wifi hotspot so you and your passengers stay connected to the internet.

Plan journeys at home and send the destination to your car, so that when you're ready to go so is the navigation system. It will sync with your calendar to remind you of appointments and tell you how to get to them.

Volvo On Call is compatible with your smartphone, iPad® Windows 10 based PC or tablets, and wearables such as Apple Watch – you can even operate your car remotely using voice commands with Microsoft Band 2. And should you need roadside or emergency assistance Volvo On Call will connect you directly to the Volvo service centre. If your car's alarm is activated, Volvo On Call tells the service centre, who will contact you. If your Volvo is stolen, Volvo On Call can help the police track your car.

Volvo On Call also informs you of your car's fuel level, logs journey data and tells you when your Volvo is due for a service. It's another example of Volvo Cars developing human-centric innovations to improve your life.

Light up the dark. Driving in the dark just became a lot more enjoyable and safe. Our LED headlights have an especially wide and long light pattern, while the Active High Beam (included in the optional IntelliSafe Pro Pack) takes care of dipping the lights for you. So you get better illumination and will never dazzle other road users.

INTELLISAFE

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

Keeping you safe is our guiding principle, so every Volvo comes with preventive and protective technology. We call this approach IntelliSafe. It's designed to help us achieve our goal that by 2020, nobody will be killed or seriously injured in a new Volvo.

A key feature of IntelliSafe is our Adaptive Cruise Control with queue assist (queue assist only available for automatics). It keeps the car a set distance from the vehicle in front, maintaining a constant speed to relieve you of some of the stress of driving in heavy traffic.

But at Volvo Cars we also consider other road users, too. City Safety keeps an eye on the road ahead and automatically brakes if it detects that a collision with the vehicle in front is imminent. And our optional collision avoidance technology with full autobrake and Adaptive Cruise Control goes further than that – it can also identify cyclists and pedestrians at risk too and warn you. If you don't react to its warning, it will apply the brakes to avoid or mitigate the impact of a collision.

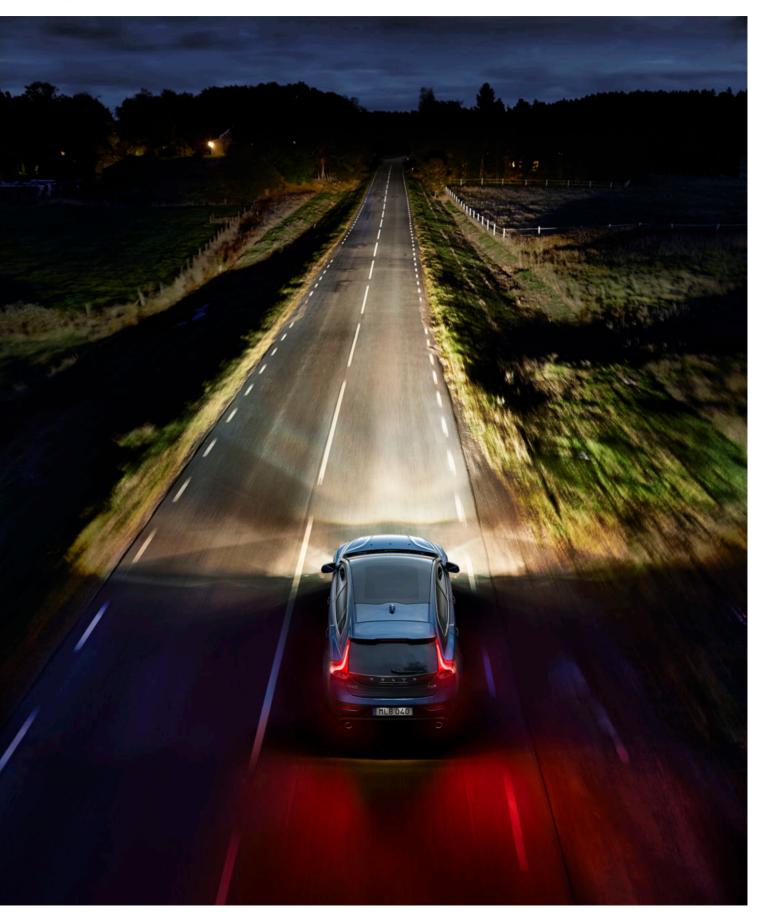
Should a collision happen then the airbags protect not only the car's occupants but those outside the car too. There are driver and

passenger airbags, inflatable curtains for front and rear seats and a knee airbag for the driver. Your Volvo also helps save the lives of pedestrians with an exterior airbag that inflates on impact.

Our safety technology makes driving easier. Adaptive Cruise Control keeps you at a set speed and distance from the car in front on highways or in slow-moving traffic. It keeps you informed and alert so that you can concentrate on the road ahead. The BLIS™ System warns you of fast-moving vehicles approaching in your blind spot from behind and either side while Road Sign Information reads signs and shows speed limits on the driver display.

Driving at night is safer and easier than ever before with LED headlights for clearer vision and brighter light, and active high beam to automatically dip the lights for oncoming traffic. Electronic stability control helps to keep the V40 stable and connected to the road so you can drive safely and with confidence, even when conditions are less than perfect.

And you and your passengers are protected by an ultra-strong steel cage – the hidden strength at the heart of your Volvo.

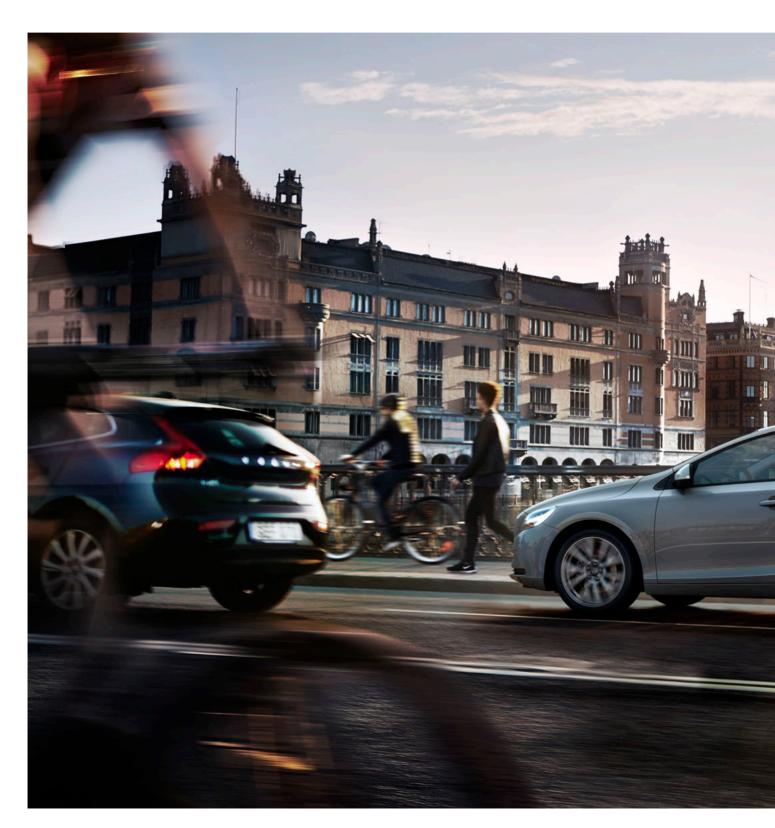




City Safety is designed to prevent you from colliding with the car in front if it stops, or slows suddenly. This advanced IntelliSafe system will automatically brake to avoid a collision and works at speeds of up to 31mph – an accident can be avoided at a speed difference of up to 9mph to the vehicle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



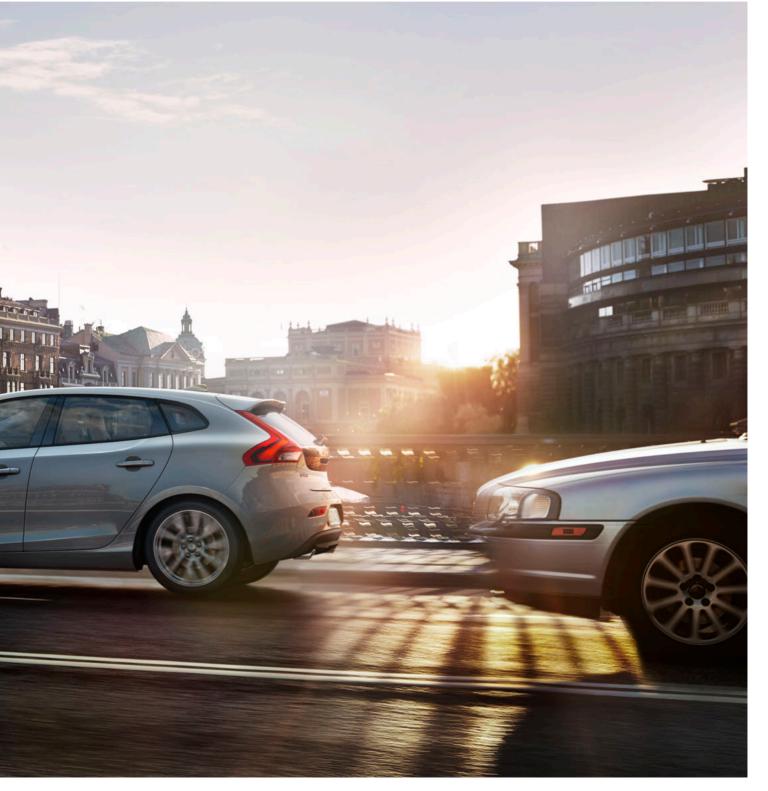
Adaptive Cruise Control with queue assist (queue assist only available for automatics) keeps your vehicle at a set speed and distance from the car in front, even in slow-moving traffic. Your V40 acts as a second pair of eyes with its ability to see pedestrians and cyclists on the road ahead. It will warn you if they are on a collision course with your Volvo and, if you don't respond in time, it will even brake for you.





You can keep your eyes on the road and let our BLIS™ System keep an eye on your surroundings. Radar keeps constant watch and alerts you if a vehicle enters your blind spot. And on the move you'll know when it's safe to pull out into the next lane on a motorway because your Volvo will warn you of any fast-moving vehicles approaching from behind.

Momentum 621 Amazon Blue | 18" Narvi Black/Diamond Cut alloy wheels

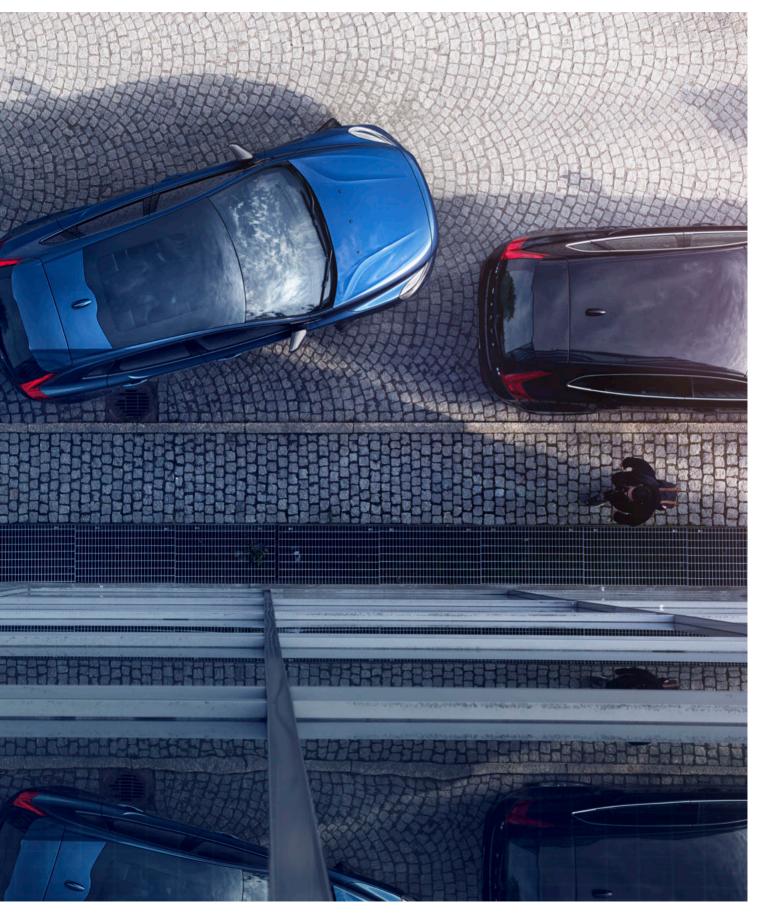


Perfect parking, every time. The optional Park Assist Pilot is like having someone park your car for you. It tells you if a parallel parking spot is the right size for your V40 and then takes over the steering to slot it in.

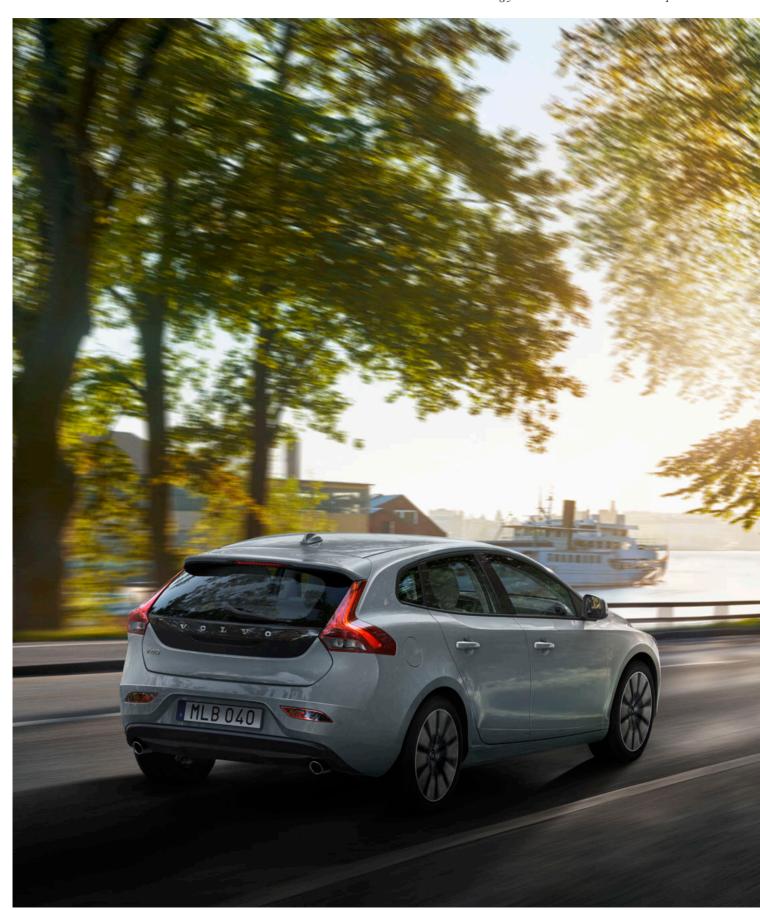
For parallel parking it requires a space just 1.2 times the length of your V40, so it can tackle even the tightest of spaces. All you do is put your V40 in gear, brake according to the screen prompts and the car will steer itself into the space. If you want to park yourself, the park assist camera and front and rear sensors will help you fit into the space with confidence.

We're even watching out for you when you're reversing out of a space. The optional Cross Traffic Alert can spot vehicles approaching behind your Volvo at a distance of up to 30 metres, and warn you of cyclists and pedestrians at shorter distances.





"No-compromise efficient power gives you the performance you desire while reducing your costs and environmental impact."





DRIVE-E

Enjoying more. Using less.

Every journey you make in a V40 will be fun. Our Drive-E power-trains strike the perfect balance between performance and fuel economy, so you never have to compromise.

You get responsive, on-demand power with low fuel consumption from our technically-advanced petrol and diesel powertrains. They provide performance, power and efficiency in equal measure. And because our engines are more compact, they allow us to design cars with more space for you and your passengers.

This performance and efficiency comes as standard on every Volvo. Precise manual transmissions and our six- and eight-speed automatic gearboxes make the most of each engine's potential. Designed to minimise power loss and maximise performance, the gearbox will always select the right gear for whatever is coming next.

Drive-E innovations include technologies like Start/Stop and engine coasting to make your Volvo even more efficient. Both are standard on all our cars, operating seamlessly within your car's drivetrain

Start/Stop cuts the engine when you come to a halt and instantly restarts it when you move off. You drive as normal and your Volvo does the rest, helping to save fuel and cut emissions. The coast function disconnects the engine from the automatic transmission when you release the accelerator at speeds above 40mph so it isn't being used to slow the car.

Our powertrains will operate at peak efficiency for years so you will continue benefitting from the low consumption and superior performance. The intelligent electronics self adjust to make sure the engine always stays in tune.

At Volvo Cars, by looking to the future we enhance your life today. Drive-E brings together advanced technologies to give you efficiency, performance and range – and a better drive for you.

AGILITY ON DEMAND.

We developed the V40 to involve and entertain every time you drive it with a chassis that delivers a taut, crisp driving experience. On your favourite roads the V40 rewards you with precision and refinement.

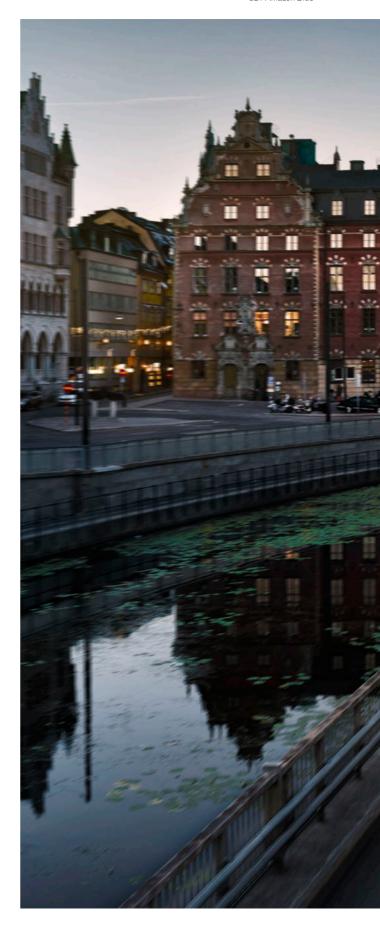
The standard chassis perfectly balances refined comfort with excellent handling. And if you seek an enhanced response from your car then the Sport chassis delivers it by lowering the car by 10mm and adding firmer suspension.

Corner Traction Control, standard on the V40, makes cornering smoother and safer. It brakes the inner wheel allowing power to be transferred to the outer wheel, helping the car avoid understeer. Staying in control is even easier with our optional steering wheelmounted paddleshifts.

The direct and accurate steering allows you to make the most of the car's agile nature.

From behind the wheel the optional three-mode driver display keeps you informed and matches your driving style. Elegance is cool and clean. Eco's economy gauge helps you reduce fuel consumption. Select Performance and the illumination changes to red, the speedometer becomes a rev counter and a power gauge appears.

Wherever you go and however you drive, the V40 makes every journey fun.





YOUR JOURNEY BEGINS HERE.

We created the V40 with one single purpose: to provide you with a car that perfectly fits you and your lifestyle. A car that meets your expectations of a fun, in-control driving experience with exceptional comfort and distinctive Scandinavian design – built with care for people and the world we share. A versatile car that's intuitive to use and makes life less complicated, and is a pleasure to live with every day.

At the heart of your V40 is an efficient, responsive powertrain. Whichever you choose, you will enjoy our latest Drive-E technology

that gives you responsive power. Fuel consumption and ${\rm CO}_2$ emissions are kept low, and our powertrains already comply with future exhaust emission legislation.

Our Drive-E powertrain range includes advanced diesel and petrol engines mated to our smooth eight- or six-speed automatic gearbox or a distinct six-speed manual gearbox, available with front-wheel drive or responsive AWD all-wheel drive technology*.

Make your choice, and enjoy your journey.

T5 T5 AWD^{*}

The high-performance 245hp/350NmT5 petrol powertrain is as responsive on the highway as in the city. This superb all-rounder delivers generous power just where you need it, ensuring excellent driveability in combination with our smooth 8-speed Geartronic™ automatic gearbox and optional all-wheel drive*.

*T5 AWD is only available for the V40 Cross Country.

T3

We designed our 152hp/250Nm T3 petrol powertrain to give you more out of less. Mated to a distinct 6-speed manual gearbox or our fuel-saving 6-speed Geartronic™ automatic, this powertrain allows you to enjoy low fuel consumption and smooth power across all revs.

T2

With the 122hp/220Nm T2 petrol powertrain you can enjoy high efficiency, low fuel consumption and a comfortable drive. You have access to full power already from very low revs, and our distinct 6-speed manual gearbox or 6-speed automatic puts you in control.

D4

Our sophisticated 190hp/400Nm D4 diesel powertrain allows you to enjoy more while using less. Available with a distinct 6-speed manual gearbox or our smooth 8-speed automatic, the D4 will give you the most efficient and confident driving experience.

D3

We designed the 150hp/320Nm D3 diesel powertrain to give you the ultimate combination of fuel economy, performance and refinement. Available with a 6-speed manual gearbox or a 6-speed automatic, the D3 is a perfect partner for any journey.

D2

With our 120hp/280Nm D2 diesel powertrain you can enjoy superb efficiency without having to sacrifice the fun of driving. Mated to a 6-speed manual gearbox or our 6-speed automatic, this powertrain gives the ultimate combination of performance and fuel economy.

Momentum 621 Amazon Blue



CREATE THE VOLVO V40 OF YOUR CHOICE.

Our approach in everything we do is to always put people first. This also includes allowing you the freedom to create a Volvo that reflects your individuality and fits perfectly into your life.

To ensure you get your V40 exactly as you want it, we have created a wide range of options, trim levels and personal expressions. Even if your V40 is already generously equipped in the Momentum trim level, you may want to indulge yourself with a luxurious experience,

surrounded by authentic, finely crafted materials and timeless Scandinavian design? Then you'll feel at home with Inscription. Or if you're in for a more performance-minded style inside and out, take a look at R-Design. And for a car perfectly suited for your urban adventures, there's the rugged V40 Cross Country. Whatever you prefer, you can rest assure there's a Volvo V40 for you. Read on, and see what your V40 will look like.



Volvo V40 Cross Country Volvo V40 Momentum Volvo V40 R-Design Volvo V40 Inscription



THE RIGHT EQUIPMENT FOR YOUR DRIVE

Choosing a Volvo V40 is easy. And now all you need to do is select the trim level that's right for you. Already the Momentum trim level will provide you with a high level of technology that will meet high demands on style, comfort and safety.

The 16-inch wheels in distinctive Diamond Cutdesign and LED daytime running lights will add to the exclusiveness and road presence of your V40, while the sporty elegant Textile/T-Tec upholstery and

aluminium decor inlays together with Silk Metal detailing complement the interior ambience. With Momentum, you can also enjoy the driver convenience with steering wheel integrated audio controls and power retractable door mirrors. And for your rear seat passengers, considerate features such as an armrest and smartly integrated cup holders will add to their long distance comfort.

MOMENTUM

Includes:

Dual Zone Electronic Climate Control | Bluetooth® | LED Headlamps with T-shaped DRL | 3-point safety belts on all 5 seats with belt reminder | Airbag, driver & passenger side | City safety | Corner Traction Control (CTC) | Cup holders in tunnel console | Electronic Stability Control (ESC) | Hard load cover | Illuminated vanity mirror driver & passenger side | Immobiliser | Inflatable Curtains | Knee bag, driver side | Outer temperature gauge | Pedestrian Airbag | Remote Control central locking | Sensus infotainment system with 5" colour screen in the centre stack and High Performance audio system with CD player and AUX-input | Side impact airbags integrated in the front seats | Trip computer | Tyre Pressure Monitoring System

(TPMS) | Tyre sealant kit | WHIPS™ (whiplash protection integrated in the front seats) | 16" Markeb Diamond Cut alloy wheels | Armrest rear | Audio controls in the steering wheels | Cup holders rear | Power retractable rear-view mirrors | Steering wheel with deco inlays | Textile/T-Tec upholstery | Tread plates front | Leather-clad steering wheel | Leather-clad gearshift knob | Leather-clad handbrake | Reading lights front and front footwell lights | Roller blind over tunnel console cup holders | Textile floor mats | Tiltable driver seat with adjustable lumbar support

T4 | Momentum 621 Amazon Blue | 18" Narvi Black Diamond Cut alloy wheels



We created our equipment level Momentum to optimise your value and comfort already from the start. The V40 Momentum features our world famous ergonomic seats in elegant, high quality Charcoal textile/T-tec and Black Grid Aluminium decor inlay in the centre stack. Textile mats add an extra touch of luxury. The leather-clad steering wheel, gear knob and handbrake feel good to the grip, while the analogue driver display with a large centre instrument gives you instant and intuitive information. A gearshift indicator for manual transmission and an Eco meter support you to drive in the most fuel efficient way. Via the 5-inch high definition centre display you intuitively control most of the functions of your V40. And of course: you get our world-leading IntelliSafe technologies including the award-winning City Safety collision avoidance technology, Pedestrian Airbag and advanced Electronic Stability Control already as standard.

With the V40 Momentum, you elevate your sense of well-being to the next level. The 16-inch Markeb alloy wheels in eye-catching Diamond Cut design give your V40 a more distinct road presence. Our signature design headlights with LED illumination further enhance your night vision as well as your car's dynamic stance. Open the door, and aluminium instep plates welcome you inside the V40 Momentum.

You and your passengers will enjoy the supportive comfort from ergonomic seats with contemporary Textile/T-Tec upholstery. The Black Grid Aluminium Inlay together with stylish Silk Metal detailing in the leather-clad steering wheel and gear knob add an extra touch of sporty luxury. The integrated steering wheel buttons allow you to intuitively control the audio system and cruise control. An optional rain sensor automatically activates the wipers when needed and adapts their speed, while the optional auto-dimming rear-view mirror makes driving in the night more comfortable.

And especially for your rear seat passengers, a foldable armrest and cup holders integrated in front of the centre rear seat cushion will enhance their experience during long journeys. When not needed, the cup holders are hidden into the rear seat cushion. And with our High Performance audio system, everybody in your V40 will enjoy the enhanced sound from eight loudspeakers and smart USB/AUX connectivity. Bluetooth® streaming allows you to connect your smartphone to your V40 – so you can enjoy the benefits of music streaming and integrated hands-free phone functionality.







Tamesis, 7.5×18" Silver Bright Optional



Narvi, 7×18" Black/Diamond Cut Optional



Segomo, 7.5×17" Grey Optional

Providing a wide range of exterior colours and wheels, the Volvo V40 allows you to create a car that's really you. The Momentum comes with 16" alloy wheels, or you can upgrade the appearance with larger 17-inch or 18-inch wheels. The exterior colour you choose has a

dramatic impact on the personality of your V40. Available in different variations, each colour imbues your Volvo with a sense of modern Scandinavian design.



Spider, 7×17" Dark Grey/Diamond Cut Optional



Markeb, 7×16" Black/Diamond Cut Standard Momentum



614 Ice White



707 Inscription Crystal White pearl



711Bright Silver metallic



477 Inscription Electric Silver metallic



621 Amazon Blue



721 Mussel Blue metallic



723 Denim Blue metallic



714 Osmium Grey metallic



717 Onyx Black metallic



019 Black Stone



719 Luminous Sand metallic



702 Flamenco Red metallic



612 Passion Red

The interior of the V40 is created with you in the centre of attention. Every detail, every line, every shape is testimony to our designers' pursuit to create a space in which you feel relaxed and in complete control. The Momentum trim level features ergonomic seats uphol-

stered in Charcoal textile and for an even more contemporary look and feel, City Weave Textile/T-Tec upholstery. The interior ambience can be further enhanced by decor inlays.

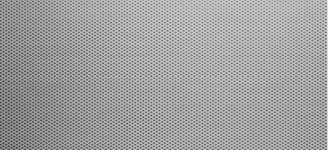






3





Inscription

THE SWEDISH TOUCH OF LUXURY.

We created the V40 Inscription to meet your expectations of Swedish luxury. It's a personal expression that allows you to indulge yourself with genuine materials, fine craftsmanship and timeless Scandinavian design.

Distinctive exterior design cues enhance the luxurious look and feel of the V40, while the meticulously crafted interior creates a

lounge-like ambience. The V40 Inscription epitomises our proud heritage of human-centric design. And when it comes to intelligent luxury imbued with distinctive style and fresh thinking, the V40 Inscription is in a class of its own – just like you.

INSCRIPTION

Includes Momentum trim level plus the following:

Inscription
723 Denim Blue metallic | 17" Sarpas
Silver/Diamond Cut alloy wheels





Inscription is Volvo V40 in its most luxurious guise. Distinctive exterior design cues such as the front grille with chrome strips combined with the bright decor side window trim and the stylish 17-inch aluminium wheels in Diamond Cut design enhance the car's timeless Scandinavian design. And contributing to the dynamic look of your car while optimising your vision in the dark, the V40 Inscription also includes our signature design LED illuminated headlights. And adding the IntelliSafe Pro Pack including our innovative active high beam technology, you can stay on high beam all the time When another car approaches from the opposite direction, the system prevents dazzling the other driver by automatically flicking from high beam to low beam and back to high beam again – adding to both your safety and convenience.

Inside, the well-appointed theme continues with authentic, finely crafted materials that create a lounge-like atmosphere of sumptuous wellbeing. An interior ambience that is further enhanced by the Milled Aluminium decor inlays, the Inscription tread plates in bright chrome finish. As driver, you can lean back in the smooth leather seat and enjoy the intuitive view of the dig-

ital driver display with three graphic modes to choose from. And adding to your relaxed comfort, the front centre armrest can be adjusted to your demands.

To enhance the climate comfort inside your V40 Inscription, the dual-zone Electronic Climate Control allows you to maintain the cabin temperature you choose – independently for the driver and front seat passenger, if you wish. Adding a panoramic glass roof, everyone inside your V40 Inscription will enjoy a superb experience of air and light. A power-operated sunshade in perforated textile reduces glare on sunny days while maintaining the airy feel inside the cabin.

For an exceptional sound experience inside your V40 Inscription, you can add our powerful high-end audio system Premium Sound by Harman Kardon® with 10 hi-fi loudspeakers that provides a rich, clear and faithful sound wherever you're seated. This audio system also comprises Sensus Connect with the larger 7-inch centre display that gives you full access to a wide range of online services and apps. Add our advanced Sensus Navigation system, and you'll enjoy integrated, intuitive guidance all the way.









The V40 Inscription exterior with its distinctive design touches is an expression of modern Swedish luxury. The exterior colour palette allows you to create the V40 Inscription that best reflects your style

and preferences. Available in a wide range of design expressions, the alloy wheels connect visually with the exterior design cues to enhance the impression of contemporary elegance.



Alecto 7.5×19" Glossy Black Silver Inlay Optional (Cross Country)



Ixion II 18" Diamond Cut Matt Black



Tamesis, 7.5×18" Silver Bright Optional



Narvi, 7×18" Black/Diamond Cut Optional



Segomo, 7.5×17" Grey Optional



Spider, 7×17" Dark Grey/Diamond Cut Optional



Sarpas, 7.5×17" Silver/Diamond Cut Standard Inscription



614 Ice White



707 Inscription Crystal White pearl



711Bright Silver metallic



477 Inscription Electric Silver metallic



621 Amazon Blue



721 Mussel Blue metallic



723 Denim Blue metallic



714 Osmium Grey metallic



717 Onyx Black metallic



019 Black Stone



719 Luminous Sand metallic



702 Flamenco Red metallic



612 Passion Red

Inside the V40 Inscription, you are surrounded by exclusive touches. There are genuine materials and fine craftsmanship wherever you look – a sensory experience further enhanced by the ergonomically designed seats in smooth Leather and the Milled Aluminium decor

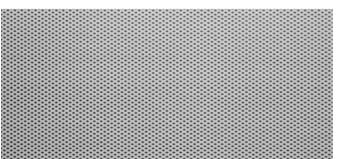
inlays. And to make it easy to give the interior your own signature, you have an extensive range of interior colour and upholstery combinations to choose from.

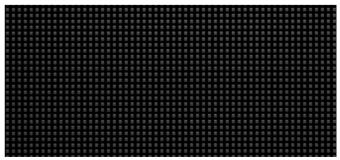






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RDESIGN

INSPIRED BY THE ART OF DRIVING

If you love to drive, the V40 R-Design is for you. With a unique personality, R-Design captures the thrill of a sporty driving experience characterised by style, response and control. A range of distinctive design details enhance the sporty, distinct road presence of your Volvo. It's an expression that catches the eye from every angle and hints the promise of an amazing drive, every time. But make no mistake – R-Design goes beyond mere looks. Surrounded by

meticulously crafted and expressive interior design details, you can feel it right from the moment you take your position in the seat. Everything – from the unique R-Design upholstery, the steering wheel and digital driver display, to the personalised interior LED lighting and Charcoal headlining – is there to inspire and support your driving. And for even better cornering, a stiffer Sport chassis and strut braces are available.

V40 R-DESIGN

Can be added to Momentum

17" Ixion III alloy wheels | LED headlamps with T-shaped DRL | Digital driver display with R-Design theme | Charcoal headliner | Dual end pipes in chromed stainless steel | R-Design Leather-clad steering wheel with decor inlay | Nubuck textile/leather upholstery | R-Design

Stealth aluminium inlays | R-Design illuminated gearshift knob and handbrake handle | Rear-view mirror caps in Bright Silver matt finish | Sliding armrest, tunnel console | Sport pedals | R-Design textile floor mats

V40 R-DESIGN PRO

Includes R-Design equipment level plus the following:

Leather-faced Sports Upholstery | Cruise Control | Tinted Windows – Rear Side Doors and Cargo Area | Rear Park Assist | Rain Sensor – Automatic Windscreen Wiper Activation | Sensus Connect with High Performance Sound ¹⁾ | Forward Folding/Height Adjustable

Front Passenger Seat with Lumbar Support | Sensus Navigation | 18" Ixion IV Alloy Wheels (Diamond Cut/Matt Black) with 225/40 Tyres

T5 | R-Design 720 Bursting Blue metallic | 18" Ixion IV Matt Black/Diamond Cut alloy wheels





R-Design is Volvo in smart designer sports gear – it's all about a performance-inspired look and feel, both inside and out. It's a truly eye-catching expression with sporty exterior design cues, such as its own distinctive grille, front spoiler, Bright Silver matt finish door mirror caps and striking 17-inch or 18 inch alloy wheels. At the back, prominent chrome dual tailpipes and motorsport style rear diffuser add the perfect finishing touch.

On the inside, the sporty theme continues with unique Stealth Aluminium decor inlays, Charcoal headlining and seats upholstered in Nubuck Textile/Perforated Leather or Leather/Perforated Leather. Together, these features give the cabin a technical, cockpit-like feel. Contrasting stitching in the seats, the gear shifter gaiter and the

steering wheel in perforated leather all reinforce the sporty yet elegant ambience. When it's dark, the illuminated gear knob will add to the driver focused experience inside your V40 R-Design. Further adding to your sense of being in control, the R-Design also provides you with a digital driver display with a unique R-Design display mode. The front armrest easily adjusts to enhance your comfort during long stints behind the steering wheel.

And because driving is at the heart of R-Design, the optional lowered sport chassis has been tuned for sharper handling and steering response. In addition, strut braces further stiffen the chassis to reduce body roll through the corners.

^{1.} The R-Design front with the LED illuminated headlights with active bending lights (optional). 2. The seats with unique Nubuck Textile/Perforated Leather upholstery and contrasting stitching for a sporty touch. The R-Design interior featuring R-Design leather-clad steering wheel, digital driver display in R-Design mode, illuminated gear knob, leather gear shifter gaiter, Stealth aluminium decor inlays and sport aluminium pedals. 3. The stylish R-Design tread plates in Silk Metal finish greet you onboard. 4. The rear diffuser and dual integrated tailpipes for a distinctive road presence. 5. The 17-inch lxion III Matt Black or 18-inch lxion IV Matt Black R-Design alloy wheels (shown) for the ultimate R-Design experience. 6. The V40 R-Design is available with all powertrains. 7. The door mirror caps in Bright Silver matt finish perfectly match the Silk Metal window trim.













6



Artio, 8×19" Matt Tech Black Diamond Cut Optional



Ixion IV, 7.5×18" Matt Black/Diamond Cut Optional

The exterior leaves no doubt about the intention of your V40 R-Design. The exterior colours are carefully selected to match the car's sporty character – each with its unique expression. For example, the new R-Design exclusive Bursting Blue metallic adds a techy, dynamic

look that perfectly highlights the unique five-spoke R-Design wheels. Available in 17-inch, 18-inch and 19-inch, these wheels give your V40 R-Design a superior road presence that puts your Volvo in a class of its own.



Ixion III, 7×17" Matt Black/Diamond Cut Standard R-Design



614 Ice White



707 Inscription Crystal White pearl



711Bright Silver metallic



477 Inscription Electric Silver metallic



720Bursting Blue metallic



714 Osmium Grey metallic



717 Onyx Black metallic



612 Passion Red

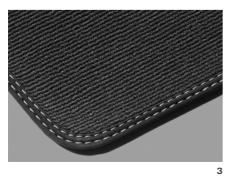
Behind the wheel in your V40 R-Design, you can enjoy a dynamic and driver-focused interior made of high-class materials. The ergonomic seats provide relaxed support through any twists that the road has in store, while the exclusive Nubuck Textile/Perforated

Leather or Leather/Perforated Leather upholstery with contrasting stitching provide a sporty and stylish feel. A sensation further enhanced by the Stealth aluminium inlays that perfectly complement the Charcoal interior.













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READY FOR YOUR ADVENTURE

The Volvo V40 Cross Country gives you even more potential for adventure and fun in the city and beyond. It has the versatility to fit in with your active lifestyle. Yet it also got the agility to really inject some fun into your driving, and its looks will make you stand out from the crowd.

Rugged design cues and larger wheels reveal a stylish yet outdoorsy personality – the exterior leaves no doubts about the intentions of this unique Volvo. A higher seating position and a capable chassis put you in control – you can enjoy an entertaining drive, wherever your adventures take you. Equally at home on the city streets as on more demanding roads, the V40 Cross Country opens up a world of destinations – especially if you add all-wheel drive. And combining distinctive Scandinavian design with intuitive technology, the V40 Cross Country is the tough, durable and stylish partner for your urban adventures.

Available in two different equipment levels, you easily create your very own V40 Cross Country. Make your choice, and soon you'll enjoy your perfect getaway car.

V40 CROSS COUNTRY

Includes:

16" Genam Diamond Cut alloy wheels | LED headlamps with T-shaped DRL | Copper dawn inlays | Armrest rear | Audio controls in the steering wheels | Cup holders rear | Power retractable rear-view mirrors | Steering wheel with deco inlays | Textile/T-Tec upholstery | Tread plates front

V40 CROSS COUNTRY PRO

Includes Cross Country equipment level plus the following:

T5 AWD | Pro 719 Luminous Sand metallic | 18" Metallah Black Diamond Cut alloy wheels



Your Volvo V40 Cross Country is as personal as the adventures you're going to enjoy in it. To begin with, we raised the ride height, which gives you a more commanding view of the way ahead – which is useful both in town and when you're in the countryside. Bigger challenges may call for bigger wheels too – several unique and expressive wheel designs are available in sizes up to 19-inches to enhance the rugged yet stylish look of your V40 Cross Country. Then we covered vulnerable areas with a durable black body kit to protect the nose and tail from stone chips. Add to this the confident Cross Country front grille and a front skid plate that connects visually with the optional side scuff plates, and you have the best of contemporary Scandinavian design, just with added attitude. The aerodynamically designed roof rails further enhance the distinctive character of your V40 Cross Country.

Inside, you can choose from a variety of single- or dual-tone designs with accent stitching that really enhances the sporting feel of your V40 Cross Country – with seats upholstered in Textile, Textile/T-Tec or Leather depending on the equipment level. And for a more distinct cockpit-like feel, most of the interiors are available with Charcoal headlining. And for an extra light and airy cabin, you

can add our panoramic roof. After dark, the optional ambient lighting lets you choose your desired interior ambience from a selection of seven different modes. An illuminated gear shifter (Cross Country Pro) and a frameless rear-view mirror complete an interior that reminds you and your passengers that this is a superbly designed vehicle, wherever your adventures take you. The digital driver display keeps you in control with three graphic modes to choose from (Cross Country Pro).

If your adventures sometimes mean challenging road conditions, we suggest you opt for all-wheel drive. This way you can be sure that all of your car's power translates into traction, no matter what road surface you're on. And since all-wheel drive is teamed with Hill Descent Control, you can negotiate even the steepest of slopes with the utmost confidence – all you have to do is steer.

So if you're looking for a car that not only stands out from the crowd, but is also a perfect companion on city roads and beyond, the Volvo V40 Cross Country is for you.

The V40 Cross Country is available with five highly efficient powertrains: T5 AWD, T3, D4, D3 and D2.

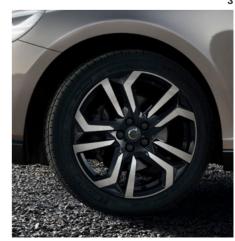














Damara, 7.5×19" Tinted Silver/Diamond Cut Optional



Metallah, 7.5×18" Black/Diamond Cut Optional

Distinctive design elements such as the front and rear skid plates together with the side scuff plates in matt silver finish and the large wheels and black bodykit create the rugged yet stylish Cross Country look. The signature design LED headlights add an athletic, dynamic edge to design of your V40 Cross Country Pro. Inspired by the Scan-

dinavian nature, every tone of the exterior colour palette speaks of uniqueness, quality and charisma. And to top the experience, you have a range of specially-designed alloy wheels to choose from – exclusively for your V40 Cross Country.



Keid, 7×17" Silver Standard Standard Cross Country Pro



Genam, 7×16" Black/Diamond Cut Standard Cross Country







4 707 hite Inscription Crystal White pearl

711Bright Silver metallic







621 Amazon Blue



721 Mussel Blue metallic



723 Denim Blue metallic



714 Osmium Grey metallic



717 Onyx Black metallic



019 Black Stone



719 Luminous Sand metallic



712 Rich Java metallic



702 Flamenco Red metallic

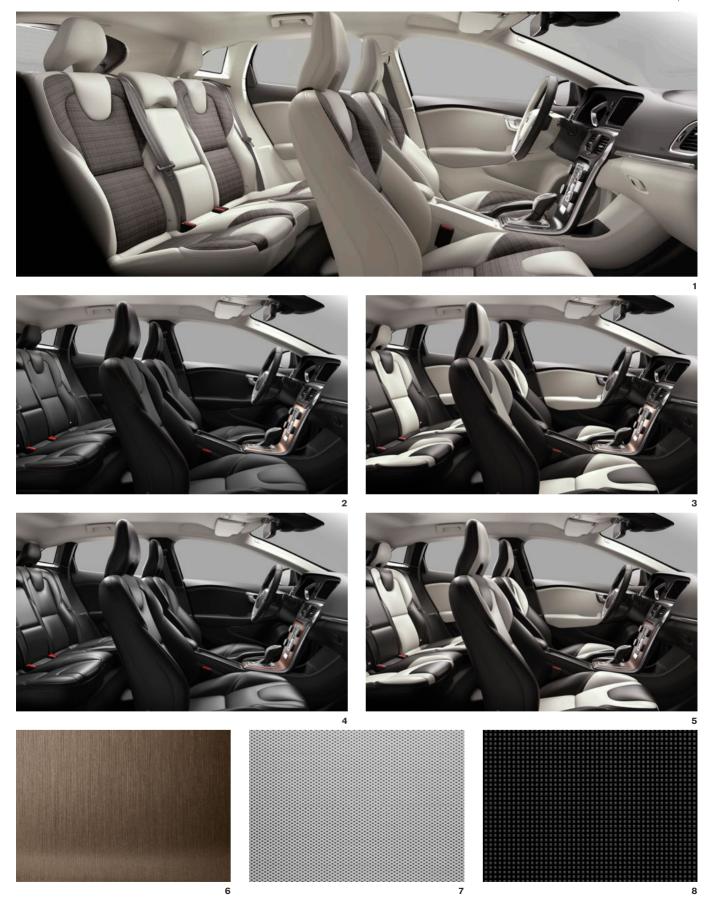


612 Passion Red

Inside the V40 Cross Country you'll enjoy a uniquely Scandinavian interior with a superb mix of comfort, style and craftsmanship. The sculpted seats in City Weave Textile/T-Tec or Leather with contrasting stitching give you legendary Volvo comfort while also keeping

you firmly in place in those fast corners. Many interior colour, upholstery and decor inlay combinations make it easy to create a Cross Country ambience that's really you. And for a sportier, more dynamic look you can choose our Charcoal headlining.





EVEN MORE V40, EVEN MORE YOU.

Personalise your V40 and express your unique style with our range of accessories. Opt for our exterior styling kit to give your V40 an even more individual look, and choose from a range of alloy wheels that enhance the car's athletic stance. Created by us to perfectly complement your car.

Make your V40 all yours with our exterior styling kit. Designed and built by Volvo, each element is made of high-quality materials

and becomes a natural extension of the V40's distinctive character. Volvo styling accessories are tested in a wind tunnel, so they're engineered for optimum aerodynamic efficiency and can also help to improve stability at high speed.

The roof spoiler enhances the V40's sporty profile. The upper part is colour-matched to the car's body, while the contrasting black underside makes for a crisp, contemporary look. Aircraft-inspired



fins and winglets improve airflow and increase downforce, while the car's high-level brake light is smoothly integrated.

A rear diffuser that sits perfectly within the bumper replaces the standard item. It enhances the sporty look of your V40 and comes with twin oval tailpipes that create a particularly powerful appearance when the car is viewed from the rear.



CROSS COUNTRY ACCESSORIES. GO EVEN FURTHER.

The V40 Cross Country comes with an exterior styling kit as standard that emphasises the car's robust nature and adventurous personality. Created by Volvo designers and engineers to fit your car, and your life, perfectly.

The exterior styling kit accentuates the V40 Cross Country's rugged look. The side scuff plates, with their chunky ribbed details, give the car a tougher appearance and highlight its raised stance. They have a silver-painted finish that contrasts the V40 Cross Country's

black side sills, adding to the car's bold, contemporary character. At the rear, a special skid plate includes a larger body-coloured area, for an even stronger, more refined look. Double oval tail pipes in chromed stainless steel replace the standard tailpipes. These are neatly integrated into the skid plate and add to the car's purposeful appearance.

A special rear bumper cover, made of a rubber-like material surrounded by silver-coloured trim, is both attractive and practical. As



well as enhancing the Cross Country's distinctive styling, it protects the paint on top of the rear bumper from scratches caused when loading or unloading through the hatch.

The 19-inch Atria alloy wheel, available as an accessory, is an ideal way to complete the look. Atria's diamond-cut faces and matt black rim interior suits the V40 Cross Country's rugged style perfectly.



CREATE A V40 THAT'S PERFECT FOR YOUR LIFE.

A 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.

If you sometimes have to bring gear inside your car, our range of load accessories can give you a helping hand. A two-split steel grille folds separately with each rear seat backrest and provides a sturdy barrier between the load and passenger compartment. Add a fully covering dirt cover, and you can conveniently carry your dog. A reversible load compartment textile/rubber mat allows you to bring dirty stuff when needed yet maintaining an elegant appearance rest of the time. To help you organise and secure gear, bags and loose

items, our load organiser with floor rails will help you divide the load compartment exactly as you want it. And if you need to carry sport equipment such as skis, bikes or a kayak, we have created a range of specially-designed load carriers that you conveniently fit on the roof of your V40.

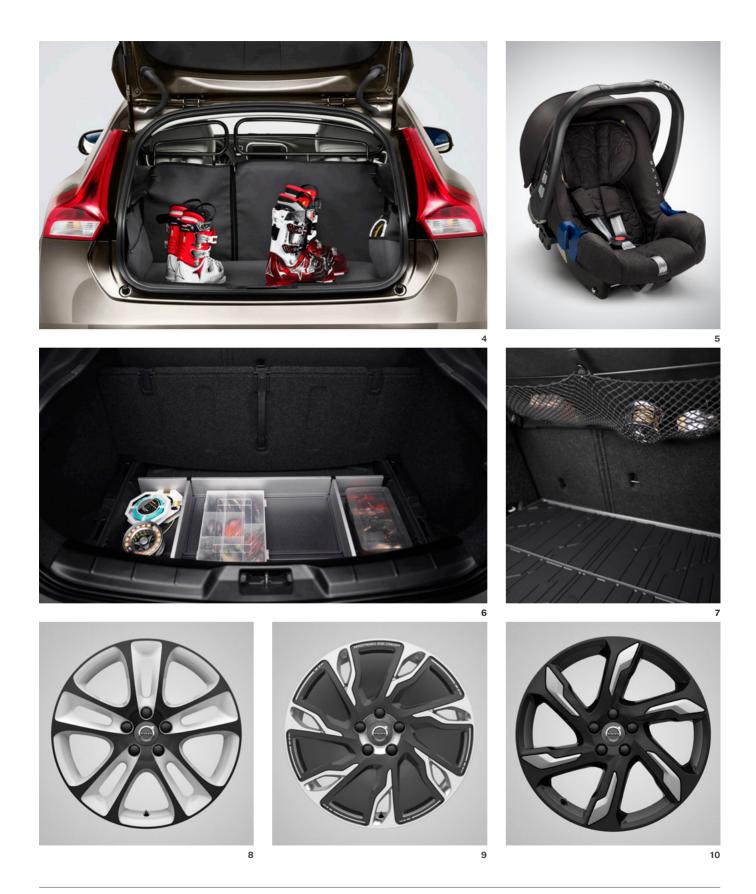
Our new child seats combine comfort with state of the art safety and are designed to fit perfectly into your Volvo. Made from Wooltextile cloth, which is 80% wool, they're durable and tough but also soft and breathable, so your children stay comfortable and safe. We apply the same stringent standards to our child seats as we do to building our cars, so you know your children are well protected.







3



8. Atreus, 7.5×18" alloy wheels, Dark Grey Diamond Cut or Black Stone Glossy White. 9. Ailos, 8×18" alloy wheels, Dark Grey matt Diamond Cut with Red decor, Dark Grey matt Diamond Cut with Lime Decor. 10. Alecto 19" alloy wheels, Glossy Black Silver.

POLESTAR ENGINEERED PARTS, MADE TO PERFORM.

It is our passion for driving that led us to design this range of Polestar Engineered Parts for your Volvo V40. Developed by the same team responsible for our motorsport success and our dynamic road car Volvo V60 Polestar, the new Polestar Engineered Parts programme fulfils Volvo Polestar's engineering philosophy by delivering a balanced, energetic driving experience.

The Polestar Engineered Parts are designed for the most critical performance areas of your Volvo and is available as a Complete Performance Package. This includes everything from improvements to the chassis, wheels and tyres, intake and exhaust as well as aerodynamics and interior details. Any of these components will create a more compelling drive, and are also available in separate packages. With the Chassis Package you'll get Polestar-developed shock

absorbers and coil springs for a more direct and responsive driving experience. The Wheel Package incudes the lightweight 19-inch Polestar wheel and high-performance tyres for maximum grip. Then there's the Intake & Exhaust Package, designed for our Drive-E powertrains. It combines a sports air filter with a Polestar air box lid and a stainless steel exhaust system. This package will deliver the most dynamic engine characteristics when combined with the Polestar Engineered Optimisation.

All Polestar Engineered Parts meet all Volvo safety requirements. They are developed and tested by Volvo Cars and Polestar, ensuring a perfect fit and finish, as well as impeccable road manners, and with no impact on the car's limited factory warranty.



^{1.} The Complete Performance Package includes essential hardware to add performance and transform the appearance of your V40. 2. The Polestar rear spoiler will efficiently aid high-speed stability as well as sharpen the car's appearance. 3. The lightweight Polestar 19-inch alloy wheels with high-performance tyres will help with added steering precision and road grip.

^{4.} Subtle exterior details such as the black door mirror caps underline the dynamic appearance of your V40.



5. Designed to reduce back-pressure, the stainless steel exhaust system with larger tailpipes gives the engine note a harder edge while also allowing it to breathe more freely for improved performance. A rear diffuser enhances downforce to increase stability at high speeds. 6. The Polestar gear knob is available for Geartronic™ transmissions.

SERVICE BY VOLVO. A SIMPLER WAY.

When you buy a Volvo, you buy the simplest way to have a car. No matter what your car may need, your authorised Volvo workshop will take care of it for you and make sure that your Volvo stays in tip-top shape.

We have our own approach to service that's personal, efficient, and which takes care of you as well as it takes care of your car. We call it Service by Volvo and it will provide everything you need in the simplest way possible.

Your Volvo Cars dealer offers a whole range of simplifying services all designed around you, ensuring you a carefree ownership experience. Still, this is just the beginning. Soon, you will also get a Personal

Service Technician, your car will be ready within the hour and you can relax in our lounge instead of driving back and forth. It's because everything we do is about finding new ways to make life simpler for people, with our cars as well as our service.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance
- Service Contract

VOLVO SERVICE PROMISE

- Volvo Genuine Service
- Software Updates
- Roadside Assistance
- Personal Service Contact
- · Car Wash and Vac'
- Price Promise
- Health Check
- Alternative Transport

IF SOMETHING HAPPENS

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

HAVE YOU GOT YOUR VOLVO ID? A Volvo ID allows you to access a whole world of connectivity with your Volvo. With your Volvo ID, you can:

- Access your My Volvo account on volvocars.co.uk for car information
- Access internet services and apps in your car, including connected service booking
- When applicable, sign in to the Volvo On Call app and connect with your car from everywhere

CONNECTED SERVICE BOOKING

If your Volvo has Sensus Connect, it will remind you when it ne eds 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. 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.

Welcome to Volvo Car Lifestyle Collection. Our Lifestyle Collection includes a wide range of lifestyle accessories – from Swedish crystal and crafted leather bags, to clothing, watches and sunglasses. To view the complete collection, please visit **collection.volvocars.com**



V O L V O

Official fuel consumption for the Volvo V40 and V40 Cross Country in MPG (I/100km) ranges from:

Urban 33.2 (8.5) –70.6 (4.0), Extra Urban 54.3 (5.2 – 85.6 (3.3), Combined 44.1 (6.4 – 78.5 (3.6). $\rm CO_2$ Emissions range from 149 – 94g/km. MPG figures are obtained from laboratory testing intended for comparisons between vehicles and may not reflect real driving results.