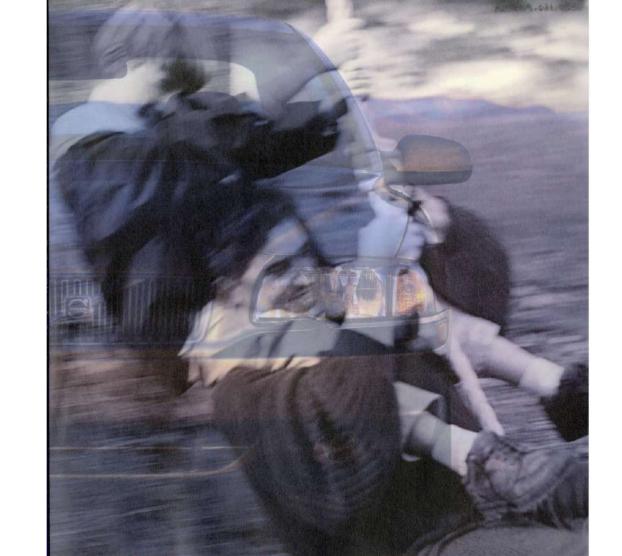
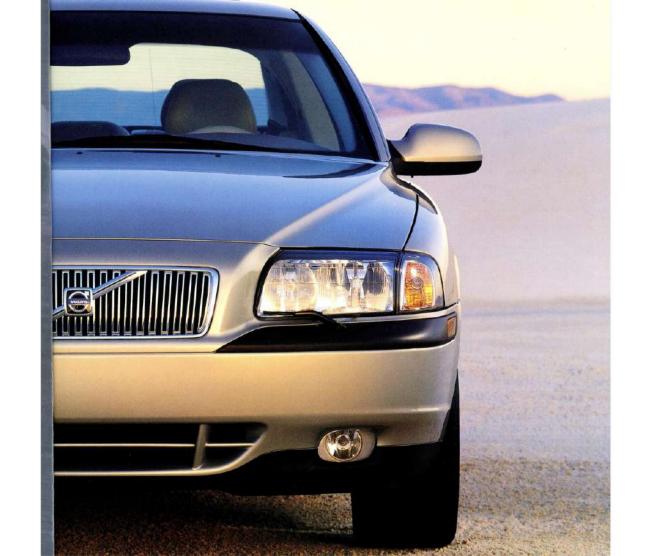


"Cars are driven by people. 1. everything we make at Volvo there are iust remain, safety." Assar Gabrielsson. A Volvo founde



"Cars are driven by people. The guiding principle behind everything we make at Volvo therefore is, and must remain, safety."

Assar Gabrielsson. A Volvo founder. 1927

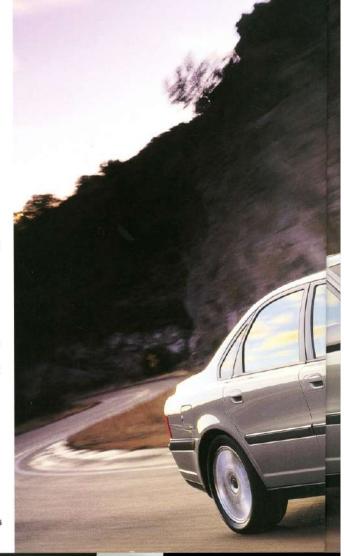


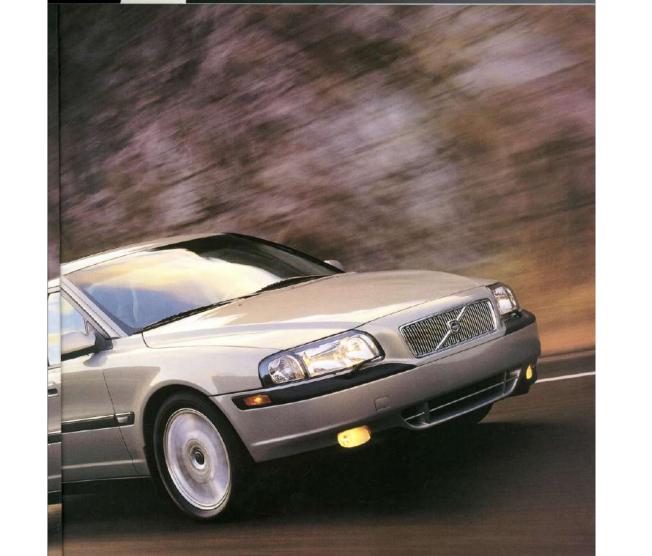
Volvo proudly introduces the \$80.

Revolutionary in concept, exhilarating in execution, this totally new Volvo benchmarks premium personal transportation for the 21st century.

Embracing and advancing Volvo's honored commitment to occupant safety, the S80 flawlessly integrates groundbreaking safety design with advanced executions of performance technology, personal comfort and thoughtful security concepts. Out of this synthesis of care for personal well-being and technological leadership, Volvo's S80 redefines the standard with a remarkable blend of confidence and driving pleasure.

Even as the innovative S80 promises to reward those with an appreciation for sophisticated driving excitement in the 21st century, its advanced design celebrates the core Volvo principle brought forth at the start of the departing century and forged into Volvo's very soul... Safety first.

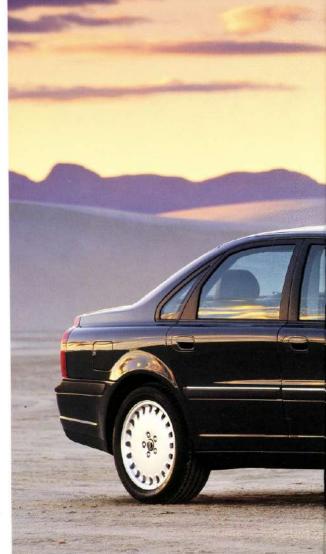




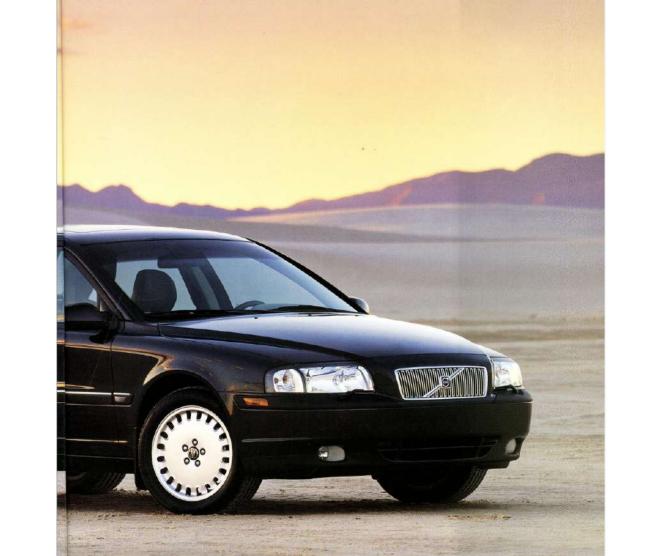
The S80 offers occupant protection features found nowhere else. For example, the unique Inflatable Curtain (IC) offers side impact protection to both front and rear seat passengers. Volvo's new Whiplash Protection System (WHIPS) is designed to help reduce debilitating whiplash injuries caused by rear-end collisions.

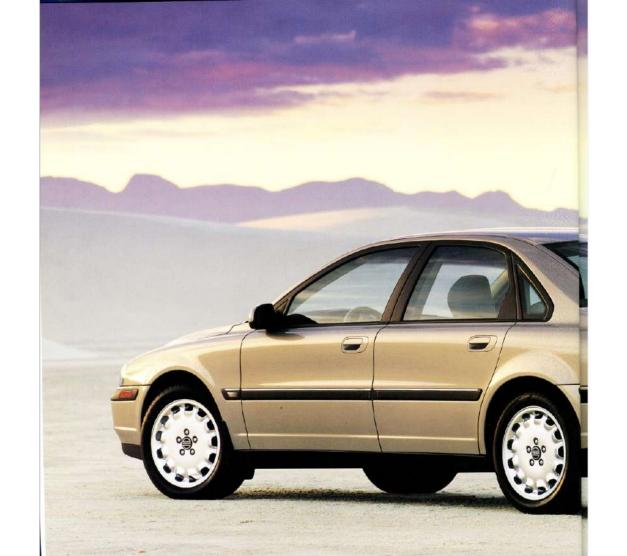
Multiplex electronics eliminates additional wiring while increasing component reliability and enhancing electronic system integration and performance.

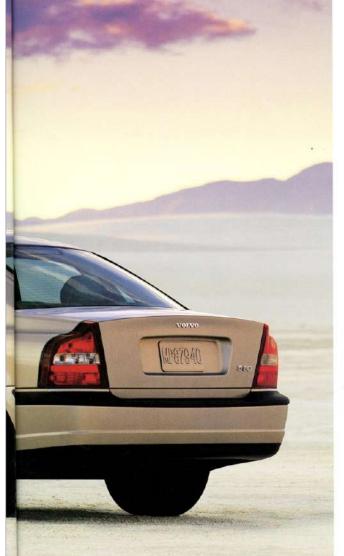
Advanced engine designs promoting superior durability, ease of service, fuel efficiency and responsive performance distinguish both the naturally aspirated and twin-turbo power plants.



S80 2.9 shown with optional equipment.







Drive train advancements extend to the new electronically controlled "adaptive" four-speed automatic transmission with "Geartronic" variant for the twin-turbo model.

STC Traction Control and DSTC*

Anti-Skid Technology help assure the
S80 driver of an exceptional level of traction
and control whether accelerating into
traffic or taking a hard corner at speed.

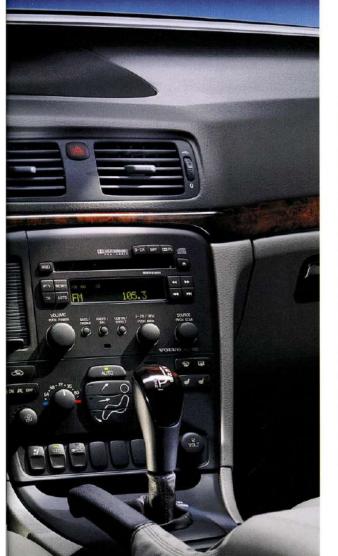
"Home Safe Lighting," electronic immobilized anti-thoft protection, GPS integrated navigational system and audio quality of extraordinary fidelity represent only a fraction of the sophisticated electronics available to the S80 driver.











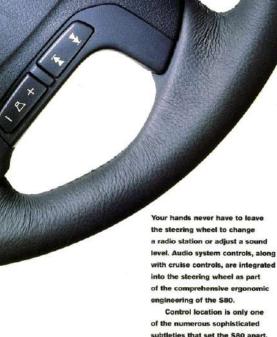
Neither overstuffed nor teutonically rigid, the seating of the S80 exhibits an understanding of the human anatomy, in all its sizes, that Volvo believes is a requisite in a premium sedan.

The cabin environment's spacious, airy and inviting character reflects its **Scandinavian** heritage. The upholstery cushions, cradles and conforms to the body's contours.

To assure the ideal driving position, seating controls allow for an extraordinary range of adjustment and lumbar support. The front seat passenger enjoys the same freedom of movement.

Seamlessly integrated into the handsomely sculpted dashboard, the analog dial array and instrumentation displays information in a highly readable and eye-pleasing manner. Controls are positioned within a natural and comfortable range of the hand. For added ease and safety, cruise control and audio controls are integrated into the steering wheel.

The interior environment benefits from the sophisticated fully automatic dual-zone **Electronic Climate Control** system that provides for a full and refreshing distribution of air throughout the cabin. Built-in filters offer added relief by removing dust, pollen and particles from the passenger compartment.



Control location is only one of the numerous sophisticated subtleties that set the S80 apart. The audio system has speed-dependent volume control. This feature automatically adjusts sound level to provide occupants with a constant perceived sound volume regardless of the speed of the car.

Another refinement equips the S80 with not one antenna

Another refinement equips the S80 with not one antenna but two. The second sub-aerial, called a diversity unit, has its own amplifier and improves reception in areas with multipath interference, such as cities. In the pursuit of driving pleasure, nothing is more personal than audio quality. Volvo's highly refined 200 watt, Dolby™ Pro-logic,™ audio system* with integrated CD changer for four discs and nine speakers enhances the driving experience not only through exceptional purity of sound reproduction, but also with unique radio features like Radio Data System (RDS).

additional "sub-carrier" channel of radio information.
Radio stations can transmit a separate band of information that allows you to program special requests for priority treatment of important traffic or news reports. Traveling long distances will no longer require searching for channels to accommodate your taste in music or programming. You can program RDS to seek out the stations with the type of content you desire.**

Audio technology available in the S80 not only offers the opportunity to enjoy a level of audio fidelity you may never have experienced before, but, as well, to be ahead of the wave with radio electronics that will let you experience exciting advancements in the years ahead.

^{*}Option:

^{**}Presently, stations broadcasting RDS signals are not available in all markets.





Electronic Climate Control provides a self-regulating system that, when set, needs never to be touched again. The system continually monitors the interior temperature and adjusts the heat and air conditioning output to ensure uninterrupted driving pleasure at the temperature desired.

Dual temperature controls allow both driver and front seat passenger to set the temperature to their personal preference. For superior air quality, the S80 ECC has built-in filters that remove dust, pollen and particles from the cabin air. Enhancing the quality of air flow, the S80 ventilation system includes a climate control air vent in each of the interior B-pillars. Located between the front and rear doors, these vents significantly improve rear seat comfort levels while helping to keep the rear side windows free of mist and ice.



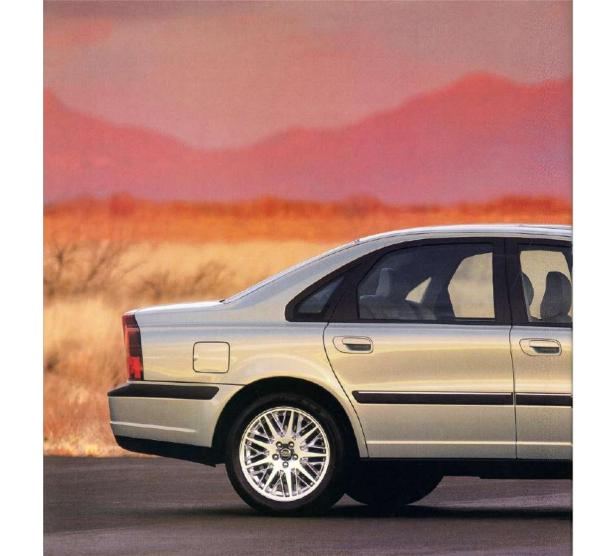
The eight-way adjustable power front seats offer three-position memory and remote memory on the driver's seat.

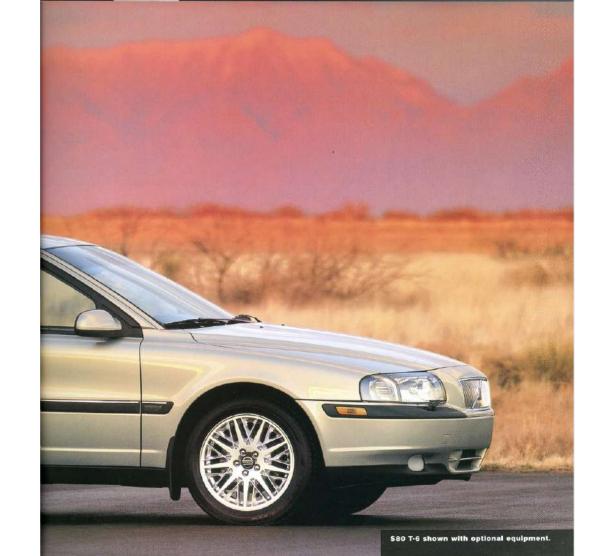




Available with the twin-turbo, the four-speed adaptive automatic transmission with Geartronic mode offers a choice between fully automatic operation or manual gear changing for performance driving.

Volvo's Geartronic transmission allows for the performance type shifting that is normally associated with standard transmissions. Without requiring a clutch, the driver can enjoy full manual gear shifting performance driving when desired.







Like people, automobiles possess character. And experience has shown that the true character of an automobile, like that of a person, comes to the fore when life is threatened. At Volvo, safety is a fact of life. For many people that is a fact for which they will be eternally grateful. In personal letters written to Volvo, hundreds of people have expressed their belief that Volvo safety design saved their lives. The concepts that merit such gratitude are born of Volvo's safety design philosophy that makes occupant protection a fundamental tenet of quality design.

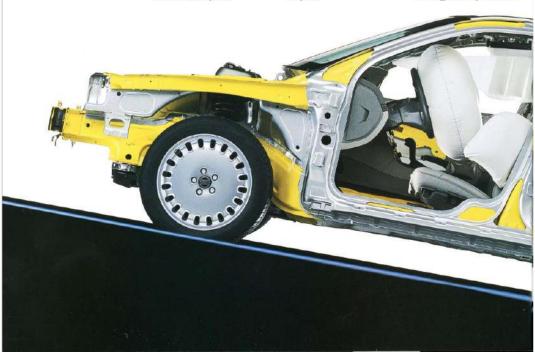
Safety cage. The S80, like all new Volvos, surrounds the driver and passengers with a special High Strength Steel safety cage that provides a rigid perimeter of occupant protection. This cage is designed to maintain its integrity under enormous stress. To ensure its extraordinary strength, Volvo further strengthens the steel safety cage through reinforcement at critical stress points. Extensive buttressing of the floor is achieved with steel cross members and reinforcing profiles. Doors benefit from integrated steel bars and reinforced sill plates.

Energy absorbing structures.

The S80 is designed with energy absorbing structures positioned to the front and rear of the occupant safety cage. Their purpose is to progressively yield as the force of impact moves towards the safety cage. Each structure is designed to do this in a controlled fashion that demands increasingly greater energy to cause deformation. This controlled deceleration occurs in a fraction of a second and dissipates a considerable degree of the energy of a collision, thus reducing the impact on the occupants.

Transverse engine position.

Not only is the S80 engine exceptionally powerful and fuel efficient, but its transverse positioning offers significant safety benefits. The massive profile presented by the transversely mounted in-line six adds to the S80's ability to distribute energy across a broad area for more effective energy management. The transverse positioning also allows for enhanced crashworthiness by employing the large area created by the transverse positioning between the engine and the safety cage as an energy absorbing "crush zone."



Three-point seat belts with pretensioners. Volvo's seat belt design has been adopted by every major car manufacturer in the world. The Volvo three-point seat belt is intended to evenly distribute the force exerted during an impact across the body.

Pyrotechnic pretensioners afford all beited S80 occupants an additional margin of protection. Triggered by the same sensor that activates the air beg, the pretensioner removes all the slack from the soat belt in the split second between impact and when the occupant's body moves forward.

Side Impact Protection System. Supplementary Restraint

Every S80 benefits from the inclusion

in the Side Impact Protection System

of the energy dissipating structures

(SIPS). Patented by Volvo, the

SIPS design is intended to help

protect occupants from side impact

collisions with a sophisticated and

steel profiles for added strength

management system that directs

the energy of impact away from

occupants. The B-pillars between

the doors, steel roof arches, high

additional floor members under

already sound body structure.

strength profiles in the floor pan and

the front and rear seats enhance the

comprehensive system of reinforced

and a unique and advanced energy

System. S80 driver and front passenger-side air bags (SRS) are designed to deploy in milliseconds to help dissipate the energy of an individual's forward motion in the event of a frontal or frontangular collision.

Volvo's dual-threshold air bags use special sensors that are integrated with the seat belt pretensioners. The point at which the air bag deploys is determined by whether or not the seat belt is being used. This feature allows the air bag to be deployed only when necessary.

SIPS bags. Volvo's S80, like all Volvos, offers the additional side impact protection of the SIPS air bag. This revolutionary and patented safety feature deploys in the event of certain side impacts. In deploying, the SIPS bag is designed to act as a barrier between the seat occupant and the door.

Anti-submarine seat design.

Front and rear S80 seats incorporate a structural cross member running across the front of the seat cushion. In the event that the momentum of a frontal collision forces a belted occupant forward, the rigid support at the front edge of the seat is designed to help prevent the occupant's body from depressing the seat cushion and sliding down and under the seat belt.

Steering column. Designed to collapse in stages, Volvo's 3-piece steering column employs an ingenious sequential energy absorbing design to help direct the steering column downward, away from the driver.

Front supplemental members.

A number of structural members have been incorporated in the front and front side of the S80 to offer additional protection from offset frontal collisions. Twin supports protect each front side. One is at wheel height and is designed to direct the force of an impact away from the safety cage and downward into the floor pan and door sills. The second member, above wheel height, redirects the force of impact into the A-pillars, the roof and door surrounds. This design involves both sides of the S80 body in dissipating the energy of impact even if only one side gets hit.

Volvo's Whiplash Protection System (WHIPS) represents an extraordinary automotive safety design advancement. This system, unique to Volvo and making its debut with the S80, is designed to provide markedly better protection from neck and back injuries in the event of a rear impact.

A totally new seat concept, based on exhaustive study of body geometry and accident dynamics, WHIPS is designed to defuse the violent energy transfer resulting from a rear impact that often produces serious **neck and back** trauma.



Should an \$80 be struck from behind, the front seat backrest and head restraint move backwards in parallel while the occupant's head and upper torso are evenly, firmly and uniformly supported. The backrest is designed to then tip backwards to help prevent the damaging forward whiplash movement.











Since introducing the three-point seat belt almost 40 years ago, Volvo has consistently advanced the cause of automotive safety design with technological breakthroughs and patented concepts. The **Inflatable Curtain** (IC) represents another in this proud line of achievements.

IC widens the scope of Volvo's patented Side Impact Protection System (SIPS) technology to new levels of personal occupant protection. This third stage of the SIPS concept is designed to provide **increased protection** from head injuries for **front and back seat** door-side occupants.

In a side impact, IC, in 25 thousandths of a second, inflates a protective curtain that extends from the windshield pillar to the rear pillar. This **protective curtain** has been shown to absorb as much as 75 percent of the energy exerted by the head when it is thrown to the side.

IC offers an additional benefit beyond helping to protect the head area from an impact. It also reduces the risk of an occupant being partially thrown out through a side window. IC, together with the SIPS structural protection and SIPS air bags, represents what may be the most comprehensive side impact protection of any production automobile in the world,

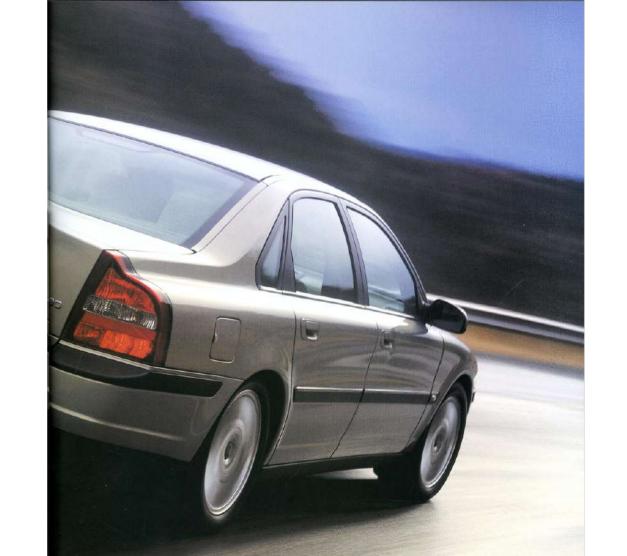
Volvo's S80 employs a highly **sophisticated suspension** design to promote exceptional driving pleasure.

Traditionally, ride quality has been defined by the solidity of an automobile's chassis and the ability of its suspension to isolate vibration, maintain accurate tracking and effectively communicate road feel to the driver.

Extensive use of High Strength Steel in the S80's ultra-rigid body design means minimum body flex and a sound, solid platform from which to anchor a highly refined and agile S80 suspension. The S80 features Volvo's patented Multi-Link Rear Suspension and rugged and responsive MacPherson front suspension with anti-lift and anti-dive geometry. The new S80, however, is not simply an extraordinary car in the traditional sense. The S80 advances the benchmark of handling excellence with Stability and Traction Control (STC) and Dynamic Stability and Traction Control (DSTC).*

Utilizing advanced electronics and continuous feedback loops, the S80's new STC and DSTC technology creates an **intelligent chassis** that is designed to sense destabilizing situations. Both systems apply corrective action in milliseconds before the driver is aware of the situation and in advance of the situation becoming a problem.





Volvo's new S80 expands the scope of **protection** that your personal automobile can afford you.

When approaching your S80 in the dark, "Approach Lighting" allows you greater safety by equipping you to activate, at a distance, the interior lighting and several other light sources that illuminate the area around the car.*

"Home Safe Lighting" compliments Approach Lighting by equipping the S80 to activate the headlights and other light sources to illuminate the darkness when departing your S80.

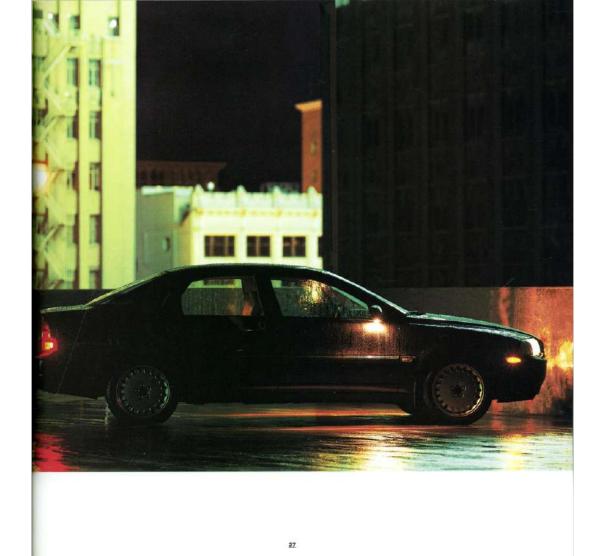
Several features enhance the **convenience** and quality of the S80's central locking system. In addition to providing activation of the locking and alarm systems, the S80 remote includes a button to open the trunk separately. For **added security**, the S80 remote radio signal has a rolling code to prevent unauthorized copying of the entry signal.

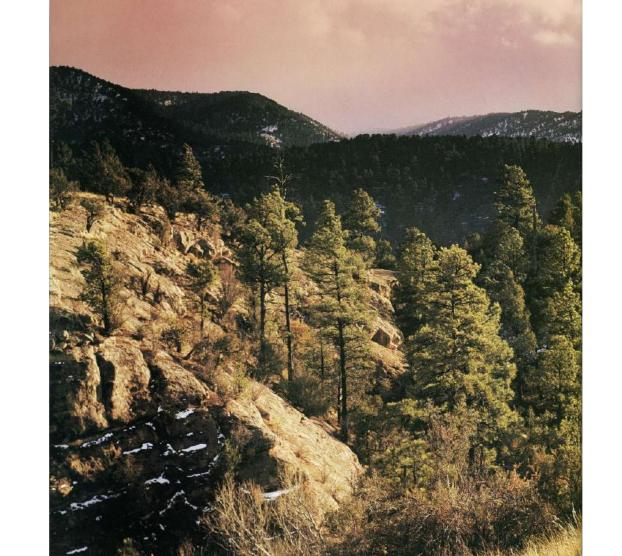
Protection against forced entry is enhanced by the design of the driver's door lock. It has the only mechanical lock cylinder and is designed to rotate harmlessly if any key but the proper one is used. To prevent access by window breakage, the S80 is available with **penetration-resistant laminated glass.**

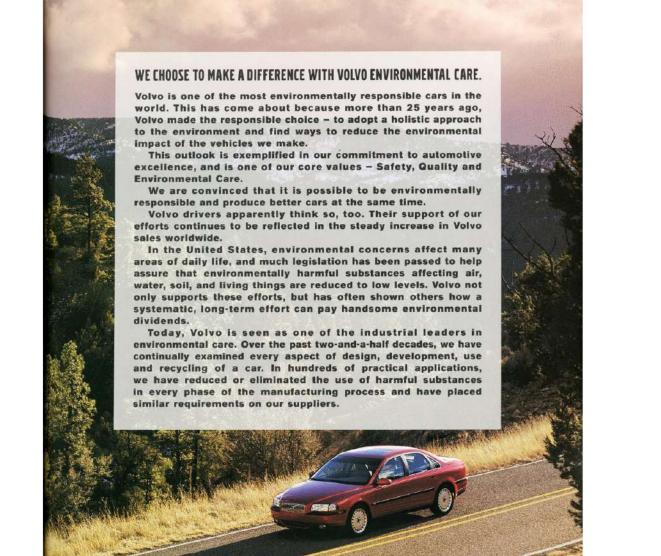
To further protect your S80, the ignition system employs **electronic immobilizer** technology that makes it virtually impossible to start the car without the original key. The S80 key contains a transmitter that sends an ID code to the engine management system. If the code does not match, the engine will not start.

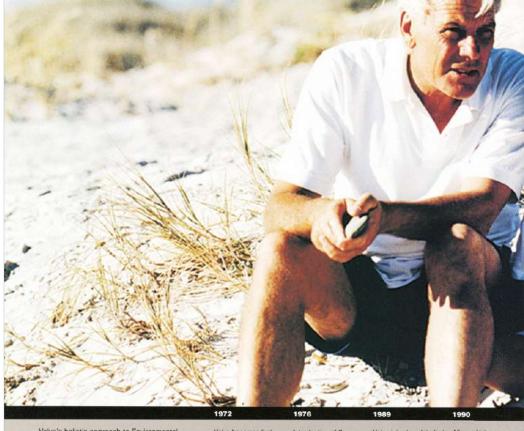


^{*}Illumination of headlights, tailights, interior lights and side view mirror lights.









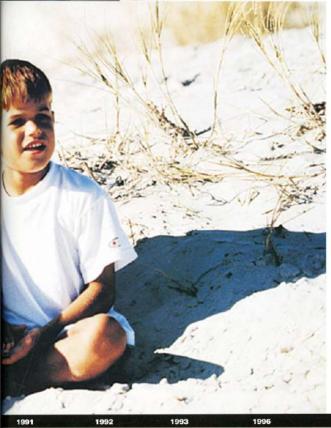
Volvo's holistic approach to Environmental
Care affects every phase of our operations,
from recovery of waste heat from a neighboring
oil refinery, to encouraging driving styles that
conserve fuel and reduce emissions. Here are
just a few of our achievements.

Volvo becomes first automaker to declare environmental commitment at United Nations Conference on the Environment.

Introduction of 3-way catalytic converter and Lambda Sond.⁸ a unique sensor that eliminate approximately 95% of regulated emissions (hydrocarbons, oxides of nitrogen and carbon monoxide).

Volvo introduced its first All new Volvos are Environmental Policy. All new Volvos are asbestos-free.

Reduced solvents in corrosion protection materials.





THE LIFE CYCLE OF A VOLVO.

At Volvo, **Environmental Care** starts before a car is born and continues until the last components are recycled.

The choices we make help us produce a better car.



Developing with an awareness of environmental impact.



Producing with respect for our communities.



Driving with environmental responsibility.



Recycling to protect our future.

991	1992	1993	1996	1997	1998
ur Torslanda paint top eliminates acc solvents by plemerting an fective water-borne aint system.	Volvo introduces the ECC prototype (Environmental Concept Carl.	Volvo eliminates harmful CFCs from all cars.	Volvo tests fleet of Bi-Fuel (methane and gasoline) cars in the U.S.	Volvo announces Environmental Specifications for 1998 models available in the United States. Volvo's Dialog on the Environment program (Training for Volvo Cars of North America employees).	Visit Volvo on the Internet for information about future environmental activities. http://www.volvocars.com

ACCESSORIZE YOUR VOLVO.

Designed to add practicality and individuality to your S80 driving experience, Volvo Accessories are carefully crafted and designed to fit your car and your lifestyle, perfectly. These are only a small sampling of the many accessories that are available. Please see your Volvo Rotailer for additional product information.



Our exclusive leather and wood steering wheel combines elegant design with a sporty finish, for a hands-on feeling that's beyond compare.



Created to fit all types of eyeglasses, this dashboard/consolemounted holder keeps glasses within easy reaching distance.



A very practical net pocket for storing and holding small items in the trunk area of your \$80.



Precision crafted, our highstrength aluminum alloy wheels add to your Volvo's looks and performance. Chip-resistant clear enamel coating helps protect for lasting appearance.

7 x 17 inch, "Arrakis" alloy, optional T-6



Alloy wheel locks are an inexpensive alternative to alloy wheel theft insurance. Each set contains four wheel locks and one uniquely coded socket enabling only you to remove your alloy wheels.

7 x 16 inch, "Regulus" alloy, standard T-6

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A PLEASURE TO OWN.

Volvo is committed to rewarding your choice of vehicle with a superior ownership experience. To do so demands a comprehensive network of professional support services.

1999 Volvo New Car Warranty provides comprehensive coverage for 4 years/50,000 miles, 80,000 km. Additional warranties provide coverage for corrosion protection, seat belts, air bags, supplemental restraint system, emission systems, spare parts replacement and Genuine Volvo Accessories. A 12 month/12,000 mile, 20,000 km, adjustment period is included. Consult the 1999 Warranty Information booklet for details.

Volvo On Call provides roadside assistance 24 hours a day anywhere in North America. Should a question pertaining to your Volvo arise, and your Retailer is unable to provide an answer, Volvo Customer Support can be contacted at 1-800-458-1552 (U.S.),1-800-663-8255 (Canada).

Professional Volvo service is assured through the Volvo Service Support Network of authorized Volvo Retailers. Here, factory trained technicians, skilled in the latest Volvo technology, using Genuine Volvo Parts maintain your Volvo to the highest standards. Genuine Volvo Care provides you with the opportunity for a prepaid maintenance program that adds to your assurance of proper, scheduled vehicle care.

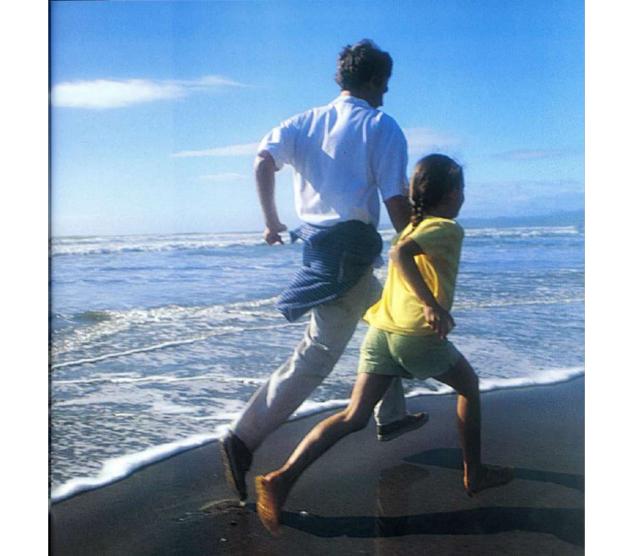
The Volvo Increased Protection Plan (VIP) offers the ultimate support program for total peace-of-mind. VIP provides extended service protection against unexpected mechanical difficulties well beyond the expiration of the vehicle's standard warranty.

For those wishing to combine their vacation with the purchase of a new Volvo, the **Volvo Overseas Delivery Program** affords the opportunity to pick up your new Volvo in Europe.

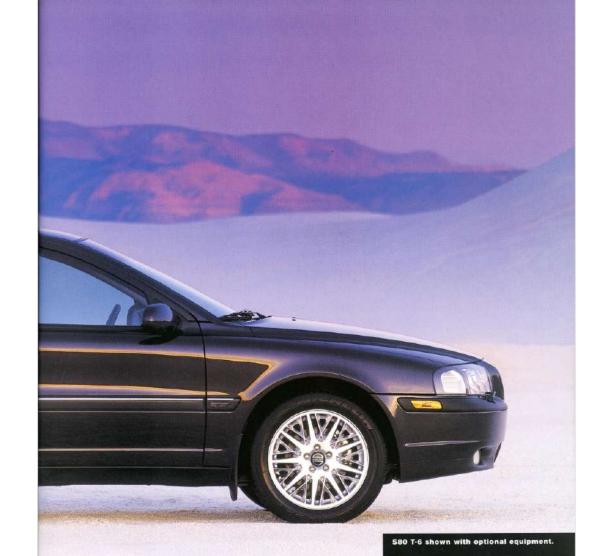
Volvo Finance North America (VFNA) makes acquiring a new Volvo a simple and convenient process. We work exclusively with authorized Volvo Retailers nationwide to provide you with an unsurpassed level of service. Nobody knows more about leasing or financing Volvos than we do. VFNA is proud to have been recognized as an industry leader in consumer satisfaction for the past two years in a row. Our Volvo Value Leasing and Volvo Value Financing products offer a broad array of choices and the freedom to create the financial plan that best fits your lifestyle.

Please consult with your authorized Volvo Retailer for details on any of Volvo's support programs.









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FEATURES

Driver and front passenger supplemental restraint system (Dual-threshold air bag and knee bolster)

Side Impact Air Bag for driver and passenger front seats

Inflatable Side Curtain (IC)

Side Impact Protection (SIPS)

Whiplash Protection System (WHIPS)

Seat belts: five, 3-point inertia-reel belts with automatic pretensioners

Five padded head restraints (center-rear is adjustable)

Anti-lock Brake System (ABS)

Daytime Running lights
Illuminated side marker lights

Rear-door child safety locks

Adjustable lumbar support on front seats

Dual power mirrors with heating elements

Central power door locks with rolling code, auto relock

Tinted windows

Plush front and rear floor mats

Two-speed windshield wipers with intermittent cycle

Rear-window defroster

B-pillar ventilation

Front door-panel storage pockets

Front seat storage pockets

Tool kit

Interior cabin light delay

Entry lights in front foot wells

Front and rear reading lamps

Warning lamps on doors

Double free-form halogen headlights

Front fog lights (T-6)

Rear fog lights

Illuminated, lockable glove box

Illuminated vanity mirrors in sun visors

Luggage compartment light

Driver and passenger eight-way power seat Driver's seat with three-position memory

and remote memory

Dual zone electronic climate control

Pollen filter for passenger compartment

Two-step remote entry with driver's seat memory

Security system with siren and battery back-up

Safe Approach and Home Safe Light System

Ignition immobilizer anti-theft system Power windows with driver

and passenger auto-down/up with anti-trap feature

Entry/exit lights in outer rearview mirrors Cruise control

Auto dim inside rearview mirror (T-6)

Front mud flaps

Retractable grocery bag retainer in trunk

Trip computer/message center

Aluminum intays (2.9)

Textured ribbed alloy inlays (T-6)

Simulated wood trim (2.9)

Burled walnut inlays (T-6)

Color-coordinated leather steering wheel with cruise and audio controls

Front and rear 12v power outlets
Two front cupholders and
two rear cupholders

Fold-down center armrest

Split folding rear seat with center armrest and trunk pass-through

Door sill protection

HU-611 Premium Sound System, in-dash CD Eight speakers with dual diversity antenna,

100 watt amplifier
200 watt amplifier/upgraded speakers (T-6)

Audio volume and pre-set/search controls mounted in steering wheel

Stability and Traction Control System (STC)

Speed sensitive power steering

Tilt/telescopic steering wheel

Electrically folding rear head restraints

Cold Weather Package: Headlamp wipers and heated front seats (standard T-6)

Outside temperature gauge

Front fog lights (standard T-6)

7 x 16 inch, 2.9 alloy wheels with 215/55/16 All-season tires

7 x 16 inch, T-6 alloy wheels with 225/55/16 All-season tires

Factory Options:

Power glass sunroof with auto open/close and anti-trap feature (sunroof model)

Ultra Security Package: Mass movement sensor, inclination sensor, security side glass. Genuine walnut wood trim (T-6)

Four CD, in-dash surround sound with Dolby pro-logic, ten speakers and 200-watt amplifier

17 inch, 2.9 alloy wheels (seven-spoke "Canopus" alloy wheels) with 225/50/17 tires

/17 inch, T-6 alloy wheels (seven-spoke "Arrakis" alloy wheels) with 225/50/17 tires



ENGINES

\$80 2.9: Transversely mounted, 2.9 liter, six-cylinder, double overhead cam

Horsepower (SAE net): 201 @ 6,000 rpm

Torque (ft./lbs., SAE net): 207 @ 4,300 rpm

Compression ratio: 10.0:1

\$80 T-6: Transversely mounted, 2.8 liter, six-cylinder, double overhead cam, twin

Horsepower (SAE net): 268 @ 5,400 rpm
Torque (ft./lbs., SAE net): 280 @ 2,000 rpm
Compression ratio: 8.7:1

exhaust-driven turbochargers with intercooler

TRANSMISSIONS

Four-speed microprocessor-controlled automatic (2.9)

Four-speed "Geartronic" microprocessor-

Four-speed "Geartronic" microprocessorcontrolled automatic with sequential function (T-6 only)

SUSPENSION

Front: MacPherson strut with asymmetrically mounted coil springs, hydraulic shock absorbers and stabilizer bar

Rear: Multilink independent with coil springs, hydraulic shock absorbers, stabilizer bar and cast aluminum subframe

STEERING

Speed sensitive, power-assisted rack and pinion 3.0 turns, lock to lock

BRAKES

Four-wheel, power-assisted disc brakes

Three-channel Anti-lock Braking System with
Electronic Brake Distribution (ABS/EBD)

DIMENSIONS & WEIGHTS

Wheelbase 109.9 in. 279.1 cm. Overall length 189.8 in. 482.0 cm. 145.2 cm. Overall height 57.2 in. 183.1 cm. Overall width 72.1 in. 62.3 in. 158.2 cm. Front track Rear track 61.4 in. 155.9 cm. Interior:

(EPA)

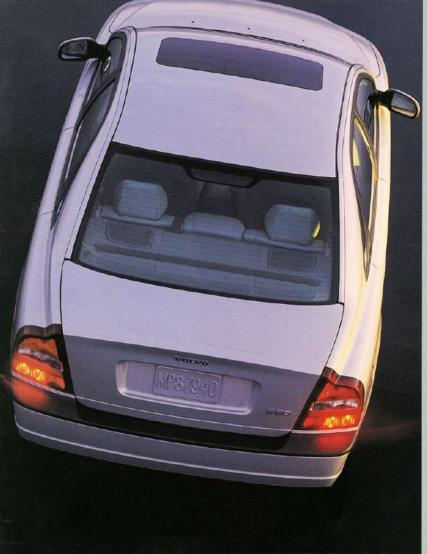
Trunk capacity 14.2 cu. ft. 0.40 m³

Curb weight 3600 lbs. 1632 kg.

114.1 in.

total volume

289.8 cm.



UPHOLSTERY

Velour:

Graphite

Silver Granite

Leather:

Taupe/Light Taupe*

Silver Granite

Graphite

Full Soft Leather:

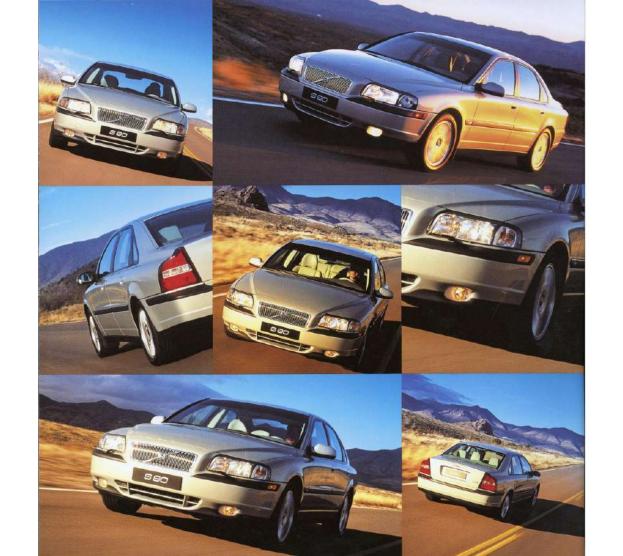
Taupe/Light Taupe*

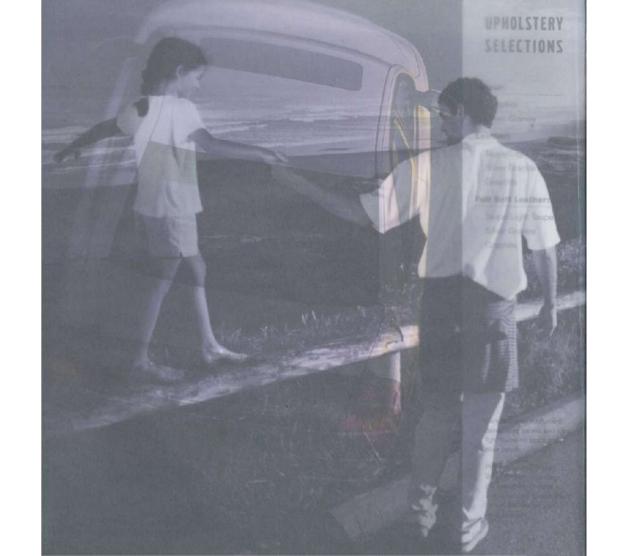
Silver Granite

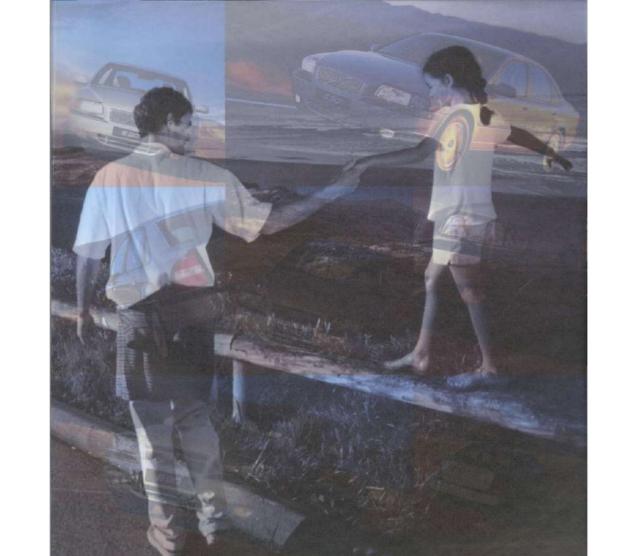
Graphite

*Dark taupe on instrument panel, door panels and trim, light taupe on seats and door panels.

Please check with your Volvo Retailer regarding the availability of color and uphoistery combinations for the \$80 model you have selected.







Specifications, features and equipment shown in this catalog are based upon the latest information available at the time of publication. Volvo Cars of North America, Inc. and Volvo Canada Ltd. reserve the right to make changes at any time, without notice, to colors, specifications, accessories, materials and models. For additional information, please contact your authorized Volvo Retailer. **Drive Safely.**

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Volvo Canada Limited, North York, Ontario M2H 2N7

Printed in U.S.A. MY991

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