



## PRESS INFORMATION

31 Jan 2006

### **The all new Volvo S80 challenges the class leaders with Scandinavian luxury**

Volvo is now unveiling the first pictures of the all new Volvo S80.

The S80 makes its entry onto the market with a dynamic design language, firm focus on high comfort, smooth driving properties and world-class safety. A V8 engine in combination with four-wheel drive and an entirely new in-line six are other aces in the bid to attract the most demanding car buyers.

The all new Volvo S80 is being unveiled at the international motor show in Geneva on 28 February and sales will start in June 2006.

"The all new S80 is entering an immensely tough sector where the competition is razor-sharp and the customers have very high expectations. We are now challenging the best in the segment with a very special car. It radiates what we call 'Scandinavian Luxury', clean and elegant lines and intelligent functionality where every single detail has been designed with the user's well-being in mind," says Fredrik Arp, President and CEO of Volvo Cars.

Inviting and intelligent

According to Volvo, Scandinavian Luxury, radiates a different, more human prestige by combining aesthetics and technology in an inviting and intelligent way.

Scandinavian Luxury differs from traditional luxury, which bases its appeal on being elitist, expensive and excluding.

In the all new Volvo S80, this is expressed through simple yet elegant design, technology that gives the user practical benefit or sheer enjoyment in every single detail – and a sense of responsibility in the form of world-class safety and environmental care.

“The new S80 is about evolutionary design. All the shapes and materials represent a continuous development of our design language. On the outside we have given the S80 a more compact, youthful and dynamic stance. Inside we have created an even more inviting atmosphere with refined materials and colours that blend smoothly with smart, user-friendly technology,” explains Volvo Cars’ design director Steve Mattin.

Engine range includes a V8 and an all new in-line six

The second-generation S80 is the first sedan model to become available with Volvo’s compact, transversely fitted V8 with a power output of 315 horsepower and 440 Nm of torque. With four catalytic converters and advanced electronics, this engine, which was first introduced in the Volvo XC90, is one of the cleanest V8s on the market.

The all new S80 also showcases the introduction of an entirely new naturally aspirated six-cylinder engine, a unit so compact that it is about the same size

as Volvo's five-cylinder engines. It can be mated to a six-speed automatic transmission since the camshaft drive mechanism and the ancillaries have been relocated and partially integrated into the engine block itself. The new in-line six has a displacement of 3.2 litres and it produces 238 horsepower. The maximum torque of 320 Nm provides rapid acceleration.

The engine range also includes a five-cylinder 2.5 litre turbo with 200 horsepower and 300 Nm of torque, as well as the latest generation of Volvo's in-house developed five-cylinder turbodiesel with 185 horsepower and 400 Nm of torque.

All-wheel drive in combination with V8

Volvo's largest sedan model is available with All-Wheel Drive, initially in combination with the V8 engine.

The all new S80 could also come with the active Four-C chassis, which automatically adjusts chassis settings to better suit the current driving conditions.

DSTC (Dynamic Stability and Traction Control) is fitted as standard.

New warning system

The safety level is world-class. Among the features are a further developed and patented structure and new active safety systems.

The all new S80 will be the first Volvo model to feature Adaptive Cruise Control with Collision Warning and Brake Support.

This system encompasses two functions: The adaptive cruise control

automatically maintains a selected distance to the vehicle in front. If the adaptive cruise control is not being used and the gap to the vehicle in front closes so fast that a collision is likely, the system alerts the driver by activating a buzzer and warning lights. At the same time, the braking system is prepared for the situation to make braking more effective.

The new S80 has active Bi-Xenon headlights that turn the beam of light in the direction of the bending road to provide the best possible visibility.

The advanced PCC (Personal Car Communicator) remote control unit is a world first. PCC features a number of intelligent functions. Even before the driver gets to the car, he or she can check the security level, for example if the car is locked or whether the alarm has been activated. A heartbeat sensor warns if someone is hiding inside the car.

#### World-class audio system

The all new Volvo S80 can of course be equipped with Volvo's Premium Sound audio system. A Digital ICE Power amplifier from Alpine, Dolby Pro Logic II Surround and loudspeakers from Dynaudio of Denmark interact to create an audio experience of superb quality.

"We are convinced that the all new Volvo S80 will be a very strong contender that will win over many new customers. We expect 70 percent of the average volume of 50,000 cars a year to be purchased by customers who do not drive a Volvo today. The main markets are the USA, Germany, Spain, Sweden and China," says Fredrik Arp.

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