

THE NEW VOLVO C70



THERE'S MORE TO LIFE THAN A VOLVO. THERE'S THE TASTE OF THE SEA THAT SAYS YOU'RE ON VACATION. THERE'S THE SIGHT OF THE PEAK THAT MAKES YOU PUSH ON. THERE'S THE SOUND OF A LAUGH THAT MAKES YOU LAUGH. THERE'S THE INCOMPLETE SENTENCE THAT'S COMPLETELY UNDERSTOOD. THERE'S THE WIND USING THE CLOUDS TO KEEP THE STARS SHINY. THERE'S THE LOOK OF LOVE. THERE'S THE SCENT OF FANTASY. THERE'S THE SLAP OF REALITY. THERE ARE FIVE SENSES THAT TRIGGER EMOTIONS. THERE ARE EMOTIONS THAT INFORM RATIONALITY. THERE'S A SIXTH SENSE THAT KNOWS THIS ALREADY. THERE'S COMMON SENSE, OF COURSE. AND THERE'S UNCOMMON BEAUTY. THAT'S WHY THERE'S A NEW VOLVO C70.









What this car does to inspire your travels and make real your dreams, it does with the sky as your witness. This is where the emotional and the physical intersect: where the art and power of clean Scandinavian design comes to be a spectacular cabriolet and a stylish coupe.





Emotions may drive us, but you get to steer.

Where to? As you discover new roads and rediscover favorite journeys, expect a high level of comfort as well as exhilaration at every turn. Grip the supple steering wheel and settle into one of the world's most comfortable automobile seats. You'll recognize the cabin's elegance as a testament to simplicity and a model of ergonomic excellence, yet sophisticated onboard technology like Bluetooth® connectivity and GPS navigation* are quietly at work and close at hand.

* Included in the optional Multimedia Package





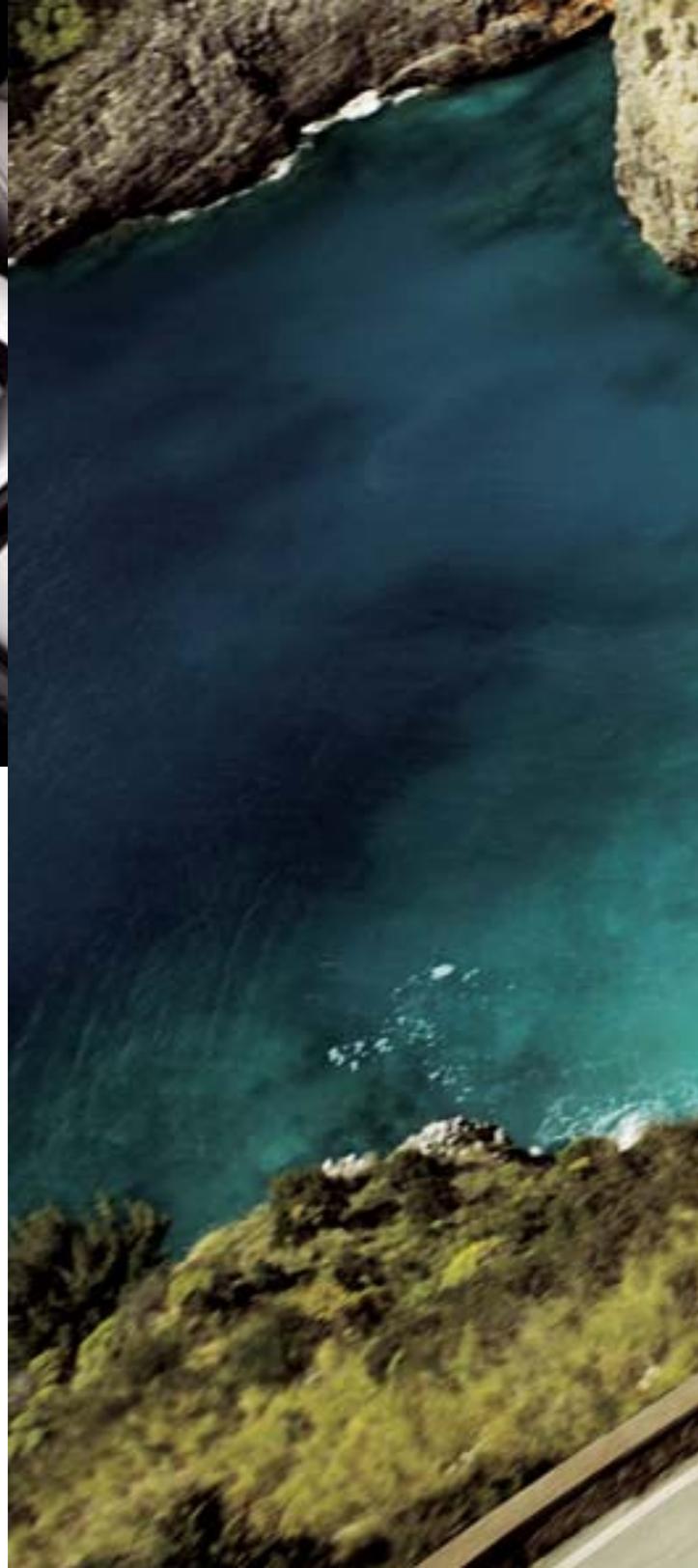




The sky is not the only place to find stars.

From the wheels up you'll discover first-class comfort, world-class safety and form that beautifully serves function. At first glance you'll notice new Volvo design details such as the headlamps that sweep back gracefully, yet seek out protectively with optional Dual Xenon headlamps with Active Bending Lights*. The redesigned rear lamps with edge lighting incorporate LED technology with state-of-the-art Adaptive Brake Lights that rapidly flash to warn cars behind when you have to brake harder than normal. Ever so stellar, nothing shines brighter than legendary Volvo safety.

* Included in the optional Dynamic Package



A magic carpet for the modern world.

Enjoy smooth sailing with the top up or down. The stiff, reinforced car body of the new Volvo C70 enables the advanced suspension system to sense and predictably cope with all types of road surfaces. What's more, the informative electro-hydraulic steering responds immediately to your commands while even the rear wheels will turn slightly to help you glide through corners.





A short cut to the center of attention.

The standard Sovereign Hide soft leather seats in the new C70 are the hallmarks of sophisticated Scandinavian design. This unique leather is created for Volvo by Bridge of Weir which has been mastering their leather craft since 1758. They are recognized world wide as purveyors of fine hand-selected hides known for their unique natural grain and softness. Sovereign Hide soft leather is tanned utilizing vegetable-based materials and under goes a special dyeing process that penetrates the leather providing both durability and attractive aging. For that luxurious feel and soft texture, the hides are then tumble-milled for hours. The final results are some of the most comfortable and beautiful Volvo seats you have ever seen.





VOLVO

C70

TE

C70



Put the top down. Turn the stereo up.
Life is simple again.

Music has a friend in Volvo's modern sound systems. With talent in abundance, here you'll find a choice of two excellent systems – each calibrated especially for the interior of Volvo C70 (top-up and top-down). Each system features a CD player, HD radio, Sirius Satellite Radio (with complimentary 6 month subscription) as well as an AUX and USB input so you can plug in a portable music player. And to make things ever so simple, all systems can be controlled from buttons on the steering wheel.





Premium Sound. Total immersion.

This is an audiophiles dream. When you choose the optional Multimedia Package with the Premium Sound system you are taking center stage – surrounded by gloriously accurate sound reproduction provided by world-class components. Finessed by Dolby® Pro Logic® II Surround – which utilizes a special center loudspeaker and sophisticated sound processing – The Premium Sound system ensures that every passenger enjoys a well-balanced stereo presence regardless of seating position (a remarkable achievement considering how nobody sits in the middle of the car). What's more, an extremely efficient digital Class D amplifier powers twelve high performance loudspeakers. Add two subwoofers (for a total of 910 Watts!) and you have a cabriolet with a sound system that can blow the roof off.



A marvel of engineering eclipsed only by the beauty it reveals.

The three-piece retractable hardtop is a marvel of engineering. You'll soon discover this for yourself because as the roof automatically goes up, so will the corners of your mouth. In fact, it's hard not to smile. Just push a button on the center console and the retractable top performs a synchronized metamorphosis that seems to inspire applause. And with the insulated roof hidden in the boot, there's still room in there for your tennis gear. From hardtop coupe to open-air convertible in less than thirty seconds – with a grin that lasts much longer. Having two dream cars on one set of wheels is a beautiful thing.







Attractive, inviting, yet very exclusive – especially when locked.

Perhaps because it is built in Sweden, so close to the North Pole, that this beautiful new Volvo C70 has a certain undeniable magnetism. But with this magnetism comes a responsibility we take seriously – because Volvo safety doesn't stop when you park your car. With the hardtop up, this car provides a much higher level of anti-theft protection than a soft-top. But even with the roof down, an advanced locking system affords secure storage of personal items. And with the optional keyless drive*, you can unlock doors as you grasp the handle and start the car with the key still in your pocket or handbag.

* Included in the optional Convenience Package

WE INNOVATE FOR LIFE.

For decades, we've created cars that encourage people to enjoy life and help protect it in the event of an accident. Many of the most important car safety innovations are the hallmark of Volvo, and hundreds of thousands of people all over the world can say they're still alive thanks to Volvo ingenuity.

This is not by coincidence. Our founders stated that safety is, and shall always be, at the heart of what we do. As a result, Volvo is recognized the world over for our passion and dedication to provide the safest cars on the road.

The protective character of Volvo also encompasses the world we share. Already in 1972, Volvo was the first car manufacturer to acknowledge and actively respond to the environmental impact of cars. In fact, we invented the three-way catalytic converter, and are constantly innovating to reduce the environmental impact of the cars we make and how we make them.

Of course, choosing a Volvo will always be something you do for both yourself and the people around you – because our cars will always consider the well-being of everyone. Even if those people happen to be outside your car or are part of future generations.

Find more innovations at volvocars.us





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

Assar Gabrielsson and Gustaf Larson, founders of Volvo

CITY SAFETY COLLISION AVOIDANCE TECHNOLOGY

In 2008, Volvo Cars introduced the new XC60 with City Safety – the world’s first standard-fitted collision avoidance and mitigation technology active at speeds up to 20 mph. Helping to lower the risk of low-speed collisions and whiplash injury, City Safety is a major step towards safer urban driving. At the moment, City Safety is only available in the Volvo XC60.

THE THREE-WAY CATALYTIC CONVERTER

In 1976, Volvo Cars was the first car manufacturer to introduce the three-way catalytic converter with an oxygen sensor for exhaust emission control. Today virtually all gasoline-powered cars are equipped with this ingenious component – just as indispensable for the environment as the three-point seat belt is for safety.

THE THREE-POINT SAFETY BELT

In 1959, Nils Bohlin, a Volvo safety engineer, invented the three-point safety belt. So important is this invention, it is considered to be one of the most life-saving technical innovations in the history of mankind.

VOLVO SAFETY TECHNOLOGY. BECAUSE PEOPLE ARE ONLY HUMAN.

Cars are driven by people. That's why all our safety research and development continues to investigate the capabilities, limitations and tendencies of human nature. This people-centric research is always based on real situations – and with the vision to create cars that do not crash.

To help you avoid accidents while maintaining the fun of driving, Volvo safety technologies are designed to support the driver in various situations without unnecessary interference. All these intelligent technologies share information and interact with split-second precision. Today, a new Volvo can “read” actual situations and provide optimal support and protection for example, by sensing normal driving patterns or panic situations and by taking protective action before, during and after a collision. Still, technology can never take the responsibility away from you, the driver. Final decisions are always in your hands. But if these technologies help make you more alert and relaxed, they will also contribute to the overall safety of those in and around your Volvo.

Read more about our safety research at volvocars.us





VOLVO ACCIDENT RESEARCH TEAM

Since 1970, Volvo's Accident Research Team has investigated accidents involving Volvo cars on Swedish roads. Today, our own statistical database contains over 36,000 accidents with more than 60,000 occupants. In addition to studies on the scene of the accident, our researchers also investigate what happened before the crash to understand how to improve the driver's conditions to avoid a collision. These findings give us unique knowledge that guides us in creating technology that helps prevent or mitigate accidents and – if an accident can't be avoided – to help protect the occupants.

VOLVO CARS SAFETY CENTER

Based on the findings from our accident research, we can recreate a variety of real-life traffic situations and crashes. Beyond numerous virtual crash tests in super-computers, we perform around 400 crash tests each year. We crash test car-to-car at different speeds and from different angles. We perform frontal impacts, rear impacts, side impacts and roll-over tests and test cars off-road as well as against genuine Swedish granite rock-face – we can even simulate impacts with wild animals.

IF YOU MAKE IT HERE, YOU MAKE IT ANYWHERE

Other car manufacturers come to Sweden for final car testing under harsh and capricious conditions. For us it's home. Our own proving ground Hålleröd with its 34 miles of test tracks includes different road types from all over the world. Here we scrutinize our cars' ability to support their drivers in all imaginable and unimaginable situations during thousands of test miles – not to mention the distances driven on ordinary Swedish roads.

TOWARDS A FUTURE WHERE CARS DON'T CRASH

We already know what we want to achieve: no accidents. By applying a holistic approach which considers the driver and the vehicle as well as the infrastructure, we can realize a future where cars interact with other cars, the road and the traffic-control systems. For example, this includes cars that can brake and steer automatically, if needed. This makes it possible to design cars in completely new ways to protect and preserve life.



IS DOING FOR THE ENVIRONMENT WHAT THE SAFETY BELT DOES FOR PEOPLE.

Looking after people and the environment is an indispensable part of the Volvo soul. For more than 80 years we've been driven by a passion for safety. We are environmental pioneers in the car industry, and have always employed a healthy respect for our limited resources and environmental responsibilities. Consequently, we aim to create new solutions that help halt climate change and improve the environment – both inside and outside the car. Our goal is crystal clear: to build cars that leave a minimal impact on the environment. We don't think that there is just one way to tackle the environmental issues. We think there are many solutions and we must explore all the options. That's why we're developing new eco-technologies. **DRIVE captures all our environmental work – from production to recycling – and represents our commitment and continued efforts for sustainable mobility.**





MOTION

We must minimize the emissions of fossil CO₂ (which leads to climate change) and increase the energy efficiency of our cars. **Continuous improvements** within aerodynamics, rolling resistance, lightweight materials and drive train technology help us lower fuel consumption. In our new **Hybrid technology center** in Göteborg, we are developing the next generation power trains for future Volvos.

INSIDE

If you drive 10 000 miles a year, you spend at least 24 hours a month in your car. We also know that more and more people are suffering from asthma and allergies. To ensure a healthy interior for you and your passengers, we test upholsteries and interiors in the **Volvo Environmental Laboratory** in Sweden. All upholstery materials and interior textiles also comply with **Oeko-Tex Standard 100** – an international benchmark for human ecological safety of textiles. All **leathers are chromium-free** – they're tanned using vegetable or synthetic substances instead of chromium. What's more, some panel trims are **Forest Stewardship Council (FSC) certified** to ensure the wood comes from responsibly managed forests.

LIFECYCLE

Already from the early stages of conception we've considered our cars' environmental impact: from design and manufacturing to useful life and recycling. For example, we've seen to that our factories are powered by wind and hydro power and use energy and water responsibly. Our production facilities are certified under **the global environmental standard ISO 14001**, and we make sure that all our major suppliers meet our strict environmental standards. At the end of its useful life, every Volvo is designed to be **85% recyclable**. We also offer **re-manufactured exchange parts** which substantially reduces the need for raw materials and energy.

STANDARD FEATURES

| VALUE | T5 |
|---|----|
| Complimentary Factory Scheduled Maintenance for 3 years, 36,000 miles | ● |
| SAFETY | |
| Airbag, driver and passenger side | ● |
| Anti-lock Brake System (ABS) | ● |
| Approach light | ● |
| Daytime running lights | ● |
| Door mounted inflatable curtains | ● |
| Double locking door locks (top down only) | ● |
| Dynamic Stability Traction Control (DSTC) | ● |
| Emergency Brake Assist (EBA) | ● |
| High positioned rear brake lights | ● |
| Home safe lightning | ● |
| Immobilizer | ● |
| ISOFIX in rear seat | ● |
| Puddle lights | ● |
| Seat belt pretensioners, front and rear | ● |
| Roll Over Protection System (ROPS) | ● |
| Security system | ● |
| SIPS bag front | ● |
| Valet private locking (glove compartment, center backrest cushion, front storage compartment and trunk) | ● |
| Weight sensor, front passenger seat | ● |
| Whiplash protection, front seats (WHIPS) | ● |
| INTERIOR | |
| 3-spoke leather steering wheel | ● |
| 5-Speed Geartronic Automatic Transmission | ● |
| 8-way power seat, driver and passenger | ● |
| Aluminum inlays | ● |
| Automatically dimmed rear-view mirror | ● |
| Bluetooth hands-free telephone interface | ● |
| Clock | ● |
| Covered storage in front doors | ● |
| Covered storage in rear quarter panel | ● |
| Cruise control | ● |
| Cup holders, front with lid and extended tunnel console with cup holders, rear with lid | ● |
| Electronic Climate Control (ECC) | ● |
| Front armrest, tunnel console | ● |
| Glove compartment (lockable) | ● |
| HD Radio | ● |
| High Performance audio package with CD player with MP3 and WMA readability | ● |
| Illuminated vanity mirrors, driver and passenger | ● |
| In-dash CD with MP3 and WMA format readability | ● |
| Leather gear knob with aluminum inlays | ● |
| Memory for driver and front passenger seats | ● |

| | T5 |
|--|----|
| Outside temperature gauge | ● |
| Pollen filter | ● |
| Power/heated exterior rear view mirrors with memory function | ● |
| Reading lights, front/rear | ● |
| Sirius satellite radio with complimentary 6mo. subscription | ● |
| Sovereign Hide Leather | ● |
| Storage in front of the center console | ● |
| Textile floor mats (carpet color—4 pcs) | ● |
| Trip computer | ● |
| USB and AUX inputs | ● |
| EXTERIOR | |
| 3-Piece retractable hardtop | ● |
| Fog lights in front spoiler | ● |
| Key Integrated Remote control, central locking (KIR) | ● |
| Polished dual exhaust end pipes | ● |
| 7.5x17" Sirona Diamond-cut alloy wheels | ● |



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FACTORY OPTIONS

| | T5 |
|---|----|
| Blind Spot Information System (BLIS) with retractable mirrors | ○ |
| Cranberry Red Leather Seating Surfaces (no cost option) | ○ |
| Metallic paint | ○ |
| Nordic Light Oak inlays | ○ |
| Premium Electric Silver metallic paint (477) | ○ |
| Temporary spare wheel (no cost option) | ○ |

● = Standard ○ = Option

PACKAGES

CONVENIENCE PACKAGE

- Keyless Drive
- Homelink
- Rear Park Assist
- Compass in Auto-dimming mirror

CLIMATE PACKAGE

- Heated front seats
- Interior Air Quality System (IAQS)
- Rain sensor
- Headlight washers
- Humidity sensor

MULTIMEDIA PACKAGE

- Premium Sound System 12 speakers
Dolby Pro Logic II Surround Sound
4x130-watt general amplifier
1x130-watt center speaker amplifier
2x8" subwoofer system with
2x130-watt amplifier
- Navigation System with Real Time Traffic,
Remote Control and Map Care with two
complimentary updates

DYNAMIC PACKAGE

- 18" Midir Diamond cut alloy wheels with
all-season tires
- Dual Xenon headlamps with Active
Bending Light
- 3-spoke sport steering wheel with
aluminum inlay





VOLVO C70 COUPE shown above in optional Electric Silver Metallic paint with the Dynamic Package (18" Midir diamond cut alloy wheels and Dual Xenon headlamps with Active Bending Light). C70 Convertible shown in Ember Black Metallic paint with Calcite Sovereign leather, off-black interior and optional Light Oak wood inlays



COLOR YOUR VOLVO. When it comes to the appearance of your Volvo, the choice of exterior color and wheels are probably your most important design decisions. For more exterior styling options and to build your new Volvo online, please visit www.volvocars.us



614 Ice White



702 Flamenco Red metallic



477 Electric Silver metallic



474 Celestial Blue metallic



487 Ember Black metallic



019 Black Stone

Clean colors

To reduce usage of environmentally hazardous solvents all Volvo exterior colors are water-based. What's more, our painting facilities are among the cleanest in the world.

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

EXTERIOR DESIGN Aluminum wheels



Midir 7.5x18"
Diamond Cut/Light Grey
(included in the optional Dynamic Package)



Sirona 7.5x17"
Diamond Cut/Light Grey
(standard)



Draco 8x18"
Split, Silver Bright
(retailer installed accessory)



INTERIOR DESIGN



Leather-clad steering wheel, Charcoal/Umbra



Leather-clad sports steering wheel with aluminum inlay, Charcoal/Umbra (included in the optional Dynamic Package)



Leather-clad gear knob with aluminum inlay, Geartronic



Aluminum center stack and door panel inlays



Optional Nordic Light Oak center stack and door panel inlays.

INTERIOR DESIGN Sovereign Hide Soft Leather



Offblack in Offblack interior, 5E77
Aluminum center stack and door panel inserts.

INTERIOR DESIGN Sovereign Hide Soft Leather



Calcite in Umbra interior, 5E84
Optional Nordic Light Oak center stack and door panel inserts.

INTERIOR DESIGN Sovereign Hide Soft Leather



Cacao in Offblack interior, 5E79
Aluminum center stack and door panel inserts.

INTERIOR DESIGN Leather Seating Surfaces



Cranberry in Offblack interior, 5D7M (N/C option)
Aluminum center stack and door panel inserts.

INTERIOR DESIGN Sovereign Hide Soft Leather



Calcite in Offblack interior, 5E78
Optional Nordic Light Oak center stack and door panel inserts.



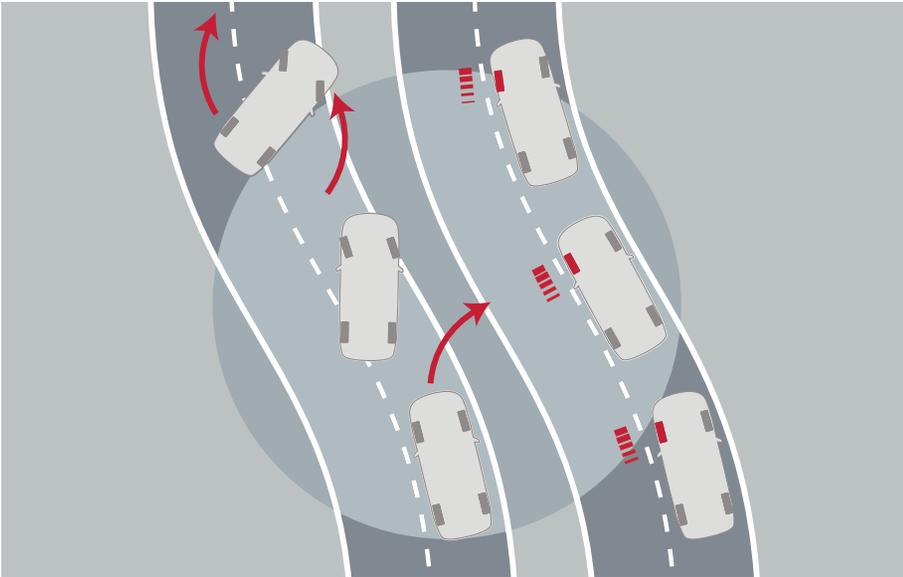
Offblack sports textile mats with reflective inserts
(retailer Installed accessory)

SAFETY

At the core of every car we make, state-of-the-art technology helps support the driver and protect the occupants. And to further enhance the Volvo safety experience, there's a range of supplementary safety technology – for more performance and peace of mind.



SAFETY Preventive



Dynamic Stability and Traction Control (DSTC)

By helping prevent fishtails, spinouts, and rollovers, stability control technology like DSTC has been described as one of the most vital safety advances of the past decade. DSTC is able to detect a potential skid and help counteract this one by reducing the engine's power output, or braking on one or more wheels.



Adaptive brake light

Active at speeds above 30 mph, the adaptive brake light can sense the difference between normal and panic braking. If it is a panic situation, all the brake lights will flash at a rate of four times per second. Once your speed slows to below 19 mph, the lights stop flashing and hazard lights flash instead. Using LED technology that needs less time to light up than regular bulbs, traffic behind you can react sooner.

SAFETY Preventive

Intelligent Driver Information System (IDIS)

To help avoid distractions during critical driving situations, IDIS constantly analyzes your driving and will delay secondary information from the car or one of its onboard systems when it detects intense steering, braking or acceleration. As soon as things calm down, the phone call or the delayed information is presented.



Active Bending Lights (ABL)*

In addition to improving illumination using Dual Xenon light technology, the Active Bending Lights give a boost to your vision round bends at night. Controlled by microprocessors, the motorised lamps turn up to 15 degrees in either direction when driving – reliably lighting up your chosen path. A twilight sensor disengages the adaptive function during daylight to extend its life span.

*Optional

SAFETY Protective



Restraint technologies

In a collision, Volvo's restraint technologies interact to help reduce the impact. The **safety belts with pre-tensioners** activate within a few thousandths of a second in the event of a collision and tighten the belt to help keep the occupants securely restrained. The front seat safety belts then release a little so that the driver and passenger are cushioned by the airbags in a controlled manner. Helping to optimise protection, the **dual-stage airbags** adapt the level of inflation depending on the force of the collision. The driver's airbag also interacts with the deformation of the collapsible steering column. **Side airbags** in the front seats help reduce the risk of serious injuries in a side collision. The **Inflatable Curtain (IC)** helps protect the heads of both front and rear outboard occupants. It also stays inflated for some seconds to provide prolonged protection for subsequent impacts.

In a Volvo, safety is about interaction. Because it's not the number of safety features that determines how safe a car is. It's how well they seamlessly interact to help keep the occupants out of harm's way.



IN A REAR IMPACT the rear deformation zones will help absorb crash energy. The fuel tank is designed to remain well protected in front of the rear axle. The head restraints help protect the neck and spine, and Volvo's unique Whiplash Protection System (WHIPS) cradles the front seat occupants in a controlled manner to help prevent whiplash injuries.

IN A SIDE IMPACT Volvo's unique Side Impact Protection System (SIPS) helps distribute the crash forces across the car's body, away from the occupants. The side airbags in the front seats help protect the chest and hip, while the door-mounted Inflatable Curtain (IC) adds head protection.

IN A ROLL-OVER the Roll-Over Protection System (ROPS) instantly deploys the retracted rear steel roll bars to form a safety cage together with the reinforced windscreen pillars. In the same instant, the door-mounted Inflatable Curtain (IC) and safety belt pre-tensioners are activated to help protect occupants.

IN A FRONTAL COLLISION the patented frontal structure will yield to help absorb and disperse crash energy. The compact power train is designed to help optimise deformation. Inside the car, safety belts interact with the collapsible steering column and dual-stage airbags to help keep the occupants out of harm's way.

SAFETY Security

Energy-absorbing frontal structure

Volvo's patented frontal structure is built with several types of steel to allow optimal deformation – outer layers are more yielding, while steel closer to the cabin is more resilient. This structure helps absorb the impact of a collision before it reaches the occupants. The compact power train is designed to help optimise deformation. The unique geometry of the frontal structure and longitudinal steel struts in the doors help disperse crash energy away from the front to the rear of the car, further helping to reduce the strain on the occupants. A steel strut under the dashboard helps prevent components in the engine bay from intruding into the cabin. This also helps protect legs and feet.

Side Impact Protection System (SIPS)

SIPS is a Volvo unique safety system that has been developed to help protect where occupants are most exposed to the crash forces. The steel framework of the car – including the front seats – is designed and reinforced to help displace the impact of a side-collision away from the occupants to other parts of the car body and help prevent intrusion into the cabin. The side structure is extremely strong to help withstand a severe side impact – even with a larger vehicle. The Inflatable Curtain (IC) for all the outboard occupants and the front seat side airbags interact to help provide further protection.



Whiplash Protection System (WHIPS)

Integrated in the front seats, Volvo's WHIPS cradles the occupant to help reduce the risk of whiplash injury (one of the most common types of traffic injury and often the result of a low-speed rear impact collision). The function is activated by a collision of sufficient force from behind. Independent research has shown that WHIPS is one of the most effective systems in the world and can reduce the risk of long-term invalidity by 50%.

Approach and Home Safe Lighting

Activated with the remote control, Approach Lighting provides a warm reception on a dark night. This consists of interior and side lights – ground lighting too, if you choose it. Home Safe Lighting is activated with the headlight stalk as you leave the car and it provides a similar courtesy when exiting your car. This feature includes a dipped beam from the headlight to accompany you to your door.



Power retractable door mirrors with ground lighting*

At the touch of a button, these door mirrors can be folded flat against the car where they are less likely to get damaged after you've parked. They also fold or unfold automatically every time you lock or unlock the car. The integrated ground lighting is activated with the remote control. Beyond enhancing security to and from your car at night, this is also convenient when getting in and out.

* Included with the optional Blind Spot Information System (BLIS)

COMFORT

A Volvo is always designed for more than one. Our technology aims to enhance the feel-good factor for everybody with the privilege of riding in a Volvo. And to further improve comfort and convenience, there's a range of clever equipment – customized for your Volvo and the people inside it.



COMFORT Seats



Power front seats

Find your perfect driving position with push-button ease. Both the driver's and front passenger's seat incorporate a memory function that stores three separate seat settings connected to a specific remote control – a feature that's appreciated when the car has several drivers.

COMFORT Climate



Three-split retractable hardtop

The unique three-split retractable hardtop is fully automatic. While the car is stationary, simply press the button on the center console and the three-section roof is down in less than 30 seconds. If you decide the weather's not right, another press of a button quickly puts you back under cover. Beyond turning the convertible into an elegant coupe, the steel roof provides a quiet and cosy environment in any climate – thanks to first-class upholstery, multi-layer insulation and a heated glass rear window. This also provides a higher level of security than soft-top convertibles.

Electronic Climate Control (ECC)

With the roof up, ECC ensures you and your passengers always enjoy a pleasant in-car climate. It maintains the set temperature inside the car however much the temperature outside changes, or the sun shines in. The driver and front-seat passenger can set the temperature individually for each side. When the roof comes down, ECC automatically adapts to provide the most pleasant cabin climate possible.

Interior Air Quality System (IAQS)*

Volvo's IAQS continuously monitors incoming air and will, if necessary, temporarily close external air vents to shut out carbon monoxide, ground-level ozone and nitrogen dioxide. Meanwhile, an active carbon filter protects the occupants from other harmful gases and unpleasant odours. This helps to ensure that the air you breathe in the car is cleaner than that outside when driving in heavy city traffic and tunnels.

* Included in the optional Climate Package

COMFORT Storage



Organizer, spare wheel cavity

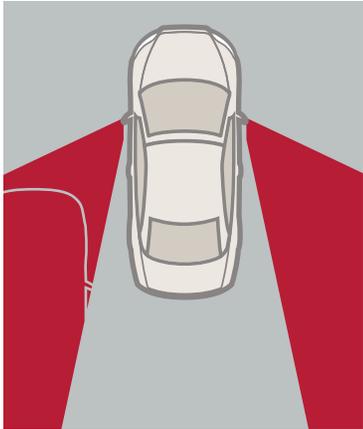
Designed to fit over the spare wheel, this organizer provides smart storage for small items in the trunk. The organizer also creates a completely flat trunk floor. (Retailer installed accessory.)

TECH & SOUND

Employing the latest information technology, your Volvo is prepared to support and entertain you at a very high level. Surround yourself and your friends with world-class sound and enjoy the innovations that help ensure your command of the road and the pleasure of travelling.



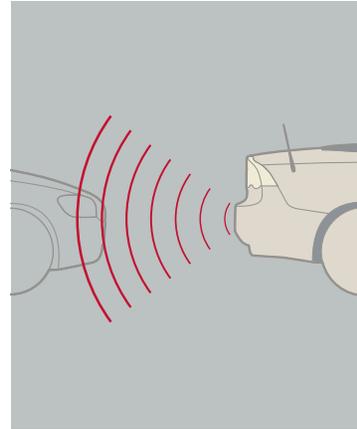
TECH & SOUND Driver's Support



Blind Spot Information System (BLIS)*

BLIS uses rear-facing cameras installed in the door mirrors to keep a lookout on either side of the car. As a vehicle enters your blind spot, this function can alert you with a lamp built in to the front door post – left or right. Together with the door mirrors, this helps you assess the feasibility of a lane change. BLIS is activated once the car exceeds 6 mph, and reacts to almost any type of vehicle from a motorcycle upwards, day or night.

* Optional



Rear park assist*

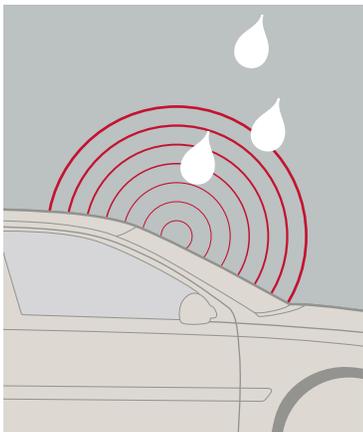
Activated when you engage reverse gear, rear park assist helps you when reversing into tight spaces. The audio system is turned down and a pulsating sound from the rear loudspeakers becomes a continuous tone as you approach an obstacle.

* Included in the optional Convenience Package

Front park assist*

Front park assist performs a similar function at the front of the vehicle – alerting you via the front loudspeakers.

* Retailer installed Accessory



Rain sensor*

Once activated, the rain sensor can start the windscreen wipers as soon as it begins to rain or if water splashes onto the windscreen. For your convenience, it can also automatically adapt the intermittent windscreen-wiper function. Its sensitivity can be adjusted via a ring on the wiper stalk.

* Included in the optional Climate Package



Automatically dimmed inner rear-view mirror

This is a mirror that automatically adjusts itself to deflect the headlamp beams of the car behind you. When there's no light to dazzle you, it automatically readjusts to its normal setting. A compass is included with the optional Convenience Package.

TECH & SOUND Driver's support

Keyless drive*

Keep the car key in your pocket or handbag. Using the keyless drive technology you can unlock the doors and drive away without using the car key. To start the engine, just turn the starter control in the instrument panel.

* Included in the optional Convenience Package

TECH & SOUND Communication



Integrated Bluetooth® handsfree system

Bluetooth® technology enables a mobile phone to be connected to the infotainment system in your Volvo, wirelessly. Once configured for a mobile phone, the system automatically recognizes your phone as you enter the car. And as you climb in and out of the car, the system automatically allows you to switch freely from the phone to the handsfree system and back again. With Volvo's integrated Bluetooth® handsfree system you conveniently operate your phone using the buttons in the steering wheel or the center console keypad. Available as an accessory, there's also a voice-controlled Bluetooth® handsfree system that will listen to your command and make calls for you.

The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Volvo Car Corporation is under license. Other trademarks and trade names are those of their respective owners.



TECH & SOUND Communication

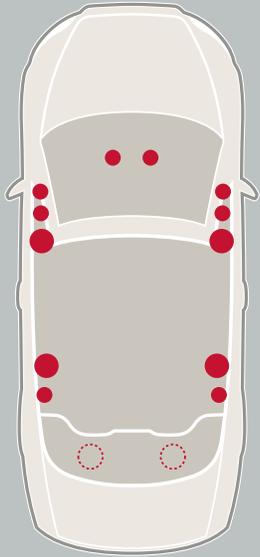


Navigation System with RTT (Real Time Traffic)*

Navigation System with real-time traffic, remote control and map care with two complimentary updates. Guides you anywhere with precise audio and visual directions. Using the global positioning satellite system, a liquid crystal 6.5-inch display shows your location on a map and plots the best route to your destination. Via TMC (Traffic Message Channel) radio data broadcasts VNS also lets you know if there's traffic or weather-related trouble on route and recommends an alternative. Controls are conveniently located on the steering wheel. When not in use, the screen retracts into the dashboard. All map-based information is stored on DVD discs. Volvo's Navigation System includes Map Care which provides two map data updates at no charge.

* Included in the Optional Multimedia Package

Maps do not cover all areas or all routes within an area. Also constant expansion and rebuilding of the road network mean that the digital map database is not always the latest road information. Always follow relevant regulations and road information.



Premium Sound

Our top-of-the-line audio system designed for perfect sound dynamics, featuring 12 loudspeakers. With Dolby® Pro Logic® II Surround for an authentic audio experience in all seats. Add subwoofers, and a breathtaking 910 W sound awaits you.

Premium Sound includes:

- RDS radio
- CD player with MP3 and WMA capability
- USB and AUX input in front center armrest
- 5x130 W digital class D amplifier
- Dolby® Pro Logic® II surround sound with center loudspeaker and digital sound processor
- 12 high-end loudspeakers
- Steering wheel integrated controls

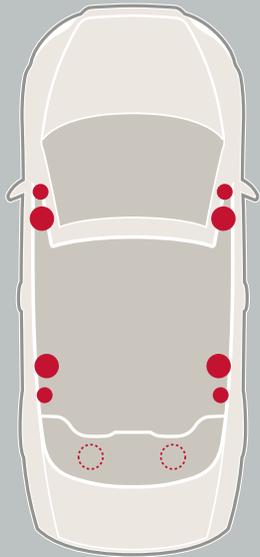
Options: 2x130 W subwoofers. A 6-CD changer is available (replaces the CD player) – this option deletes the USB input, but a USB and iPod® Music Interface (accessory) can be added.

Dolby, Pro Logic, and the double-D symbol are registered trademarks of Dolby Laboratories.



Premium loudspeakers

The twelve high-end loudspeakers in the Premium Sound system are powered by a 5x130 W digital amplifier. There are three separate speakers – woofer, tweeter and midrange – in each front door and in the rear doors there is a similar set-up with tweeter and woofer/midrange. Each speaker has a crossover filter to maximize fidelity. The latest generation Dolby® surround system with a center loudspeaker and sound processor recreates authentic sound with a strong sense of presence for everyone in the car – a Volvo world first. The digital class D amplifier features new technology to provide extremely high efficiency, enabling it to generate the most audio power from the least amount of current.



High Performance audio system

A versatile sound system for a more powerful audio experience. Each High Performance loudspeaker, in combination with the amplifier, promotes excellent transient reproduction and high power durability – quite simply superb sound.

High Performance includes:

- RDS radio
- CD player with MP3 and WMA capability
- USB and AUX input in front center armrest
- 4x40 W amplifier
- 8 High Performance loudspeakers
- Steering wheel integrated controls



HD Radio

The Hybrid Digital Radio technology brings you an all-new radio listening experience. You'll enjoy crystal clear sound, static-free reception and more than 1,900 FM and AM radio stations across the United States to tune into, plus more than 1,020 local FM HD2 and HD3 channels. You simply get more music, more news and more sports – all subscription free. The screen displays data such as song, artist, breaking news, weather alerts, sports scores, stock information and much more to keep you updated as you travel. HD Radio is included in the High Performance and Premium Sound audio systems.



ACCESSORIES Volvo's accessories help you make your Volvo C70 even more suited to your personal needs. They are the only ones that have been tested to meet Volvo's exacting safety, quality and environmental requirements. You can also rest assured they're a perfect match to the technology and design of your Volvo.

Exterior styling

- License plate frames
- Trunklid spoiler
- Valve stem caps

Interior styling

- Interior décor kit
- Leather-clad gear knob
- Leather-clad gear knob with wood inlay
- Leather-clad sports steering wheel with aluminum inlay
- Sport floor mats
- Sport pedals
- Wooden sports steering wheel

Practical items

- Booster cushion/backrest
- Engine block heater
- First-aid kit
- Jumper cables
- Load securing straps
- Lockable wheel bolts
- Luggage compartment mat, reversible
- Mud flaps, front and rear
- Padded Neck Cushion
- Park assist, front
- Park assist, rear
- Portable navigation system
- Protective bumper cover

- Protective car cover
- Rear seat guard protector
- Rubber mats
- Snow chains
- Towing rope
- Warning triangle
- Wind deflector

PACK & LOAD

A world champion in versatility, Volvo has a proud heritage in providing smart solutions for both cargo and passengers – without compromising safety or comfort. So whatever you need to expand your world and the capabilities of your Volvo, here you'll find some practical equipment to make it happen.



PACK & LOAD Compartment/Towing



Load hatch, rear seat

Long and awkward items, such as skis or snowboards, can be placed through the loading hatch between the rear seats. Add a ski bag and rear seat passengers are protected from soiled equipment.

Ski bag, interior

Adding a ski bag to the loading hatch between the rear seats facilitates loading of up to two pairs of skis or two snowboards, while rear seat passengers are protected from dirty equipment.

Load aid

The Volvo C70 offers 7 or 14 cu.ft. of luggage space, depending on whether you have the top down or up. To get to your gear more easily when the top is down, simply press the 'load aid' button in the boot. This raises the retracted hardtop to enlarge the opening. A built-in horizontal load divider helps ensure the hardtop can always be smoothly retracted.



Rear seat cover

To use the rear seat space as an extra loading area, there's a durable seat cover specially designed for your Volvo. Quickly fitted, this helps protect the upholstery if you need to carry a messy load. It's also useful if you need to collect a pet or a passenger wearing dirty clothes – safety belts remain operational.

Bicycle holder, tow bar mounted

Lets you carry two bicycles weighing up to 112 lbs. The low installation makes it easy to load – and it can also be tilted for easy access to the load compartment. A holder for an extra bicycle can also be added.

PERFORMANCE

In a Volvo, power train and chassis interact to strike the perfect balance between excitement and stability. And to further enhance the experience, additional technologies are available.



STEERING

Speed-dependent, power-assisted, electro-hydraulic, rack and pinion steering. Tilt and telescopic steering column. Leather-clad steering wheel. 2.6 turns lock to lock. Turning circle 38.7 ft.

Behind the wheel, you can enjoy responsive yet firm steering that gives progressively less power assistance the faster you drive. High steering precision and balanced road feedback are easily enjoyed benefits.

BRAKES

Power-assisted anti-lock disc brakes (ABS), ventilated discs front. EBA (Emergency Brake Assistance). EBD (Electronic Brake Distribution) between the front and rear brakes. Diagonally split braking system.

Powerful anti-lock disc brakes help ensure a short stopping distance under all circumstances and withstand tough use without fading. EBA helps you use your brakes to the full in an emergency situation, while EBD distributes the braking effect between the front and rear wheels in order to achieve optimal results according to the car's load and driving conditions.

SPECIFICATIONS

ENGINE

Five-cylinder in-line engine. Double overhead camshafts, 20 valves. Continuously variable valve timing on both the intake and exhaust side. Three-way catalytic converter with heated oxygen sensor. Electronic engine management system. Light-pressure turbocharger and dual-charge air coolers (Intercoolers).

Volvo's smooth-running five-cylinder engines are designed to respond at low rpm, so there's plenty of torque without having to shift to a lower gear. This is made possible by continuously variable valve timing, low internal friction and the electronic engine control system. This also helps to optimize fuel consumption and reduce environmental impact – all engines comply with stringent emission standards, such as California's ULEV II.

Volvo C70 T5 (227 hp)

Engine type: 2.5 liter five-cylinder turbocharged engine
Max power output: 227 hp at 5000 rpm
Max torque: 236 ft. lbs/1500-4800 rpm
Acceleration 0-60 mph, man/auto: 7.0/7.4 sec
Top speed, man/auto: 149/146 mph
Fuel consumption, mpg, city/highway, man: 20/28
Fuel consumption, mpg, city/highway, aut: 19/28
Carbon dioxide emissions CO₂, g/km, man/auto: 217/234
Environmental classification: ULEV II
Transmission: Six-speed manual or five-speed Geartronic automatic

DRIVELINE

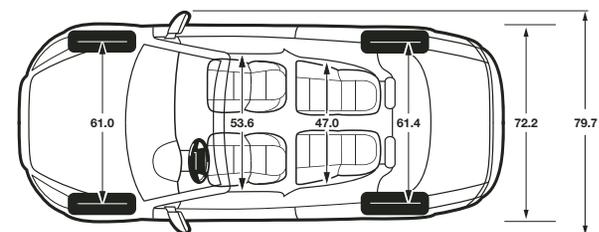
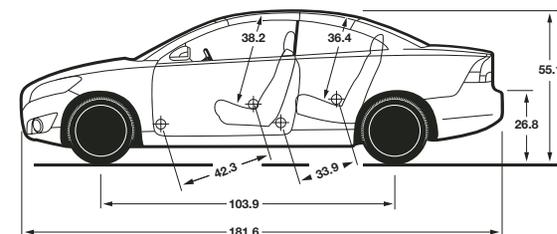
Front wheel drive. Transverse engine with a five-speed Geartronic automatic allowing manual shifting.

The Geartronic is a responsive five-speed automatic. It can also be shifted manually so that you can maintain a lower gear to rev the engine or provide the added assistance of engine braking.

CHASSIS

Front suspension with spring struts (McPherson), anti-dive and anti-lift function. Multilink independent rear suspension. Stabilizers front and rear. DSTC (Dynamic Stability and Traction Control).

The rigid body enables the suspension to function optimally for well balanced handling and a high level of comfort. The front and rear suspensions also interact to provide stable braking and smooth steering. The DSTC stability system lends a helping hand if either of the drive wheels begins to lose traction or if a skid is imminent.



Taking care of your ownership needs.

Volvo Leasing and Financing Offers:

Special offers are available to finance your new Volvo product through our preferred provider, US Bank. Whether you are looking for the convenience of a lease or the pride of owning your Volvo vehicle, our nationwide network of retailers and authorized financial service providers are ready to assist you with all your financing needs. Please contact your local retailer for details .

On Call roadside assistance

Whenever you need us, we're just a phone call away. Our nationwide network of retailers and authorized service providers are ready to assist. Whether you require roadside assistance or maps and routing information for your next trip, refer to your On Call Card and dial 1-800-63-VOLVO – anytime, day or night. Your complimentary four-year membership activates the moment you become a Volvo owner.

Volvo new car warranty

Your new car warranty provides comprehensive coverage for four years or 50,000 miles, whichever occurs first. Additional warranties cover corrosion, seat belts, the supplemental restraint system, emission systems, genuine Volvo replacement parts and genuine Volvo accessories. Should you encounter any problem with your Volvo, simply contact the nearest retailer for assistance. Where your warranty ends, Volvo Increased Protection (VIP) plans begin. To purchase the additional protection of a VIP plan, contact your local retailer.

Complimentary Factory Scheduled Maintenance

Volvo is committed to a premium ownership experience for its customers. To further enhance your ownership experience, all 2011 model year Volvo's sold new through Volvo retailers in the United States will include Complimentary Factory Scheduled Maintenance. This program provides scheduled maintenance coverage for the first 3 years or 36,000 miles, is designed to compliment your Volvo warranty, and will help ensure trouble free operation of your Volvo. Coverage includes factory recommended maintenance including oil and filter changes, checks and adjustments as listed in your Warranty and Maintenance Records Information booklet, for the first four maintenance services at intervals of 7,500, 15,000, 22,500 and 30,000 miles

Service must be performed within 1,500 miles before or after each scheduled interval. Coverage is limited to scheduled maintenance items listed in the 2011 model year Warranty and Maintenance Records Information booklet. Normal wear items such as brake pads and wiper blades are not covered under the Complimentary Factory Scheduled Maintenance. An authorized retailer must perform maintenance. Offer is transferable. Optional Factory Scheduled Maintenance program upgrades are also available that will allow you to customize coverage to meet your driving needs. See your Volvo retailer for details.

Volvo genuine service

The best way to ensure superior performance year after year is to bring your Volvo to your authorized retailer for regular maintenance. Our service advisors and factory-trained technicians are uniquely qualified to maintain your automobile. With the aid of advanced Volvo diagnostics, they follow all prescribed factory maintenance outlined in your service interval manual. Genuine Volvo Service is our ongoing commitment to you: to keep your Volvo performing smoothly long after other cars have given up.

Volvo mobility program

The goal of the Volvo Mobility Program is to assist persons with physical disabilities or hearing impairment. For those with exceptional transportation needs, this can be facilitated within the extraordinary comfort and safety of a specially adapted Volvo. For additional information on this program, please contact the Volvo Mobility Program Headquarters at (800) 803-5222 or visit www.volvocars.us/mobility. TTY users are invited to call 1-800-833-0312.

Personal shopper

The Volvo Personal Shopper is dedicated to providing you with a whole new level of shopping convenience. Whether you'd like help identifying the Volvo model that best fits your lifestyle, detailed information on any Volvo model, or a comparison against the competition, Volvo is there to help. We can arrange a Guest Drive for you at your nearest Volvo Retailer. So make the most of your shopping time and call the Volvo Personal Shopper at 1-800-550-5658. (U.S. only)

VOLVO OVERSEAS DELIVERY.

Volvo Overseas Delivery offers a unique way to buy your new custom-built car as well as a unique way to see more of Europe. And when you're done traveling, bring the pleasure of driving a Volvo back home. Purchase any new Volvo as part of the Volvo Overseas Delivery Program and enjoy all this – and more:

- Attractive pricing on US models.
- Access to colors and certain features normally only available in Europe.
- 15 days of international insurance and export registration included.
- Two complimentary round-trip tickets with Scandinavian Airlines.
- One free hotel night in Gothenburg, Sweden, the home of Volvo.
- An exciting Volvo Factory Tour or a visit to the new Volvo Brand Experience Center.
- An exclusive VIP delivery experience at the Volvo Factory Delivery Center.
- The opportunity to explore Europe in the comfort and safety of your own Volvo, either with one of our spectacular tours or on your own.
- Extensive complimentary home shipment services. Just leave your car with us. We'll ship it to you the convenient way while you relax and enjoy your complimentary flight back home.

Can you think of a better way of traveling overseas and making your souvenir part of an unforgettable experience? If you would like to know more, contact your local Volvo retailer, our Customer Care Center (800) 631-1667, or visit www.volvocars.us/mybagsarepacked

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Sometimes life abroad offers exceptional benefits. Such as buying a new tailor-made Volvo on very special and rewarding terms. Whether you are traveling for pleasure or are in a professional, diplomatic or military post outside your home country, turn to Volvo for a great deal. For US Military personnel posted overseas our authorized military agents outside the US offer:

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- Professional assistance with all legal formalities and paperwork.
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- US specifications – built to meet legal requirements in all US states.
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- Included shipping & Marine Insurance, delivery to an authorized Volvo retailer of your choice in the USA. US diplomats & military personnel stationed abroad for more than 140 days & non-US diplomats (depending on status) are normally exempted from customs import duty.
- Delivery to a Volvo military agent close to your base or assignment overseas.
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- More than 20 drop-off points in Europe.
- The option of VIP factory delivery in Sweden or delivery to selected major cities in Europe.
- The option of our special Cruise & Collect package with Stena Line ferries (German market).
- The benefit of the Volvo Assistance Europe scheme at no extra cost.

Taking advantage of the savings, benefits and convenience of Volvo's international programs is easy. Volvo Cars Military Sales, Volvo Cars Diplomat Sales and Volvo Cars Expatriate Sales are professional and global organizations with one goal – to make it advantageous and convenient for you to buy your new car when living abroad.

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Meet the family.

S



Volvo S40 The compact and energetic sedan.



Volvo S80 The premier sedan, meticulously engineered for superior driving comfort.

V



Volvo V50 The Sportswagon – flexible, compact and full of zest.



Volvo V70 The genuine family wagon – highly competitive yet comfortably versatile.

XC



The new Volvo XC60 A sporty coupe and a capable all-roader fused into a Swedish crossover experience.



Volvo XC70 The rugged yet stylish all-roader.



Volvo XC90 The versatile SUV that takes you anywhere with grace.

C



Volvo C30 The compact and charismatic SportsCoupe.



Volvo C70 A convertible when you want it.



Volvo C70 A coupe when you need it to be.

TO LIVE LIFE IS TO CARE ABOUT IT.

Every moment in a Volvo is a moment designed to celebrate life. A life full of twists and turns, ups and downs; the little things as well as the big ones. Of course, to live life to its fullest isn't just about you; caring for others is important as well.

For more than eighty years we have helped save lives on roads around the world. Nevertheless, when it comes to improving automotive safety, we will never be satisfied. And while we're seeking new solutions, our existing safety systems are preventing many accidents from happening and providing some real protection when they do.

Our passion for life means looking after our children's children, too. Which is why we try to balance the needs of our company with those of society. With this bigger picture in mind, we develop engines and technology that have less impact on mother earth. This approach also explains why we pay so much attention to your immediate environment – in the car. Simply put, we care about you – and the whole circle of life.

Volvo. for life



WWW.VOLVOCARS.US

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