

DID YOU KNOW?

1. Volvo Car UK received 2,200 XC90 orders before the car even arrived in showrooms.
2. Prior to the XC90 launch, Volvo expected to sell approximately 3,500-4,000 XC90s in 2003 in the UK, and 5,500 in 2004, and in reality sales reached 3,956 in 2003 and soared to 7,178 in 2004.
3. The XC90 is now Volvo's best-selling model. In 2004 global XC90 sales totalled 84,032 – representing over 18 per cent of Volvo's total sales of 456,224 cars.
4. The XC90 was also Volvo Car UK's best-selling model in 2004, with total sales of 7,178 – representing nearly 18 per cent of Volvo's UK sales of 40,005 in 2004.
5. The XC90 was the third best-selling SUV in the UK in 2004: The top 5 were:

Land Rover Discovery,	11,437
BMW X5,	8,421
Volvo XC90,	7,178
Range Rover,	6,484
Mercedes M-Class	5,433
6. 83 per cent of the UK's XC90 customers chose the D5 turbodiesel engine, with SE trim.
7. The XC90 has won many awards around the world, including in the UK:
 - 'Best 4x4' - What Car? Car of the Year Awards 2003
 - 'SUV of the Year' - The Sun
 - 'Best 4x4' - BBC Top Gear magazine
8. 53 per cent of XC90 customers are aged between 35 – 44, while 74 per cent have a family, with an average gross annual household income of £79,150*, noticeably higher than any other model in the Volvo range.
9. The Top 3 reasons given for buying an XC90 were: Number of Seats (48%), Style (34%), Safety features (34%)*.
10. Most XC90 customers were previously driving other premium brands*: Mercedes (13%), Land Rover (9%), BMW (8%), Audi (6%).

* Source: New Car Buyers Survey, 2004.