

For immediate release

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**UK DEBUT FOR V50 SPORTSWAGON
AT THE BOAT, CARAVAN AND OUTDOOR LEISURE SHOW**

- **UK debut of V50 Sportswagon at Boat, Caravan and Outdoor Leisure Show at the NEC, Birmingham from 14 to 22 February. Other models on show: V70 AWD, XC90 and XC70**
- **Volvo Canoe and Sail Zone, supported by the RYA**
- ***Team Volvo for Life* sailors and Volvo Ocean Race skippers Neal and Lisa McDonald will be at the show offering sailing coaching on Saturday 14 February**

Volvo is marking its 10th year at the Boat, Caravan and Outdoor Leisure Show at the NEC, Birmingham¹ with the UK debut of the all-new Volvo V50 Sportswagon, its sponsorship of the Volvo Canoe and Sail Zone, and a special appearance by *Team Volvo for Life* sailors Neal and Lisa McDonald.

The new V50 Sportswagon takes a step up from the popular V40 it replaces, and is taller, wider, more spacious, and more fun to drive, yet smaller and sportier compared to the larger Volvo V70. It features Volvo's fresh, modern design, high quality and safety standards, with an instant appeal to outdoor enthusiasts needing versatile extra loadspace.

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Inside, the V50's stylish dashboard design, inspired by the latest premium domestic hi-fi systems, has a unique, ultra-thin centre stack with all the controls grouped neatly together with an ultra-slim remote control look.

A new 2.0-litre diesel engine is expected to be a popular choice for towing with 136bhp and 340Nm of torque from 2,000rpm, plus there's also a powerful range of petrol engines, which will include a 125bhp 1.8-litre, 170bhp 2.4i and the T5's 220bhp, 2.5 turbo engine. The T5 will also be available with a Haldex All Wheel Drive system.

The V50 Sportswagon is available to order now and should be in showrooms by April. With prices ranging from £17,363 to £25,963, and with high standard specifications, the V50 Sportswagon offers more luxury and better value than other premium brand rivals such as the Audi A4 Avant and BMW 3-series Touring.

Volvo has three other models on display at the show, all of which offer fans of the great outdoors the practical benefits of All Wheel Drive (AWD):

1. V70 AWD: The 'best estate' with Volvo's acclaimed five cylinder, 2.4-litre D5 diesel engine.
2. XC90: Volvo's award winning 4x4 with seven, individual forward facing seats. The show model has the mighty 272bhp, 2.9-litre T6 petrol engine.
3. XC70: For the practicalities of the V70 AWD estate with added ground clearance and side protection mouldings, look out for the XC70 displayed among the activity and displays in the Volvo Canoe and Sail Zone.

Visitors on the first day of the show will be able to meet the highly respected *Team Volvo for Life* sailors Neal and Lisa McDonald. The internationally renowned couple,

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who will be joint skippers in the next round of the world Volvo Ocean Race in 2005, will be offering sailing coaching during the day at the pool in the Volvo Canoe and Sail Zone.

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Notes to Editors:

1. The V50 will be on the Volvo stand, number **5526** in Hall 5 at the Boat, Caravan and Outdoor Leisure Show at the NEC, Birmingham from 14 to 22 February.
2. John Rawlings, Product Affairs Manager, from the Volvo Car UK press office will be at the show on press day, Friday 13 February.