

For immediate release

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**XC90 SUCCESS CONTINUES IN 2004 WITH FURTHER  
PRODUCTION INCREASE AND *WHAT CAR?* BEST 4x4 AWARD**

- ***What Car?* votes XC90 'Best 4x4' for 2<sup>nd</sup> year running**
- **XC90 production increasing to 90,000 pa to reduce waiting times**
- **More XC90s: Sales forecast at 6,500 in 2004 (3,956 in 2003)**
- **XC90 2<sup>nd</sup> best selling large SUV in November and December, beating other premium brand rivals such as the X5 and M-Class**
- **XC90 6<sup>th</sup> best selling large SUV in 2003**
- **XC70 sales also improved in 2003 - by 37.6 per cent**

In its first full year, the Volvo XC90 beat all forecasts and became the second best selling large SUV in November and December 2003, and sixth overall for the year with a total of just under 4,000 sold in the UK, and a staggering total of nearly 62,000<sup>1</sup> globally.

With the XC90 expected to prove even more popular in 2004, Volvo is striving to reduce waiting times to more acceptable levels by increasing XC90 production to a rate of 90,000 units per annum by summer 2004 – an 80 per cent increase over the initial 50,000 units planned when the XC90 was launched less than two years ago. As a result, registrations of XC90s in the UK are predicted to increase to 6,500 this year.

more...

### ***What Car? Car of the Year Awards 2004 'Best 4x4'***

The XC90 looks set to continue its winning streak in 2004 with its first 'Best 4x4' award already announced at the *What Car?* Car of the Year Awards 2004 in London on 22 January.

Winning the award for the second year running, *What Car?* praised the XC90 for its quality, style, safety and design:

"The Volvo allows people who might never have had a 4x4 to move seamlessly across from an expensive saloon. The furnishings are plush; their style and quality is such that they would not look out of place in an S80 saloon – or a German car; and the equipment you get is in keeping.

"And, being a Volvo, you know it will be safe, and not just in the number of airbags ready to trigger. Sensors detect overly aggressive driving that might cause a roll-over and slow the car down; special crash structures in the front prevent smaller cars from being squashed."

With a great design and the flexibility of seven individual forward facing seats, *What Car?* concluded that the XC90 still topped its class: "Despite the arrival of Porsche and Volkswagen in this class in the past year, and a revised X5, it remains the most complete 4x4."

### **XC70 – Volvo's other AWD success**

Any fears that the XC90 would deter customers from its other AWD stablemate in the 'XC' range, the XC70, have been proved wrong by a 37.6 per cent increase in sales with a total of 1164 XC70s registered in 2004 – beating the Audi Allroad for the first time.

more...

XC90 success continues in 2004...3

The XC70 offers the practicality of the V70 AWD, but with extra ground clearance and a distinctive appearance with sturdy, larger bumpers and side mouldings for more rugged, 'cool' looks and greater protection against the elements.

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**Note to Editors:**

1. Volvo sold 3,956 XC90s in the UK in 2003, and a total of 61,867 globally.

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