

For immediate release

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NEW V50 SPORTSWAGON PRICES AND SPECIFICATION

- On the road prices range from £17,363 (1.8 S) to £25,963 (T5 AWD SE)
- Better specification and value than other premium brand rivals
- Added specification compared to the V40 it replaces
- High standard specifications include a minimum of: Electronic Climate Control (ECC), larger 16in alloy wheels, premium audio system with CD, alarm and immobiliser, electric windows and mirrors, and roof rails
- Modern dashboard with unique, ultra-thin centre stack
- Available to order mid-February; expected in showrooms by April

Full details of prices and specification of the new Volvo V50 Sportswagon are now available. On the road prices range from £17,363 to £25,963 and offer an excellent combination of equipment, performance and value compared to equivalent rivals from other premium brands¹.

The new V50 Sportswagon is easily recognised as a modern Volvo. It's taller and wider than the V40 model it replaces, and is designed with a gently sloping rear roof and angled rear tailgate to appeal to a younger generation who want style as well as a versatile load space.

With split folding rear seats, the V50 Sportswagon offers a minimum and maximum load capacity of 417 and 1307 litres. With rear seats folded down the V50 offers a maximum load length of 1766mm and for added versatility the front passenger seat also folds completely flat.

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V50 Sportswagon on the road prices and insurance groups:

V50	Expected	Ins Group	S	SE
1.8 (125bhp) five speed	3 rd quarter 2004	tbc	£17,363	£19,613
2.0D (136bhp) six speed	2 nd quarter 2004	10	£18,613	£20,863
2.4i (170bhp) five speed	1 st quarter 2004	13	£19,838	£22,088
T5 (225bhp) six speed	1 st quarter 2004	15	-	£24,963
T5 AWD (225bhp) six speed	3 rd quarter 2004	tbc	-	£25,963

With the addition of DSTC, ECC and larger 16in alloy wheels, even the standard 'S' specification is improved by over £1,500 compared to the V40 yet, for example, retail prices have increased by only £860 for the equivalent 1.8 S model.

Some options are temptingly grouped together for better value in Winter, Bi-Xenon, Convenience and Family packs².

V50 Sportswagon S and additional SE specification:

S	SE
<ul style="list-style-type: none"> • Electronic Climate Control • Premium audio with CD • 16in alloy wheels • Alarm and immobiliser • Electric windows (front and rear) and mirrors • Remote central locking • Roof rails • DSTC (Dynamic Stability and Traction Control) • ABS with EBA (Emergency Brake Assist) • Adjustable steering wheel (height and reach) • Driver and passenger front airbags • WHIPS (Whiplash protection) seats • SIPS (Side Impact Protection System) 	<ul style="list-style-type: none"> • Leather upholstery • Audio controls on steering wheel • Cruise control • 17in alloy wheels • Trip computer • Body coloured side mouldings • Front fog lights • Upgraded audio system with integrated 6 x CD, eight speakers, 4x40W amplifier • Aluminium, Iced Aqua or wood effect finishes for centre stack • Auto dimming rear view mirror • Rain sensor

Volvo also offers items for the V50 Sportswagon that were not available on the V40³, such as an integrated telephone, 6 x CD with audio controls on steering wheel, Geartronic transmission, rain sensor and eye-level satellite navigation unit.

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Notes to editors:

- The prices, performance and specifications of the new V50 Sportswagon are extremely competitive compared to rivals from other premium brands:

	Volvo V50 2.0 D SE	Audi A4 Avant 1.9 TDi (130) SE	BMW 3 Series 320D SE Touring
Engine	1998cc	1896cc	1995cc
BHP	136bhp/4000rpm	130bhp/4000rpm	150bhp/4000rpm
Torque	320Nm/2000rpm	285Nm/1750rpm	330Nm/2000rpm
0-62mph/max speed	9.6/130mph	10.1/125mph	9.2/134mph
Gearbox	6-speed	6-speed	6-speed
CO ₂	153g/km	154g/km	158g/km
Combined	49.6mpg	48.7mpg	47.9mpg
Alloys	17in	16in (17in £510)	16in (17in £440)
Audio	6xCD	1xCD (6xCD £265)	cassette (CD £410)
Alarm	yes	yes	yes
Audio controls on steering wheel	yes	£220	yes
Cruise control	yes	yes	yes
ECC	yes	yes	yes
Leather seats	yes	£1,250	£1,200
Trip computer	yes	yes	yes
Traction control	yes	yes	yes
Side airbags	yes	yes	yes
Side curtain	yes	yes	front
£ (on the road)	£20,863	£22,450	£24,220
£ Total with same Volvo spec	£20,863	£24,695	£26,270

	Volvo V50 T5 SE	Audi A4 3.0 Avant Quattro	BMW 330i SE Touring
Engine	2521cc – 5 cyl	2976cc – 6 cyl	2979cc – 6 cyl
BHP	220bhp/5000rpm	220bhp/6300rpm	231bhp/5900rpm
Torque	320Nm/1500rpm	300Nm/3200rpm	300Nm/3500rpm
Drive	FWD	AWD	RWD
0-62mph/max	6.9/149mph	7.1/150mph	6.7/155mph
Gearbox	6-speed	6-speed	6-speed
CO ₂	209	252	222
Combined	31.2mpg	25.9mpg	30.4mpg

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	Volvo V50 T5 SE	Audi A4 3.0 Avant Quattro	BMW 330i SE Touring
Alloys	17in	16in (17in £510)	17in
Audio	6xCD	1xCD (6xCD £265)	cassette (CD £410)
Alarm	yes	yes	yes
Audio controls on steering wheel	yes	£220	yes
Cruise control	yes	yes	yes
ECC	yes	yes	yes
Leather seats	yes	£1,250	£1,200
Trip computer	yes	yes	yes
Traction control	yes	yes	yes
Side airbags	yes	yes	yes
Side curtain	yes	yes	front
£ (on the road)	£24,963	£27,485	£28,145
£ Total with same Volvo spec	£24,963	£29,730	£29,755

2. Optional Winter, Bi-Xenon, Convenience and Family packs include:

Winter Pack £350	Bi-Xenon Pack £850	Convenience Pack £600	Family Pack £250
Headlamp cleaning system Heated front seats Luxury floor mats	Bi-Xenon headlamps Headlamp cleaning system Heated front seats Luxury floor mats	Information centre Rain sensor Cruise control Audio controls on steering wheel	Integrated booster cushions x 2 Power child locks

3. The V40 continues in production until June 2004.

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