FOR IMMEDIATE RELEASE
March 1996

PRACTICALLY PERFECT
Volvo's 850R combines Power and Refinement

Volvo has launched its most exciting standard production road car in the company's 70-year history - the new Volvo 850R.

The new 850R adds extreme performance and sensational handling to Volvo's traditional attributes of safety, durability and reliability.

Following on from the phenomenal success of the highly acclaimed limited edition 850 T-5R - of which Volvo sold more than 400 in the UK - the even more powerful 850R becomes a permanent feature in the 850 line-up.

Styling remains similar to the muscular, athletic look of the T-5R, although the 850R features exclusive new 7-spoke, 17" Volan wheels, and has its own unique range of exterior colours - Turquoise, Brilliant Red, Gun Metal Grey and Black.

The greatest feature of the new 850R is not its paintwork, but its improved performance. The 2.3-litre 5-cylinder engine has been equipped with a larger turbocharger, new intercooler and a more sophisticated fuel pressure sensor (to obtain an even more precise air/fuel mixture), to increase power by 10 bhp, to 250 bhp at 5400 rpm.
The 850R also benefits from extra 10 lb ft of torque; peak torque is 258 lb ft (350 Nm), produced between 2400 rpm and 5000 rpm.

An advanced electronic engine management system and a new exhaust manifold, ensure that although the 850R has a bigger turbocharger, it isn't plagued by the ‘turbo lag' normally associated with large turbo units.

Top speed is electronically limited to 155 mph, and the 850R accelerates from 0-62mph in just 6.7 seconds.

This level of performance imposes heavy demands on both transmission and chassis, so the 850R's improvements include all components subject to increased stresses.

TRACS (traction control system) and the addition of a viscous coupling on the manual 850R minimise wheelspin and improve roadholding while cornering.

The chassis settings have been re-tuned to improve comfort. The anti-roll bars are more slender than on the T-5R to permit more lateral roll, which in turn allows for stiffer damper settings.

High standard equipment levels on the 850R include ABS, side impact airbags, electronic climate control, a trip computer, electric windows all round, a sophisticated 6-speaker CD stereo system and new sports seats.

The 850R is available in both saloon and estate versions, priced at £33,550.
VOLVO 850R SPECIFICATION

Power output
- 250 bhp at 5400 rpm (man)
- 240 bhp at 5600 rpm (auto)

Torque
- 350 Nm at 2400 - 5000 (man)
- 300 Nm at 2000 - 5600 (auto)

Cylinders
- 5

Bore
- 81 mm

Stroke
- 90 mm

Cubic Capacity
- 2319

Nos. of valves
- 20

Top Speed
- Saloon: 155 mph
- Estate: 155 mph

0-62 mph
- Man: 6.7 mph
- Auto: 7.5 mph

Fuel Consumption

<table>
<thead>
<tr>
<th></th>
<th>Urban</th>
<th>56 mph</th>
<th>75 mph</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual</td>
<td>21.9</td>
<td>40.9</td>
<td>33.2</td>
</tr>
<tr>
<td>Automatic</td>
<td>19.9</td>
<td>42.8</td>
<td>33.6</td>
</tr>
</tbody>
</table>

Standard Equipment

- Front fog lights
- CD player with radio cassette & 8 speakers
- Cruise control
- Driver's front airbag
- Load compensating suspension (estate only)
- High armrest and cup holder
- Integrated child seat
- Electric glass sunroof
- 7 spoke 17" Volan wheels and 205/45 ZR tyres
- Leather/Alcantara steering wheel
- Dark walnut or light birch dashboard
- TRACS
- Trip computer
- Side impact airbags
- Low chassis
- Electric rear windows
- Alcantara/leather upholstery
- Electronic climate control
- Rear spoiler
- Alloy spare wheel
- Leather gear knob
- Stainless steel sill covers

Price

£33,550 for both Saloon and Estate, Manual or Automatic
VOLVO 850 RACING'S TOP DRIVER LINE-UP FOR 1996

TWR/Volvo 850 Racing's 1996 driver line-up, Rickard Rydell and new recruit, 1993 F3 Champion, Kelvin Burt, have been setting impressive times during testing at Oulton Park, Brands Hatch and Snetterton in preparation for the Team's 1996 Championship challenge.

28-year old Swede, Rydell, now entering his third season, finished 3rd in the Auto Trader RA(' Touring Car Championship in '95 and must be one of the Championship favourites for 1996. He is joined by young Tamworthian Kelvin Burt, who made his BTCC debut in 1994. Burt's seemingly easy transition from Single-Seaters to Touring Cars made him a valuable asset to Ford in 1995 and his win at Snetterton and excellent performance at the World Cup at Paul Ricard last October made him a desirable acquisition for TWR/Volvo 850 Racing.

TWR Race Director Roger Silman, "Kelvin is one of the top young stars and we are delighted to have him on-board - I think the combination of Rydell and Burt will give Volvo 850 Racing one of the quickest driver line-ups in this year's Championship, as our recent testing times have shown."
Volvo 850 Racing also welcomes new sponsors Ericsson Mobile Phones, SKF and Power Horse to the 1996 Auto Trader RAG Touring Car Championship as part of the Team's on-going worldwide communications and exploitation strategy.
VOLVO 850 RACING

SPONSORS AND TECHNICAL PARTNERS

Ericsson Mobile Communications
Ericsson are Sweden's largest producer of mobile phones, and a world leader in telecommunications. With a total workforce of 80000 employees, the Company is active in more than 100 countries. Their motor racing association began in 1995 with their personal sponsorship of Volvo 850 Racing's Rickard Rydell - 1996 saw Ericsson become a partner sponsor and supplier of advanced telecommunications equipment to the TWR/Volvo 850 Team.

Kuwait Petroleum International
Kuwait Petroleum International (KPI) co-ordinates the disposal of hydrocarbons in the international markets outside of Kuwait. KPI's various subsidiaries operate in numerous countries with a global workforce of 5000 employees and with facilities comprising 5,400 service stations.

Kuwait Petroleum are now entering their 3rd consecutive year as a major sponsor and technical partner producing exceptional quality lubricants for Volvo 850 Racing.

Power Horse
The Austrian high energy drink manufacturer has recently joined the TWR/Volvo 850 Racing Team as a key commercial partner. Power Horse is an exclusive alcohol free energizer which gives the body an extra boost while stimulating and increasing performance - ideal for the demanding world of motorsport.

SKF
SKF is the world's leading manufacturer of rolling bearings and rolling bearing steel and has a leading position with elastomeric seals.
Volvo 850 Racing
sponsor and technical partner information cont.

Michelin Tyre Plc
Michelin Tyre plc, Super Touring’s leading tyre specialist and supplier, signed a two-year deal with Volvo 850 Racing at the end of 1995 - the manufacturer now dominates the British Touring Car pit-lane with their superior racing compounds and performance.

Momo-Corse
Internationally renowned Italian racing accessory manufacturer supply Kelvin Burt and Rickard Rydell's racewear and seat and harnesses. Momo Corse have also developed a new racing seat to meet the new FIA safety regulations.

OhlinsRacing AB
Leading shock absorber manufacturer supply to distributors in more than 30 countries, their biggest market being Japan, followed closely by USA, GB, Sweden and France. Their motor racing success in formulae spanning motorcross to Formula One, confirm them as the pioneers in the field of shock absorber development.

Trio-Kenwood UK Ltd
Trio-Kenwood are one of the World's leading audio systems manufacturers. Kenwood supplies supplies all pit-to-car radio equipment for the TWR-run Volvo Touring Car Championship Team.

BBS
Volvo 850 Racing official supplier, BBS boast particular expertise in wheel design which has ensured that they are one of the motorsport industry's most sought-after suppliers. Their clients encompass Sports Car Racing /GTR/Formula One/Indy and Super Touring.

RockportShoes
Rockport (part of the Reebok Group) supply outdoor performance shoes to the TWR/Volvo 850 Racing Team.

Champion Spark Plug
Suppliers of spark plugs to the motor industry.
ERICSSON SPONSOR TWR/VOLVO 850 RACING

Ericsson Mobile Phones will be a partner sponsor for the TWR/Volvo 850 Team in the 1996 Auto Trader RAC British Touring Car Championship.

Together with Volvo in Sweden, Ericsson Mobile Phones sponsored the Swedish driver Rickard Rydell during '95. The sponsorship also included billboards for the Swedish Television programme "Race 1" which covered the British Touring Car Championship in '95.

Due to Volvo's success in the Championship, the interest in motorsport has dramatically increased in Sweden and Ericsson will use the sponsorship to further increase the brand awareness of Ericsson Mobile Phones in Sweden the UK, and Europe as a whole.

Volvo's retail dealers are among Ericsson Mobile Phone's largest customers in Sweden and the partnership with Volvo/TWR will reinforce the co-operation with Volvo both in Sweden and internationally.

Ericsson's 80,000 employees are active in more than 100 countries. Their combined expertise in switching, radio and networking makes Ericsson a world leader in telecommunications.

Andy King, TWR Racing's Marketing and Communications Manager, "We are obviously delighted to welcome another highly acclaimed brand such as Ericsson to our sponsor base. I believe this partnership fully endorses the international qualities of the programme competing in what is undoubtedly the world's most widely communicated Super Touring Championship."
For further information, please contact:
Jan Ahrenbring  
Marketing Manager  
Ericsson Mobile Communications AB  
Tel: (46) 8 764 1460  
Mobile: (46) 70 590 9900  

Caroline Freudenthal  
Press Relations Manager  
Ericsson Business Area Radio Comms.  
Tel: (46) 8 404 2225  

Andy King  
Marketing & Communications Manager  
TWR/Volvo 850 Racing  
Tel: (44) 1993 871000/Fax: (44) 1993 871100
RICKARD RYDELL
BORN : 22.09.67, Stockholm
LIVES : Stockholm
STATUS : Married (Ulrika)
CHILDREN : 2 daughters (Emma & Lisa)

BTCC
RACE WINS : 4
POLE POSITIONS : 13

RACING HISTORY TO DATE
1984 - 1985 Swedish 100cc Kart Champion
Graduates to Swedish F3
1987 Runner up in Swedish F3 Championship (2 wins)
1988 Runner up in Swedish F3 Championship (3 wins)
1989 British F3 Championship with Eddie Jordan Racing
- driving a Reynard 893 - 1 win (Thruxton) - 4th overall in Championship
Finished 3rd in prestigious Monaco F3 GP
1990 F3000, for AJS, wins at Brands Hatch - 4th in Championship
Drives in Group C 1 racing in a Porsche 962;
secures a contract for entire Japanese C 1 series
Drives 4 F3 races for TOM' S in Japan
1991 Returns to British F3 with TOMS Toyota - wins series opener at Silverstone - finished season 6th.
Also competes in the World Cup races in Macau (taking pole) and Fuji
1992 - 1993 Stays with TOM' S Toyota, based in Japan
F3 frontrunner, wins the 1992 Macau F3 Grand Prix
(FIA World Cup Race) - sets fastest lap (as yet unbroken) finishes 3rd overall in '92 and 2nd in '93
1994 Debuts for Volvo in the British Touring Car Championship driving a Volvo 850 Estate.
1995 2nd year in the BTCC with Volvo driving 850 Saloon - wins 4 races, takes 13 pole positions (a record in the Championship to date) and finishes 3rd overall in the Driver's Championship
KELVIN BURT
BORN : 7th September 1967, Birmingham
LIVES : Tamworth, England
STATUS : Single
LIVES : Tamworth, England

BTCC
RACE WINS : 1
POLE
POSITIONS : 0

RACING HISTORY TO DATE
1985 : Won first prize and final graduation race in a seven-day course at the Jim Russell Racing Drivers' School.
1989 : Remained in Formula Ford 1600 with Jonathan Lewis Racing, and was runner-up in both British FF 1600 Junior Championships. Also three wins in the Dunlop/Autosport "Star of Tomorrow" Championship, and a further five wins in the P&O Series.
1990 : Awarded Donington Scholarship. Ran with JLR in the Vauxhall Lotus British Championship, winning the final race at Silverstone.
1992 : Moved into Formula 3 with Fortec. Driving a Reynard, Kelvin won two races and finished third overall in the series.
1993 : Remained in Formula 3 and joined Paul Stewart Racing, again driving a Reynard. He started the season as a favourite, never finished lower than fourth, and with nine wins, took the title, the first British driver to do so since Johnny Herbert in 1987.
1994 : Signed a test contract with Jordan Grand Prix. Also drove a number of Porsche Super Cup races, winning at Silverstone and was runner-up for West Surrey Racing in the Macau F3 race. Drove for Team Mondeo in two rounds of the BTCC.
Chassis: Four door shell reinforced TWR additional tubular steel roll cage.

Engine: Highly tuned 2 litre unit:-

- Number of cylinders: 5
- Valves per cylinder: 4
- Displacement mm: 1,999
- Stroke mm: 73.9
- Bore mm: 83
- Max output KW/bhp/rpm 215+/290+/8500

Catalytic Converter: Catalytic exhaust emission control and silencer fitted. First BTCC car to do so before mandatory in 1995.


Suspension: Front: TWR/McPherson struts.
Rear: Volvo Delta Link, Coilspring over damper.
Dampers: Ohlins

Braking System: Front: AP Balanced braking system. 355mm dia. AP ventilated discs.
Rear: Brembo 2 piston caliper. 270mm dia. Brembo ventilated discs.


Steering: TWR power assisted rack and pinion assembly. Driven through TWR 90° bevel box. Momo Corse steering wheel.

Wheels and Tyres: Michelin racing slicks - 6 allowed per race, Michelin wets and intermediates -16 allowed per event. Mounted on BBS forged magnesium alloy racing wheels 19" diameter x 8.2" rim.

Additional Features: TWR front and rear spoiler to BTCC regulations.
TWR GROUP HISTORY

The TWR Group is a world leader in automotive design, engineering, and manufacturing. Founder and Chairman, Tom Walkinshaw has won many accolades for his innovation and successes in the world of motor sport, including three Sportscar World Championships, two Daytona 24 Hour victories, two Bathurst 1000 wins, and two historic Le Mans 24 Hour victories.

In July of 1991 Tom Walkinshaw took control of the technical and engineering aspects of the Benetton Formula 1 Team. At the end of the 1992 F1 season, under the management controls of TWR, Benetton scored World Championship points in all 16 Grands Prix, a feat unheard of in modern times and last achieved in 1963. In 1994, and again in 1995, Benetton won the F1 World Championship. In 1995, Walkinshaw took over the technical management of the French F1 Team, Ligier, who went on to achieve a highly commendable 5th overall in last year's Championship. The TWR Motorsport Formula Three Team, operated and controlled from its Oxfordshire base, came 5th overall in the 1995 British F3 Championship.

In 1993, TWR signed an agreement with Volvo to enter Super Touring in the UK. After completing the '94 and '95 seasons (1995 - third overall), Volvo 850 Racing are ready for a full assault on the Championship in 1996 with what is undoubtedly a highly successful package.

However, motor racing only represents about 10% of TWR's activities. The TWR Group of companies employ approximately 1300 people worldwide, turning over in excess of £250m per year. These companies are split into three specific areas of core activity, Automotive Engineering, and Manufacture, Automotive Retailing and Competition. TWR's ascendancy from a motor race and development team, contracted by manufacturers such as BMW, Rover, Mazda and Jaguar, to the highly resourced automotive service base of today has taken little more than a decade.

The TWR Group has taken the positive aspects of modern international motor racing and applied them in the automotive and general engineering arenas. Today motor racing, including F1 and Touring Car programmes, accounts for only a fraction of the Group's activities.
In 1988, a joint venture between Jaguar and TwR, culminated in JaguarSport, producing high performance road cars for a niche market. The XJ220 followed quickly behind in 1989, when its concept began. In June 1992, the first of limited production road cars came off the assembly line at Bloxham.

One of TwR's most recent projects is the Aston Martin DB7 which was presented to worldwide acclaim at the Geneva Motor Show in 1993. The TwR designed and engineered car highlighted the advanced planning and flexibility for which TwR is renowned.

In January 1995, TWR announced its latest and largest joint venture to date. In conjunction with Volvo Car Corporation, TwR will produce 20,000 new niche Volvos from its modern Uddevalla plant in Sweden. Known as AutoNova AB, the joint venture of which TWR has 51% will initially concentrate on a coupe and cabriolet version of the successful 850.

The world's largest automotive company, General Motors Corporation, through its Australian Holden's Automotive Ltd subsidiary, chose TWR to create Holden Special Vehicles. In less than five years HSV were established as the undisputed market leader in high performance vehicle design and manufacture, setting new standards in the Australian motor industry. HSV now operates from production centres in Melbourne, Sydney and Brisbane, and export 20% of their volume to New Zealand.

TwR Australia also conducts the General Motors factory touring car team with the V8 Commodores. In addition, GM outsource to TWR their Holden motor sport administration and privateer support activity.

TwR's network of companies employs a highly motivated and talented workforce working at the leading edge of technology through disciplined innovation. TWR offers a load or constituent service with a resource capability that is unrivaled within the independent automotive and engineering sectors.

TWR has changed immeasurably since 1976, when the entire operation was housed on one site at Kidlington, outside oxford. It has controlled its growth carefully, taking on only the facilities and projects that it could handle properly, explaining the company's position of strength today. Now after mutually rewarding service to many of the world's most important manufacturers, the TwR Group has established a new corporate and R&D headquarters at Leafield, a 30-acre site twenty miles west of Oxford. From here, TWR will co-ordinate all its resources for the confidential service of its extensive and growing list of international customers.

For further information please contact:

Andy King
TWR Group
TWR MOTORSPORT ACHIEVEMENTS

1980 - British Touring Car Champions
1980 - Belgian Touring Car Champions (class)

1981 - British Touring Car Champions
1981 - British Touring Car Champions (class)
1981 - Belgian Touring Car Champions
1981 - Victory at Spa 24 hours

1982 - British Touring Car Champions
1982 - French Touring Car Champions
1982 - Victory Paris-Dakar
1982 - 10th overall and class winner - RAC Rally

1983 - British Touring Car Champions
1983 - Victory François Piot Rally

1984 - European Touring Car Champions
1984 - Victory at Spa 24 hours
1984 - Victory Ardennes Rally (class)
1984 - Victory Hundstreck Rally (class)
1984 - Victory (3rd overall) Isle of Man Manx Rally (class)

1985 - French Touring Car Champions
1985 - Victory at Bathurst
1985 - Sportscar World Championship debut - 3rd place, Canada
1985 - Victory Circuit of Ireland Rally (class)
1985 - Victory Welsh International Rally (class)
1985 - Victory Scottish International Rally (class)
1985 - 2nd overall RAC British Rally Championship (class)
1986 - British Design Excellence Award - Silk Cut Jaguar XJR-6

1987 - Sportscar World Champions

1988 - Sportscar World Champions
1988 - Victory at Le Mans 24 hours
1988 - Victory at Daytona 24 hours

1990 - Victory at Le Mans 24 hours
1990 - Victory at Daytona 24 hours
1990 - Victory at Bathurst

1991 - Sportscar World Champions

1992 - Victory at Belgian Grand Prix - Benetton Formula
1992 - 3rd Fl World Championship - Benetton Formula
1992 - Points finishes in all 16 Grands Prix - Benetton Formula

1993 - Victory at Portuguese Grand Prix - Benetton Formula
   - Victory at Le Mans 24 Hours (GT)

1994 - Formula 1 World Champions - Benetton Formula

1995 - British Touring Car Championship - 6 wins  
   3rd overall in championship
1995 - 2nd in Australian Touring Car Championship
1995 - 5th in British F3 Championship
1995 - F1 World Champions - Benetton Formula
1995 - 5th in F1 World Championship - Ligier

1996 Racing Programmes:

   Formula One
   British Touring Car Championship
   British Formula Three Championship
   Australian Touring Car Championship
Contact Persons and Organisation

Volvo 850 Racing (TWR)
TWR Racing
Leafield Technical Centre
Leafield
Witney
Oxfordshire
OX8 SPE
England
Tel: +44 1993 871000
Fax: +44 1993 871100

Marketing and Communications Manager
And King
Media Relations Co-ordinator
Anna Hobbs
Marketing Co-ordinator
Christine Gray

Volvo Car Corporation
S-405 08 Goteborg, Sweden

Marketing
Thomas Lindskog
Business Area 800
Tel: +4631592667
Fax: +4631592688

PR
Sorgin Johansson
Public Relations
Tel: +4631592600
Fax: +4631544064

Race operations/technical
Anders Kull
Volvo Motorsport
Tel: +4631599020
Fax: +4631595935

Volvo Cars (UK)
Press and PR
Roger Ormisher
Globe Park
Marlo’
Bucks
SL7 1YQ
Tel: +44 1628 477977