

## **Environment**

- **'Clean Inside and Out' programme - Interior trim materials confirm to Öko-Tex standards and are allergen-free**
- **Cabin air filter removes dust, pollen and exhaust particles**
- **Interior Air Quality System (IAQS) ensures cleaner air inside than out**
- **PremAir ozone system converts 75% of ground level ozone to Oxygen**
- **Every all-new Volvo S40 supplied with an Environmental Product Declaration (EPD)**
- **Five cylinder engines comply with forthcoming California emissions regulations**

### **In brief:**

**Volvo's commitment to the environment is reflected in its 'clean inside and out' programme. The standard fit Interior Air Quality System (IAQS) employs an active carbon filter and ensures that the air is always cleaner inside than out. To reduce the risk of an allergic reaction, all the interior trim materials in a Volvo comply with the international Öko-Tex standards and are allergen-free.**

**Both of the Volvo S40's five cylinder petrol engines comply with California's forthcoming emissions regulations and Volvo's pioneering PremAir system converts 75% of the ground level ozone passing through the radiator into Oxygen, which helps to improve the local environment.**

**Like all Volvos, the Volvo S40 is supplied with an Environmental Product Declaration (EPD), which gives an overview of the car's environmental impact throughout its life.**

### **In full:**

Volvo's 'Clean Inside and Out' programme represents a holistic approach to the environmental impact of the car. It focuses on health, resource utilisation and the ecological consequences of the production, use and disposal of the vehicle. Like all

Volvo's all-new Volvo S40 comes with an Environmental Product Declaration (EPD), which provides the car buyer with an overview of the car's environmental impact throughout its lifecycle. Volvo was the first car manufacturer in the world to introduce such a system and the information is available to the public at [www.volvocars.com](http://www.volvocars.com).

The all-new Volvo S40 has been designed from the ground up to be as environmentally friendly as possible. It is being built at the Volvo Car Corporation's Ghent factory in Belgium, which is one of the most advanced car production facilities in the world. Over 340 million Euros have been invested in the facilities and both the manufacturing processes and the substances used have been chosen to minimise the environmental impact of production. For example, the plant uses chromium-free body material pre-treatment, water-borne exterior paints and CFC-free materials.

The materials used in the manufacture of the new Volvo S40 have been equally carefully chosen. Eighty-five per cent by weight of the car can be recycled. The plastic components are marked to facilitate recycling and recycled felt and wood-fibre materials are used in some interior trim components.

The Volvo S40's on-board systems have also been optimised for environmental efficiency. For example, the catalytic converters are located close to the engine, the oxygen sensors (Lambdasond) are located both up and downstream of the catalyst and the Volvo S40 has a system for recovering evaporated fuel vapour (EVAP).

The five cylinder petrol engines fitted to the Volvo S40 have been developed to meet the next generation of California emissions regulations, which are recognised as the most stringent in the world. For example, the manifold and turbo unit in the T5 engine have been cast together in a high-alloy cast steel that has a high level of heat resistance (1050degrees). It requires less petrol to cool it so the engine can be run with a leaner mixture, promoting lower fuel consumption and exhaust emissions. This system is particularly beneficial when the engine is operating under a heavy load.

The radiators on the Volvo S40's five-cylinder engines feature Volvo's PremAir® system, which is an industry first. PremAir® employs a catalytic coating on the radiator that converts 75% of the ground level ozone passing through it into Oxygen. This reduces harmful pollutants in the environment and makes a major contribution to local air quality.

Volvo's holistic approach does not rest with the vehicle's exhaust emissions. While most drivers are familiar with vehicle emissions and air quality issues, many do not know that the air inside their cars may also be harmful, or that the metals, textiles and leathers used in car interiors can emit volatile substances, which activate allergies and skin conditions. But not in a Volvo.

The interior of the Volvo S40 has been designed to comply with a strict standard called Öko-Tex, which ensures that all the textures and leathers used are hypoallergenic and free from hazardous substances. The components on the Volvo S40 that most frequently come into contact with the skin – the door handle, ignition key and safety belt locks - are also compliant with Öko-Tex and allergen-free.

Every Volvo S40 benefits from Volvo's Interior Air Quality System (IAQS). This constantly monitors the cabin environment to minimise odours and pollutants entering from the outside. It uses an activated carbon filter to ensure that the air inside the car is always cleaner than that outside. The effective air-conditioning system also incorporates a cabin air filter that prevents dust, pollen and exhaust gas particles entering the car.

### **DID YOU KNOW?**

- The Volvo S40 is produced at Volvo's factory in Ghent, Belgium.
- Volvo Car UK expects to sell around 8,000 S40s per annum.
- The S40's target customers are expected to be between 25-34 years old. 56 per cent will be male, 70 per cent married, 28 per cent single, 50 per cent with/without children, and 42 per cent living in rented accommodation.

- Volvo S40 customers are not likely to have bought a Volvo before, but instead are expected to be upgrading to a premium brand from either a compact hatchback (eg. Vauxhall Astra), or downsizing from larger mainstream saloons (eg. VW Passat).
- Volvo S40 customers are expected to be cosmopolitan and sociable, with 43 per cent going to the cinema at least once a month, 22 per cent eat out at least two or three times a month, while a quarter enjoy regularly going out to a café or bar in the evening.
- Volvo S40 customers also like staying at home. 56 per cent have their own house, and over 40 per cent like entertaining friends, but only 23 per cent say that watching TV is a main way of spending their time.
- Hits on the Volvo UK website ([www.volvocars.co.uk](http://www.volvocars.co.uk)) more than doubled during the S40's 'The Mystery of Dalarö' launch advertising campaign.
- Dalarö is a small coastal village in Sweden 40 miles outside Stockholm, with 1015 residents, many of who appeared in the advertisement.