

## Volvo S40

Overview:

**With dynamic design, quality and class-leading safety, the all-new Volvo S40 saloon is a true Volvo, but one that asserts a unique identity in the growing premium compact class. Boasting a four door bodyshell in a sector currently dominated by three-door alternatives, it will appeal to a new set of younger customers who demand a car that combines the practicality of a four door saloon with the style, comfort and refinement afforded by a premium marque.**

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The all-new Volvo S40 saloon captures the spirit of the contemporary Volvo range in a compact package. With dynamic design, quality and class-leading safety, the new Volvo S40 is a true Volvo, but one that asserts a unique identity in the competitive and fast-expanding premium compact class.

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The exterior styling of the new Volvo S40 can best be described as evolutionary. The shape, which boasts Volvo's familiar broad shoulder line and distinctive V-shaped bonnet, draws its inspirational from Volvo's larger saloons and is instantly recognisable as a contemporary, modern Volvo. But the shape is not a facsimile - it develops some distinctive styling cues of its own. For example, the Volvo S40 is the only model in the Volvo range to feature doors that are convex rather than concave. This maximises the cabin width while emphasising the shape's compact appeal.

If the exterior of the car is evolutionary, then the interior represents nothing less than a revolution. Inspired by classic Scandinavian design themes and high-tech electrical equipment, the cabin has a layered construction that focuses attention on a unique, ultra-slim free-floating centre stack. This houses the controls and menu of options to customise individual settings for the

impressive audio system, climate and security functions. An industry first, the stack is a design icon and helps create a luxurious aura of space and provides extra storage space behind it.

This impression is confirmed by a tape measure. The all-new Volvo S40 is 48mm shorter than its predecessor, but the wheelbase has grown by a mighty 78mm and it is 54mm wider and 44mm taller than before. In combination with packaging improvements, these increased dimensions have created a much more commodious cabin environment for up to five adults. The boot capacity is also a generous 404 litres and the rear seatbacks fold to provide a fully flat load bay.

Equipment levels are predictably generous, especially when compared to some other premium brands. Even the entry-level 'S' model boasts:

- Electronic Climate Control (ECC)
- Dynamic Stability and Traction Control (DSTC)
- 16in alloy wheels
- Performance audio system (with CD, 4x25w amplifier and 6 loudspeakers)
- Electric windows/mirrors
- Volvo's novel Intelligent Driver Information System (IDIS) which reduces the risk of driver distraction by delaying the delivery of non-essential information in high stress situations.

Volvo also offers the 'SE' trim, which boasts added luxuries such as:

- Leather upholstery
- 17in alloy wheels
- High-performance audio (with 6xCD, 4x40w amplifier and 8 loudspeakers)
- Cruise control and information centre
- Front fog lights
- Choice of three finishes for the centre stack and door inserts: Real aluminium, wood-effect or a unique, transparent "Iced Aqua"

In addition, a Sport model with unique upholstery and exterior styling accessories joins the range (from late 2004) to provide a visually distinctive alternative to the established S and SE.

And as you'd expect from Volvo, there is a comprehensive safety package. The new Volvo S40 employs a patented zonal front structure using differing strengths of high-strength steel which controls the car's deformation characteristics by distributing the force of the impact to help protect the passenger compartment.

Dual stage front airbags, Volvo's SIPS (Side Impact Protection System), IC (Inflatable Curtain), WHIPS (Whiplash Protection System) and five three-point safety belts including new rear seatbelt reminders, combine to offer outstanding occupant protection.

The Volvo S40's active safety is equally impressive and it combines a range of high-tech engines with a sophisticated chassis.

- 100bhp 1.6-litre petrol (from Quarter 1 2005)
- 125bhp 1.8-litre petrol
- 170bhp 2.4i-litre petrol
- 220bhp T5 petrol
- 110bhp 1.6-litre turbodiesel (from Quarter 1 2005)
- 136 bhp 2.0-litre turbodiesel

Two five cylinder engines have been introduced to the new Volvo S40 range, including a flagship 220bhp T5, based on those found in the larger Volvo saloons, but they have been redesigned to be more compact. The rest of the engine range includes a 100bhp 1.6-litre and 125bhp 1.8-litre petrol units, plus a new 2.0-litre 136bhp turbodiesel which boasts second generation common rail technology, a mighty 320Nm of torque from 2,000rpm and low, Euro IV emissions (from 2005 model year).

The T5 and 2.0D models employ a six-speed manual transmission and petrol models can also be supplied with an adaptive five-speed automatic transmission.

The chassis of the all-new Volvo S40 has been carefully designed to deliver an exciting driving experience. The new model's torsional rigidity has been improved by 68% when compared with its predecessor, and this, coupled with the adoption of a sophisticated multi-link rear suspension system, provides an excellent and exciting combination of performance and control.

Apart from the large number of existing S40 owners, Volvo expects the all-new Volvo S40 to appeal to more youthful, dynamic, professional people. The most obvious rivals are other premium compact cars, such as the Audi A3, Mercedes A-class, and both the BMW 3-series Compact and impending BMW 1-series. But customers are also likely to come from other sectors of the market. Some are likely to have opted out of mainstream saloons, such as the Volkswagen Passat and Vauxhall Vectra, while others will be trading up from compact hatchbacks, such as the Volkswagen Golf and Vauxhall Astra. They are expected to be attracted by the Volvo S40's combination of premium quality, style, practicality and value.