

VOLVO S60

DID YOU KNOW?

- 1 An S60 T5 smashed 18 British Land Speed records in an endurance test at Millbrook in October 2000. It averaged 125.10mph over 24 hours!
- 2 The S60 is primarily produced in Volvo's plant in Ghent, Belgium, and also in Gothenburg, Sweden.
- 3 The S60 made its world debut at the Paris Motor Show in September 2000. It made its UK debut in October 2000 at the British International Motor Show, where the new S60 for 2005 was subsequently unveiled in May 2004.
- 4 Over 57 per cent of S60 sales in the UK in 2003 were the 'D5' turbodiesel.
- 5 Volvo now sells cars in over 100 countries , with the S60 sold in markets as far afield as Australia, the Far East, and both North and South America.
- 6 There were 90,910 S60s delivered to customers around the world in 2003 – making it Volvo's most popular model, and outselling the V70.
- 7 The UK was the second largest market for the S60 in 2003. The five best selling countries for the S60 in 2003 were:

USA	35, 314
UK	7,768
Sweden	7,271
Spain	5,363
Germany	4,437
- 8 The 2002 New Car Buyers Survey showed over 91 per cent of S60 buyers were male, typically 35+, a graduate, enjoy a favourite hobby of watching football or rugby, and either own a small business, or are company directors.
- 9 The Volvo Accident Research Team has studied over 30,000 real-life accidents involving Volvos, and as a result have helped develop Volvo's SIPS (Side Impact Protection System) and WHIPS *Whiplash Protection System).
- 10 Volvo has produced over 12 million cars since it started in 1927. Volvo cars has been owned by Ford since 1999, and now employs around 28,000 people and sold a total of 415,046 cars globally in 2003 (an increase of 2.2 per cent over 2002). The USA buys the most Volvos each year, followed by Sweden, the UK and Germany.