

V50 - Design Concept

In brief:

- **Incorporates classic Volvo styling cues**
- **Design team led by Volvo's Design Director Henrik Otto**
- **2mm shorter than previous Volvo V40 but 46mm longer than new S40**
- **54mm wider and 27mm taller than Volvo V40, and the wheelbase has grown by 78mm**
- **Cab-forward profile boosts interior space**
- **Boat shape plan view enhances aerodynamic and athletic impression**

The new Volvo V50 is a sportswagon for the modern era - a sporty, dynamic, youthful five-door car that is packed with clever design solutions. Handsome, step-ahead and sporting, the V50 is a Volvo for the modern generation.

"Solid, sporty, urban, dynamic – this is a go-ahead car for someone who lives an active life," says Volvo's design director, Henrik Otto.

While instantly recognisable as a member of the modern Volvo family, it also asserts its own, distinct identity with a softer, more sports orientated design than a usual Volvo estate, and takes the Volvo design language further forward.

The Volvo V50 sportswagon is 2mm shorter than the old Volvo V40 but it is taller and wider and the 'wheel at each corner' proportions have packaging and dynamic benefits. To emphasise the sporting potential of the V50, an exterior Sport styling body kit is available.

In full:

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The rear of the Volvo V50 sportswagon has a softer, more sports-orientated design than that of a more typical Volvo estate, such as the Volvo V70. This effect is also enhanced by the softly rounded nose, the short bonnet and the cab-forward design.

The newcomer is 2mm shorter than the old Volvo V40 but the front track has increased by 63mm and the wheelbase is 78mm longer than before. The wheels are now located at each corner, which benefits the styling, the interior packaging and the car’s dynamic stability. “If you combine form and functionality on a car, you want the wheels at each corner,” says Otto.

Viewed from above, the body resembles the shape of a boat hull, with a rounded prow, a broad midship section and a narrowing stern. “We wanted it to look solid and efficient, which is why it has a boat shape,” explains Otto.

In combination with Volvo’s familiar broad shoulder line, this ‘hull shape’ promotes an impression of power and dynamism as well as contributing to the Volvo V50’s excellent aerodynamics - the drag coefficient is Cd 0.32.

The Volvo V50 sportswagon and the S40 are also the only models in the Volvo range to feature doors that are convex rather than concave, which maximises the cabin width while emphasising the cars’ compact appeal.

Customers wishing to emphasise the sporting credentials of their Volvo V50 are offered an exterior Sport styling accessories. This cleverly integrated body kit includes front and rear spoilers, side skirts and a rear roof spoiler, all of which are painted to match the colour of the car. This includes a suspension lowering kit, which reduces the height of the car by 20mm, further enhancing the driving dynamics.

