

## VOLVO V50

### **Overview:**

#### **In brief:**

- **Premium compact sportswagon**
- **68 per cent greater torsional rigidity, extended track and wheelbase (than its predecessor, the V40) for premium, large car feel**
- **Revolutionary interior with unique, ultra thin centre instrument stack**
- **Menu system to personalise settings for locking, audio, etc**
- **Higher standard specifications than most other premium brand rivals**
- **Performance audio systems with Dolby Pro Logic II surround sound available**

**The new Volvo V50 is a thoroughly modern sportswagon with a softer, more sculptured rear-end than a more traditional Volvo estate, such as the V70.**

**Stylish, versatile, dynamic and great value, with a revolutionary interior featuring a unique, ultra-thin centre instrument stack, the V50 enters the buoyant premium compact estate segment and will appeal to people who need a vehicle to reflect and enhance their active lives.**

**Many customers will be trading up from the V40, but Volvo also expects a high number of conquest sales. Some of these will be customers who were already considering a premium 'lifestyle' estate, such as the Audi A4 Avant, but others will be upgrading from mainstream alternatives, such as the Vauxhall Vectra estate.**

#### **In full:**

The new Volvo V50 is a thoroughly modern sportswagon. Stylish, dynamic and versatile, it will appeal to customers who need a vehicle to reflect and enhance their active lives.

“The emphasis has been placed on attractive design and a sense of sportiness,” says Volvo Cars’ President and CEO Hans-Olov Olsson, “with a practical ‘bonus’ in the form of extra luggage space.”

Although the Volvo V50 is ostensibly a replacement for the popular V40, it is actually an all-new model that competes in the premium lifestyle estate market against such rivals as the Audi A4 Avant and the BMW 3-series Touring. forward

While instantly recognisable as a member of the modern Volvo family, the new V50 sportswagon asserts its own identity and represents a subtle shift further in the Volvo design language. Viewed from above the car, the Volvo V50 has a boat shape, and this, coupled with its cab-forward proportions, helps to emphasise its sporting aspirations. And while the stacked rear lamps and near-vertical tailgate are familiar, the V50 has a softer, more sculptured rear-end than a more traditional Volvo estate, such as the Volvo V70. Subtle modifications to the grille and front-fog lamps also help differentiate it from its saloon car sibling, the all-new Volvo S40.

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

The interior of the Volvo V50 sportswagon represents nothing less than a revolution in cabin design. Inspired by classic Scandinavian design themes and high-tech electrical equipment, the interior has a layered construction that focuses attention on a unique, super-slim free-floating centre stack. This houses the controls for the audio system and climate control, and includes a menu system to allow the driver to personalise the settings for door locking/unlocking, audio settings.

For example, the central locking system can be programmed via the menu option to offer the following options:

- Unlocking of doors – all doors or only the driver's door
- Automatic door locking after driving off for added personal safety, if required
- Indicator blink when locking or unlocking – with an option to cancel
- Variable time for 'Follow-me-home' and Approach Lighting (*see Security*) – by

30, 60 or 90 seconds intervals

The settings for the audio system can also be customised plus selectable news and traffic alerts, for instance.

The all-new Volvo V50 Sportswagon is 2mm shorter than the Volvo V40, its predecessor, but the wheelbase has grown by a mighty 78mm and it is 54mm wider and 27mm taller than before. It is also 46mm longer than the all-new Volvo S40. In combination with packaging improvements, these increased dimensions have created a much more spacious cabin environment for up to five adults.

The boot aperture is large and well-shaped so that even awkward items can be loaded with ease. With the rear seats in place, there's a generous 417 litres of cargo space and this can be extended to a maximum of 1307 litres by folding flat the split/fold rear seats. The front passenger seat back also folds forwards to allow extra long loads to be carried.

Equipment levels are predictably generous. Even the entry-level 'S' boasts:

- Electronic Climate Control
- Dynamic Stability and Traction Control (DSTC)
- Performance sound audio system: CD/radio, 4x25w amplifier and 6 speakers
- 16in alloy wheels
- Electric windows/mirrors
- IDIS - 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.

For customers seeking even greater luxury, though, Volvo offers the more luxurious 'SE':

- Leather upholstery
- High performance audio system: 6xCD/radio, 4x40w amplifier and 8 speakers
- Steering wheel remote audio controls
- Cruise control
- Information centre
- 17in alloy wheels

- Front fog lights
- Choice of three different finishes for the central stack unit: Real aluminium, wood effect, and the unique and appealing "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.

The Volvo V50's audio system can be further upgraded with the optional 'Premium Sound' audio system previously only available on the XC90. It features Dolby Pro Logic II Surround Sound, 4x75w amplifier, 6xCD and 12 speakers.

As you'd expect from Volvo, there is a comprehensive safety package. The all- new Volvo V50 sportswagon employs a patented zonal front structure, which controls the car's deformation characteristics and protects the passenger compartment. Dual stage front airbags, SIPS (Side Impact Protection System), WHIPS (Whiplash Protection System) and five three-point safety belts also combine to offer outstanding occupant protection. In addition, Dynamic Stability and Traction Control is standard on all models to always keep the car under control.

The Volvo V50's active safety is equally impressive and it combines a range of high-tech, ecologically-friendly engines with a sophisticated chassis.

The two five cylinder engines, including the flagship 220bhp T5, are based on those found in the larger Volvo saloons, but they have been redesigned to be more compact. They are joined by a 125bhp 1.8-litre petrol unit (from Q3 2004) and a new 2.0-litre, 136 bhp turbodiesel, which develops a mighty 320 Nm of torque, is Euro IV compliant (from 2005 model year) and boasts second generation common rail technology.

The T5 and 2.0D models employ six-speed manual transmissions. Volvo's Geartronic transmission is offered for five-cylinder petrol engines.

The chassis of the all-new Volvo V50 sportswagon has been carefully designed to deliver an exciting driving experience. The new model's torsional rigidity has been

improved by 34% when compared with its predecessor, and this, coupled with the adoption of a sophisticated multi-link rear suspension system, provides an outstanding combination of performance and control.

Volvo expects the new Volvo V50 sportswagon to appeal to youthful, dynamic, professional people who have a taste for the finer things in life. It enters a premium compact estate segment that has grown from less than 25,000 units in 2000 to almost 35,000 in 2003.

Many customers will be upgrading from the old Volvo V40, but Volvo also expects to achieve a high number of conquest sales. Some of these conquest sales will come from customers currently considering stepping out of other premium brands, such as the Audi A4 Avant. They are likely to be attracted to Volvo's offer of greater performance and specification for the money. Other conquest sales will be customers upgrading from mainstream alternatives, such as the Vauxhall Vectra Estate. These customers are attracted to the quality, prestige, sophistication and image of a premium marque.