

## VOLVO V70

### DID YOU KNOW?

- 1 The V70 is built in Ghent, Belgium and in Gothenburg, Sweden.
- 2 The typical V70 customer is university educated, is either a company director, the owner of a small business, or retired, and is most likely to be in any age group between 35 to 64, with a family or is in the post-family stage\*
- 3 The top hobbies of V70 customers are:
  - Football/rugby spectator (23.92%)\*
  - Walking/hiking/hill climbing (23.86%)\*
  - Gardening (20.96%)\*
  - Golf (13.27%)\*
  - Music/opera (12.93%)\*
- 4 There are V70 owners all over the world. The car is sold in South America, Australia, the Far East, and of course, USA and Canada.
- 5 The five best selling countries for the V70 in 2003:

Sweden	23,596
USA	11,774
Germany	10,047
UK	8,144
Japan	7,113
- 6 The V70 is the top selling car in Sweden
- 7 Volvo sold 83,359 V70s in 2003 (total Volvo global production 2003, 415,046), making it Volvo's second best selling single model (behind the S60 at 90,910)
- 8 The latest V70 has consistently won awards for 'Best Estate' since it was introduced in 2000, including:
  - What Car? Car of the Year Awards, 'Best Estate', 2000, 2001 and 2002
  - Auto Express, New Car Honours, 'Estate Car', 2001 and 2002
  - Fleet World, 'Best Estate', 2001
  - Auto Express, Used Car Honours, 'Estate Car' 2002
  - Used Car Buyer, 'Best Estate' 2001, 2002, 2003, 2004

\* Source: New Car Buyers Survey 2002