

VOLVO XC70

DID YOU KNOW?

- 1 The majority of XC70 owners are aged between 35-44 - younger than on some other Volvo models *
- 2 The typical XC70 owner is university educated, with a mean household income of about £65,000, and either the owner of a small or large business, a company director, a professional partner or freelance occupation*
- 3 Volvo's Torslanda plant in Gothenburg, Sweden produced 35,561 XC70's in 2003, of which 1,164 were sold in the UK.
- 4 The XC70's five best selling countries in 2003 were:

USA	17,225
Sweden	3,015
Canada	2,001
Japan	1,565
Italy	1,413
- 5 The top hobbies of XC70 owners are:
 - Walking/hiking/hill climbing (25.76%)*
 - Gardening (22.73%)*
 - Watching football or rugby (15.23%)*
 - Touring/travel/holidays (15.12%)*
- 6 The Volvo Accident Research Team has studied over 30,000 real-life accidents involving Volvos, and as a result has helped develop Volvo's SIPS (Side Impact Protection System) and WHIPS (Whiplash Protection System).
- 7 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.

*Source: New Car Buyers Survey 2002