

## **DESIGN CONCEPT**

### **In Brief:**

- **Four door premium compact saloon.**
- **Incorporates contemporary and classic Volvo styling cues.**
- **48mm shorter than original Volvo S40, but 54mm wider and 44mm taller.**
- **Cab-forward profile boosts interior space.**
- **Sport and SE Sport variants offer extra, dynamic style.**
- **Offers alternative body-style in premium compact class.**

**“The new Volvo S40 is designed to express power and performance.”**

**The all-new Volvo S40 presented Volvo’s talented design teams in Gothenburg, Barcelona and California with a challenge – how to capture all the premium values of a contemporary Volvo in a more compact package. Their response was to craft a dramatic and dynamic shape that asserts its own identity but remains every inch a Volvo with classic, simple and elegant Scandinavian design.**

**The new model is 48mm shorter than its predecessor, but it is both taller and wider, boasting a four-door bodysell in a sector currently dominated by three or five-door alternatives. It will appeal to a new set of younger customers who demand a car that combines the practicality of a four door saloon with the style, comfort and refinement afforded by a premium marque.**

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dramatic, dynamic shape that asserts its own identity but remains every inch a genuine Volvo.

The exterior of the new Volvo S40 can best be described as evolutionary. It draws its inspiration from the larger, award winning Volvo S60 and S80 saloons, and from the classic Scandinavian design values of elegance and simplicity. The Volvo badge on the centre of the prominent diagonal across the dark 'egg-crate' mesh grille is a feature of every Volvo, as are the prominent 'shoulders' which enhance the feeling of power and safety. The sculptured rear lamp clusters merge seamlessly with the bodywork, are both unique and instantly recognizable as a Volvo.

But for all its familiarity, the Volvo S40 also manages to assert its own distinct personality. Viewed from above, the body resembles the shape of a boat hull, with a rounded prow, a broad midship section and a narrowing stern. Together with the broad shoulders, this 'hull shape' promotes an impression of power and dynamism as well as contributing to the Volvo S40's excellent aerodynamics - the drag coefficient is Cd 0.31. Unusually in the Volvo range, the doors are convex rather than concave, which maximises the cabin width while emphasising the shape's compact appeal.

The new Volvo S40 is 48mm shorter than its predecessor, but it is 54mm wider and 44mm taller than before. By minimising the front and rear overhangs, Volvo's designers have increased the length of the wheelbase by a mighty 78mm, to the benefit of both the driving dynamics and the passenger accommodation. The latter is also enhanced by the cab-forward profile, which necessitated a short bonnet and some clever mechanical packaging.

The benefits of this arrangement should not be underestimated. While premium compact rivals, such as the Audi A3, and BMW's 1-Series have chosen three or five door hatchback solutions, the Volvo S40 is a four-door saloon that sacrifices nothing in terms of style or prestige.

While maximising passenger accommodation, the S40's dramatic profile also serves to highlight the car's natural sporting dynamics.

"Anyone looking at the Volvo S40 from the side gets the impression of a comet on the move," said Volvo's design director. "The gently rounded nose, the sweeping lines and the abrupt tail generate a vibrant sensation of speed."

Customers wishing to emphasise the sporting credentials of their Volvo S40 are offered exterior Sport styling accessories – as fitted as standard to the Sport and SE Sport models. This cleverly integrated body kit includes front and rear spoilers, side skirts and a boot-lid

spoiler, all of which are painted to match the colour of the car.