

DID YOU KNOW?

1. The new S40 made its world debut at the Frankfurt motor show in September 2003, and arrived in the UK from early 2004.
2. The S40 is produced at Volvo's factory in Ghent, Belgium alongside the S60 saloon and V50 Sportswagon and V70 estate.
3. Hits on the Volvo UK website (www.volvocars.co.uk) more than doubled during the S40's 'The Mystery of Dalarö' launch advertising campaign.
4. There really is a village called Dalarö – it's a small coastal village 40 miles outside Stockholm, Sweden, with 1015 residents, many of who appeared in the advertisement.
5. The S40 was Volvo Car UK's third best-selling model in 2004 (behind XC90 and V70), representing about 17 per cent of total sales.
6. The majority of S40 owners (33%) are aged between 35-44*.
7. Nearly 30% of S40 owners are pre-family, while 40% do have a family*.
8. The S40 is the only car for 39% of S40 owners, while 14% have three*!
9. Most S40 customers previously also drove a Volvo (38%), or a VW (18%), Honda (10%) or Mercedes (8%)*.
10. The top 4 reasons for buying an S40: Style (48%), loyalty to Volvo (37%), robustness/reliability (30%), and safety features (27%).

* Source: New Car Buyers Survey 2004