

DID YOU KNOW?

- 1 An S60 T5 smashed 18 British Land Speed records in an endurance test at Millbrook in October 2000. It averaged 125.10mph over 24 hours!
- 2 The S60 is primarily produced in Volvo's plant in Ghent, Belgium, and also in Gothenburg, Sweden.
- 3 The S60 made its world debut at the Paris Motor Show in September 2000, and made its UK debut in October 2000 at the British International Motor Show.
- 4 The best-selling S60 is the D5 SE.
- 5 Volvo now sells cars in over 100 countries , with the S60 sold in markets as far as Australia, the Far East, and both North and South America.
- 6 In 2004, Volvo sold 6,000 S60s in the UK, representing 15 per cent of its total sales – its 4th best selling model after the XC90, V70 and S40.
- 7 The UK is the second largest market for the S60. The five best selling countries for the S60 in 2004 were:

USA	27,849
UK	5,968
Sweden	5,339
Spain	4,556
Germany	3,911
- 8 The 2004 New Car Buyers Survey showed over 89 per cent of S60 buyers were male, typically 35-54, a graduate, enjoy a favourite hobby of watching football or rugby, and either own a small business, or are company directors.
- 9 The Volvo Accident Research Team has studied over 30,000 real-life accidents involving Volvos, and as a result have helped develop Volvo's SIPS (Side Impact Protection System) and WHIPS *Whiplash Protection System).
- 10 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 456,224 cars globally in 2004 (against 415,046 in 2003). The USA buys the most Volvos each year (139,155 in 2004), followed by Sweden (51,464), the UK (40,159) and Germany (38,085).