

DID YOU KNOW?

1. The S80 is produced at Volvo's Torslanda plant in Gothenburg, Sweden, alongside the Volvo XC90, XC70 and V70.
2. The D5 engine accounted for over 82 per cent of S80s sold in the UK in 2004.
3. S80 sales in 2004 (total 32,985):

USA	13,396
UK	2,256
Sweden	2,030
China	1,981
Germany	1,938
4. 92 per cent of S80 drivers are male, aged between 45 to 64 years, while 64 per cent are post Family*.
5. Favourite hobbies of S80 owners*:

Golf	38 %
Football/rugby	25 %
Hiking/climbing	18 %
Travel/touring	15 %
Sailing	5 %
6. Reasons given for buying an S80*:
 - Always buy Volvo (44%)
 - Robustness/reliability (28%)
 - Style (23%)
 - Safety features (17%)
 - Interior space/Advice from friends (13%)
7. The S80 has won many awards, including:
 - Prince Michael Road Safety Awards - Best New Safety Feature (Inflatable Curtain) 1998
 - Auto Express Used Car Honours 2003 – Best Executive Car
 - US-NCAP – World's Safest Car, 2000
 - The European Automotive Design Award, 1998

8. 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).
9. 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).

* Source: New Car Buyers Survey 2004