

## **DESIGN CONCEPT**

### **In brief:**

- **Incorporates latest contemporary and classic Volvo styling cues.**
- **Softer Sportswagon design rather than traditional estate (like V70).**
- **Boat shape aerial /plan view creates athletic Sportswagon impression, and enhances aerodynamics.**
- **Dynamic Sport and SE Sport variants with full body kit add extra style.**
- **Cab-forward profile boosts interior space.**
- **2mm shorter but 54mm wider, 27mm taller, and 78mm longer wheelbase than old Volvo V40.**

**The new Volvo V50 is a sportswagon for the modern era - a sporty, dynamic, youthful five-door car with smart design solutions. Handsome, step-ahead and sporting, it is a Volvo for the modern generation.**

**While instantly recognisable as a member of the today's Volvo family, it also asserts its own, distinct identity with a softer, more sports orientated design than a traditional Volvo estate (like the V70), and takes the Volvo design language further forward.**

**The Volvo V50 sportswagon is 2mm shorter than the old Volvo V40 but it is taller and wider and the 'wheel at each corner' proportions have packaging and dynamic benefits. To emphasise the sporting potential of the V50, a Sport model with full body kit completes the range.**

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**The new Volvo V50 is a sportswagon for the modern era - a sporty, dynamic, youthful five-door car that is packed with clever design solutions.**

Designed by Volvo's talented and multi-cultural design teams in Gothenburg, Barcelona and California, the V50 had to capture Volvo's premium values in a more compact package. The result is instantly recognisable as a member of the modern Volvo family, but also asserts its own, distinct identity and takes the Volvo design language in a new direction.

The rear of the Volvo V50 sportswagon has a softer, more sports-orientated design than a typical Volvo estate, such as the Volvo V70. This effect is also enhanced by the softly rounded nose, the short bonnet and the cab-forward design.

The V50 is 2mm shorter than the old Volvo V40, but the front track has increased by 63mm and the wheelbase is 78mm longer than before. The wheels are pushed out to each corner, which benefits the styling, the interior packaging and the car's dynamic stability.

Viewed from above, the body resembles the shape of a boat hull, with a rounded prow, a broad midship section and a narrowing stern. "We wanted it to look solid and efficient, which is why it has a boat shape," explains a Volvo designer.

In combination with Volvo's familiar broad shoulder line, this 'boat shape' promotes an impression of power and dynamism as well as contributing to the Volvo V50's smooth aerodynamics - the drag coefficient is Cd 0.32.

The Volvo V50 sportswagon is unusual in the Volvo range as the doors are convex rather than concave, which maximises the cabin width while emphasising its solid, compact appeal.

Customers who wish to emphasise the sporting credentials of their Volvo V50 are offered the stylish choice of Sport and SE Sport models with fully integrated body kit including front and rear spoilers, side skirts and a rear roof spoiler, all of which are painted to match the colour of the car.