

DID YOU KNOW?

1. The Volvo V50 Sportswagon is produced at Volvo's factory in Ghent, Belgium alongside the S40 and S60 saloons and the V70 estate.
2. The Volvo V50 arrived in UK showrooms in Spring 2004, and Volvo registered 3,526 to UK customers during the rest of the year (representing nearly 9 per cent of total Volvo UK sales).
3. Globally, the V50 became Volvo's 5th best-selling model since its launch in the first quarter of 2004, selling a total of 47,743 V50s. Of these, 8,001 were sold to customers in Germany, 6,878 in Sweden, 5,512 in Italy, 4,271 in Holland, and 3,547 in the UK.
4. The V50 2.0D accounted for nearly 57 per cent of V50 sales in the UK in 2004*.
5. Volvo Car UK expects to sell around 8,000 V50s in 2005 (similar to XC90 and slightly outselling the V70 estate), rising to nearly 9,000 in 2006.
6. The majority of Volvo V50 customers* are between 35-44 years old (31 per cent); and 40 per cent will have a family.
7. V50 customer's previous cars*: Volvo (50%), VW (10%), Audi (7%), Vauxhall (5%), Honda (5%), Renault (5%), Land Rover (4%), Ford (3%), BMW (3%).
8. Reasons given for buying a V50*: Always buy same brand (31%), Style (18%), Robustness/reliability (18%), Safety features (17%), Body type (17%), Level of equipment (16%), Advice from friends (15%), Compact size (13%).
9. Volvo Car UK sold a total of 40,005 cars in the UK in 2004, representing approximately 1.6 per cent market share.
10. Since its launch in 2003, the XC90 has rapidly become Volvo's best-selling model in the UK, and globally.

* New Car Buyers Survey 2004