

2006 model year

VOLVO V50 SPORTSWAGON

OVERVIEW:

In brief:

- Premium compact Sportswagon, in Volvo's versatile V-Range (V50, V70).
- Revolutionary interior with unique, ultra-thin centre stack with display for menu system to personalise locking functions and audio settings.
- Higher standard specifications than most other premium brand rivals.
- Advanced Volvo safety standards, in WHIPS, SIPS, DSTC, IC, etc.
- Four and five-cylinder engines; petrol and diesel.
- T5 AWD (all wheel drive) with Instant Traction™.
- High quality Performance, High Performance and Premium audio systems with Dolby Pro Logic II surround sound™ available.
- S, Sport, SE and SE Sport variants.
- Healthier, Oeko-Tex standard compliant, emissions-free interior.

The new Volvo V50 is a thoroughly modern Sportswagon with a softer, more sculptured rear-end than a more traditional estate, such as the V70.

Stylish and dynamic, yet versatile and practical, with a revolutionary interior featuring a unique, ultra-thin centre instrument stack, the Volvo V50 enters the buoyant premium compact estate segment, appealing to people who need a vehicle to enhance their active lives.

Many customers will be trading up from the Volvo V40, but Volvo also expects a high number of conquest sales. Some of these will be customers who were already considering a premium 'lifestyle' estate, such as the Audi A4 Avant, but others will be upgrading from mainstream alternatives.

The V50 is available with S, SE, Sport and SE Sport variants, with a range of engines, petrol and diesel, and AWD with Instant Traction™, and since its launch in Spring 2004, Volvo sold 47,743 V50s around the world, making it Volvo's fifth best-selling model globally; while in the UK, in its first full year on sale in 2005, Volvo expects it to just outsell the Volvo V70 estate.

In full:

- Premium compact Sportswagon, in Volvo's versatile V-Range (V50, V70).
- Revolutionary interior with unique, ultra-thin centre stack with display for menu system to personalise locking functions and audio settings.
- Higher standard specifications than most other premium brand rivals.
- Advanced Volvo safety standards, in WHIPS, SIPS, DSTC, IC, etc.
- Four and five-cylinder engines; petrol and diesel.
- T5 AWD (all wheel drive) with Instant Traction™.
- High quality Performance, High Performance and Premium audio systems with Dolby Pro Logic II surround sound™ available.
- S, Sport, SE and SE Sport variants.
- Healthier, Oeko-Tex standard compliant, emissions-free interior.

The V50 Sportswagon belongs to Volvo's versatile 'V'-range, along with the Volvo V70, and is produced at Volvo's plant in Ghent, Belgium alongside the V70 estate and S40 and S60 saloons. It is already proved popular since its launch in Spring 2004, selling a total of 47,743 V50s making it Volvo's fifth best-selling model globally; while in the UK, in its first full year on sale in 2005, Volvo expects to sell nearly 8,000 per annum in the UK, outselling its V70 estate.

Design Concept

The new Volvo V50 is a thoroughly modern Sportswagon. Stylish and dynamic with typically simple Scandinavian style, yet versatile and great value compared to many other premium brands, it will appeal to customers who need a Sportswagon to enhance their active lives.

"The emphasis has been placed on attractive design and a sense of sportiness," says Volvo Cars' President and CEO Hans-Olov Olsson, "with a practical 'bonus' of extra luggage space."

Although the V50 is ostensibly a replacement for the popular Volvo V40, it is actually an all-new model that competes in the premium lifestyle estate market against such rivals as the Audi A4 Avant and the BMW 3-series Touring.

While instantly recognisable as a member of the modern Volvo family, this new Sportswagon asserts its own identity and represents a subtle shift further in the latest Volvo design language.

Viewed from above the car, the Volvo V50 has a boat shape with a curved front tapering down to the rear, and this, coupled with its cab-forward proportions, helps to emphasise its sporting aspirations. And while the stacked rear lamps and near-vertical tailgate are familiar, the car has a softer, more sculptured rear-end than a more traditional estate, such as the Volvo V70. Subtle modifications to the grille and front-fog lamps also help differentiate it from its saloon car sibling, the new Volvo S40.

Driving dynamics

Volvo has carefully designed the chassis of the new V50 to deliver an exciting driving experience, with a rally bar (front strut stiffener) and dynamic chassis setting for Sport models (not 1.8) and the T5 and T5 AWD SE.

The torsional rigidity has been improved by 34 per cent compared with its predecessor, the V40, and, coupled with the adoption of a sophisticated multi-link rear suspension system, provides an excellent and exciting combination of performance and control.

The Volvo V50's active safety is equally impressive and it combines a range of high-tech, ecologically-friendly engines with a sophisticated chassis.

Engine:	1.8	2.4i	T5	T5 AWD	2.0D
Type	4 cylinder petrol	5 cylinder petrol	5 cylinder petrol (turbo)	5 cylinder petrol (turbo)	4 cylinder turbo diesel
Power	125 bhp	170 bhp	220 bhp	220 bhp	136 bhp
Torque	165Nm/4000	230Nm/4400	320Nm/1500	320Nm/1500	320Nm/2000
0-62mph	11.0 secs	8.3 manual/ 9.0 Geartronic	6.9 manual/ 7.3 Geartronic	7.2 manual/ 7.6 Geartronic	9.6 manual
Top Speed	124 mph	138 manual/ 134 Geartronic	149 manual/ 146 Geartronic	143 manual/ 140 Geartronic	130 manual
CO2	174 g/km	204 manual/ 220 Geartronic	209 manual/ 229 Geartronic	232 manual/ 243 Geartronic	153 Euro III 154 Euro IV
Combined MPG	38.7	32.8 manual/ 30.7 G'tronic	32.1 manual/ 29.4 G'tronic	29.1 manual/ 27.7 Geartronic	49.6 Euro III 48.7 Euro IV
Ins group	9E	13E	15E	15E	10E

Service intervals: 12,500 miles.

2.4i and T5

Two five cylinder engines are available in the Volvo V50 range – the 2.4i and the flagship 220bhp T5. These Volvo engines are based on those found in the larger Volvo models, but

have been redesigned to be more compact. The T5 has a six-speed manual gearbox as standard (from the V70 R), and both five cylinder units are available with optional five-speed Geartronic transmission, if preferred. If extra traction is required, the T5 is also available with Volvo's latest AWD (All Wheel Drive) with Instant Traction™ system.

2.0D

The 2.0 diesel engine also has a six-speed manual gearbox as standard, and utilises second generation common rail technology for smooth refinement and economy. The 2.0-litre 136bhp turbodiesel boasts 320Nm of torque, the same as the T5, and until late in 2005 is available with Euro III or Euro IV versions.

1.8

The 1.8-litre petrol engine represents the entry level unit in the V50 range, but still offering 125bhp with 165Nm of torque and a five-speed manual gearbox.

Interior design

The interior of the Volvo V50 Sportswagon represents nothing less than a revolution in cabin design.

Inspired by classic Scandinavian design themes and high-tech electrical equipment, the interior has a layered construction that focuses attention on a unique, ultra-slim free-floating centre stack. This houses the controls for the audio system and climate control, and includes a display for a menu system that allows the driver to personalise preferences for door locking/unlocking, and audio settings, etc.

For example, the settings for the audio system can also be customised, and news and traffic alerts can be selected, while the central locking system can be programmed via the menu option to offer the following options:

- Unlocking of doors – all doors or only the driver's door.
- Automatic door locking after driving off for added personal safety, if required.
- Indicators blink when locking or unlocking – with an option to cancel.
- 'Follow-me-home' and Approach Lighting – variable by 30, 60 or 90 seconds intervals.

The new Volvo V50 is 2mm shorter than the Volvo V40, but the wheelbase has grown by a mighty 78mm and it is 54mm wider and 27mm taller than before. It is also 46mm longer than the new Volvo S40 saloon. In combination with packaging improvements, these increased dimensions have created a much more spacious cabin environment for up to five adults.

The boot aperture is large and well-shaped so that even awkward items can be loaded with ease. With the rear seats in place, there's a generous 417 litres of cargo space and this can be extended to a maximum of 1307 litres by folding flat the split/fold rear seats.

The front passenger seat back also folds forwards to allow extra long loads to be carried.

Quality and equipment

Equipment levels are also generous, especially when compared to some other premium brands. Volvo offers a choice of the following trim levels for the V50:

- S
- Sport
- SE
- SE Sport

Even the entry-level 'S' model specification includes:

- Electronic Climate Control (ECC) with Air Quality System (AQS) and pollen filter.
- Dynamic Stability and Traction Control (DSTC).
- 16in alloy wheels.
- Performance audio system (with CD, 4x20w amplifier and 6 loudspeakers).
- Steering wheel remote audio controls.
- Electric windows and (heated) door mirrors.
- Cruise Control.
- Alarm with immobiliser.
- Key integrated remote control locking, including deadlocks.
- IDIS: Volvo's Intelligent Driver Information System (IDIS) reduces the risk of driver distraction by delaying the delivery of non-essential information during higher stress situations (e.g. while turning, braking, etc).
- Grocery bag holder.
- Rear 12v accessory socket.
- Locking wheel nuts.
- Leather steering wheel.

The 'Sport' model offers the same specification as the 'S', but adds:

- 18in Medusa alloy wheels

- Full bodykit (front and rear spoilers and side skirts)
- Dynamic chassis (except 1.8 – Comfort chassis)
- 'Rally Bar' (front strut stiffener)
- New Dala textile/T-Tec upholstery
- Aluminium interior inlays
- Front fog lights

The plusher 'SE' trim, boasts the following enhancements over the 'S' model:

- Leather upholstery
- 17in alloy wheels
- High-performance audio (with 6xCD, 4x40w amplifier and 8 loudspeakers)
- Information centre
- Rain sensor – automatic windscreen wiper activation
- Power driver's set (with memory)
- Front fog lights
- Body coloured side mouldings
- Comfort chassis (Dynamic chassis and rear lip spoiler – T5 only)
- Choice of real aluminium or wood effect finishes for the centre stack and door inlays

In addition to the SE, the 'SE Sport' model has:

- 18in Medusa alloy wheels
- Full body kit (front and rear spoilers plus side skirts)
- Rally Bar (front strut stiffener)
- Dynamic chassis

The audio system can be further upgraded with the optional 'Premium Sound' audio system previously only available on the Volvo XC90. It features Dolby Pro Logic II Surround Sound™ with centre speaker and digital sound processor, 4x75w amplifier with a total music output of 305 W, 6xCD and a total of 12 speakers. The result is an extra-ordinary resolution and perfect sound dynamics.

Naturally, there is also a range of tempting options available for the V50 range, including Volvo's RTI satellite navigation system which has been upgraded for 2006 with a new RDS-TMC (Traffic Message Channel) function that displays and provides details of any traffic problems and can even re-route the driver's itinerary around the problem area, if required.

Customers

Apart from the large number of existing Volvo V40 owners, Volvo expects the new Volvo V50 to appeal to younger, professional people. Its most obvious rivals are other premium brand compact estates, such as the Audi A4 Avant, and the BMW 3-series Touring.

But customers are also likely to come from other sectors of the market. Some are likely to have opted out of mainstream estates, such as the Volkswagen Passat or Honda Accord, while others will be trading up from compact hatchbacks, such as the Volkswagen Golf. They are expected to be attracted by the Volvo V50's combination of style and design, practicality and above all, premium brand quality.

Safety

As you'd expect from Volvo, the V50 Sportswagon offers an extremely comprehensive safety package.

The Volvo V50 employs a patented zonal front structure using differing strengths of high-strength steel which controls the car's deformation characteristics by distributing the force of the impact to help protect the passenger compartment.

Dual stage front airbags, Volvo's SIPS (Side Impact Protection System), IC (Inflatable Curtain), WHIPS (Whiplash Protection System), EBA (Emergency Brake Assist) and five three-point safety belts (with pre-tensioners), including industry-leading rear seatbelt reminders, combine to offer outstanding occupant protection.

The added reassurance of Dynamic Stability and Traction Control (DSTC) is standard on every V50, which automatically detects wheel spin and cuts power until grip is regained, and if needed, will also step in to help counteract any potential skid.

Naturally, the V50 has been extensively crash tested at Volvo's award-winning Safety Centre, and its engineers are able to precisely predetermine where certain items in the engine compartment move to upon impact.

Volvo's IDIS – Intelligent Driver Information System – cleverly judges when the driver is likely to be preoccupied in higher stress situations (e.g., accelerating, turning or braking heavily) and delays any potentially distracting, non-essential messages or incoming calls for the (optional) integrated telephone until it is safer for the driver.

A passenger airbag cut-off switch was recently introduced for the V50 to enable child seats to be carried in the front of the car. Integrated child booster cushions are also offered for the rear seats, and feature as part of the optional 'Family' pack.

Finally, for pedestrian safety, Volvo has designed the V50 with a smooth, soft and curved front design and energy-absorbing bonnet and wings.

Environment

Volvo's 'clean inside and out' environmental programme reflects its continuing commitment to the environment. Its plants are some of the automotive world's cleanest factories, and 85 per cent of each car can be recycled, plus every new Volvo is backed by an EPI (Environmental Product Information) which is available at www.volvocars.com/epi. Volvo also produces an annual Corporate Citizenship report, available on www.volvocars.com/citizenship.

Like all Volvos, the V50's interior is free from allergy inducing emissions, and an active carbon filter ensures dust and exhaust particles do not enter the cabin, while the standard Air Quality System (AQS) shuts down the air input if outside air is too dirty.

Both the five cylinder petrol engines in the Volvo V50 range are available with Volvo's PremAir[®] - a special catalytic coating on the radiator which converts up to 75 per cent of the harmful ground-level ozone passing through it into pure oxygen.