

QUALITY AND EQUIPMENT

In brief:

- S, Sport, SE and SE Sport models available.
- High standard of materials and build quality.
- High standard specification compared to most other premium brand rivals – including minimum of alloy wheels, cruise control, roof rails, Electronic Climate Control, Air Quality System, performance audio system, electric windows and (heated) mirrors, DSTC, and all Volvo safety features.
- Healthier, allergen and emissions-free interior with materials conforming to international ecological Oeko-Tex standards.
- Menu system to customise security and audio settings.
- High quality Performance, High Performance and Premium Sound systems available including Dolby Pro-Logic II Surround Sound™ with 4x70w amplifier, 6xCD and 12 speakers.
- Intelligent Driver Information System (IDIS) fitted as standard.
- RTI satellite navigation now available with RDS-TMC.
- Volvo On Call – advanced Telematics.
- Three year/60,000 mile warranty.

A passion for premium quality lies at the heart of the Volvo brand, which is reflected in the choice of trim materials and the durable build quality. This is demonstrated in the V50's interior by the ultra-thin centre stack with discreet theatre-style lighting, plus like all Volvos, the interior is healthier and emissions-free as all trim materials confirm to ecological Oeko-Tex standards and are allergen-free.

The minimum standard specification is equally impressive – making the Volvo V50 much better value than most other premium brand rivals - and includes Volvo's unique Intelligent Driver Information System (IDIS), which reduces the risk of driver distraction by delaying the delivery of non-essential information during busy situations.

Customers wishing to personalise their car are offered a wide range of accessories and options, including a Premium audio upgrade with Dolby Pro Logic II surround sound, or Volvo's DVD-based Road and Traffic Information System (RTI) with Europe DVD maps which from 2006 has TMC (Traffic Message Channel) to automatically display warnings and information of any traffic problems and delays.

Peace of mind is provided by a comprehensive three year/60,000 mile warranty and an anti rust perforation package.

In full:

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A passion for high quality lies at the heart of the Volvo brand. It is inherent not only in the build quality that reflects the ruggedness, durability and reliability for which the marque is renowned, but also in the choice of trim materials.

From the exquisite free-floating centre instrument stack to the discreet 'theatre lighting', the Volvo V50 exudes a feeling of quality and well being. The switchgear has a solid, chunky feel, reminding occupants that they are enjoying a premium product. Plus, like other Volvos, the V50's interior is healthier and emissions-free as all interior trim materials confirm to Oeko-Tex standards and are allergen-free. (see environment section).

Customers in the premium sector don't compromise and they expect a high level of luxury equipment, and the Volvo V50 does not disappoint, especially when compared to many other premium brand rivals. For example, every V50 includes Electronic Climate Control with Volvo's IAQS (Interior Air Quality System), alloy wheels, key integrated remote locking and alarm, steering wheel mounted controls for the cruise control and audio system, DSTC (Dynamic

Stability and Traction Control) as well as all the expected Volvo safety features – including SIPS (Side Impact Protection System), IC (Inflatable Curtain), and WHIPS (Whiplash Protection System).

Volvo offers four trim levels for the V50:

- S
- Sport
- SE
- SE Sport

Even the entry-level 'S' model's 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 controls for audio and cruise control.
- Electric windows and (heated) door mirrors.
- Cruise Control.
- Alarm with immobiliser.
- Key integrated remote control locking, including deadlocks.
- Grocery bag holder.
- Rear 12v accessory socket.
- Locking wheel nuts.
- Leather steering wheel.
- IDIS: Volvo's Intelligent Driver Information System (IDIS) reduces the risk of driver distraction by delaying the delivery of non-essential information during busy situations (e.g. while turning, braking, etc).

In addition to the 'S', the 'Sport' variant adds:

- 18in Medusa alloy wheels.
- Full bodykit (front and rear spoilers and side skirts).
- Aluminium interior inlays.
- Dynamic chassis (except 1.8 – Comfort chassis).
- 'Rally Bar' (front strut stiffener).
- New Dala textile/T-Tec upholstery.
- 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.

IDIS

Every V50 also features Volvo's new Intelligent Driver Information System (IDIS). A car industry first, IDIS uses technology derived from fighter aircraft. The IDIS function continuously analyses the driver's activity by monitoring steering wheel movements, the position of the accelerator pedal, the indicator function and so on. This information is then processed and each moment is assigned an activity level.

Under normal circumstances, the driver is able to receive phone calls, traffic information, read text messages (not while driving), and system warning lights. But when the road conditions require full concentration – such as when they are braking or overtaking – signals from the telephone and peripheral systems will be withheld until the incident is past.

IDIS is also pre-programmed to accommodate future information and communication systems. The more infotainment functions the car possesses, the greater the benefit of IDIS.

Customised menu system

The sophisticated electronic networking that makes IDIS possible also allows owners to personalise their V50's security and audio settings.

For example, the Volvo's V50's central locking system can be programmed via the menu option on the centre stack 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.
- Variable time for 'Follow-me-home' and Approach Lighting (*see Security*) – by 30, 60 or 90 seconds intervals.

The settings for the audio system's functions can also be customised, radio and CD text enabled, and news and traffic alerts can be prioritised, for instance.

Options

To make life easier for customers and to offer even better value, some of the more popular options are grouped together into special packs:

Winter Pack:	Heated front seats, headlamp cleaning system, luxury floor mats
Bi-Xenon Pack:	Bi-Xenon headlights, heated front seats, headlamp cleaning system and luxury floor mats
Family Pack:	Integrated booster cushions x 2, power child locks
Convenience Pack:	Information centre, autodimming rear view mirror and rain sensor to automatically operate the windscreen wipers (S, Sport models)
Communications Pack:	Dual band integrated GSM telephone, RTI navigation system (with RDS-TMC) remote control and Europe DVD map, Volvo On Call

There is also a vast range of accessories designed to accommodate the varying needs of Volvo V50 owners. Bi-Xenon headlights, integrated telephone in the dashboard, towbars, integrated child booster cushions for the rear seats, and the added convenience of 'Keyless Drive' which, as long as the key is within a certain radius of the car, allows automatic unlocking of the car without using the remote unit and then using a switch on the dashboard to start the engine.

Other practical options include ski, surfboard, or bicycle carriers. And it's even possible to specify a table for the rear centre armrest, which is great news for customers with young families. Each item is designed and built with the same attention to detail as the rest of the car and integrates beautifully into the overall package.

High Quality Audio

Volvo employs its own audio development team, rather than relying on an outside supplier. This ensures the audio systems are tailored to suit the acoustic properties of each model.

The standard, high quality Performance and High Performance audio systems can be further upgraded with the optional Volvo's 'Premium Sound' system, previously only available on the XC90.

The Premium Sound system features Dolby Pro Logic II Surround Sound™ with centre speaker and digital sound processor, 4x70w amplifier with a total music output of 280 W, 6xCD and a total of 12 speakers. The result is an extra-ordinary resolution and perfect sound dynamics. These components have been tuned to produce the best possible surround sound everywhere in the car. Even rear occupants are able to hear the sensation of surround sound over the entire music frequency range.

The Dolby Pro Logic II® system produces five unique sound channels. Listening to Surround Sound from the Premium audio system is like sitting in the best seat in front of a live orchestra and feeling you are actually there.

RTI with RDS-TMC

Satellite navigations systems are rapidly becoming increasingly popular. Volvo's RTI (Road and Traffic Information System) now includes TMC (Traffic Message Channel) for 2006 models which displays and provides information of traffic problems and can re-route the driver, if necessary. Even if driving a familiar route and the navigation function is not required, the TMC system uses different symbols and colours to indicate the severity of the traffic problem, helping the driver to avoid time and energy wasting delays. Setting a destination allows the system to provide the distance remaining and an estimated time of arrival.

The RTi system comprises of a large, remote-controlled colour screen, safely situated in the driver's view on top of the fascia, and folds away when not in use. It is linked to a DVD system and displays route information for the whole of Europe, and can be controlled using a joystick-style switch on the back of the steering wheel or by passengers using a remote control.

Volvo On Call

Volvo On Call is a valuable personal safety and security feature using advanced Telematics. The system uses an integrated GSM telephone with a built-in GPS unit for satellite positioning, and ensures help is always close at hand.

Volvo On Call - Safety Package: Volvo On Call comes with a safety package. If an airbag or seatbelt pre-tensioner is triggered in the event of an accident, Volvo On Call automatically calls the Emergency Services via BT999 and can also provide data of your location. Alternatively, pressing the red 'SOS' button on the integrated GSM telephone will put you straight through to the Emergency Services.

Also, if the car breaks down or you need help, pressing the Volvo On Call button will put you straight through to a Volvo On Call operator who is only a call away at any time of day to arrange Volvo Assistance roadside assistance, or will be able to offer personal services such as route guidance.

Volvo On Call - Security Package: An optional Volvo On Call security package offers the added benefits of a remote door unlock facility if you lock the keys in the car, notification if the alarm is activated and vehicle tracking if the car is stolen.

In the future, there is great potential for Volvo On Call's services to expand, and could include automatically contacting your local dealer when a service is required.

Warranty

As you'd expect, the Volvo V50 Sportswagon is supported by a comprehensive warranty. The standard mechanical warranty is three years/60,000 miles, plus there's a three year unlimited mileage warranty on the paintwork and 12 years cover against rust perforation. In addition, all Volvo's are covered by one year's free RAC cover, which provides full breakdown and recovery assistance, anywhere in Europe, 24 hours a day.

Volvo also offers competitive Volvo Owners insurance with tailored protection, while Volvo Car Finance can make a new Volvo V50 surprisingly affordable.