

DID YOU KNOW?

- 1 The V70 is built in Ghent, Belgium and in Gothenburg, Sweden.
- 2 The typical V70 customer is university educated, is either a company director, the owner of a small business, or retired, and 83% are aged between 35 to 64, either with a family or is in the post-family stage*
- 3 The top hobbies of V70 customers are:
 - Football/rugby spectator (23.92%)*
 - Walking/hiking/hill climbing (23.86%)*
 - Gardening (20.96%)*
 - Golf (13.27%)*
 - Music/opera (12.93%)*
- 4 There are V70 owners all over the world. The car is sold in South America, Australia, the Far East, and of course, USA and Canada.
- 5 The five best selling countries for the V70 in 2004:

Sweden	21,431
USA	10,497
Germany	9,511
UK	7,182
Japan	6,432
- 6 The V70 is the top selling car in Sweden. In the UK, Volvo sold 7,178 V70s in 2004, it's second best selling model after the XC90.
- 7 Volvo sold a total of 74,656 V70s in 2004 around the world (total Volvo global production 2004, 456,224), making it Volvo's second best selling single model (behind the XC90 at 84,032).
- 8 The latest V70 has consistently won awards for 'Best Estate' since it was introduced in 2000, including:
 - What Car? Car of the Year Awards, 'Best Estate', 2000, 2001 and 2002
 - Auto Express, New Car Honours, 'Estate Car', 2001 and 2002
 - Fleet World, 'Best Estate', 2001
 - Auto Express, Used Car Honours, 'Estate Car' 2002
 - Used Car Buyer, 'Best Estate' 2001, 2002, 2003, 2004

* Source: New Car Buyers Survey 2002/2004