

DID YOU KNOW?

- 1 The majority of XC70 owners are aged between 35 to 64* and university educated, with a household income of about £74,000, and either the owner of a small or large business, a company director, a professional partner or freelance occupation*
- 2 Volvo's Torslanda plant in Gothenburg, Sweden produced 36,229 XC70's in 2004, of which 1,575 were sold in the UK (compared to 1,164 in the UK in 2003).
- 3 The XC70's five best selling countries in 2004 were:

USA	16,071
Sweden	3,929
Germany	1,927
Canada	1,923
UK	1,575
- 4 The Volvo Accident Research Team has studied over 30,000 real-life accidents involving Volvos, and as a result has helped develop Volvo's SIPS (Side Impact Protection System) and WHIPS (Whiplash Protection System).
- 5 Volvo has produced over 12 million cars since it started in 1927. Volvo cars has been owned by Ford since 1999, and now employs around 28,000 people and sold a total of 456,224 cars globally in 2004 (compared to 415,046 global sales in 2003). The USA buys the most Volvos each year, followed by Sweden, the UK and Germany.
- 6 The top hobbies of XC70 owners are:
 - Walking/hiking/hill climbing (25.76%)*
 - Gardening (22.73%)*
 - Watching football or rugby (15.23%)*
 - Touring/travel/holidays (15.12%)*

*Source: New Car Buyers Survey 2002/2004