

## **DESIGN CONCEPT**

### **In brief:**

**"Masculine, but not macho; muscular, but not aggressive," is how Peter Horbury, former Vice President and Chief Designer at Volvo Car Corporation, described the XC90's exterior design at its launch.**

**"Nobody should be in any doubt that this is a modern Volvo," says Horbury.**

**The exterior design incorporates both the latest and traditional Volvo design features:**

- **V-shaped bonnet**
- **Broad, pronounced, rounded shoulders**
- **Characteristic tail lamps**

**The muscularity of the XC90 is complemented by angled corners front and rear, a gently sloping (split) tailgate and a shorter roof section to promote a smooth, non-aggressive impression. It also helps the vehicle to look more compact and desirable.**

**A 'cockpit forward design' allows the windscreen to be positioned further forward and to be more steeply raked than those of other SUVs, yet also maximises interior space so that the XC90 can seat seven – in a body just 87mm longer than a V70.**

### **In full:**

"Masculine, but not macho; muscular, but not aggressive," is how Peter Horbury, the former Vice President and Chief Designer at Volvo Car Corporation described the XC90's exterior design at its launch.

"Nobody should be in any doubt that this is a modern Volvo," says Peter Horbury.

The XC90's muscular stance incorporates both the latest and traditional Volvo features:

- V-shaped bonnet
- Broad, pronounced rounded shoulders
- Characteristic tail lamps

The muscularity of the XC90 is matched by rounded corners front and rear, a gently sloping (split) tailgate and shorter roof section to promote a smoother, non-aggressive impression and helping the vehicle to look more compact and desirable.

The XC90's "cockpit forward design" enables the passenger compartment to be as far forward as possible with a more steeply raked windscreen than in most other SUVs.

This has allowed Volvo to make a seven-seat SUV yet still within modest overall body dimensions: The Volvo XC90 is 4.80 metres long, just 87 mm longer than a Volvo V70.

The XC90's tailgate is gently sloping rather than vertical to clearly state this is not regular Volvo estate car. This also means the shorter roofline helps the vehicle appear smaller and gives it a modern, sporty stance.

For added convenience, the tailgate is split so the lower section can be used as a seat or table, and strong enough to be stood on if loading items onto the roof, while the upper section is not too large, heavy or high when opened.

For customers who want some added style for their XC90, there are some specific options which may interest, such as:

- dark tinted rear windows
- Bi-Xenon headlights
- Aluminium running boards
- Rear skidplate
- Roof protection ribs. (Seven rubber ribs mounted lengthwise on the roof)