

## **Volvo's new C-line – sporty and comfortable dynamism in an attractive and safe package**

In the past six months, the Volvo Car Corporation has introduced two new cars that demonstrate quite clearly that it is possible to combine traditional values such as quality and safety with exciting styling, first-class comfort, dynamic handling and outstanding performance.

The Volvo C70 Coupe, a four-seater sports version, was unveiled at the international car show in Paris in 1996.

In Detroit just after the turn of the year, this was followed up with the Volvo C70 Convertible, an open car to please all the senses.

With the two C70 models, Volvo is making a strong entry into a segment where factors other than rational and practical needs determine the choice of car. The Volvo C70 is aimed at customers with very high demands in terms of individuality, elegance, driving pleasure, performance and a brand with a dynamic image.

Volvo's designers were given practically free rein when developing the two C70 models. They were quite simply given the mandate to design cars that the customers want rather than cars that they need!

The result is two models with many common denominators but also differences in emphasis. The coupe stands for sportiness and dynamism, while the convertible breathes comfort and elegance.

### **Innovation with familiar features**

The C70 models are sporty, elegant and different at the same time as they reinforce the Volvo brand identity – a blend of innovation and tradition.

The styling follows Volvo's new direction. Strong and coherent lines give the cars a dynamic sense of vitality. At the same time, they convey the traditional Volvo look, with its familiar grille, the V-line across the bonnet and the styling contour along the side.

The interior emphasises the car's Scandinavian heritage. Light colours, clean elegant surfaces and lines that give a secure sense of quality and well-being. The customer has a wide range of individual freedom in the choice of colours and materials. The top of the C70 Convertible is available in five different colours, for example.

### **Coupe for sport, Convertible for comfort**

Volvo's British partner, TWR, commands far-reaching expertise in advanced chassis technology, and this has contributed a great deal to the excellent handling of the C70 models. These cars have been refined by engineers who have also developed world-class Formula 1 cars.

The two models differ in certain technical respects. Both are available with a choice of three optional chassis settings – all those for the C70 Coupe have the emphasis on sportiness, while the alternatives for the C70 Convertible emphasise comfort.

The tyres have been optimised for each of the chassis settings. Both models have 225x16” or 17”, and there is an 18” option as well.

### **Common engine range**

The driveline concept is the same in both models: a transverse five-cylinder turbocharged engine with front-wheel drive. Five-speed manual or four-speed automatic. TRACS electronic spin control and the 225-tyres mean that the power from the engine can be put to the very best use.

The choice of engines is between:

- 2.3-litre turbo, 240 bhp, 330 Nm.
- 2.5-litre light-pressure turbo, 193 bhp, 270 Nm.

### **A feast for the ears of four adults**

Both the C70 models have space for four adults. The seats are individually designed and ergonomic. It is easy to get into the rear seat thanks to the wide doors and the way the front seat folds down.

High-class climate units also contribute to the comfort. Both models are available with electronically controlled air-conditioning.

The C70 models have been fitted with what is perhaps the most advanced audio system on the market. The speakers (between ten and fourteen of them) are factory-fitted and come from the Danish company Dynaudio – one of the world’s foremost specialists in their field.

The amplifier, radio and CD equipment are also among the very best the market has to offer.

The C70 is also the first car model in the world to offer Dolby Surround Pro Logic, a fantastic system for all-round sound in the car.

### **Fully automatic top**

The top of the Volvo C70 Convertible is electrically operated and fully automatic. A touch of a button ensures that the occupants have the sky as their roof in less than 30 seconds. When down, the top is stored beneath a cover behind the rear seat without obscuring rear vision.

The cover is of the highest class in terms of seal, draught-proofing and insulation. It is padded and fitted with a headliner. The electrically heated rear window is made of glass.

### **Systematic safety**

Both the C70 models offer a very high standard of driving safety and crash safety. The beam structures, belt tensioners, airbags, side-impact protection system (SIPS) and side airbags provide optimum protection for the occupants in all types of accidents.

In the convertible, moreover, there is a robust horseshoe-shaped structure around the compartment which strengthens the body and provides very effective side-impact protection.

In order to provide occupants with the highest possible level of safety even if the car turns over, the Volvo C70 Convertible is fitted with the ROPS Roll Over Protection System, with extra-strong A-pillars and belt-tensioners on all four seats.

In a split second, ROPS activates two protective bars above the occupants heads. These are hidden behind the rear head restraints and together with the special-steel reinforced A-pillars and windscreen frame, they make sure that the occupants have adequate survival space if the car does roll over.

### **Quality and craftsmanship**

The Volvo C70 Coupe and Convertible are both built at the joint Volvo and TWR plant in Uddevalla, Sweden. The plant concept is a balanced combination of modern, rational production engineering and conventional craftsmanship.

Sales of the Volvo C70 Coupe will begin in the spring of 1997, while the Volvo C70 Convertible will be released on the market in the spring of 1998.