

VOLVO
S40 2004



VOLVO
for life





THE VOLVO S40.

ELEGANT. EUROPEAN. SAFE. FUN. ATTAINABLE.

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VOLVO S40

YOU HAVE A PRACTICAL SIDE AND AN EMOTIONAL SIDE. YOUR PRACTICAL SIDE APPRECIATES VALUE, DEMANDS VERSATILITY, AND WANTS OPTIMUM SAFETY IN A NEW CAR. YOUR EMOTIONAL SIDE IS DEMANDING, TOO. YOU WANT STYLISH, SOPHISTICATED, AND FUN-TO-DRIVE. HAPPILY, THERE'S



COMMON GROUND. INTRODUCING THE 2004 VOLVO S40 SEDAN. BEST-IN-CLASS SAFETY TOGETHER WITH EXHILARATING PERFORMANCE, IN A FINELY TAILORED EUROPEAN PACKAGE WITH AN ACCESSIBLE PRICE. REMARKABLE, INDEED.





DESIGNED AFFECTION

WHEN IT COMES TO THE SPORTY FOUR-DOOR VOLVO S40, THE PARENTAGE IS UNMISTAKABLY VOLVO. CHARACTERISTIC GRILLE, STRONG V-SHAPED HOOD, PRONOUNCED SHOULDERS THAT RUN THE LENGTH OF THE SIDE — ALL STRONG FAMILY TRAITS WITH A FRESH, MODERN INTERPRETATION. A VOLVO FOR A NEW ERA.



LUXURY. COMFORT. BLISS.

OPEN THE DOOR OF THE VOLVO S40, SLIDE BEHIND THE WHEEL, AND WHAT DO YOU NOTICE? BENEATH YOU IS A SCULPTED SEAT THAT OFFERS A WIDE RANGE OF ADJUSTMENTS, AND WHICH EXUDES ERGONOMIC COMFORT. THERE'S AN ABUNDANCE OF AMENITIES, LIKE POWER WINDOWS, POWER HEATED EXTERIOR MIRRORS, AND AN AUDIOPHILE-QUALITY SIX-SPEAKER SOUND SYSTEM. IN FRONT OF YOU, CONTROLS AND GAUGES ARE ARRAYED PRECISELY AND INTUITIVELY. YOU'LL SENSE IT INSTANTLY – THIS IS GOING TO BE FUN.



ENTICING ACCESSORIES

Volvo invites you to personalize the interior of your S40. You can add the finishing touch with one or more of Volvo's attractive option packages. There's sumptuous leather for the seats, steering wheel, gear-lever knob, and parking brake lever. You can add power driver's seat, heated front seats, a hands-free telephone

system, or even the reverse warning system* to alert you to objects behind the car when backing up. And with Volvo's specially-designed 200 W Premium speaker system, you will treat your senses to a listening experience far beyond the ordinary.

*Retailer installed accessory.





SPORTINESS AND CONSIDERATION

Up to five persons ride in quiet comfort, surrounded by pleasing textures and colours. All the seats offer superior comfort and feature head restraints and three-point seat belts. The upholstery, interior fabrics and other interior details such as the inside door handles are allergy-tested and meet the highest ecological standards. The Electronic Climate Control system (ECC) maintains an ideal cabin temperature. A built-in cabin air filter prevents dust, pollen and exhaust particles from entering the cabin. The airiness of the cabin is further enhanced by the optional sunroof. And when you need extra load capacity, simply fold down the split rear seat or both the rear and front passenger seats.



A wide range of thoughtful features adds to the premium experience in the Volvo S40. The front centre armrest enhances riding comfort for the driver and front seat passenger. Two cup holders and an extra storage compartment are within easy reach for your convenience.



Nothing matches the rhythm of driving like music itself. The custom-designed in-dash audio system includes AM/FM radio, CD. Six speakers driven by 100 watts of digital amplifier power immerse you in clear tones and deep bass.

DRIVING

IT'S THE ELEMENT OF SURPRISE. OF COURSE THE VOLVO S40 IS HANDSOME, SO YOUR EXPECTATIONS ARE ALREADY SET HIGH. BUT THE PERFORMANCE OF THE 170 HP TURBOCHARGED ENGINE WITH VARIABLE VALVE TIMING IS A DELIGHTFUL SURPRISE THAT YOU NEVER QUITE GET OVER. WITH A FLAT TORQUE CURVE FROM THE LOW-PRESSURE TURBO AND AN ELECTRONICALLY CONTROLLED FIVE-SPEED AUTOMATIC TRANSMISSION THAT ACTUALLY ADAPTS TO YOUR DRIVING STYLE, THE VOLVO S40 IS RESPONSIVE IN THE CITY AND EAGER FOR THE HIGHWAY.



SOPHISTICATED BRAKE SYSTEM

Of course, you'll find ABS disc brakes all around, with Volvo Electronic Brake Distribution (EBD) to automatically distribute braking power between the front and rear for quick, sure stops regardless of load.



TURBO ENGINE AND ADAPTIVE TRANSMISSION

Power is in your hands. The turbocharged four-cylinder 170-bhp engine yields maximum torque from 1800 rpm – so you can start off quickly. It is mated to a five-speed, microprocessor-controlled automatic transmission that actually adapts to your driving style.



EFFECTIVE HEADLAMPS

All exterior lights are designed for maximum visibility and safety, day or night. Daytime running lights and side lights are illuminated whenever the car is in operation. Fog lights in the SE Package provide extra illumination when driving in heavy rain or snow.

PRECISE HANDLING

Great handling or comfortable ride? Why not have both: A torsionally stiff body, independent suspension, variable-assist rack-and-pinion steering, and front and rear stabilizer bars all work together to provide precise, predictable

handling with just the right amount of road feel. What's more, the Volvo S40 envelops you in a quiet environment, no matter how spirited the driving. One more compromise you don't have to make.





"CARS ARE DRIVEN BY PEOPLE. THE GUIDING PRINCIPLE
BEHIND EVERYTHING WE MAKE AT VOLVO, THEREFORE,
IS – AND MUST REMAIN – SAFETY."

ASSAR GABRIELSSON AND GUSTAF LARSON,
THE FOUNDERS OF VOLVO.



SAFETY – OUR FIRST PRIORITY

VOLVO. SAFETY. THE WORDS ARE NEARLY SYNONYMOUS. AFTER ALL, WE'VE MADE IT A TOP PRIORITY FOR 75 YEARS. SAFETY IS INFUSED INTO THE VERY ESSENCE OF WHO WE ARE AND WHAT WE DO. FROM SOPHISTICATED SYSTEMS THAT HELP YOU AVOID ACCIDENTS TO THOSE THAT HELP TO PREVENT INJURIES SHOULD ONE OCCUR, VOLVO IS COMMITTED TO PROTECTING YOU, YOUR LOVED ONES, AND THOSE WITH WHOM YOU SHARE THE ROAD OF LIFE.



WHIPLASH PROTECTION SEATING SYSTEM

Rear-end collisions can produce serious neck injuries, even at low speeds. Volvo's Whiplash Protection System (WHIPS) is built into the front seats of the Volvo S40. If the car is struck from behind, the system can help absorb the force and significantly reduce stress to the neck and spine.

SIDE-IMPACT PROTECTION SYSTEM

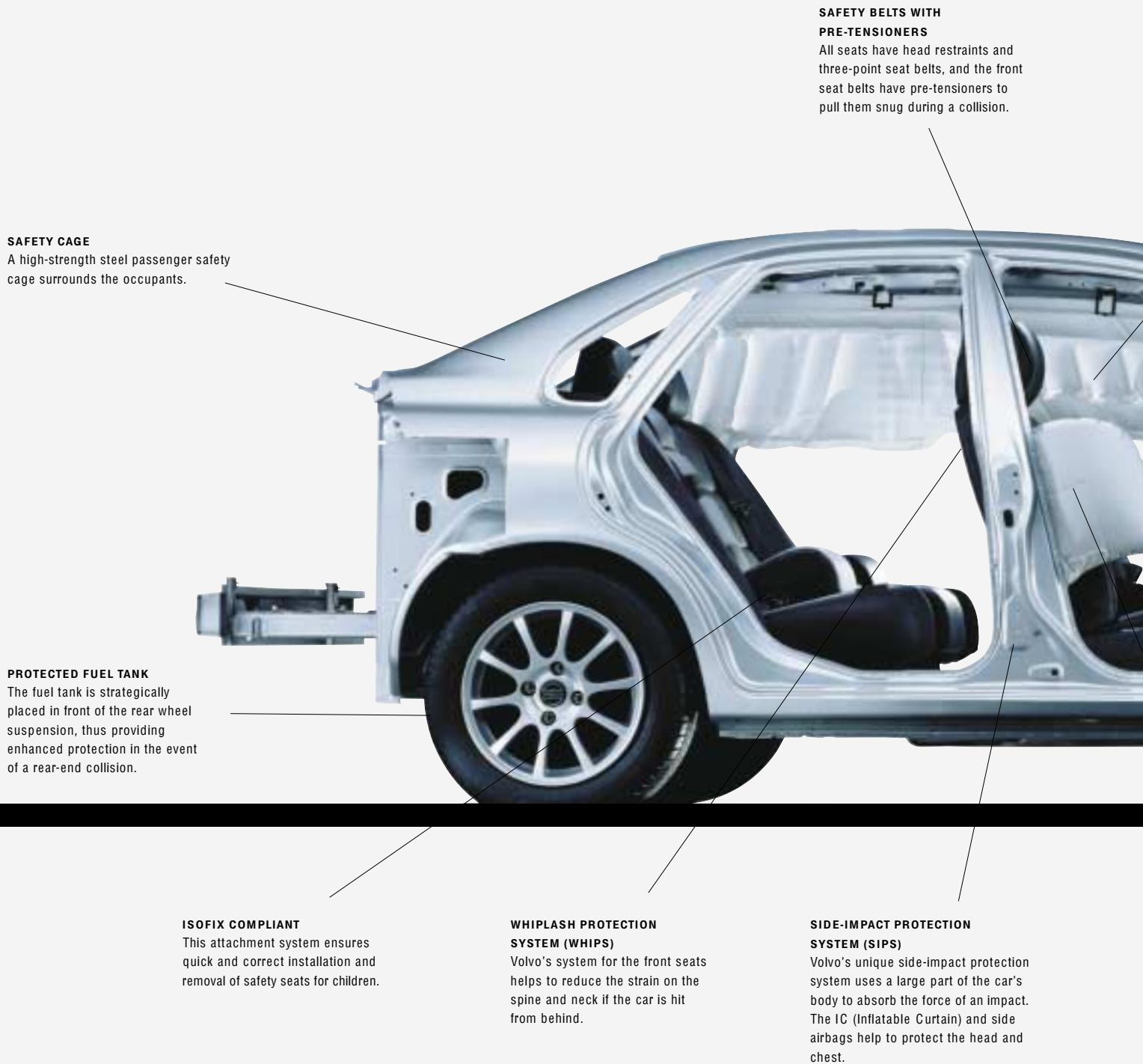
There's not much room between you and injury in a side-impact collision. Volvo's patented Side-Impact Protection System (SIPS) helps reduce the risk of serious injury. Side members, roof pillars, roof, doors, and cross-members in the floor and dashboard are specially reinforced. The system works in conjunction with side air bags fitted in the front seats and inflatable side curtains (IC) hidden in the headliners along each side.

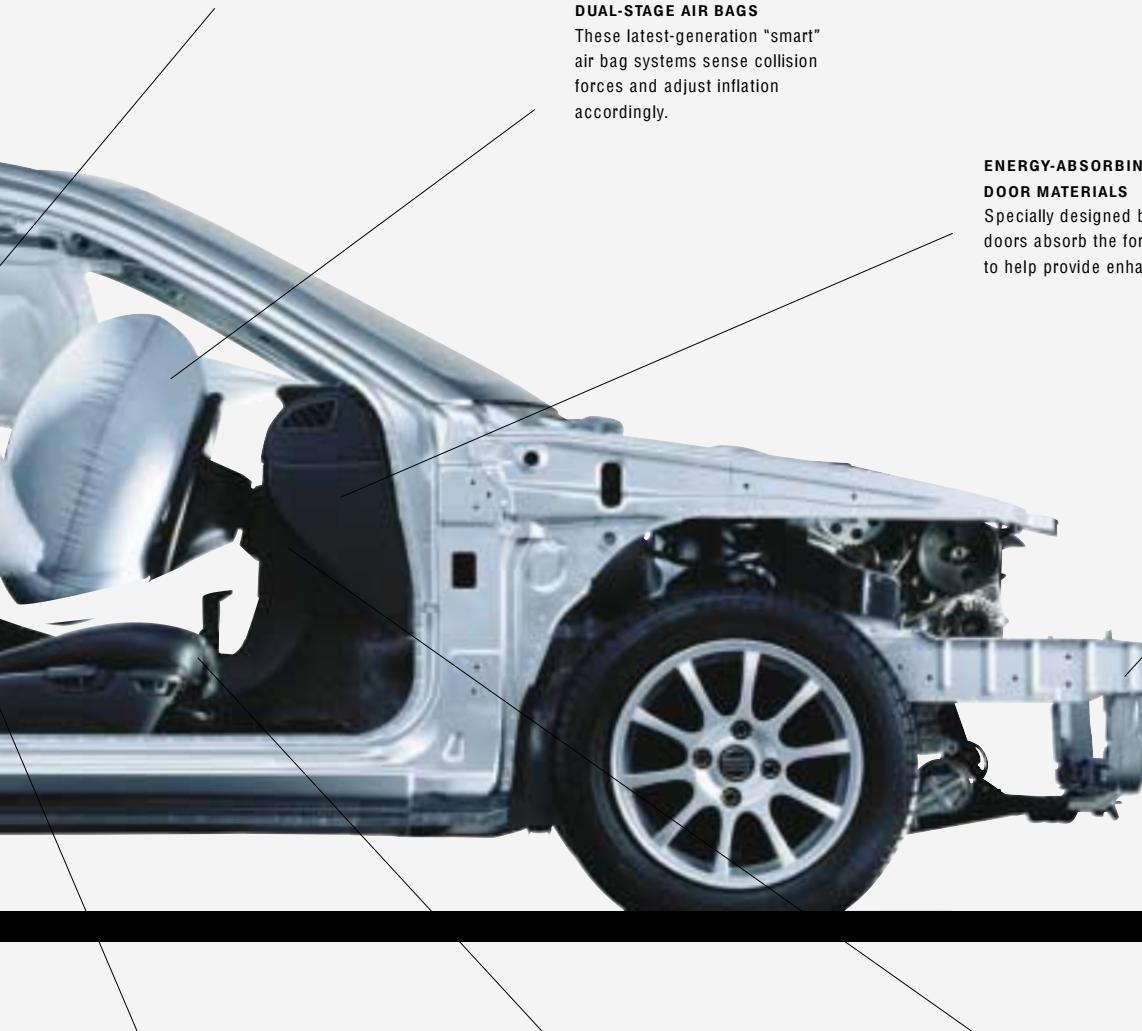
In a Volvo S40, safety is built in from the very start. An advanced chassis and powerful brakes help you maintain control in all situations. The DSA (Dynamic Stability Assistance) active stability system boosts the safety margins still

further, for instance if you are driving on slippery roads. And if an accident can't be avoided, you're provided with enhanced protection by the same safety systems that help save lives in all other Volvo cars.

VOLVO SAFETY SYSTEMS

AT VOLVO, WE BELIEVE THAT IT'S THE WHOLE RATHER THAN THE PARTS THAT DETERMINES HOW SAFE A CAR IS. THE VOLVO S40 IS VERY MUCH THE PRODUCT OF THIS BELIEF – EVERYTHING WORKS TOGETHER IN HARMONY TO HELP KEEP YOU OUT OF HARM'S WAY.





INFLATABLE CURTAIN (IC)

Inflatable side curtains (IC) inflate in a side-impact or rollover accident to protect the head and upper body of the occupants.

DUAL-STAGE AIR BAGS

These latest-generation "smart" air bag systems sense collision forces and adjust inflation accordingly.

ENERGY-ABSORBING DOOR MATERIALS

Specially designed blocks inside the doors absorb the force of side impacts to help provide enhanced safety.

IMPACT BUFFER ZONES

Front and rear impact absorption zones help dissipate incoming collision forces before they can reach the interior.

SIDE-IMPACT AIR BAGS

Side air bags offer chest protection. Fitted in the outer edge of the front seats, not the doors, to be always by your side.

ANTI-SUBMARINING SEATS

Front and rear seats are shaped to help keep occupants from sliding under and out of their belts during a collision.

COLLAPSIBLE THREE-STAGE STEERING COLUMN

In the event of a frontal collision, the steering column is designed to collapse and help prevent injuries to the driver.



PERSONAL SECURITY

AT VOLVO, PROVIDING FOR YOUR PERSONAL SAFETY IS A NATURAL EXTENSION OF OUR DEVOTION TO YOUR DRIVING SAFETY.

THEFT-PROOF LOCK SYSTEM

A tiny transmitter embedded in the key of the Volvo S40 sends an identity code to the engine. Without the code, it's virtually impossible to start the car. Try to force the ignition mechanically, and the rotating lock cylinder simply spins.

SECURITY SYSTEM

Sensors in the door, hood, and trunk activate an alarm if someone should ever try to break into the vehicle.

HOME SAFE LIGHTING

Pull the high-beam lever once before exiting, and the Volvo S40 will use its headlights to safely illuminate your path to your door, and then switches off automatically after 30 seconds.



KEY INTEGRATED REMOTE AND ALARM

One of the most remarkable Volvo S40 security features fits in the palm of your hand. In addition to housing the key (which swings out smartly at the touch of a button), the remote control unit locks and unlocks all doors, including fuel filler door and trunk. Press the panic button and an alarm in the car is sounded. A rolling code prevents code theft by scanning.

CARE FOR THE ENVIRONMENT

WE ALL LIVE HERE, SO CARING FOR THE ENVIRONMENT IS AN IMPORTANT PART OF VOLVO'S TOTAL APPROACH TO HUMAN SAFETY. THAT'S WHY EVERYTHING FROM ENGINE TECHNOLOGY AND EMISSIONS ENGINEERING TO MATERIALS SELECTION AND RECYCLING HAS BEEN CAREFULLY CONSIDERED TO ENSURE THAT THE ENVIRONMENTAL PROFILE OF THE VOLVO S40 IS AS BENIGN AS POSSIBLE.

CERTIFIED MATERIALS

All textile and leather upholstery have been certified according to OKO-TEX Standard 100. OKO-TEX is a European standard used throughout the world, which safeguards that textiles are free from hazardous and allergenic compounds. Most textile surface materials, such as carpets, are also certified according to OKO-TEX.

FUEL ECONOMY AND EMISSIONS

The engine is crafted from lightweight aluminum and features Volvo's latest low-friction technology for top-class fuel efficiency. Continuously variable valve timing (CVVT) reduces emissions at the source. The Volvo catalytic converter eliminates up to 95 percent of remaining carbon monoxide, hydrocarbons, and nitrogen oxides.

RECYCLABLE

The Volvo S40 is built for 85 percent recyclability, thus greatly reducing the environmental impact of the car. All plastic parts that weigh 50 g or more are labeled according to international standards.









YOUR CHOICES

CHOOSING THE VOLVO S40 IS A HIGHLY PERSONAL MATTER. AND YOU CAN ENHANCE THE EXPERIENCE WITH SPECIALLY-DESIGNED OPTIONS AND ACCESSORIES. SO TAKE YOUR TIME, EXPLORE, AND IMAGINE, AND SOON YOU'LL BE BEHIND THE WHEEL OF YOUR INDIVIDUALLY TAILORED S40.

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STANDARD FEATURES

SAFETY	\$40
Anti-Submarine Seats	●
Daytime Running Lights (Halogen Semi-Sealed with Replaceable Bulb)	●
Driver and Front Passenger Supplemental Restraint System – Dual-Threshold Air Bags	●
Illuminated Side Marker Lights/Turn Signal Indicators	●
Immobilizer, Encrypted Ignition Key	●
Inflatable Side Curtain (IC)	●
ISO FIX Baby/Child Seat Attachment System	●
Overhead-Mounted Seat Belt Reminder Lights	●
Safe Approach and Home Safe Lighting	●
Seat Belts: Five, 3-Point Inertia-Reel Belts with Automatic Pretensioners; Front Belts have Height Adjustment	●
Side Impact Air Bags for Driver and Front Passenger (SIPS Bags II™)	●
Side Impact Protection System (SIPS)	●
Whiplash Protection Seating System (WHIPS)	●
INTERIOR:	
Cruise Control	●
Cup Holders in Centre Tunnel Console and Rear Seat Armrest	●
Driver Seat with Manual Tilt, Recline and Adjustable Lumbar Support	●
Electronic Climate Control (ECC)	●
Five Padded Head Restraints	●
Four Reading Lamps	●
Front Centre Armrest	●
Front Door-Panel Storage Pockets	●
Front Seat-Back Storage Pockets	●
Heated Front Seats	●
HU-555 Audio System with AM/FM Stereo, Single In-Dash CD, 100-Watt Amplifier, Six Speakers	●
Illuminated Lockable Glove Box	●
Illuminated Vanity Mirrors in Driver/Front Passenger Sun Visors	●
Interior Cabin Light Delay	●
Luggage Area Light	●
Passenger Seat, Backrest Fast Folding Forward	●
Plush Front and Rear Floor Mats	●
Power Trunk Release	●
Power Windows with Driver Auto Down Feature	●
Rear Seat/Trunk Pass-Through for Long Loads	●
Rear Window Defroster with Automatic Timer	●
Split-Folding Rear Seat	●
Tilt Steering Wheel	●
Two Entry Lights (in Front Door Foot Wells)	●
EXTERIOR:	
Central Power Door Locks with Remote Keyless Entry, Trunk and Fuel Filler Locks	●
Headlights with Washer/Wipers System	●
Outside Temperature Gauge	●
Pollen Filter for Passenger Compartment	●
Power-Adjustable Heated Exterior Rearview Mirrors	●
2-Speed Windshield Wipers with Intermittent Cycle	●

● = Standard



SE PACKAGE



Sophisticated luxury is part of the experience. And by choosing the SE package, you'll further emphasize the elegant appearance of your Volvo.

- Leather-trimmed seating surfaces, Graphite or Taupe
- Power driver's seat
- Wood effect interior trim (Taupe leather)
- Piano black interior trim (Graphite leather)
- Leather-trimmed steering wheel
- Trip computer
- Premium speakers
- Dynamic stability assistance (DSA)
- 16" alloy wheels, GALACTICA, w/215/50/16 tires
- Black Bezel headlamps
- Front fog lights
- Front and rear spoilers
- Colour coordinated body trim

DSA ANTI-SPIN SYSTEM (SE Package)

Volvo's DSA (Dynamic Stability Assistance) system increases driving stability in slippery conditions. If one or both driven wheels start to spin, the engine's torque is restricted instantaneously so that they regain traction. DSA also promotes lateral stability in curves and reduces understeer when you accelerate out of them.

POWER GLASS SUNROOF

Makes the interior feel extra light and airy. Touch a button – and you open or close the sunroof. And if the sun is too strong, you can always close the built-in sunshade.

POWER DRIVER'S SEAT (SE Package)

With the electrically adjustable driver's seat, you can easily set the perfect seating position via the two switches on the side of the seat.



FACTORY-INSTALLED OPTIONS

THE SENSE OF QUALITY AND CARE – AND KNOWING THAT YOU GET THE VOLVO THAT SUITS YOUR LIFESTYLE. YOU'RE WELCOME TO PERSONALIZE YOUR CAR WITH THE OPTIONS THAT BEST MEET YOUR DEMANDS AND DESIRES.



INTEGRATED CHILD BOOSTER SEATS

The rear seat with two integrated booster seats allows children aged between three and ten to sit high enough for the seat belt and head restraint to give proper protection. The booster seats are so easy to fold up and down that the children can do it themselves.

TRIP COMPUTER (SE Package)

Helps you to drive more economically. It shows current and average fuel consumption, how far the fuel will take you, ambient temperature, average speed and distance driven.

PREMIUM SPEAKER SYSTEM (SE Package)

Specially designed for the acoustics in the Volvo S40. With six speakers and a separate 200 W digital amplifier. These high-class speakers feature glass fiber cones, larger coils and more powerful magnets. This provides better transient reproduction, extra high power range and very low distortion – quite simply, even more natural sound.



ACCESSORIES

VOLVO'S ACCESSORIES HELP YOU MAKE YOUR S40 EVEN MORE SUITED TO YOUR PERSONAL NEEDS. THEY ARE THE ONLY ONES THAT HAVE BEEN TESTED TO MEET VOLVO'S EXACTING SAFETY, QUALITY AND ENVIRONMENTAL REQUIREMENTS. YOU CAN ALSO REST ASSURED THEY'RE A PERFECT MATCH TO THE TECHNOLOGY AND DESIGN OF YOUR VOLVO.

FOR DRIVING FREEDOM

Hands free cellular phone adapter kit
PC table
Rear parking assistance
Bag/purse holder
Umbrella holder
Eyeglass holder
Ashtray

FOR YOUR ENTERTAINMENT

Speakers
CD changer

FOR PRECIOUS CARGO

Activity bag
Padded upholstery/For booster seat
Interior child mirror
Centre armrest table
Padded neck cushion

Load bars
Roof-cargo box
Snowboard carrier/
Angled ski rack
Fork mounted bike rack
Bike lift carrier
Sliding ski rack
Canoe/Kayak carrier
Surfboard carrier
Upright bike carrier
Rooftop luggage carrier/Load straps
Trailer hitch
Trailer mirror
Rubber floor trays
Load compartment mat
Rear bumper protector
Side panel net pockets
Cargo net
Bag holder-trunk
Cooler/Hotbox
Load securing straps

FOR YOUR LOOKS

Front fog lights
Sport exhaust
Trunk spoiler
Front sport spoiler
Strut brace
Leather/wood gearshift knob

FOR CARING

Mud flaps
Car cover
Winter tires
Warning triangle
Jumper cables
Engine block heater

INTERIOR SELECTIONS

CHOOSE FROM A NUMBER OF SPECIFICALLY DESIGNED OPTIONS TO CREATE THE INTERIOR THAT BEST SUITS YOU. THEN ENJOY YOUR CREATION EVERY TIME YOU STEP INSIDE.



TAUPE INTERIOR

Taupe/light taupe leather upholstery, leather-trimmed steering wheel, optional simulated wood trim in panels.



Cloth, Taupe/light taupe
(7491)



Leather, Taupe/light taupe
(7990)



Wood effect trim.
SE Package with Taupe Leather



Piano black trim.
SE Package with Graphite Leather



Leather-trimmed steering wheel,
Graphite. SE Package



GRAPHITE INTERIOR

Graphite leather upholstery, leather-trimmed steering wheel with Piano black trim, optional Piano black trim in panels and gear-lever knob.



Cloth, Graphite
(7471)



Leather, Graphite
(7970)



Simulated wood gear-lever knob.
SE Package with Taupe Leather

Piano black gear-lever knob.
SE Package with Graphite Leather



EXTERIOR SELECTIONS

YOU CAN CUSTOMIZE THE LOOK TO SUIT YOUR TASTE AND TEMPERAMENT. CHOOSE FROM A VARIETY OF COLOURS AND EXTERIOR DETAILS. SELECT FROM TWO DIFFERENT WHEEL DESIGNS. EVEN HAVE SPECIALLY DESIGNED HEADLAMPS. DIAL UP THE ELEGANCE OR THE SPORTINESS UNTIL YOU HAVE JUST THE VOLVO S40 THAT HARMONIZES WITH YOU.



6.5x16" GALACTICA 12-spoke alloy wheels
215/50/R16" tires (Included in SE Package).



6x15" STELLAR 10-spoke alloy wheels
195/60/VR15" tires.



Front spoiler with Piano Black inlay.
Included in SE Package.

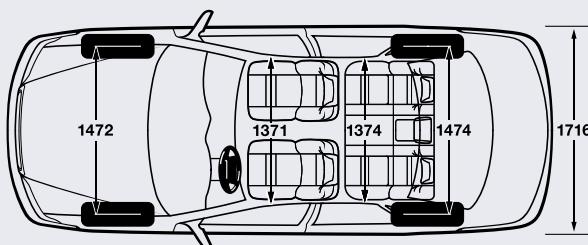
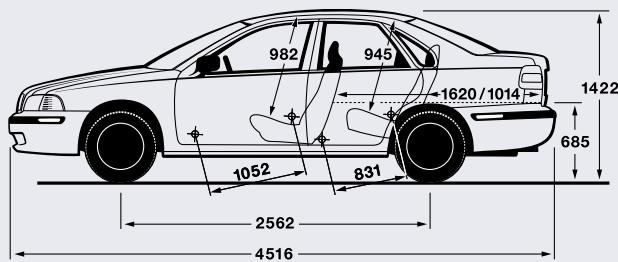


Black Bezel headlamps with chromium
rings. Included in SE Package.

TECHNICAL SPECIFICATIONS

ENGINE:	S40
Horsepower (SAE net)	170 @ 5,500 rpm
Torque (ft./lbs. SAE net)	177 @ 1,800 rpm
TRANSMISSION:	
5-Speed Microprocessor-Controlled Automatic	●
 BRAKES:	
4-Wheel Power-Assisted Disc Brakes with Anti-Lock Braking System (ABS) and Electronic Brake Distribution (EBD)	●
SUSPENSION:	
Front Suspension: MacPherson Strut with Asymmetrically Mounted Coil Springs, Hydraulic Shocks, 19 mm Stabilizer Bar	●
Rear Suspension: Multilink Independent Suspension with Coil Springs, Hydraulic Shocks, 13 mm Stabilizer Bar	●
STEERING:	
Power-Assisted Rack-and-Pinion Steering	●
Turning Circle	10.6
EXTERIOR DIMENSIONS & WEIGHTS:	
Curb Weight	1 255 kg
Fuel Tank Capacity	60 L
Height	1 422 mm
Length	4 541 mm
Towing Capacity	908 kg
Track, Front/Rear	1 472/1 474 mm
Wheelbase	2 562 mm
Width	1 716 mm
INTERIOR DIMENSIONS:	
Headroom, Front/Front with Sunroof	982/955 mm
Headroom, Rear/Rear with Sunroof	945/928 mm
Hiproom, Front/Rear	1 312/1 312 mm
Legroom, Front/Rear	1 052/831 mm
Shoulderroom, Front/Rear	1 371/1 374 mm
Cargo Capacity	13.2 cu. ft.
FUEL ECONOMY (L/100 KM):	
Automatic Trans Highway/City	7.3/10.9

● = Standard





250 Red



329 Silver metallic



343 Atlantic Blue metallic



346 Black Sapphire metallic



357 Terra Grey metallic

PLEASE NOTE: It is not possible to reproduce exact original shades in this brochure. Ask your Volvo retailer to show you samples.

As part of our commitment to the environment, the paper used in this brochure is recycled, and colour choices were printed directly on the page. This eliminates the need for chemically treated colour chips. A small thing perhaps, but then, every little bit helps.



WELCOME TO OUR FAMILY

BEING A VOLVO OWNER IS ABOUT MORE THAN JUST OWNING AN AUTOMOBILE. IT'S ABOUT BEING TREATED IN A CARING, RESPONSIVE AND RESPECTFUL MANNER EVERY TIME YOU INTERACT WITH OUR COMPANY. ALL OF US ARE COMMITTED TO MAKING EVERY ASPECT OF YOUR VOLVO EXPERIENCE A REWARDING ONE. SO AFTER THE NEW CAR SMELL BEGINS TO FADE, YOU'LL STILL BE EXCITED ABOUT OWNING A VOLVO.

CARE
BY VOLVO

VOLVO CAR FINANCIAL SERVICES CANADA

If you purchase or lease your Volvo through Volvo Car Financial Services Canada, you can take advantage of services designed to make financing simple and convenient. Quick Debit, for instance, enables you to have your monthly payment automatically debited from a designated bank account.

CARE BY VOLVO® ON CALL ROADSIDE ASSISTANCE

Our national network of retailers and authorized service providers are ready to assist. Whether you require roadside assistance or maps and routing information for your next trip, – anytime, day or night. Your complimentary four-year membership activates the moment you become a Volvo owner.

VOLVO NEW CAR WARRANTY

Your new car warranty provides comprehensive coverage for four years or 80,000 kilometres, whichever occurs first. Additional warranties cover corrosion, seat belts, the supplemental restraint system, emission systems, genuine Volvo replacement parts and genuine Volvo accessories. Should you encounter any problem with your Volvo, simply contact the nearest retailer for assistance. Where your warranty ends, Volvo Increased Protection (VIP) plans begin. To purchase the additional protection of a VIP plan, contact your local retailer.

KEEP IN TOUCH. These are just a few of the added benefits you'll enjoy as a Volvo owner. If you'd like to find out more about the world behind Care by Volvo, the story continues at www.volvocanada.com. Alternatively you can contact your local Volvo retailer or request relevant booklets.

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