



VOLVO V50



Unconventional wisdom, beautifully applied.

Strange as it sounds, creating the V50 Sportswagon started with some rather unexpected matchmaking. Unlikely couples such as athletics and aesthetics, functionality and form and subtlety and power were introduced and with more than a little encouragement, these relationships blossomed into something truly unique – a car that leads the way through the beautiful application of unconventional wisdom.

It could be said that what you see before you is the result of instincts being followed. Isn't it time you did the same?

Volvo. for life

Please note: This brochure provides a brief introduction. Some of the information may be incorrect due to possible product changes since printing. Some of the images may be of models and equipment not available in all markets. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice; to prices, colours, materials, specifications and models.





Monday is the new Friday.

Something happens when you climb into a Volvo V50 Sports-wagon. An indefinable sharpening of the senses. Almost like you know that you're about to experience something new – something special.

With more than a hint of sport and a healthy dose of pure fun, this car simply, stylishly and emphatically mirrors the versatility of modern life – your life.

So as you pull away, what you've been feeling will suddenly become clear. It's Monday morning. But somehow, it feels like the weekend is already here.



The joyous results of one-track thinking.

There is only one seating position in a Volvo V50 Sportswagon – comfortable. In the same way, every item of equipment has one common characteristic – intelligence. And how did we achieve this? By only thinking of one thing when we designed it – you. Isn't it wonderful how such one-track thinking can lead to such joyous results?





When was the last time you felt music?

There is one sure way to transform a journey into an event – add some good music. If you can do this through a system that leads the way in audio excellence, all the better.

Volvo's Dynaudio Premium Sound system* delivers a seriously moving aural experience. It features a new digital class D amplifier, 12 loudspeakers from renowned Danish sound specialist Dynaudio, Dolby® Pro Logic® II surround sound and is fully compatible with your iPod® or MP3 player. We could say more but in this case, we'll let the music do the talking.

*Included in the optional Technology Package, N/A 2.4i

DYNAUDIO
AUTHENTIC FIDELITY

Space for pretty much everything - except stereotypes

Remember a time when driving a wagon was something many people did with reluctance? How the times have changed. From tip to tail, this car is programmed to serve, built to perform and designed to protect. Within the cabin, there is space for laughter, music, fun and much more. In its choices of paintwork and intuitive features you'll find ample opportunities to express your personality. The only thing we haven't left room for is outdated stereotypes – and just like us, we're sure you'd rather leave those behind.





When your day changes fast, make sure you keep up.



With its extra wide tailgate and numerous seating configurations, the Volvo V50 Sportswagon accommodates cargo, friends and any combination of the two with consummate ease. Thanks to smart design and ergonomics with a human touch, your luggage is always carried securely without compromising rear seat passenger safety and comfort. Just load up and let everyone enjoy the ride.

Intelligent engine design starts with ditching the rear view mirror.

The engines available in the Volvo V50, whether your choice is the naturally aspirated 2.4i or the turbo-charged T5, offer the security of instant response and make efficient use of every drop of fuel, thanks to low-friction engine technology and modern management systems.





Why hold when you can hug?

It's hard not to smile when you're experiencing the ride in a V50 Sportwagon. Perhaps its irresistibility comes from the fact it exhilarates as effectively as it accelerates? What is beyond doubt is the fact that the application of features such as Dynamic Stability and Traction Control (DSTC), electro-hydraulic steering and a torsionally stiff body unite adrenalin with safety. Not to mention a rather thrilling fusion of performance and control. The result is a better relationship between you, your car and the road. Hardly a surprise, considering your V50 Sportwagon is hugging it rather than holding it.

Peace of mind, 24-7.

Starting with theft-protected door locks and an electronic immobilizer, this car is a thief's worst nightmare.

When approaching the car at night, you can light up the interior and the car's immediate surroundings at the touch of a button and with optional keyless drive*, just step into your Volvo and drive away without removing the key from your pocket. Looking for peace of mind? You'll find it here.

*Included in the optional Technology Package, N/A 2.4i



WE INNOVATE FOR LIFE.

For decades, we've created cars that encourage people to enjoy life and help protect it in the event of an accident. Many of the most important car safety innovations are the hallmark of Volvo, and hundreds of thousands of people all over the world can say they're still alive thanks to Volvo ingenuity.

This is not by coincidence. Our founders stated that safety is, and shall always be, at the heart of what we do. As a result, Volvo is recognized the world over for our passion and dedication to provide the safest cars on the road.

The protective character of Volvo also encompasses the world we share. Already in 1972, Volvo was the first car manufacturer to acknowledge and actively respond to the environmental impact of cars. In fact, we invented the three-way catalytic converter, and are constantly innovating to reduce the environmental impact of the cars we make and how we make them.

Of course, choosing a Volvo will always be something you do for both yourself and the people around you – because our cars will always consider the well-being of everyone. Even if those people happen to be outside your car or are part of future generations.

Find more innovations at volvocanada.com



"Cars are driven by people. Therefore, the guiding principle behind everything we make at Volvo is – and must remain – safety."

Assar Gabrielsson and Gustaf Larson, founders of Volvo

CITY SAFETY COLLISION AVOIDANCE TECHNOLOGY

In 2008, Volvo Cars introduced the new XC60 with City Safety – the world's first standard-fit active collision avoidance and mitigation technology active at speeds up to 30 km/h. Helping to lower the risk of low-speed collisions and whiplash injury, City Safety is a major step toward safer urban driving. At the moment, City Safety is only available in the Volvo XC60.

THE THREE-WAY CATALYTIC CONVERTER

In 1976, Volvo Cars was the first car manufacturer to introduce the three-way catalytic converter with an oxygen sensor for exhaust emission control. Today virtually all gasoline-powered cars are equipped with this ingenious component – just as indispensable for the environment as the three-point safety belt is for safety.

THE THREE-POINT SAFETY BELT

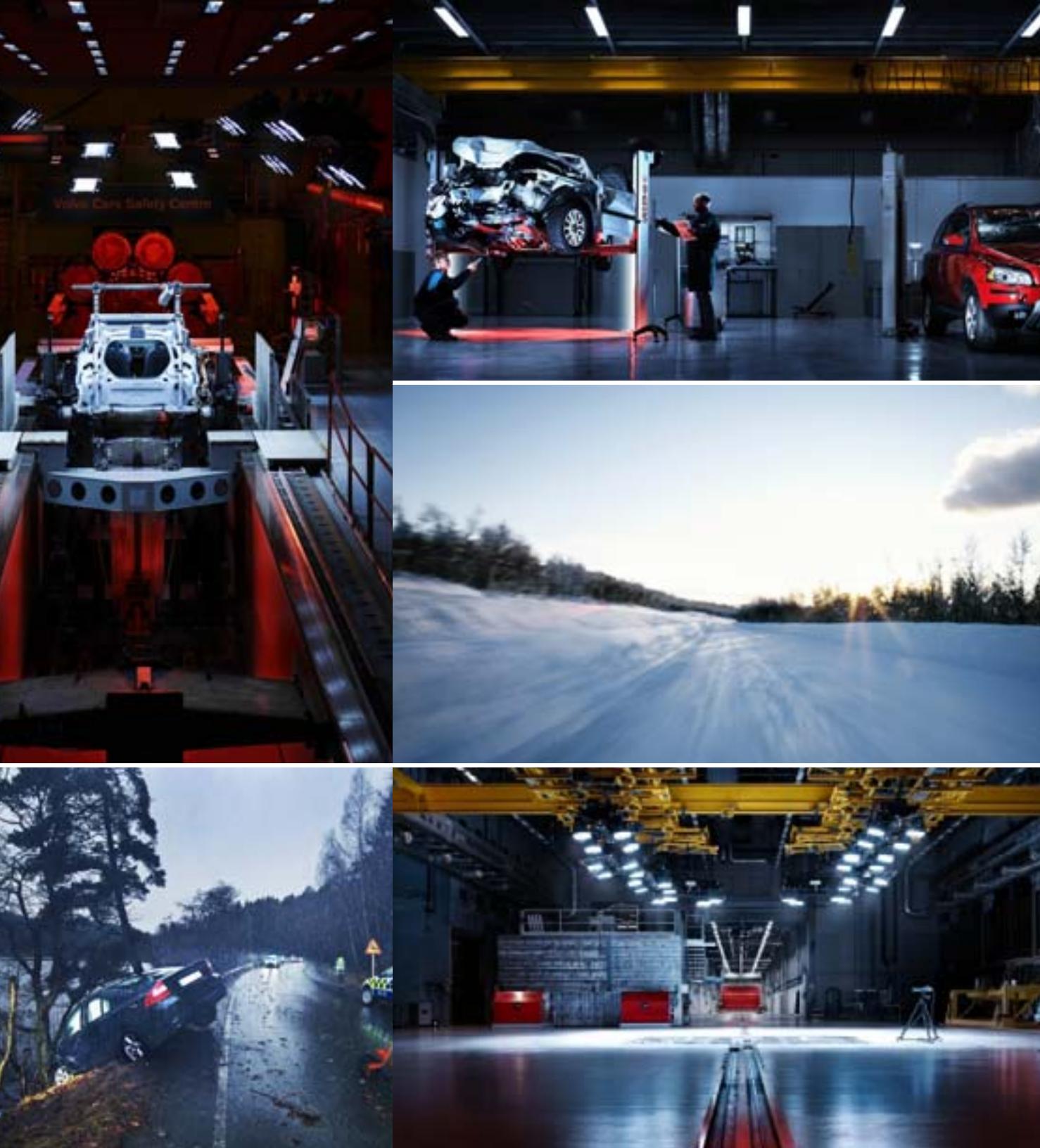
In 1959, Nils Bohlin, a Volvo safety engineer, invented the three-point safety belt. So important is this invention, it is considered to be one of the most life-saving technical innovations in the history of mankind.

VOLVO SAFETY TECHNOLOGY. BECAUSE PEOPLE ARE ONLY HUMAN.

Cars are driven by people. That's why all our safety research and development continues to investigate the capabilities, limitations and tendencies of human nature. This people-centric research is always based on real situations – and with the vision to create cars that do not crash.

To help you avoid accidents while maintaining the fun of driving, Volvo safety technologies are designed to support the driver in various situations without unnecessary interference. All these intelligent technologies share information and interact with split-second precision. Today, a new Volvo can "read" actual situations and provide optimal support and protection for example, by sensing normal driving patterns or panic situations and by taking protective action before, during and after a collision. Still, technology can never take the responsibility away from you, the driver. Final decisions are always in your hands. But if these technologies help make you more alert and relaxed, they will also contribute to the overall safety of those in and around your Volvo.

Read more about our safety research at volvocanada.com



VOLVO ACCIDENT RESEARCH TEAM

Since 1970, Volvo's Accident Research Team has investigated accidents involving Volvo cars on Swedish roads. Today, our own statistical database contains over 36,000 accidents with more than 6,000 occupants. In addition to studies on the scene of the accident, our researchers also investigate what happened before the crash to understand how to improve the driver's conditions to avoid a collision. These findings give us unique knowledge that guides us in creating technology that helps prevent or mitigate accidents and – if an accident can't be avoided – to help protect the occupants.

VOLVO CARS SAFETY CENTRE

Based on the findings from our accident research, we can recreate a variety of real-life traffic situations and crashes. Beyond numerous virtual crash tests in super-computers, we perform around 400 crash tests each year. We crash test car-to-car at different speeds and from different angles. We perform front impacts, rear impacts, side impacts and roll-over tests and test cars off-roads as well as against genuine Swedish granite rock-face – we can even simulate impacts with wild animals.

IF YOU MAKE IT HERE, YOU MAKE IT ANYWHERE

Other car manufacturers come to Sweden for final car testing under harsh and capricious conditions. For us it's home. Our own proving ground Hällered with its 55 km of test tracks includes different road types from all over the world. Here we scrutinize our cars' ability to support their drivers in all imaginable and unimaginable situations during thousands of test miles – not to mention the distances driven on ordinary Swedish roads.

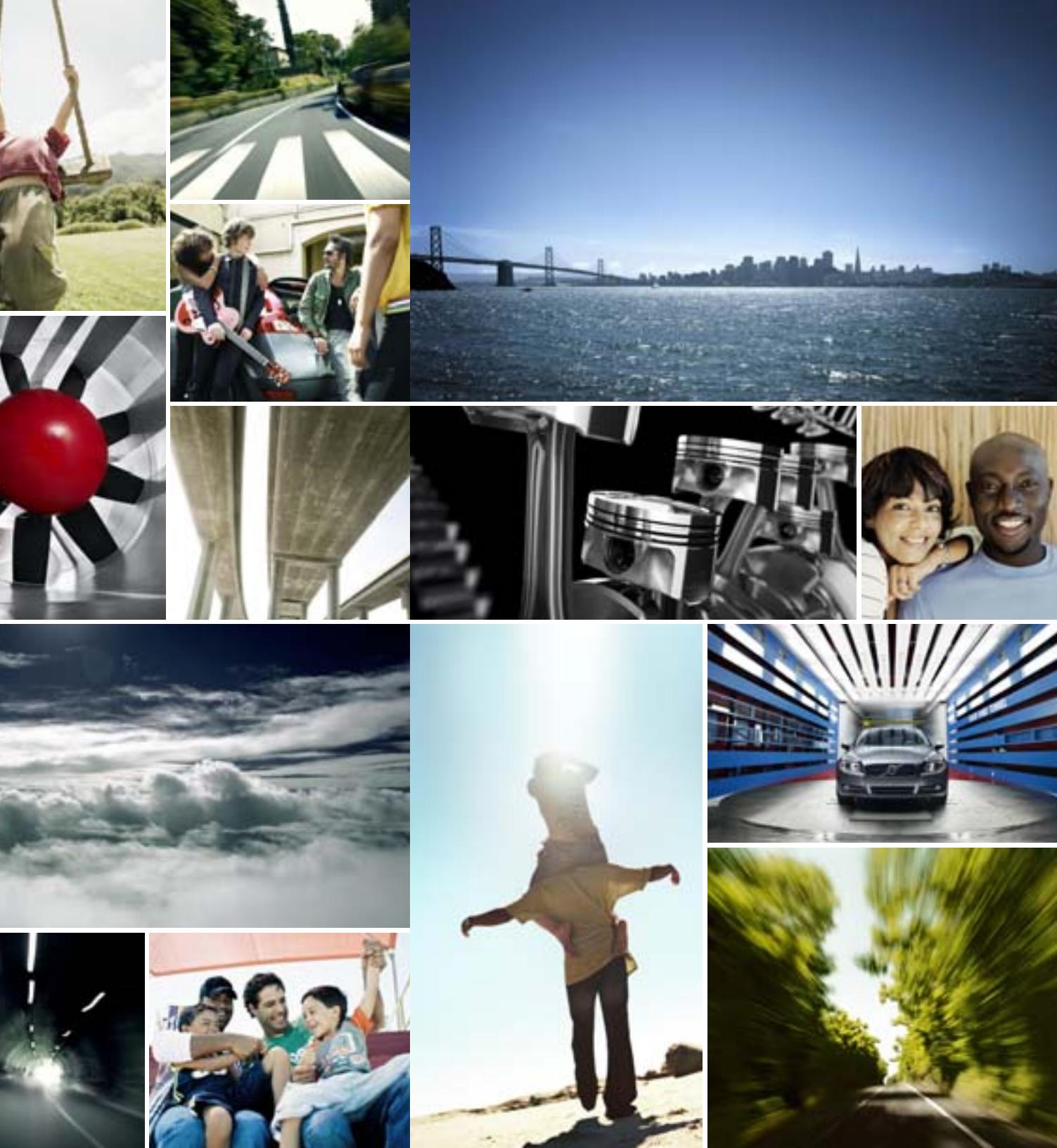
TOWARDS A FUTURE WHERE CARS DON'T CRASH

We already know what we want to achieve: no accidents. By applying a holistic approach which considers the driver and the vehicle as well as the infrastructure, we can realize a future where cars interact with other cars, the road and the traffic-control systems. For example, this includes cars that can brake and steer automatically, if needed. This makes it possible to design cars in completely new ways to protect and preserve life.



IS DOING FOR THE ENVIRONMENT WHAT THE SAFETY BELT DOES FOR PEOPLE.

Looking after people and the environment is an indispensable part of the Volvo soul. For more than 80 years we've been driven by a passion for safety. We are environmental pioneers in the car industry, and have always employed a healthy respect for our limited resources and environmental responsibilities. Consequently, we aim to create new solutions that help halt climate change and improve the environment – both inside and outside the car. Our goal is crystal clear: to build cars that leave a minimal impact on the environment. We don't think that there is just one way to tackle the environmental issues. We think there are many solutions and we must explore all the options. That's why we're developing new eco-technologies. **DRIVE captures all our environmental work – from production to recycling – and represents our commitment and continued efforts for sustainable mobility.**



MOTION

We must minimize the emissions of fossil CO₂ (which leads to climate change) and increase the energy efficiency of our cars. **Continuous improvements** within aerodynamics, rolling resistance, lightweight materials and drive train technology help us lower fuel consumption. In our new **Hybrid technology centre** in Göteborg, we are developing the next generation powertrain for future Volvo.

INSIDE

If you drive 10 000 miles a year, you spend at least 24 hours a month in your car. We also know that more and more people are suffering from asthma and allergies. To ensure a healthy interior for you and your passengers, we test upholsteries and interiors in the **Volvo Environmental Laboratory** in Sweden. All upholstery materials and interior textiles also comply with **Oeko-Tex Standard 100** – an international benchmark for human ecological safety of textiles. All **leathers are chromium-free** – they're tanned using vegetable or synthetic substances instead of chromium. What's more, some plastics are **Forest Stewardship Council (FSC) certified** to ensure the wood comes from responsibly managed forests.

LIFECYCLE

Already from the early stages of conception we've considered our car's environmental impact: from design and manufacturing to useful life and recycling. For example, we've seen to it that our factories are powered by wind and hydro power and use energy and water responsibly. Our production facilities are certified under the **global environmental standard ISO 14001**, and we make sure that all our major suppliers meet our strict environmental standards. At the end of its useful life, every Volvo is designed to be **85% recyclable**. We also offer **re-manufactured exchange parts** which substantially reduces the need for raw materials and energy.

WHAT'S IN IT FOR YOU?

We are committed to creating cars that contribute to a better life – be it inside or outside the vehicle. Utilizing advanced technology, your Volvo is designed to use fuel efficiently and reduce its impact on the environment. This caring attitude continues inside your Volvo. Here you and your passengers can experience one of the automotive industry's cleanest and healthiest cabin environments. It's as enjoyable as it's responsible. Just as you would expect of a Volvo.



FUEL-SAVING DESIGN.

To reduce energy-loss from wind and roll resistance, we utilize advanced aerodynamic design, light-weight materials and low-friction technology. Together with state-of-the-art engine technology, this lowers your CO₂ emissions and helps you travel further on less fuel.

SAFER INTERIOR MATERIALS.

All our upholsteries and interior textiles are tested for certain allergy-inducing or harmful substances and comply with Oeko-Tex Standard 100. And several interior metal details are tested with regard to contact allergies. Good for you, and for anyone who shares your ride.

85% RECYCLABLE.

To help minimize its total environmental impact, every Volvo is designed to facilitate recovery and recycling at the end of its useful life.

FRESH CABIN AIR.

Continuously monitoring incoming air and shutting out carbon monoxide, ground-level ozone and nitrogen dioxide, Volvo's Interior Air Quality System helps ensure that the air you breathe in the car is cleaner than that outside when driving in heavy city traffic.

STANDARD FEATURES

	2.4i	2.4i Prem	2.4i R	T5 AWD	T5 AWD R
SAFETY AND SECURITY					
"Home Safe" lighting	●	●	●	●	●
Anti-submarine seats	●	●	●	●	●
Approach lighting	●	●	●	●	●
Automatic re-locking	●	●	●	●	●
Blind spot information system (BLIS)	N/A	P	P	●	●
Collapsible steering column	●	●	●	●	●
Daytime running lights	●	●	●	●	●
Dynamic Stability and Traction Control System (DSTC)	●	●	●	●	●
Electronic key integrated remote	●	●	●	●	●
Fail-safe engine mountings	●	●	●	●	●
Five head restraints (centre-rear is adjustable)	●	●	●	●	●
Force-limiters front seat belts	●	●	●	●	●
Fuel filler door lock	●	●	●	●	●
Illuminated side marker lights	●	●	●	●	●
Immobilizer	●	●	●	●	●
Inflatable Curtain (IC)	●	●	●	●	●
ISO-FIX rear seat	●	●	●	●	●
Mechanical child lock, rear doors	●	●	●	●	●
Multi-stage airbag, driver and passenger with knee pad	●	●	●	●	●
Occupant sensor, passenger side	●	●	●	●	●
Pedestrian protection	●	●	●	●	●
Pyrotechnic pretensioners outboard seating position (4)	●	●	●	●	●
Safety cage passenger compartment	●	●	●	●	●
Side Impact Protection System (SIPS)	●	●	●	●	●
SIPS front seat mounted side airbags	●	●	●	●	●
Three-point seat belts (5)	●	●	●	●	●
Volvo Guard Alarm	N/A	●	●	●	●
Whiplash Protection System (WHIPS) front seats	●	●	●	●	●
EXTERIOR					
6.5x16" Steel wheel 205/55/16 (A/S)	●	N/A	N/A	N/A	N/A
6.5x16" Ceryx alloy wheel 205/55/16 (A/S)	N/A	●	N/A	N/A	N/A
7x17" Serapis alloy wheel 205/50/17 (A/S)	N/A	N/A	●	N/A	●
7x17" Spartacus alloy wheel 205/50/17 (A/S)	N/A	○	N/A	N/A	N/A
7x17" Zaurak DC alloy wheel 205/50/17 (A/S)	N/A	N/A	N/A	●	N/A
"Eggcrate" grille	●	●	●	●	●
Active Bending Lights (ABL)	N/A	N/A	P	P	P
Chromed mirror caps	N/A	N/A	●	N/A	●
Colour coordinated door mouldings	●	●	●	●	●
Front foglights	N/A	●	●	●	●
Headlight washers	N/A	●	●	●	●
Heated power side view mirrors	●	●	●	●	●
Power tilt and sliding electric glass sunroof with sunshade	N/A	●	●	●	●
Projector-style halogen headlamps	N/A	●	●	●	●
R-DESIGN emblems	N/A	N/A	●	N/A	●
Rear foglight	●	●	●	●	●
Rear spoiler	N/A	N/A	●	N/A	●
Roof rails	N/A	N/A	N/A	N/A	N/A
Side direction indicators in side view mirrors	●	●	●	●	●
Tinted glass	●	●	●	●	●

	2.4i	2.4i Prem	2.4i R	T5 AWD	T5 AWD R
INTERIOR					
3-spoke leather steering wheel	N/A	●	●	●	●
Aluminium inlays	N/A	●	●	●	●
Dynamic T-Tec upholstery	●	●	●	N/A	N/A
Foldable 60/40 split rear seat	●	●	●	●	●
Heated front seats	N/A	●	●	●	●
Height adjustable/foldable passenger seat with lumbar support	N/A	N/A	●	●	●
Integrated child booster seats	○	○	○	○	○
Leather shift knob	N/A	●	N/A	●	N/A
Leather shift knob with aluminum inlays	N/A	●	N/A	●	N/A
Leather upholstery	N/A	○	○	●	○
Mechanical passenger seat	●	N/A	N/A	N/A	N/A
Mechanical, height adjustable driver seat with lumbar support	●	N/A	N/A	N/A	N/A
Memory for driver seat	N/A	●	●	●	●
Power driver seat	N/A	●	●	●	●
Power passenger seat	N/A	●	●	●	●
Sport Aluminum inlays	N/A	N/A	●	N/A	●
Sport dials	N/A	N/A	●	N/A	●
Sport pedals	N/A	N/A	●	N/A	●
Ultra-slim center console	●	●	●	●	●
In-dash single CD player	●	●	●	●	●
In-dash 6 CD player	N/A	○	○	○	○
Performance sound system 6 speakers, 4x20 amplifier	●	N/A	N/A	N/A	N/A
High Performance sound system 8 speakers, 4x40 amplifier	N/A	●	●	●	●
Premium sound system 12 speakers, 5x130 amplifier, Dolby® Pro Logic® II	N/A	P	P	P	P
Sirius Satellite Radio	N/A	●	●	●	●
Auxiliary Audio Input	●	●	●	●	●
12V outlet	●	●	●	●	●
Auto dimming rear view mirror with compass	N/A	●	●	●	●
Bluetooth®	N/A	●	●	●	●
Cargo cover	N/A	●	●	●	●
Cruise control	●	●	●	●	●
Dual-Zone Electronic Climate Control (ECC)	N/A	●	●	●	●
Front and rear reading lamps	●	●	●	●	●
Front door storage	●	●	●	●	●
Front seat back storage pockets	●	●	●	●	●
Front/Rear armrest	●	●	●	●	●
Front/Rear cupholders	●	●	●	●	●
Homelink®	N/A	●	●	●	●
Illuminated vanity mirrors in driver's and front passenger's sun visors	N/A	●	●	●	●
Illuminated, lockable glove box	●	●	●	●	●
Infrared rain-sensing automatic windshield wipers	N/A	●	●	●	●
Interior cabin light delay	●	●	●	●	●
Keyless Drive	N/A	P	P	P	P
Luxury floormat set	N/A	●	●	●	●
Manual Climate Control	●	N/A	N/A	N/A	N/A
Outside temperature gauge	●	●	●	●	●



PACKAGES

	2.4i	2.4i Prem	2.4i R	T5 AWD	T5 AWD R
Power heated side view mirrors	●	●	●	●	●
Power windows with auto up/down on all positions	●	●	●	●	●
Rear-window defroster with automatic timer	●	●	●	●	●
Steering wheel audio controls	N/A	●	●	●	●
Tilt and telescopic steering wheel	●	●	●	●	●
Trip computer	N/A	●	●	●	●
Two-speed flat-blade windshield wipers with intermittent cycle	●	●	●	●	●
Volvo Navigation System (VNS)	N/A	N/A	N/A	P	P



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SIRIUS

SATELLITE RADIO

TECHNOLOGY PACKAGE 2.4i PREMIUM

- BLIS
- Keyless Drive
- Premium Sound, Dolby® ProLogic® II, 12 speakers, 5x130W amplifier

TECHNOLOGY PACKAGE 2.4i R-DESIGN

- BLIS
- Keyless Drive
- Premium Sound, Dolby® ProLogic® II, 12 speakers, 5x130W amplifier

TECHNOLOGY PACKAGE T5 AWD AND T5 AWD R-DESIGN

- HDD Navigation System with Real Time Traffic, Remote Control and Map Update
- Keyless Drive
- Premium Sound, Dolby® ProLogic® II, 12 speakers, 5x130W amplifier

FACTORY OPTIONS

	2.4i	2.4i Prem	2.4i R	T5 AWD	T5 AWD R
In-dash 6 CD (deletes USB port)	N/A	○	○	○	○
Integrated booster seats	○	○	○	○	○
Leather seating surfaces	N/A	○	○	N/A	N/A
Metallic paint	N/A	○	○	N/A	N/A
7x17" Spartacus alloy wheels	N/A	○	N/A	N/A	N/A

● = Standard Equipment N/A = Not Available P = Option Package ○ = Stand Alone Option A = Accessory

COLOUR YOUR VOLVO. When it comes to the appearance of your Volvo, the choice of exterior colour, wheels and other styling items are probably your most important design decisions. For more exterior styling options and to build your new Volvo online, please visit www.volvo.ca



426 Silver metallic*
(Standard T5 AWD, optional 2.4i Premium)



612 Passion Red
(Not available 2.4i)



614 Ice White
(Only 2.4i)



466 Barents Blue metallic*
(Standard T5 AWD, optional 2.4i Premium)



490 Chameleon Blue metallic*
(shifts from blue to gold or transparent effect depending on light)
(Standard T5 AWD, optional 2.4i Premium)



492 Savile Grey metallic*
(Standard T5 AWD, optional 2.4i Premium)



476 Brilliant Blue metallic*
(Standard T5 AWD R-DESIGN, optional 2.4i R-DESIGN)



477 Electric Silver metallic*
(sparkling metallic, shifts from silver to blue effect depending on light)
(Standard T5 AWD R-DESIGN, optional 2.4i R-DESIGN)

Inscription



452 Black Sapphire metallic*
(Standard T5 AWD, optional 2.4i Premium)



019 Black Stone
(Only 2.4i)

EXTERIOR STYLING. Want more sport? There are a number of specially designed retailer installed styling options to further emphasize the dynamic spirit of the Volvo V50.



Ceryx 6.5x16", Silver Stone
(Standard 2.4i Premium)



Serapis 7x17", Silver Bright
(Standard 2.4i and T5 R-DESIGN)



Spartacus 7x17", Silver Bright
(Optional 2.4i Premium)



Zauaik 7x17", Chromed
(Standard T5 AWD)



*Metallic paint is an option.

Please note: It is not possible to reproduce exact original shades in printed matter. Please ask your dealer to show you samples.

INTERIOR DESIGN



Dalarö T-Tec textile Graphite in Graphite interior (5C77)
Nordic Light Oak centre console and door panel inserts.
(Standard 2.4i, N/A T5 AWD)



Leather Graphite in Graphite interior (5D77)
Aluminum centre console and door panel inserts.
(Standard T5 AWD and optional 2.4i Premium)



Dalarö, T-Tec/textile, Quartz in Graphite interior 5C71
Aluminium centre stack and door panel inserts.
(Standard 2.4i, N/A T5 AWD)



Leather, Quartz in Graphite interior 5D71
Nordic Light Oak centre stack and door panel inserts.
(Standard T5 AWD and optional 2.4i Premium)



Leather-clad steering wheel



Leather-clad gear knob with
aluminum inlay, manual

Leather-clad gear knob with
aluminum inlay, Geartronic



Aluminum centre stack and
door panel inlays

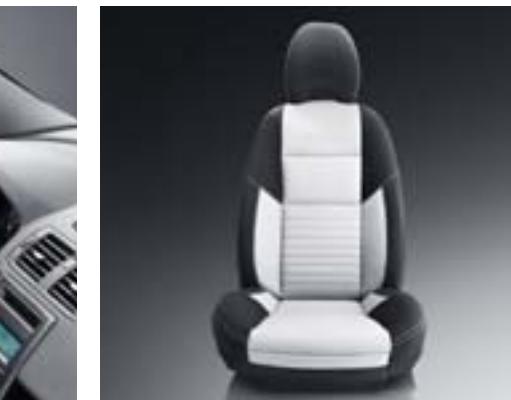


Nordic Light Oak centre stack and door panel inlays.

INTERIOR DESIGN T5 R-DESIGN



R-DESIGN leather/Flextec upholstery, Graphite/Cream Leather in Offblack interior (5F7K)
(Standard T5 R-DESIGN and 2.4i R-DESIGN)



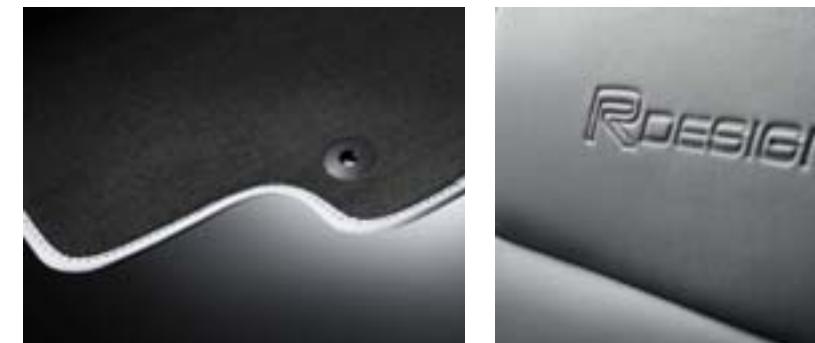
R-DESIGN aluminum sport seat with integrated headrests.



R-DESIGN aluminum sport gear knob with aluminum inlay.



R-DESIGN aluminum sport pedals.



R-DESIGN Offblack textile floor mats with Calcite
edging.



R-DESIGN embossing in the front seats.

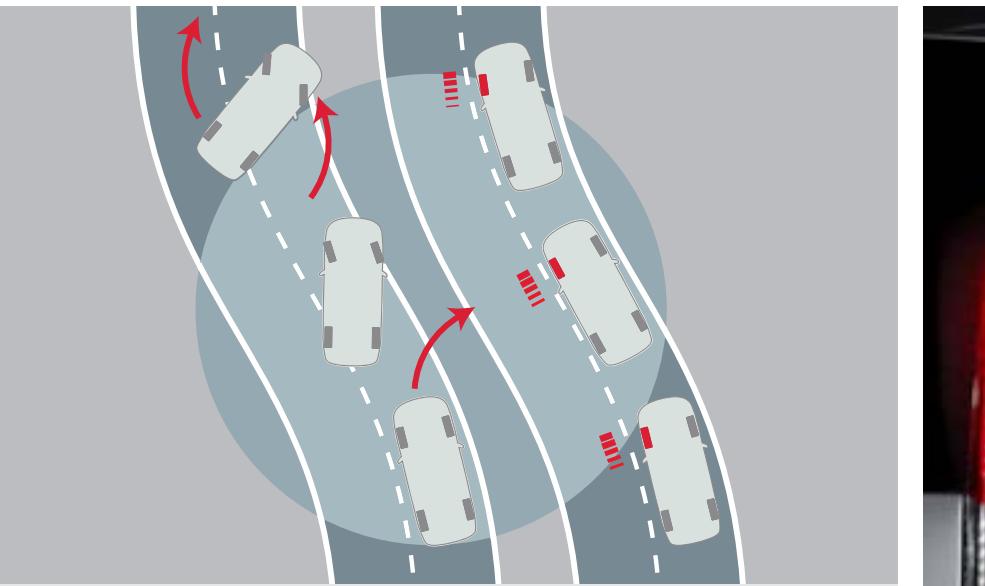


R-DESIGN sports steering wheel with aluminum inlays and R-DESIGN blue-faced instruments.

SAFETY

At the core of every car we make, state-of-the-art technology helps support the driver and protect the occupants. And to further enhance the Volvo safety experience, there's a range of supplementary safety technology – for more performance and peace of mind.

SAFETY Preventive



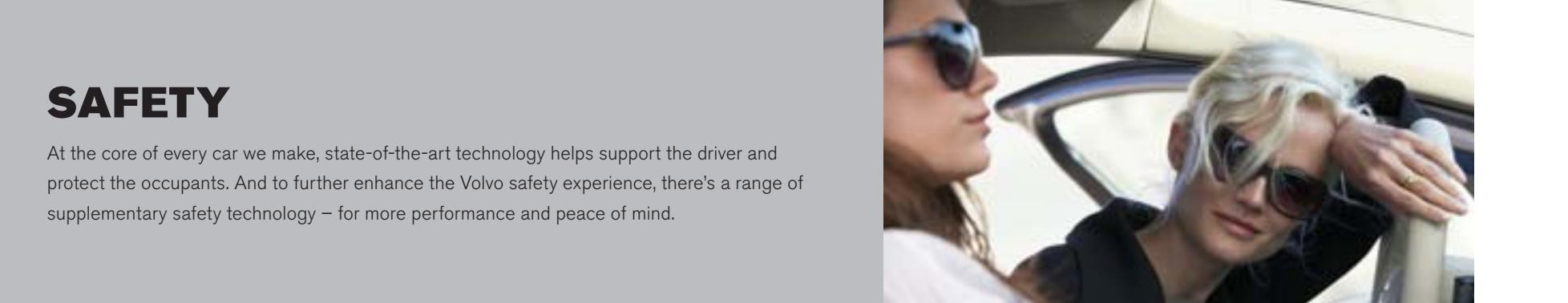
Dynamic Stability and Traction Control (DSTC)

By helping prevent fishtails, spinouts, and rollovers, stability control technology like DSTC has been described as one of the most vital safety advances of the past decade. DSTC is able to detect a potential skid and help counteract this by reducing the engine's power output, or braking on one or more wheels.



Adaptive brake light

Active at speeds above 50 km/h, the adaptive brake light can sense the difference between normal and panic braking. If it is a panic situation, all the brake lights will flash at a rate of four times per second. Once your speed slows to below 30 km/h, the lights stop flashing and hazard lights flash instead. Using LED technology that needs less time to light up than regular bulbs, traffic behind you can react sooner.



SAFETY Preventive



Intelligent Driver Information System (IDIS)

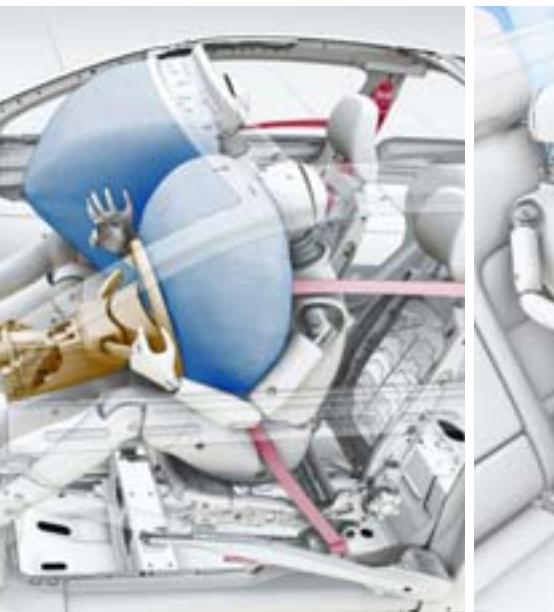
To help avoid distractions during critical driving situations, IDIS constantly analyzes your driving and will delay secondary information from the car or one of its onboard systems when it detects intense steering, braking or acceleration. As soon as things calm down, the phone call or the delayed information is presented.



Active Bending Lights (ABL)

In addition to improving illumination using Dual Xenon light technology, the Active Bending Lights give a boost to your vision around bends at night. Controlled by microprocessor, the motorized lamps turn up to 15 degrees in either direction when driving – reliably lighting up your chosen path. A light sensor disengages the adaptive function during daylight to extend its life span.

SAFETY Protective



Restraint technologies

In a collision, Volvo's restraint technologies interact to help reduce the impact. The **safety belts with pretensioners** activate within a few thousandths of a second in the event of a collision and tighten the belt to help keep the occupants securely restrained. The front seat safety belts then release a little so that the driver and passenger are cushioned by the airbags in a controlled manner. Helping to optimize protection, the **dual-stage airbags** adapt the level of inflation depending on the force of the collision. The driver's airbag also interacts with the deformation of the collapsible steering column. **Side airbags** in the front seats help reduce the risk of serious injuries in a side collision. The **Inflatable Curtain (IC)** helps protect the heads of both front and rearward occupants. It also stays inflated for some seconds to provide prolonged protection for subsequent impacts.

SAFETY Protective



In a rear impact the rear deformation zones will help absorb crash energy. The fuel tank is designed to remain well protected in front of the rear axle. The head restraints help protect the neck and spine, and Volvo's unique Whiplash Protection System (WHIPS) cradles the front seat occupants in a controlled manner to help prevent whiplash injuries.

In a side impact Volvo's unique Side Impact Protection System (SIPS) helps distribute the crash forces across the car's body, away from the occupants. The side airbags in the front seats help protect the chest and hip, while the Inflatable Curtain (IC) adds head protection.

In a roll-over the robust safety cage and the reinforced roof structure together with the safety belts and belt pre-tensioners will help protect the occupants. The side airbags in the front seats help protect the chest and hip, while the Inflatable Curtain (IC) adds head protection.

In a frontal collision the patented frontal structure will yield to help absorb and disperse crash energy. The compact power train is designed to help optimize deformation. Inside the car, safety belts interact with the collapsible steering column and dual-stage airbags to help keep the occupants out of harm's way.

In a Volvo, safety is about interaction. Because it's not the number of safety features that determines how safe a car is. It's how well they seamlessly interact to help keep the occupants out of harm's way.

Energy-absorbing frontal structure

Volvo's patented frontal structure is built with several types of steel to allow optimal deformation – outer layers are more yielding, while steel closer to the cabin is more resilient. This structure helps absorb the impact of a collision before it reaches the occupants. The compact power train is designed to help optimize deformation. The unique geometry of the frontal structure and longitudinal steel struts in the doors help disperse crash energy away from the front to the rear of the car, further helping to reduce the strain on the occupants. A steel strut under the dashboard helps prevent components in the engine bay from intruding into the cabin. This also helps protect legs and feet.

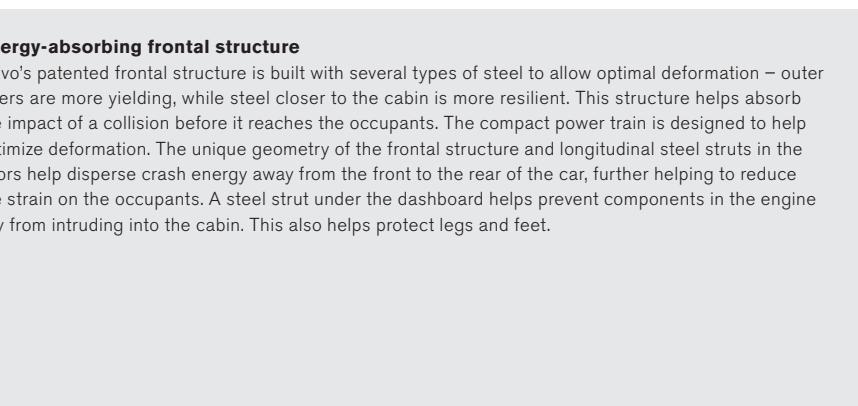
Side Impact Protection System (SIPS)

SIPS is a Volvo unique safety system that has been developed to help protect where occupants are most exposed to the crash forces. The steel framework of the car – including the front seats – is designed and reinforced to help displace the impact of a side-collision away from the occupants to other parts of the car body and help prevent intrusion into the cabin. The side structure is extremely strong to help withstand a severe side impact – even with a larger vehicle. The Inflatable Curtain (IC) for all the outboard occupants and the front seat side airbags interact to help provide further protection.

Whiplash Protection System (WHIPS)

Integrated in the front seats, Volvo's WHIPS cradles the occupant to help reduce the risk of whiplash injury (one of the most common types of traffic injury and often the result of a low-speed rear impact collision). The function is activated by a collision of sufficient force from behind. Independent research has shown that WHIPS is one of the most effective systems in the world and can reduce the risk of long-term invalidity by 50%.

SAFETY Security



Approach and Home Safe Lighting

Activated with the remote control, Approach Lighting provides a warm reception at dark night. This consists of interior and side lights – ground lighting too, if you choose it. Home Safe Lighting is activated with the headlight stalk as you leave the car and it provides a similar courtesy when exiting your car. This feature includes a dipped beam from the headlight to accompany you to your door.



Power retractable door mirrors with ground lighting

At the touch of a button, the door mirrors can be folded flat against the car where they are less likely to get damaged after you've parked. They also fold out automatically every time you lock or unlock the car. The integrated ground lighting is activated with the remote control. Beyond enhancing security to and from your car at night, this is also convenient when getting in and out.

HomeLink®
With buttons integrated in the sun visor, HomeLink® allows you to operate remote controlled home appliances – such as garage door, home alarm and exterior lighting – without leaving the car.

HomeLink is a registered trademark of Johnson Controls Technology Company.

COMFORT

A Volvo is always designed for more than one. Our technology aims to enhance the feel-good factor for everybody with the privilege of riding in a Volvo. And to further improve comfort and convenience, there's a range of clever equipment – customized for your Volvo and the people inside it.



COMFORT Seats



Power front seats

Find your perfect driving position with push-button ease. The driver's seat also incorporates a memory function that stores three separate seat settings connected to a specific remote control – a feature that's appreciated when the car has several drivers.

COMFORT Climate



Power glass sunroof

This makes the interior feel extra light and airy. It opens and closes at the touch of a button. If the sun is too strong, just close the built-in sun screen. The sunroof can also be closed together with the side windows using the central locking remote control.

Electronic Climate Control (ECC)

ECC ensures you and your passengers always enjoy a pleasant in-car climate. It maintains the set temperature inside the car however much the temperature outside changes, or the sun shines in. The driver and front-seat passenger can set the temperature individually for each side.

Interior Air Quality System (IAQS)

Volvo's IAQS continuously monitors incoming air and will, if necessary, temporarily close external air vents to shut out carbon monoxide, ground-level ozone and nitrogen dioxide. Meanwhile, an active carbon filter protects the occupants from other harmful gases and unpleasant odours. This helps to ensure that the air you breathe in the car is cleaner than that outside when driving in heavy city traffic and tunnels.



COMFORT Storage



Sun screens*

Easily attached to the rear door and cargo compartment windows, these help reduce the heat and glare of direct sunlight. Simply remove when they're not needed.

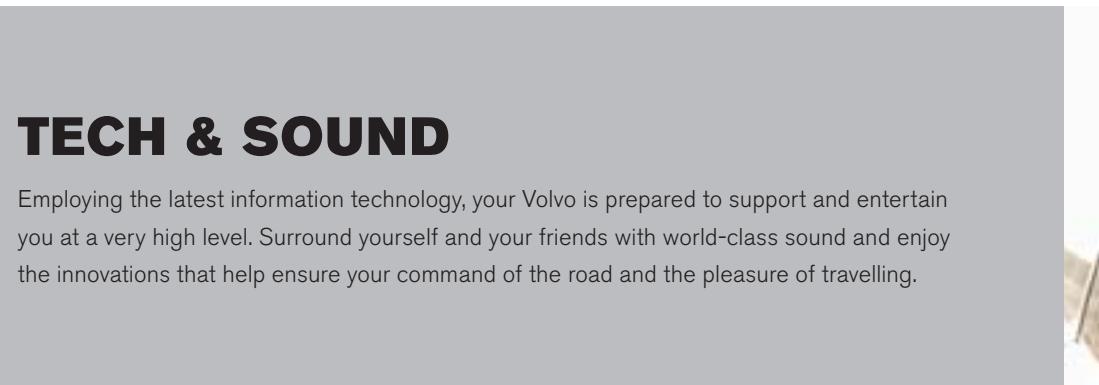
* Retailer installed Accessory



Sunglass holder*

This elegant holder keeps glasses or sunglasses conveniently at hand. It accommodates most sizes and mounts above the door handle.

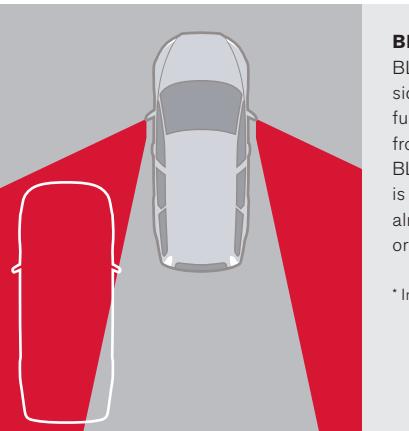
* Retailer installed Accessory



TECH & SOUND

Employing the latest information technology, your Volvo is prepared to support and entertain you at a very high level. Surround yourself and your friends with world-class sound and enjoy the innovations that help ensure your command of the road and the pleasure of travelling.

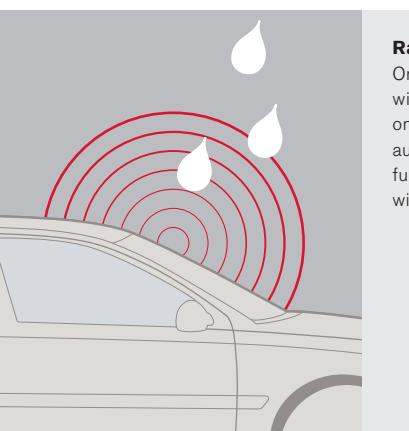
TECH & SOUND Driver's Support



Blind Spot Information System (BLIS)*

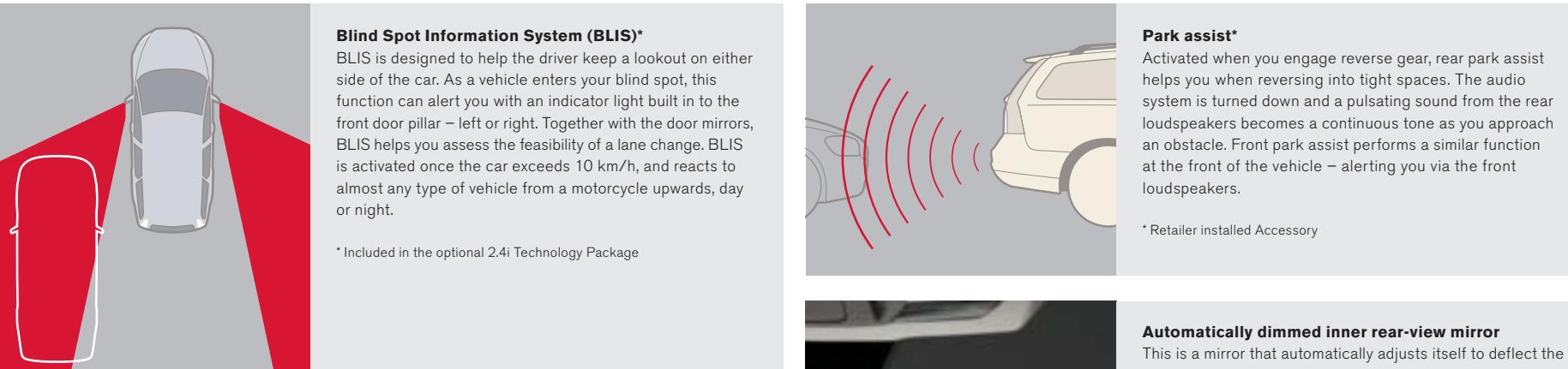
BLIS is designed to help the driver keep a lookout on either side of the car. As a vehicle enters your blind spot, this function can alert you with an indicator light built in to the front door pillar – left or right. Together with the door mirrors, BLIS helps you assess the feasibility of a lane change. BLIS is activated once the car exceeds 10 km/h, and reacts to almost any type of vehicle from a motorcycle upwards, day or night.

* Included in the optional 2.4i Technology Package



Rain sensor

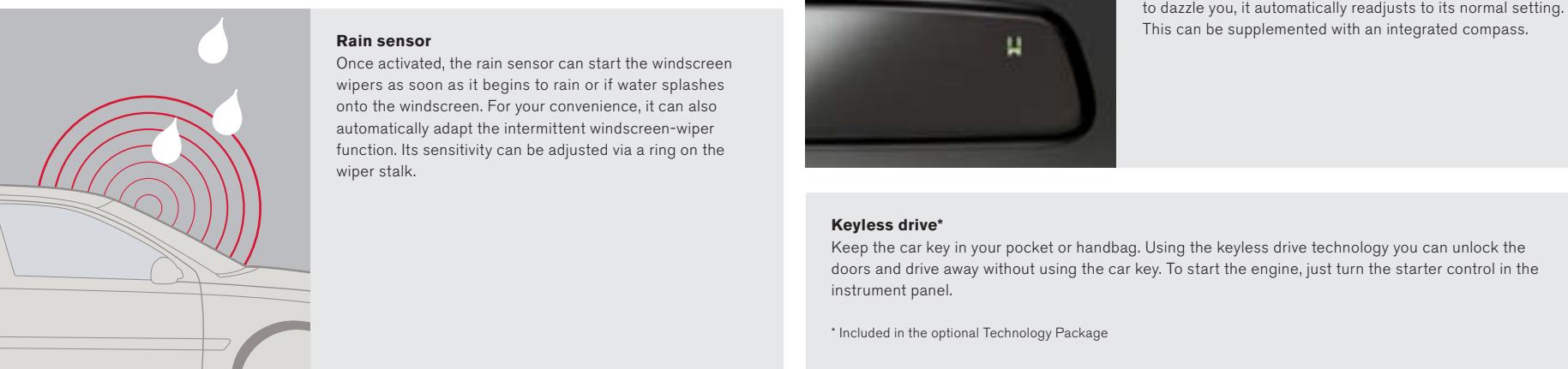
Once activated, the rain sensor can start the windscreens wipers as soon as it begins to rain or if water splashes onto the windscreens. For your convenience, it can also automatically adapt the intermittent windscreens-wiper function. Its sensitivity can be adjusted via a ring on the wiper stalk.



Park assist*

Activated when you engage reverse gear, rear park assist helps you when reversing into tight spaces. The audio system is turned down and a pulsating sound from the rear loudspeakers becomes a continuous tone as you approach an obstacle. Front park assist performs a similar function at the front of the vehicle – alerting you via the front loudspeakers.

* Retailer installed Accessory



Keyless drive*

Keep the car key in your pocket or handbag. Using the keyless drive technology you can unlock the doors and drive away without using the car key. To start the engine, just turn the starter control in the instrument panel.

* Included in the optional Technology Package

TECH & SOUND Driver's support

Personal settings

Define your Volvo's convenience and security settings according to your personal preferences using this simple computer interface. Depending on which technologies you have, this is where you configure the audio and climate settings, door mirrors, navigation, communication, central locking, Approach and Home Safe lighting and the Intelligent Driver Information System.

Trip computer

Monitor the current and average fuel consumption, driving range or current fuel reserves and average speed. Menu selection and resetting computer settings are controlled by using the turn indicator stalk.

TECH & SOUND Communication



Volvo Navigation System with RTT (Real Time Traffic)*

Volvo Navigation System with real-time traffic, remote control and map care with two complimentary updates. Guides you anywhere with precise audio and visual directions. Using the global positioning satellite system, a liquid crystal 6.5-inch display shows your location on a map and plots the best route to your destination. Via TMC (Traffic Message Channel) radio data broadcasts VNS also lets you know if there's traffic or weather-related trouble on route and recommends an alternative. Controls are conveniently located on the steering wheel. When not in use, the screen retracts into the dashboard. All map-based information is stored on DVD discs. Volvo's Navigation System includes Map Care which provides two map data updates at no charge.

* Optional

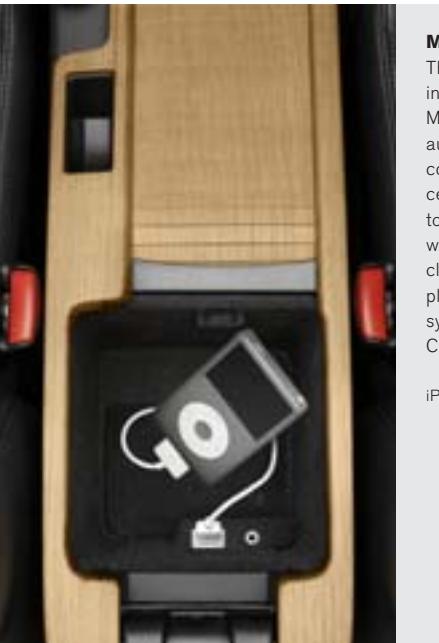
Maps do not cover all areas or all routes within an area. Also constant expansion and rebuilding of the road network mean that the digital map database is not always the latest road information. Always follow relevant regulations and road information.



Integrated Bluetooth® handsfree system

Bluetooth® technology enables a mobile phone to be connected to the infotainment system in your Volvo, wirelessly. Once configured for a mobile phone, the system automatically recognizes your phone as you enter the car. And as you climb in and out of the car, the system automatically allows you to switch freely from the phone to the handsfree system and back again. With Volvo's integrated Bluetooth® handsfree system you conveniently operate your phone using the buttons in the steering wheel or the centre console keypad. Available as an accessory, there's also a voice-controlled Bluetooth® handsfree system that will listen to your command and make calls for you.

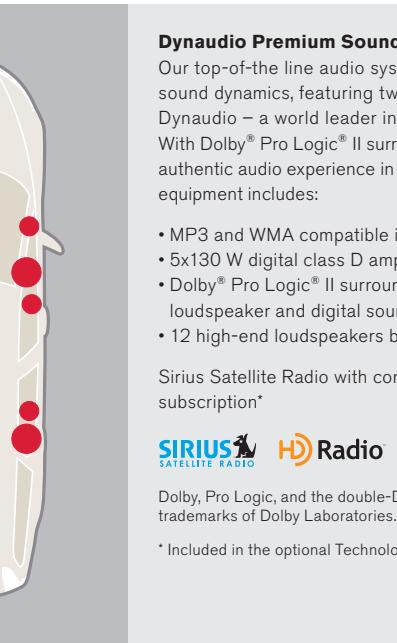
 The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Volvo Corporation is under license. Other trademarks and trade names are those of their respective owners.



MP3 compatibility

There are a number of ways to enjoy MP3 music files in your Volvo. If you'd like to connect your personal MP3 player to the audio system, there's a auxiliary audio input in the front centre armrest. Volume is conveniently controlled from the steering wheel or centre stack. There's also a USB port that allows you to fully integrate your iPod®, MP3 player or USB device with the audio system. Playlists, songs and artists are clearly displayed in the centre console, while your player will be charged at the same time. The audio systems also feature a MP3 and WMA compatible CD player.

iPod is a trademark of Apple Computer Inc.

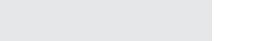


Dynaudio Premium Sound System*

Our top-of-the line audio system designed for perfect sound dynamics, featuring twelve loudspeakers by Dynaudio – a world leader in loudspeaker technology. With Dolby® Pro Logic® II surround sound for an authentic audio experience in all seats. Premium Sound equipment includes:

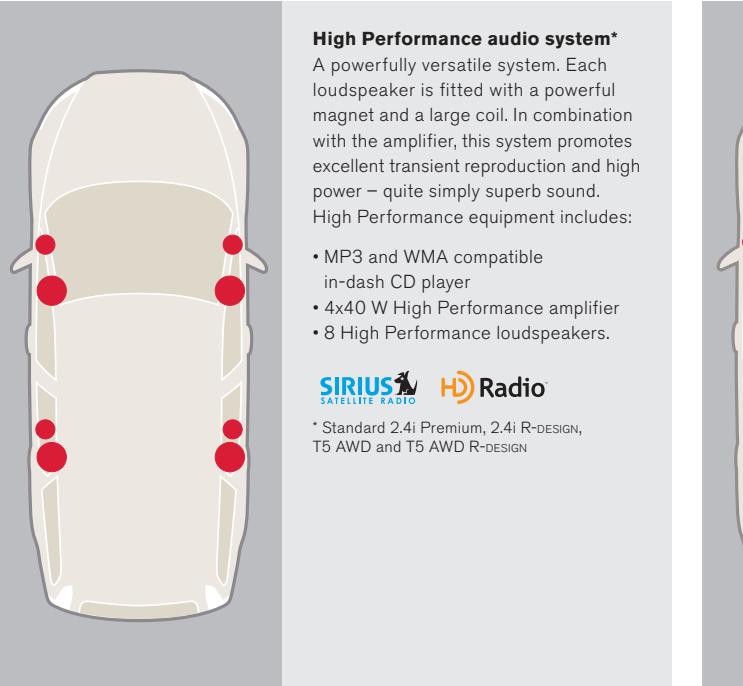
- MP3 and WMA compatible in-dash CD player
- 5x130 W digital class D amplifier
- Dolby® Pro Logic® II surround sound with centre loudspeaker and digital sound processor
- 12 high-end loudspeakers by Dynaudio

Sirius Satellite Radio with complimentary six month subscription*



Dolby, Pro Logic, and the double-D symbol are registered trademarks of Dolby Laboratories.

* Included in the optional Technology Package, N/A 2.4i



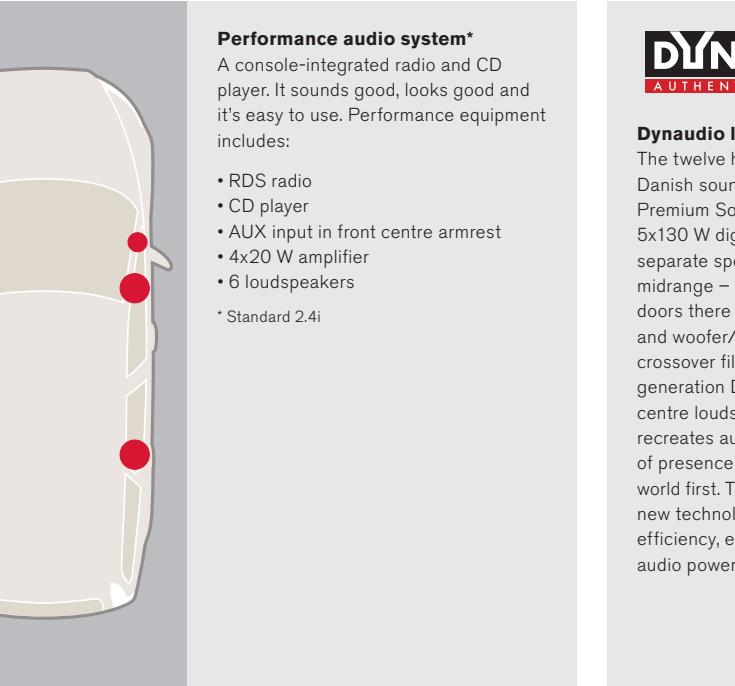
High Performance audio system*

A powerfully versatile system. Each loudspeaker is fitted with a powerful magnet and a large coil. In combination with the amplifier, this system promotes excellent transient reproduction and high power – quite simply superb sound. High Performance equipment includes:

- MP3 and WMA compatible in-dash CD player
- 4x40 W High Performance amplifier
- 8 High Performance loudspeakers.



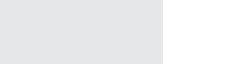
* Standard 2.4i Premium, 2.4i R-DESIGN, T5 AWD and T5 AWD R-DESIGN



Performance audio system*

A console-integrated radio and CD player. It sounds good, looks good and it's easy to use. Performance equipment includes:

- RDS radio
- CD player
- AUX input in front centre armrest
- 4x20 W amplifier
- 6 loudspeakers
- Standard 2.4i



Dynaudio loudspeakers

The twelve high-end loudspeakers by the Danish sound specialist Dynaudio in the Premium Sound system are powered by a 5x130 W digital amplifier. There are three separate speakers – woofer, tweeter and midrange – in each front door and in the rear doors there is a similar set-up with tweeter and woofer/midrange. Each speaker has a crossover filter to maximize fidelity. The latest generation Dolby® surround system with a centre loudspeaker and sound processor recreates authentic sound with a strong sense of presence for everyone in the car – a Volvo world first. The digital class D amplifier features new technology to provide extremely high efficiency, enabling it to generate the most audio power from the least amount of current.

PACK & LOAD

A world champion in versatility, Volvo has a proud heritage in providing smart solutions for both cargo and passengers – without compromising safety comfort. So whatever you need to expand your world and the capabilities of your Volvo, here you'll find some practical equipment to make it happen.

PACK & LOAD Compartment



Two-split 60/40 rear seat

Ergonomically designed rear seats provide generous support for the body during long journeys. When a journey includes both cargo and passengers, just fold down part or all of the two-split rear seat.

Foldable front seat backrest

To help you carry long objects inside your Volvo, the front passenger seat backrest can be conveniently folded flat.



Cargo compartment

The wide tailgate opening facilitates loading and unloading. The cargo volume is 5775 litres with rear seats folded down. Additional load space can be gained by folding the front passenger seat backrest forward.



Safety grille*

Made of steel, this helps protect the occupants from unsecured cargo during hard braking. When it's not needed, just raise it parallel to the roof panel. Color-coordinated with the interior.

Cargo compartment divider*

Used together with the steel safety grille, this divides the cargo compartment into two sections – convenient if you want to carry your dog and luggage, or to separate dirty or fragile cargo from other cargo.

* Retailer installed. Accessory.

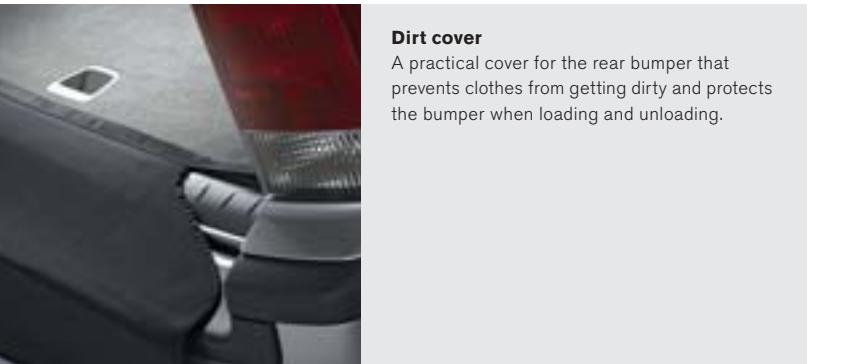
PACK & LOAD Compartment



Cargo cover*

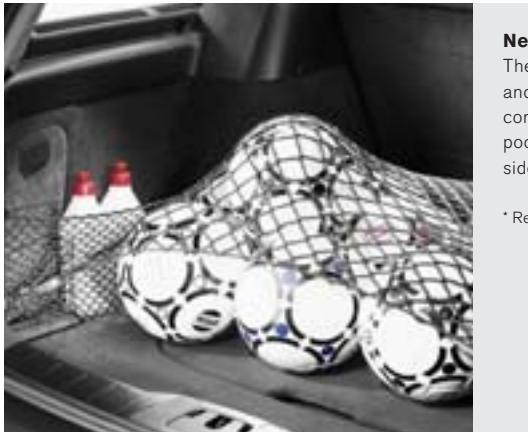
Use this retractable load cover to conceal your gear in the load compartment. It's colour-coordinated with the interior.

* Retailer installed Accessory



Dirt cover

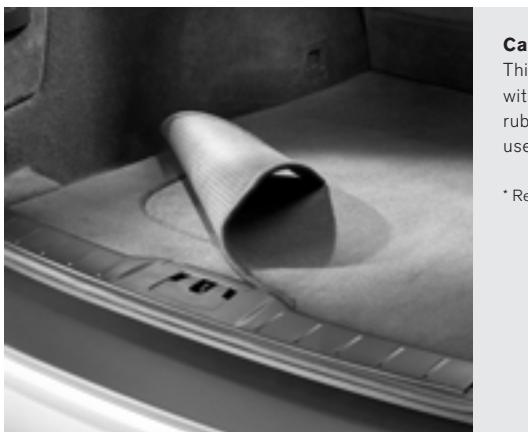
A practical cover for the rear bumper that prevents clothes from getting dirty and protects the bumper when loading and unloading.



Net pocket and cargo-securing net*

The cargo-securing net helps keep luggage and loose items from shifting on the cargo compartment floor, as does the practical net pocket storage for small items along the left side of the cargo compartment.

* Retailer installed Accessory



Cargo compartment mat, textile*

This elegant mat is reversible and waterproof, with colour-coordinated textile on one side and rubber on the other. The rubber surface can be used to prevent cargo from sliding about.

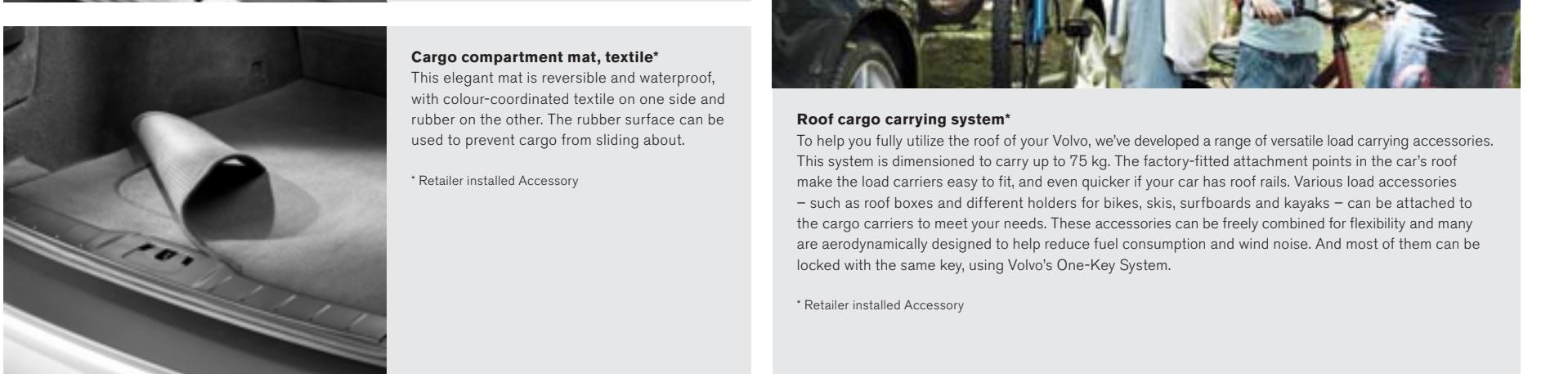
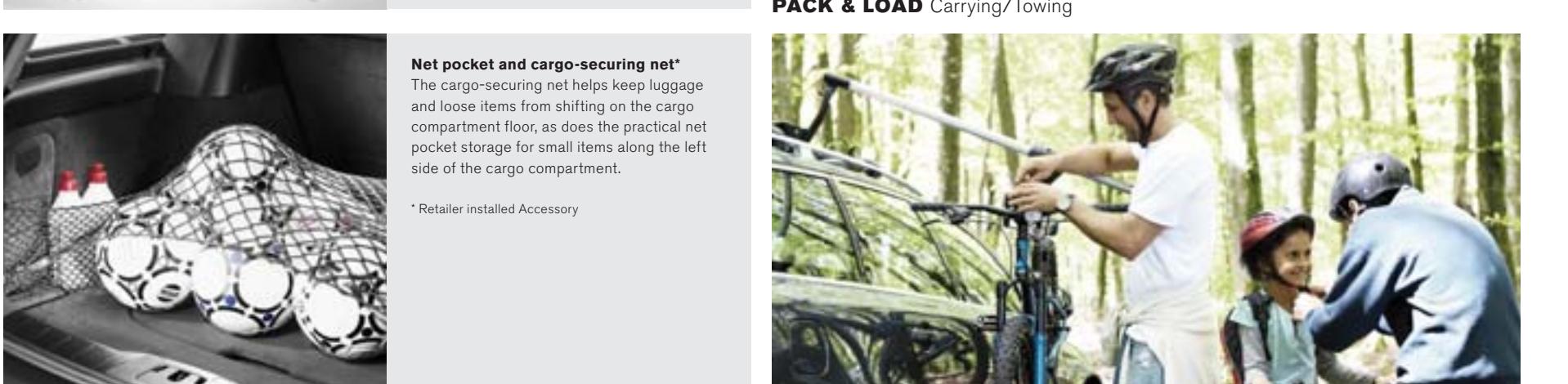
* Retailer installed Accessory



Roof cargo carrying system*

To help you fully utilize the roof of your Volvo, we've developed a range of versatile load carrying accessories. This system is dimensioned to carry up to 75 kg. The factory-fitted attachment points in the car's roof make the load carriers easy to fit, and even quicker if your car has roof rails. Various load accessories – such as roof boxes and different holders for bikes, skis, surfboards and kayaks – can be attached to the cargo carriers to meet your needs. These accessories can be freely combined for flexibility and many are aerodynamically designed to help reduce fuel consumption and wind noise. And most of them can be locked with the same key, using Volvo's One-Key System.

* Retailer installed Accessory



ACCESSORIES Volvo's accessories help to make your Volvo 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 your added peace of mind, Volvo accessories installed by your authorized Volvo Retailer at time of new vehicle delivery are warranted for the same duration as your New Car Warranty.

FOR DRIVING FREEDOM

HomeLink®
Ashtray, front and rear
Sunroof wind deflector
Trip computer

FOR YOUR ENTERTAINMENT

Subwoofer
Volvo iPod® Aux Adapter
Volvo USB and iPod® music player

FOR PRECIOUS CARGO

Child activity bag
Child mirror
Padded neck cushion
Rear centre armrest table
Sun shades

FOR YOUR LEISURE

Ski carriers, roof mounted
Snowboard carrier, roof mounted
Steel cargo barrier
Canoe/Kayak carrier, roof mounted
Cargo box, roof mounted

Cargo space divider

Surfboard carrier, roof mounted

Trailer hitch

Tunnel mat

Load basket, roof mounted
Load securing straps
Luggage compartment mats
Luggage nets

Roof mounted "Load Bar" carrying system

Rubber floor mats

FOR UNEXPECTED SITUATIONS

Car cover
Engine block heater
First aid kit
Jumper cables
Leather care kit
Mud flaps
Warning triangle

Ski carriers, roof mounted
Snowboard carrier, roof mounted
Steel cargo barrier
Canoe/Kayak carrier, roof mounted
Cargo box, roof mounted

Cargo space divider

Surfboard carrier, roof mounted

Trailer hitch

Tunnel mat

Load basket, roof mounted
Load securing straps
Luggage compartment mats
Luggage nets

Roof mounted "Load Bar" carrying system

Rubber floor mats

FOR YOUR LOOKS

Aluminum wheels
Chrome wheels
Gearshift knobs
License plate frames
Sport floor mats
Steering wheel, sport
Trunk spoiler
Valence panels
Wind trim kit

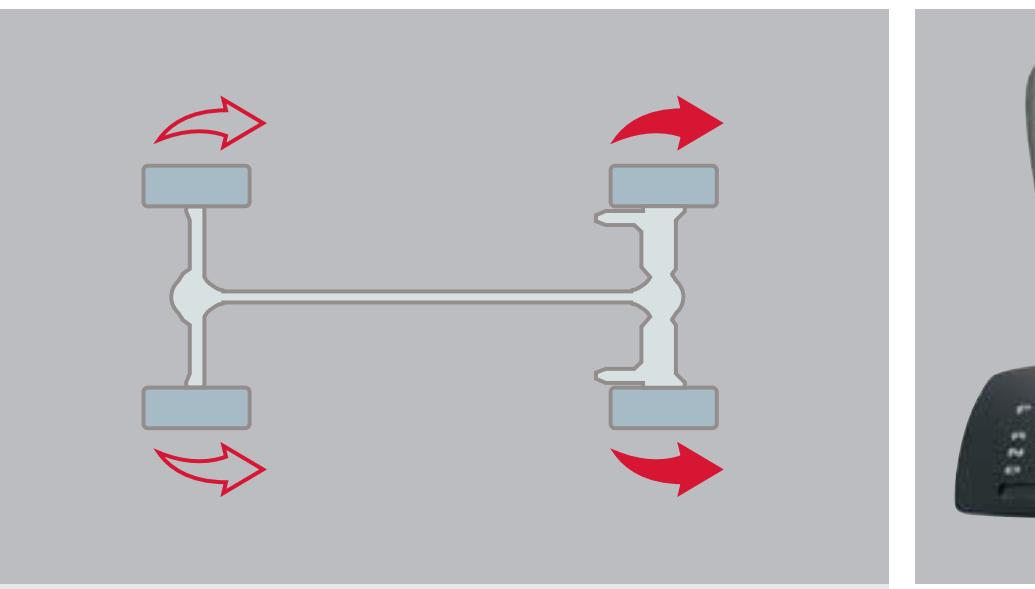
See the 2010 Volvo Accessories brochure for a complete list of Volvo accessories.
iPod is a trademark of Apple Computer Inc.

PERFORMANCE

In a Volvo, power train and chassis interact to strike the perfect balance between excitement and stability. And to further enhance the experience, additional technologies are available.



PERFORMANCE Chassis



T5 All-wheel drive

The advanced Haldex® AWD technology helps increase driving stability and traction on all road surfaces. It has an electronic management system that constantly monitors the speed of the wheels, the throttle, engine torque, engine speed and the brakes. As driving conditions change, wheels with the best grip get the most power. When a tire loses traction, power is reduced to that wheel and instantly transferred to the more sure-footed wheels.



Five-speed Geartronic automatic transmission*
For the best of two worlds, there's the five-speed Geartronic – a responsive automatic that's ideal for relaxed driving, tough conditions or towing. This also allows manual gear shifting so you can maintain a lower gear to bring up the revs or for the added assistance of engine braking. A special winter setting makes it easier to move off and maintain grip on slippery surfaces.

* Optional

SPECIFICATIONS

ENGINES

Five-cylinder in-line engine. Double overhead camshafts, 20 valves. Continuously variable valve timing on the intake side (2.4i) or both the intake and exhaust side (T5). Electronic engine management system. Three-way catalytic converter with heated oxygen sensor. T5 also features light-pressure turbocharger and dual-charge air coolers (intercoolers).

Volvo's smooth-running five-cylinder engines are designed to respond at low rpm, so there's plenty of torque. This is made possible by continuously variable valve timing, low internal friction and the electronic engine control system. This also helps to optimize fuel consumption and reduce environmental impact – all engines comply with stringent emission standards, such as California's ULEV II. And for even more exhilaration and acceleration, there's the turbocharged T5 engine.

Volvo V50 2.4i (168 hp)

Engine type: 2.4-litre five-cylinder
Max. power output: 168 hp at 6000 rpm
Max. torque: 170 lb/ft. at 4400 rpm
Acceleration 0–100 km/h, man/auto: 8.3/9.0 sec
Top speed, man/auto: 220/215 km/h
Fuel consumption, litres/100 km, city, man/auto: 10.3/10.6
Fuel consumption, litres/100 km, highway, man/auto: 7.0/7.1
Carbon dioxide emissions CO₂ g/km, man/auto: 203/217
Environmental classification: ULEV II
Transmission: Five-speed manual or five-speed Geartronic automatic

Volvo V50 T5 AWD (227 hp)

Engine type: 2.5-litre five-cylinder turbocharged
Max. power output: 227 hp at 5000 rpm
Max. torque: 236 lb/ft. at 1500–5000 rpm
Acceleration 0–100 km/h, man/auto: 6.9/7.3 sec
Top speed, man/auto: 240/235 km/h
Fuel consumption, litres/100 km, city, man/auto: 10.8/11.2
Fuel consumption, litres/100 km, highway, man/auto: 7.4/7.4
Carbon dioxide emissions CO₂ g/km, man/auto: 208/227
Environmental classification: ULEV II
Transmission: Six-speed manual or five-speed Geartronic automatic

DRIVELINE

Front wheel drive (2.4i). T5 AWD features an electronically controlled all-wheel drive system. Transverse engine.

The Geartronic transmission (standard 2.4i, option T5 AWD) can also be shifted manually so that you can maintain a lower gear to rev the engine or provide the added assistance of engine braking. A special winter setting makes it easier to move off and maintain grip on slippery surfaces.

STEERING

Power-assisted electro-hydraulic rack and pinion steering. Tilt and telescopic steering wheel column. 2.9 turns lock to lock. Turning circle 10.6 metres (depending on tires).

Behind the wheel, you can enjoy responsive yet firm steering at all speeds. High steering precision and balanced road feedback are easily enjoyed benefits.

CHASSIS

Taking care of your ownership needs.

It's a simple idea; one point of contact for all your car ownership needs, whether it's finding the right financing or who to contact in an emergency. Get the most out of owning your Volvo – trust 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

Whenever you need us, we're just a phone call away. Our nationwide 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, refer to your On Call Card and dial 1 (800) 263-0475 – anytime, day or night. Your complimentary 48 month membership activates the moment you become a Volvo owner.

Volvo Overseas Delivery.

Volvo Overseas Delivery offers a unique way to buy your new custom-built car as well as a unique way to see more of Europe. And when you're done travelling, bring the pleasure of driving a Volvo back home. Purchase any new Volvo as part of the Volvo Overseas Delivery Program and enjoy all this – and more:

- Attractive pricing on Canadian models.
- Two complimentary round-trip tickets with Scandinavian Airlines.
- One free hotel night in Gothenburg, Sweden, the home of Volvo.
- An exciting Volvo Factory Tour or a visit to the new Volvo Cars Safety Centre.
- An exclusive VIP delivery experience at the Volvo Factory Delivery Centre.

- The opportunity to explore Europe in the comfort and safety of your own Volvo, either with one of our spectacular tours or on your own.
- Extensive complimentary home shipment services. Just leave your car with us. We'll ship it to you the convenient way while you relax and enjoy your complimentary flight back home.

Can you think of a better way of travelling overseas and making your souvenir part of an unforgettable experience?

If you would like to know more, contact a national customer service representative in Canada 1 (800) 663-8255 or visit www.volvocanada.com/Services/EuropeanDelivery

Meet the family.

S



Volvo S40 The compact and energetic sedan.



Volvo S80 The premier sedan, meticulously engineered for superior driving comfort.

V



Volvo V50 The Sportswagon – flexible, compact and full of zest.



Volvo V70 The genuine family wagon – highly competitive yet comfortably versatile.

XC



The new Volvo XC60 The Swedish luxury crossover experience.



Volvo XC70 The rugged yet stylish all-roader.



Volvo XC90 The versatile SUV that takes you anywhere with grace.

C



Volvo C30 The compact and charismatic Sports Coupe.



Volvo C70 A convertible when you want it.



Volvo C70 A coupe when you need it to be.

To live life is to care about it.

Every moment in a Volvo is a moment designed to celebrate life. A life full of twists and turns, ups and downs; the little things as well as the big ones. Of course, to live life to its fullest isn't just about you; caring for others is important as well.

For more than eighty years we have helped a lives on roads around the world. Nevertheless, when it comes to improving automotive safety, we will never be satisfied. And while we're seeking new solutions, our existing safety systems are preventing many accidents from happening and providing some real protection when they do.

Our passion for life means looking after our children's children, too. Which is why we try to balance the needs of our company with those of society. With this bigger picture in mind, we develop engines and technology that have less impact on mother earth. This approach also explains why we pay so much attention to your immediate environment in the car. Simply put, we care about you – and the whole circle of life.

Please note: This brochure provides a brief introduction. Some of the information may be incorrect due to possible product changes since printing. Some of the images may be of model and equipment not available in all markets. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice; to prices, colors, materials, specifications and models.

Volvo. for life

VOLVO
Volvo Car Corporation



WWW.VOLVOCANADA.COM

Specifications, features, and equipment shown in this catalogue are based upon the latest information available at the time of publication. Volvo Cars of Canada Corp. reserves the right to make changes at any time, without notice, to colours, specifications, accessories, materials, and models. For additional information, please contact your authorized Volvo retailer.

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