

VOLVO PROVES THAT HIGH SPECIFICATION AND BEING ENVIRONMENTALLY CONSCIOUS DOESN'T HAVE TO BREAK THE BANK..... WITH A LITTLE HELP FROM THE GOVERNMENT

- Volvo Car UK intends to participate in the Government Scrappage Scheme initiative
- Scrappage Scheme incentive payment used as a deposit
- With an additional deposit contribution from Volvo Car UK, customers can drive away a new Volvo C30 DRIVE S with Start/Stop technology and 72 mpg for only £210 per month (incl VAT)

In keeping with Volvo's long term commitment to customer needs Volvo is delighted to confirm their intention to participate in the Government's scrappage scheme announced today¹. Not only will Volvo match the Government's incentive but will also provide an additional deposit contribution to enable owners of scrapped cars to benefit from outstanding fuel economy of 72.4 miles per gallon from a new C30 DRIVE for only £210 per month with no further deposit required. The S40 saloon and V50 Sportswagon DRIVE models will be available for monthly payments of £300 and £305 respectively.

With the cars' excellent environmental performance, the driver also benefits from other financial incentives. The C30, S40 and V50 DRIVE models with Start/Stop all qualify for low £35 per annum VED band thanks to the ultra-low CO₂ output of 104 g/km, while an impressive 72.4 mpg on a combined cycle enables the cars to run up to 800 miles on a full tank of fuel. These models are also covered by Volvo's comprehensive 3 year/60,000 mile warranty.

The new 104 g/km DRIVE range with Start/Stop showcases Volvo's ability to produce increasingly efficient vehicles with outstanding economy to rival even the smallest capacity diesel rivals. Coupled with the benefits of family-sized accommodation and, in the case of the S40 and V50 DRIVE models, the lowest CO₂ emissions in their segments, it's clear to see the appeal of the new DRIVE model range.

Customers also need not sacrifice on comfort and style either as all DRIVE Start/Stop models are available with the same standard equipment features and colours available in other S, SE and SE Lux models, including Volvo's suite of safety systems; DSTC (Dynamic Stability and Traction Control), SIPS (Side Impact Protection System) and WHIPS (Whiplash Protection System).

Customers with an eligible car can visit any participating authorised Volvo dealer and the incentive payment can be used as a deposit on any model in the Volvo range. Along with the extra deposit contribution, Volvo proves that premium, high specification, safety and being environmentally conscious doesn't need to break the bank.

Notes to editors:

¹ Subject only to clarification of the full details of the proposal.

Safety and Environmental commitment

Ever since Volvo Cars was founded in 1927, safety has been a cornerstone of the company philosophy and today, the company's aim is to offer cars that are safe for all people in all traffic situations. By 2020, Volvo's aim is that nobody should be killed, hurt or harmed in a Volvo. In 2009, Volvo celebrates the 50th anniversary of inventing the three-point safety belt, the single most important safety device in the motor car's 120-year history. Developed by Nils Bohlin, a Volvo engineer, in 1959, the three-point safety belt has saved over a million lives so far and has prevented or reduced the severity of injuries of many more. This invention was considered so important by Volvo that it did not patent the device leaving other manufacturers free to benefit from the clear safety enhancement the new belt offered.

Volvo Cars' commitment to environmental activities and continuous investment to help reduce its corporate carbon footprint goes far beyond lowering CO₂ emissions. Volvo's 'Clean inside and out' programme represents a holistic approach to the environmental impact of the car. It focuses on health, resource utilisation and the ecological consequences of the production, use and disposal of the vehicle. Volvo ensures all new models are 85% recyclable and designed for 95% recoverability as well as introducing initiatives to ensure that vehicles are clean throughout their life.

Volvo Cars is also the only manufacturer in the car industry with a complete model range that features textiles that are so clean and non-toxic that they are certified according to the high Oeko-Tex standard. All parts containing nickel are tested to ensure nickel leakage is kept to a minimum. In addition, all leather used in Volvo car interiors has been treated in a chromium-free tanning process, using either natural or synthetic tanning materials. Finally, the Volvo S80, V70, XC70 and XC60 have been recommended by Swedish Asthma and Allergy Association.