



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









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 Premium Sound system* delivers a seriously moving aural experience. It features a new digital class D amplifier, 12 loudspeakers 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 Multimedia Package

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.

In the Volvo V50, the turbocharged T5 engine , offers the security of instant response and makes efficient use of every drop of fuel, thanks to lowfriction engine technology and modern management systems. It is the product of forward-thinking design, concern for the world around us and embody our commitment to deliver power with consideration.









WHY HOLD WHEN YOU CAN HUG?

It's hard not to smile when you're experiencing the ride in a V50 Sportswagon. 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 adrenaline 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 Sportswagon 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.





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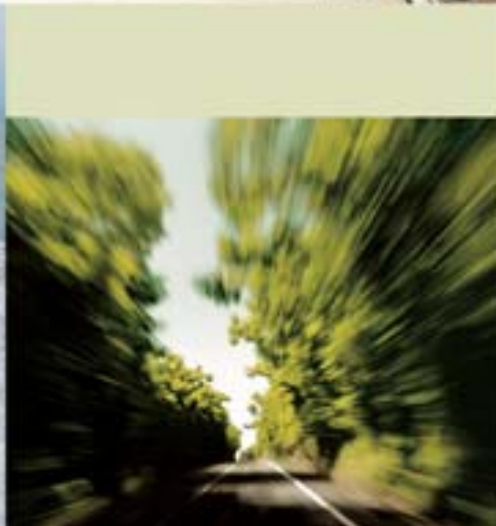
ORIGIN

company

ORIGIN

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VOLVO
V50



THERE'S MORE TO LIFE THAN A VOLVO. THAT'S WHY WE DESIGN OUR CARS TO SUPPORT YOU IN ANY SITUATION ON THE ROAD. THAT'S WHY OUR SAFETY TECHNOLOGY HAS PUSHED AUTOMOTIVE DEVELOPMENT FOR MORE THAN EIGHTY YEARS. THAT'S WHY WE AIM FOR A FUTURE WHERE CARS DON'T CRASH. THAT'S WHY WE LEAD THE WAY TO ZERO EMISSIONS, AND OFFER ONE OF THE PREMIUM SEGMENTS STRONGEST RANGES OF LOW CO₂ ALTERNATIVES. AND THERE ARE ALL THE REASONS IN THE WORLD TO MOVE THE BOUNDARIES FOR WHAT'S POSSIBLE AND WHAT'S NOT. THAT'S WHY WE INNOVATE FOR LIFE.



EXHILARATING COMFORT.

Ergonomic design in seats and driver's environment makes you relaxed and helps maintain your concentration on driving.

PERSONAL GATEKEEPING.

Inspired by fighter aircraft technology, the Intelligent Driver Information System (IDIS) can help reduce your workload in stressful situations.

EYES IN THE BACK.

The optional Rear Park Assist alerts you if you're too close to an obstacle behind your car when reversing.

STAY ON TRACK.

Volvo's anti-skid system Dynamic Stability and Traction Control (DSTC) improves handling and safety in a wide range of challenging situations.

AN EYE ON THE BLIND SPOT.

The optional Blind Spot Information System (BLIS) helps you detect vehicles entering your blind spot.



RAIN PROOF.

With the optional Climate Package, a rain sensor automatically engages the wipers if it begins to rain or if water splashes onto your windscreen.

ON-ROAD ENLIGHTENMENT.

Optional Dual Xenon gas discharge headlights with Active Bending Light (ABL) technology expands your vision range when driving in the dark and provides considerably improved illumination around bends.

INNOVATED FOR YOUR ENJOYMENT, THE VOLVO SAFETY TECHNOLOGIES WILL PROTECT MORE THAN THE FUN OF DRIVING.

Across the world, Volvo equals safety. And that comes with good reason, because few carmakers can match our record of safety innovations and the commitment for safety that has guided us for more than 80 years. Of course, this makes us extremely proud. But we're not satisfied. Because we know what we want to achieve: zero accidents. This huge task calls for innovative thinking and a brand new approach to the way we design cars. Good news is we've already come a long way. For starters, our cars are more fun and engaging to drive than ever (because a bored driver will never be a safe driver). Neither is the technology needed any figment of the imagination – some are already available. This means driving a Volvo today is like having a first peek at a very exciting automotive future – a future where passionate engineering and design do more to help you get the most out of life.

After all, there's more to life than a Volvo.

DESIGNED TO CATCH THE LIGHT BRILLIANTLY, THIS CAR ALSO REFLECTS A PROMISE.

Thankfully, the automotive industry is moving away from fantasyland to the real world. Our journey towards a better environment started already in the early 70's. Then we were among the first carmakers to acknowledge the environmental downside of cars and to do something about it. Since then we are constantly innovating to reduce the environmental impact of the cars and how we make them. Today's biggest challenge is, of course, to reduce the carbon dioxide emissions that cause climate change.

In near future we will introduce new technology such as plug-in hybrid vehicles that will further reduce CO₂ emissions and can be charged from a standard wall socket. And we're heavily engaged in the development of electrical vehicles – a technology that will dramatically reduce the environmental footprint of our cars and make them even more fun to drive.

Good for you, and for the world we share.



SAFER INTERIOR MATERIALS.

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

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 fuel.

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.





WANT A DYNAMIC TOUCH?

If stylish and sporty looks get your pulse racing, this may be the Volvo for you: The V50 T5 R-DESIGN. Special R-DESIGN upholstery in an Offblack interior with aluminum center stack and door panel inserts, leather-clad steering wheel with aluminum inlay, leather gearshift knob with aluminum inlay and sports pedals. An exterior color of Passion Red with an R-DESIGN color matched body kit, roof spoiler and 17" Crater silver Bright aluminum wheels finishes up a very neat package.






OR MODERN LUXURY?

Some people prefer sophisticated, timeless elegance. If that sounds like you, your new Volvo V50 can look like this: Calcite leather upholstery in Dark Beige/Quartz with an aluminum center stack and door panel inserts, leather steering wheel and leather-clad gearshift knob. Exterior color Black Stone with Spartacus 17" Bright Silver aluminum wheels.

STANDARD FEATURES

VALUE	T5	T5 R-DESIGN
Complimentary Factory Scheduled Maintenance for 3 years, 36,000 miles	●	●
SAFETY & SECURITY		
Automatic hazard warning lights	●	●
Anti-submarine seats	●	●
Daytime running lights	●	●
Driver and front passenger supplemental restraint system, multi-stage airbags	●	●
Dynamic Stability and Traction Control (DSTC)	●	●
Electronic key integrated remote	●	●
Emergency trunk release	●	●
Illuminated side marker lights	●	●
Inflatable side Curtains (IC)	●	●
Immobilizer encrypted ignition key	●	●
Overhead-mounted seat belt reminder	●	●
Rear-door child safety locks	●	●
Safe approach and home safe lighting	●	●
Safety cage passenger compartment	●	●
Security system	●	●
Side Impact Protection System (SIPS)	●	●
Side impact air bags for driver and front passenger	●	●
Whiplash Protection Seating System (WHIPS)	●	●
INTERIOR		
Aluminum trim	●	N/A
Auto dimming mirror	●	N/A
Auto dimming mirror with compass	N/A	●
Bluetooth® hands free technology	●	●
Cruise control	●	●
Dalarö T-Tec seating surfaces	●	N/A
Forward folding front passenger seat	●	●
Four cup holders	●	●
Four reading lights	●	●
Front door storage pockets	●	●
Front seat-back storage pockets	●	●
HD Radio	●	●
High Performance audio, 165W, 8 speakers, CD, MP3, WMA capability	●	●
Illuminated vanity mirrors	●	●
Interior cabin light delay	●	●
Leather-clad steering wheel	●	●
Outside temperature gauge	●	●
Pollen filter	●	●
Power driver's seat with tilt, recline, adjustable lumbar support (memory function)	●	●
Power windows	●	●
Plush floor mats	●	●
R-DESIGN aluminum trim	N/A	●
R-DESIGN blue-face instruments	N/A	●
R-DESIGN embossed upholstery	N/A	●
R-DESIGN floor mats	N/A	●
R-DESIGN leather-clad gear knob with aluminum inlay	N/A	●
R-DESIGN sport pedals	N/A	●

	T5	T5 R-DESIGN
R-DESIGN sport steering wheel	N/A	●
Remote audio controls in steering wheel	●	●
Tilt/telescopic steering wheel	●	●
Trip computer	●	●
USB and AUX inputs	●	●
EXTERIOR		
Front fog lights	●	●
Polished exhaust tail pipes	N/A	●
R-DESIGN styling kit	N/A	●
7x17" Cratus alloy wheels	N/A	●
7x17" Spartacus alloy wheels	●	N/A

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FACTORY OPTIONS

	T5	T5 R-DESIGN
Blind spot information system (BLIS) with power retractable mirrors	○	○
Dual integrated child booster seats	○	○
Dual Xenon headlights with Active Bending Light and cleaning washers	○	○
Geartronic five-speed automatic	●	●
Keyless drive	○	○
Leather seating surfaces	○	●
Metallic paint	○	○
Rear Park Assist	○	○
Sirius Satellite radio	○	○

● = Standard ○ = Option P = Package N/A = Not available



PACKAGES

CLIMATE PACKAGE

- Electronic Climate Control
- Headlight washers
- Heated front seats
- Rain sensor

MULTIMEDIA PACKAGE

- Premium Sound System:
Dolby® Pro Logic® II Surround Sound
12 Speakers
4x30 watt Amplifier
1x130 watt Central Speaker Amplifier
- Navigation System with Real Time Traffic, Remote Control, Map Care, two complimentary updates

PREFERRED PACKAGE

- Power glass moonroof*
- Power passenger seat*
- Leather gearshift knob
- Leather seating surfaces

* Standard R-DESIGN

COLOR YOUR VOLVO.

When it comes to the appearance of your Volvo, the choice of exterior color, 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.volvocars.us



614 Ice White



426 Silver metallic*



612 Passion Red
Only for T5 R-DESIGN



702 Flamenco Red metallic
Only for T5



466 Barents Blue metallic*



455 Titanium Grey metallic*



452 Black Sapphire metallic*
Only for T5 R-DESIGN



019 Black Stone
Only for T5

Clean colors

To reduce usage of environmentally hazardous solvents all Volvo exterior colors are water-based. What's more, our painting facilities are among the cleanest in the world.

*Metallic paint is optional.

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

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.



Midir 7.5x18"
Diamond Cut/Light Grey
Optional T5 R-DESIGN



Cratus 7x17"
Silver Bright
Standard T5 R-DESIGN



Spartacus 7x17"
Silver Bright
Standard T5



INTERIOR DESIGN



R-DESIGN Leather-clad sports steering wheel with aluminum inlay



R-DESIGN leather-clad gear knob with aluminum inlay, Geartronic



R-DESIGN trim



Leather-clad steering wheel



Leather-clad gear knob, Geartronic
Included in optional T5 Preferred Package



Aluminum center stack and door panel inlays



R-DESIGN leather/Flextec upholstery, Offblack/Creme in Offblack interior (5F7K)
Standard R-DESIGN



Leather Offblack interior (5D77)
Optional T5 and R-DESIGN (Does not include R-DESIGN logo)



Dalarö T-Tec textile Offblack interior (5C77)
Standard T5



Dalarö T-Tec textile Quartz in Dark Beige interior (5CE1)
Standard T5



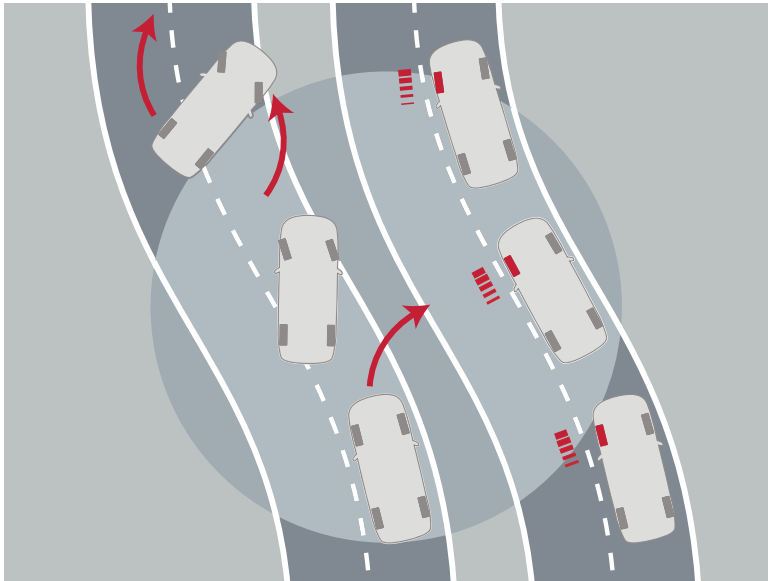
Leather Calcite in Dark Beige interior (5DE4)
Optional T5

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 30 mph, 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 19 mph, 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.



Dual Xenon Headlights with Active Bending Lights (ABL)

In addition to improving illumination using Dual Xenon light technology, the Active Bending Lights give a boost to your vision round bends at night. Controlled by microprocessors, the motorised lamps turn up to 15 degrees in either direction when driving – reliably lighting up your chosen path. A twilight 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 pre-tensioners** 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 rear outboard occupants. It also stays inflated for some seconds to provide prolonged protection for subsequent impacts.

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.



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. If the car first has been hit from the side, the Inflatable Curtain (IC) deploys to help provide 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.

SAFETY Security

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.



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.

* Retailer installed accessory

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.

Approach and Home Safe Lighting

Activated with the remote control, Approach Lighting provides a warm reception on a 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.



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%.



Power retractable door mirrors with ground lighting*

At the touch of a button, these door mirrors can be folded flat against the car where they are less likely to get damaged after you've parked. They also fold or unfold 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.

* Included with the optional Blind Spot Information System (BLIS)

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. A power passenger seat is standard with R-DESIGN and included in the optional T5 Preferred package.

COMFORT Climate



Power glass moonroof*

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 builtin sun screen.

* Included in the optional T5 Preferred Package, standard R-DESIGN

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.

* Included in the optional Climate Package



Sun screens*

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

* Retailer installed Accessory

COMFORT Storage



Front center armrest

The multifunctional front console takes care of CDs, coins, mobile phones, MP3 players and other vital goodies. Under the center arm rest you'll also find an AUX input and a USB port to connect your MP3 player to the car's audio system. In the tunnel console between the seats, integrated cupholders are hidden under an elegant roll-top cover.



Sun glass holder*

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

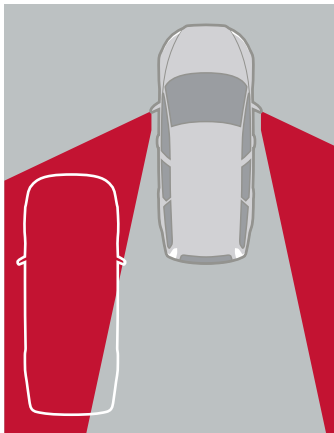
* Retailer installed Accessory

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.



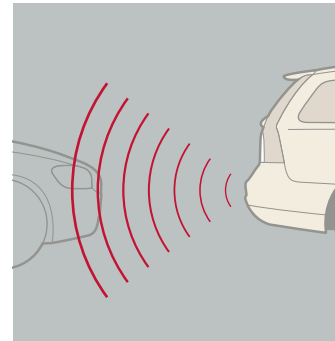
TECH & SOUND Driver's Support



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 6 mph, and reacts to almost any type of vehicle from a motorcycle upwards, day or night.

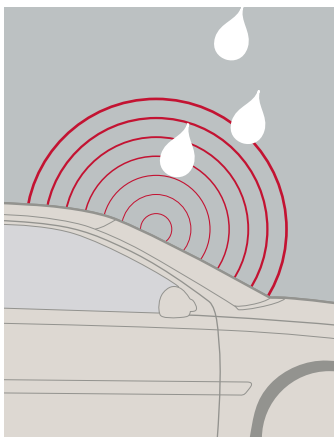
* Optional



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.

* Retailer installed Accessory



Rain sensor*

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

* Included in the optional Climate Package



Automatically dimmed inner rear-view mirror

This is a mirror that automatically adjusts itself to deflect the headlamp beams of the car behind you. When there's no light to dazzle you, it automatically readjusts to its normal setting. An integrated compass is included with R-DESIGN.

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.

* Optional

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 on current fuel reserves and average speed. Menu selection and resetting computer settings controlled by using the turn indicator stalk.

Cruise control

For a relaxing journey, cruise control automatically maintains your chosen speed. It is conveniently operated by controls on the steering wheel.

TECH & SOUND Communication



Navigation System with RTT (Real Time Traffic)*

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.

* Included in the optional Multimedia Package

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.

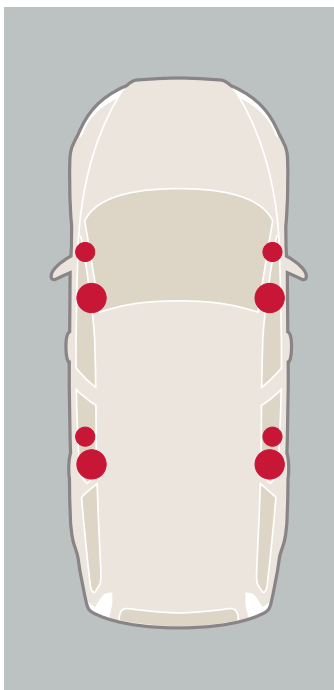


Integrated Bluetooth® handsfree system

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 center 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.



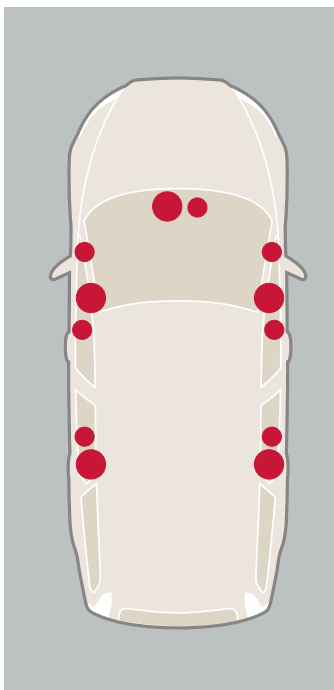
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High Performance audio system

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



Premium Sound System*

Our top-of-the line audio system designed for perfect sound dynamics, featuring twelve loudspeakers. 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 center loudspeaker and digital sound processor
- 12 high-end loudspeakers

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

* Included in the optional Multimedia Package



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 center armrest. Volume is conveniently controlled from the steering wheel or center 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 center 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.

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 62.6 cu.ft. with the rear seats folded down. Additional load space can be gained by folding the front passenger seatback forward.



Safety grille*

Made out 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 color-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.

* Retailer installed accessory

PACK & LOAD Carrying/Towing



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 color-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 165 lbs. 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 you make your Volvo V50 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

HomeLink
Moonroof wind deflector
Park assist Rear, Park assist Front
Portable navigation system
Rear view mirror with Anti-glare and compass

FOR YOUR ENTERTAINMENT

Sirius satellite radio

FOR PRECIOUS CARGO

Booster cushion and backrest
Child Activity Bag
Child Mirror

Comfort Upholstery and head support
Padded neck cushion
Rear center armrest table
Sun screens

FOR YOUR LEISURE

Ashtray, front and rear
Bike carrier
Canoe/Kayak carrier
Cargo box
Cargo Space divider
Electric cooler / hotbox
Grocery Bag Holder

Load basket
Load Securing Straps
Luggage Compartment mats
Luggage nets
Roof Mounted "Load Bar" carrying system
Rubber Floor Mats
Ski Carriers
Snowboard carrier
Steel Cargo Barrier
Sunglass holder
Surfboard carrier
Trailer Hitch, Square profile
Tunnel Mat

FOR UNEXPECTED SITUATIONS

Car Cover
Engine Block Heater
First aid kit
Jumper cables
Leather care kit
Mud Flaps
Snow Chains
Warning triangle

FOR YOUR LOOKS

Aluminum Wheels
Chrome Wheels
Color coordinated dash trim kit
Gear shift Knobs
Interior décor panel kits
Led lighting kit
License plate frames
Sport Body Kit
Sport Floor Mats
Steering wheel, Sport
Steering wheel, wood
Trunk Spoiler
Valve stem caps

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



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.

ENGINE

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

Volvo's smooth-running five-cylinder engine is 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.

Volvo V50 T5 (227 hp)

Engine type: 2.5-liter five-cylinder turbocharged
Max. power output: 227 hp at 5000 rpm
Max. torque: 236 ft./lbs. at 1500–4800 rpm
Acceleration 0–60 mph: 7.1 sec
Top speed: 140 mph
Fuel consumption, mpg: city: 19
Fuel consumption, mpg: 27
Environmental classification: ULEV II
Transmission: Five-speed geartronic automatic
Fuel tank: 15 gallons

PERFORMANCE Specifications

DRIVELINE

Front wheel drive, transverse engine. The Geartronic transmission 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.

CHASSIS

Front suspension with spring struts (McPherson), anti-dive and anti-lift function. Multilink independent rear suspension. Stabilizer bars front and rear. DSTC (Dynamic Stability and Traction Control).

The rigid body enables the suspension to perform optimally – for well balanced handling and a high level of comfort. The front and rear suspensions also interact to provide stable braking and smooth steering. The DSTC stability system assists if either of the drive wheels begins to lose traction or if a skid is imminent.

STEERING

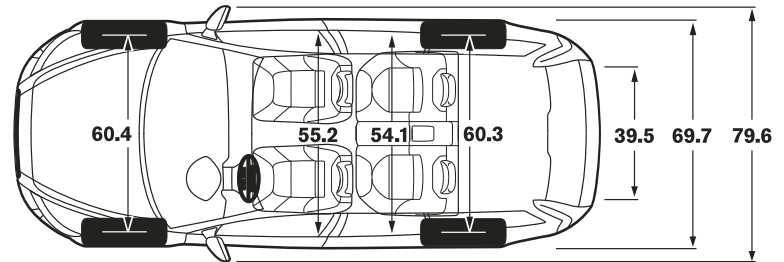
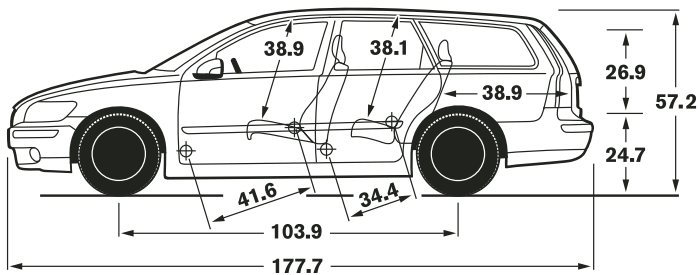
Power-assisted electro-hydraulic rack and pinion steering. Tilt and telescopic steering wheel column. 2.9 turns lock to lock. Turning circle 34.9 ft. (depending on tires).

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

BRAKES

Power-assisted anti-lock disc brakes (ABS), ventilated discs front. EBA (Emergency Brake Assistance). EBD (Electronic Brake Distribution) between the front and rear brakes. Diagonally split braking system.

Powerful anti-lock disc brakes help ensure a short stopping distance under all circumstances and withstand tough use without fading. EBA helps you use your brakes to the full in an emergency situation, while EBD distributes the braking effect between the front and rear wheels in order to achieve optimal results according to the car's load and driving conditions.



TAKING CARE OF YOUR OWNERSHIP NEEDS.

Volvo Leasing and Financing Offers:

Special offers are available to finance your new Volvo product through our preferred provider, US Bank. Whether you are looking for the convenience of a lease or the pride of owning your Volvo vehicle, our nationwide network of retailers and authorized financial service providers are ready to assist you with all your financing needs. Please contact your local retailer for details.

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 1-800-63-VOLVO – 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 50,000 miles, 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.

Complimentary Factory Scheduled Maintenance

Volvo is committed to a premium ownership experience for its customers. To further enhance your ownership experience, all 2011 model year Volvo's sold new through Volvo retailers in the United States will include Complimentary Factory Scheduled Maintenance. This program provides scheduled maintenance coverage for the first 3 years or 36,000 miles, is designed to compliment your Volvo warranty, and will help ensure trouble free operation of your Volvo. Coverage includes factory recommended maintenance including oil and filter changes, checks and adjustments as listed in your Warranty and Maintenance Records Information booklet, for the first four maintenance services at intervals of 7,500, 15,000, 22,500 and 30,000 miles

Service must be performed within 1,500 miles before or after each scheduled interval. Coverage is limited to scheduled maintenance items listed in the 2011 model year Warranty and Maintenance Records Information booklet. Normal wear items such as brake pads and wiper blades are not covered under the Complimentary Factory Scheduled Maintenance. An authorized retailer must perform maintenance. Offer is transferable. Optional Factory Scheduled Maintenance program upgrades are also available that will allow you to customize coverage to meet your driving needs. See your Volvo retailer for details.

Volvo genuine service

The best way to ensure superior performance year after year is to bring your Volvo to your authorized retailer for regular

maintenance. Our service advisors and factory-trained technicians are uniquely qualified to maintain your automobile. With the aid of advanced Volvo diagnostics, they follow all prescribed factory maintenance outlined in your service interval manual. Genuine Volvo Service is our ongoing commitment to you: to keep your Volvo performing smoothly long after other cars have given up.

Volvo mobility program

The goal of the Volvo Mobility Program is to assist persons with physical disabilities or hearing impairment. For those with exceptional transportation needs, this can be facilitated within the extraordinary comfort and safety of a specially adapted Volvo. For additional information on this program, please contact the Volvo Mobility Program Headquarters at (800) 803-5222 or visit www.volvocars.us/mobility. TTY users are invited to call 1-800-833-0312.

Personal shopper

The Volvo Personal Shopper is dedicated to providing you with a whole new level of shopping convenience. Whether you'd like help identifying the Volvo model that best fits your lifestyle, detailed information on any Volvo model, or a comparison against the competition, Volvo is there to help. We can arrange a Guest Drive for you at your nearest Volvo Retailer. So make the most of your shopping time and call the Volvo Personal Shopper at 1-800-550-5658. (U.S. only)

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 traveling, 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 US models.
 - Access to colors and certain features normally only available in Europe.
 - 15 days of international insurance and export registration included.
 - 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 Brand Experience Center.
 - An exclusive VIP delivery experience at the Volvo Factory Delivery Center.
 - 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 traveling overseas and making your souvenir part of an unforgettable experience? If you

would like to know more, contact your local Volvo retailer, our Customer Care Center (800) 631-1667, or visit www.volvocars.us/mybagsarepacked

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Sometimes life abroad offers exceptional benefits. Such as buying a new tailor-made Volvo on very special and rewarding terms. Whether you are traveling for pleasure or are in a professional, diplomatic or military post outside your home country, turn to Volvo for a great deal. For US Military personnel posted overseas our authorized military agents outside the US offer:

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- US specifications – built to meet legal requirements in all US states.
- No US import duty with PCS orders, for US military personnel taking delivery overseas.
- Included shipping & Marine Insurance, delivery to an authorized Volvo retailer of your choice in the USA. US diplomats & military personnel stationed abroad for more than 140 days & non-US diplomats (depending on status) are normally exempted from customs import duty.
- Delivery to a Volvo military agent close to your base or assignment overseas.
- Five years valid Volvo Home Shipment from authorized drop-off points in Europe to an authorized US Volvo retailer of your choice included.
- More than 20 drop-off points in Europe.
- The option of VIP factory delivery in Sweden or delivery to selected major cities in Europe.
- The option of our special Cruise & Collect package with Stena Line ferries (German market).
- The benefit of the Volvo Assistance Europe scheme at no extra cost.

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For Military/Diplomat/Expatriate sales while in the US, contact your local Volvo retailer, our Customer Care Center (800) 631-1667 or visit www.volvocars.us/mybagsarepacked

MEET THE FAMILY.

S



Volvo S40 The compact and energetic sedan.



The all-new Volvo S60 The sports sedan, worth getting passionate about.



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

V



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

XC



Volvo XC60 A sporty coupe and a capable all-roader fused into a Swedish 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 SportsCoupe.



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 save 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.

THERE'S MORE TO LIFE THAN A VOLVO.

Volvo. for life



THAT'S WHY YOU DRIVE ONE.

VOLVO
Volvo Car Corporation

www.volvocars.us

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