



THE ALL-NEW
VOLVO V40
IT'S YOU



VOLVOCARS.CO.UK

MEET THE ALL-NEW V40...

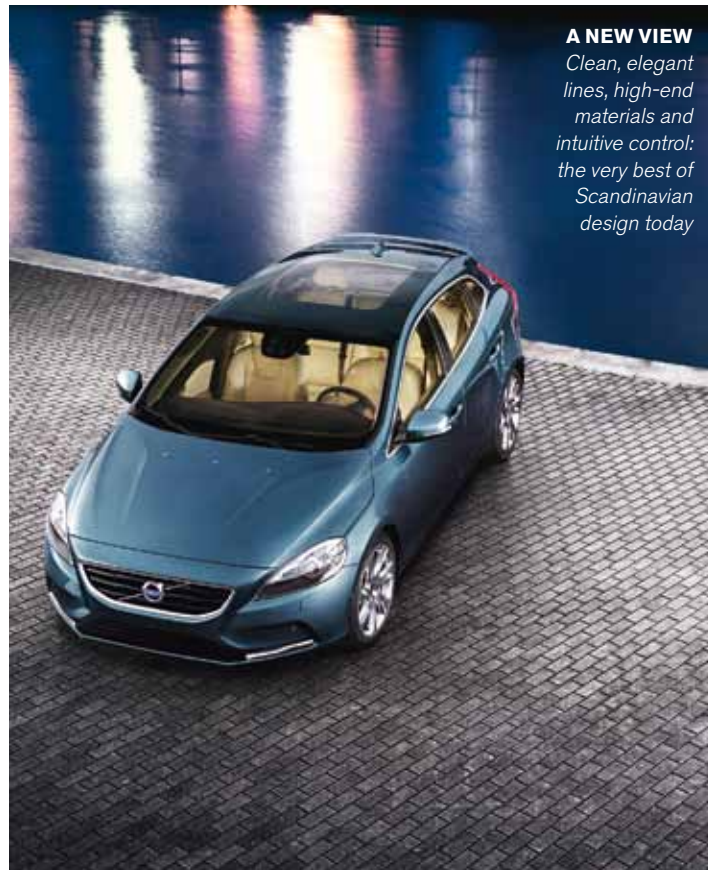


SMALL VOLVO, TONS OF CHARACTER

“We always start with people when we design a new car – it’s a very Scandinavian approach to design. We know that Volvo drivers like to stand out from the crowd – but in a subtle, sophisticated way. That’s why the all-new Volvo V40 is a premium 5-door, 5-seat hatchback with **tons of character and a very dynamic, distinctive profile**. We also wanted to design a car that suits you every day and, because you won’t always be in the same mood, we’ve given the V40 an interior lighting ambience you can adjust.

“We believe that our small cars should have all the luxury and refinement you’d expect from a larger Volvo. In fact, some of the all-new V40’s features, like its Interactive Dashboard and Theatre Lighting modes, are a complete first in the Volvo range – and it’s the **first car in the world** to feature our Pedestrian Airbag. What’s the V40 like to drive? One word – **fun**. I’ve driven it on our test track, fast, and it sticks to the road beautifully.”

SIMON LAMARRE
V40 EXTERIOR DESIGNER



A NEW VIEW

Clean, elegant lines, high-end materials and intuitive control: the very best of Scandinavian design today

A high-angle, top-down view of a man driving a Volvo V40. The man is wearing a brown checkered blazer and is seated in a light-colored leather seat. He is holding the steering wheel with his left hand and the gear shift with his right hand. The car's interior is visible, including the dashboard, center console, and the panoramic sunroof. The background is a blurred blue sky, suggesting the car is in motion. The overall lighting is bright and natural, highlighting the car's interior details.

**PANORAMIC
SUNROOF**

*The glass panel
extends the whole
length of the roofline.
It makes the interior
feel open and airy
both day and night*

**“THE V40 HAS ALL
THE LUXURY AND
REFINEMENT OF
OUR LARGER CARS”**

PERSONAL SPACE



SVEN-OLOF PERSSON
V40 INTERIOR DESIGNER

1. INTERACTIVE DASHBOARD

Choose the display that suits you best: Elegance, Eco or Performance. It's a completely new way for you to interact with your car

2. THEATRE LIGHTING

Choose from seven lighting modes to suit your mood, from Toscana White to Violet Purple

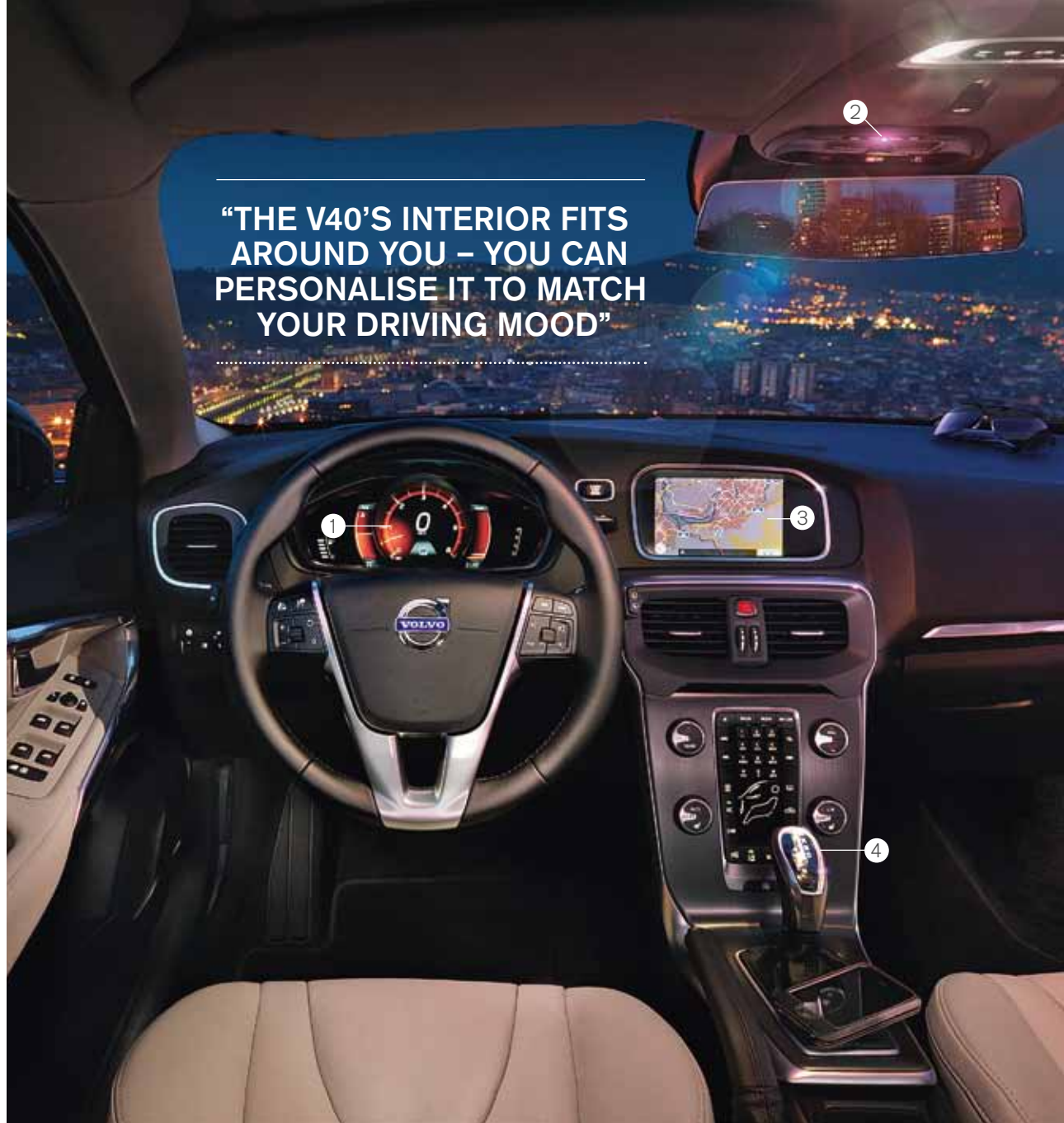
3. SENSUS

From this screen you can effortlessly personalise almost every aspect of your drive

4. ILLUMINATED GEAR SHIFTER

Lights up to add a clear touch of drama to your V40

.....
Your all-new Volvo V40



“THE V40’S INTERIOR FITS AROUND YOU – YOU CAN PERSONALISE IT TO MATCH YOUR DRIVING MOOD”

REDEFINING SAFETY

CITY SAFETY

*In dense traffic, this technology prevents a collision with the car in front by automatically braking should you be distracted and fail to react**

PEDESTRIAN DETECTION

*Your V40 scans the area in front and brakes itself if you don't notice a pedestrian in your path**

PEDESTRIAN AIRBAG

A world first. We've put an airbag under the bonnet, so if you were to hit a pedestrian accidentally, they'd be cushioned from the blow



**“THE V40 REACTS TO WHAT’S
GOING ON, PROTECTING
YOU, YOUR PASSENGERS
AND THOSE AROUND YOU”**

** at speeds of
up to 31 mph*

DRIVING FUN

HANDLING

The V40 is a great driver's car. Torque Vectoring lets you take corners more smoothly by giving each wheel exactly the right amount of power at all times

**“THE V40 RESPONDS
INTUITIVELY, AS IF
IT’S A PART OF YOU”**

STEERING

The V40's precise, communicative steering gives you a sense of effortless command



Your all-new Volvo V40



IN TOUCH WITH THE ROAD

“Your driving fun was top of the agenda when we engineered the chassis. We’ve given the V40 **Torque Vectoring**, an advanced support system that helps you take corners more smoothly and supports your driving. It does this by sensing exactly how much power – or braking – is needed for each wheel, to help you drive the way you want. You also have six engines to choose from, all featuring our Start/Stop technology: from the **high-performance 254hp T5** to the **extremely efficient D2**, which emits just **94g CO₂/km** and can achieve up to 78.5 mpg*.

“With **Park Assist**, your V40 will even park itself for you – into spaces that are just 1.2 times bigger than your car. It really takes the stress out of city driving – just sit back and watch the steering wheel move as if by magic.”

STEFAN KARLSSON
V40 VEHICLE DYNAMICS



**Preliminary Data. Based on a Volvo V40 D2 combined cycle.*



To configure your
all-new Volvo V40
or find your nearest
Volvo dealer, visit
VOLVOCARS.CO.UK



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