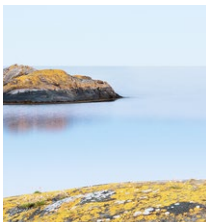




APRIL 2014
VOLVOCARS.CO.UK

VOLVO
V40
CROSS COUNTRY





HELLO
PAGE 01



YOUR NEW CAR
PAGE 04



YOUR ADVENTURE
PAGE 08



SENSUS
PAGE 10



INTELLISAFE
PAGE 12



DRIVE-E
PAGE 14



VOLVO OCEAN RACE
PAGE 16



EXPRESS YOURSELF
PAGE 18



**PERSONALISE
YOUR INTERIOR**
PAGE 20



UPHOLSTERIES
PAGE 22



ALUMINIUM WHEELS
PAGE 24



ACCESSORIES
PAGE 26



**THE VOLVO
EXPERIENCE**
PAGE 32



COLOURS
COVER



V40 CROSS COUNTRY

HELLO

Read more at
volvocars.co.uk

01

WE'RE VOLVO. WE PUT PEOPLE FIRST.



*“What can we do to make
this person’s life better, easier or
more comfortable?”*

We're Swedish. Scandinavian designers always start with the person who's going to use an object and ask, "What can we do to make this person's life better, easier or more comfortable?" We've always used this philosophy when we design our cars. So, while other car manufacturers might start with technology and try to squeeze people in around it, we begin by designing our cars around you. We ask what you need, and then use our technical skills to make your life easier, better, safer and more beautiful. Form follows function, and when you design a car inside and out with people in mind, it looks naturally beautiful. We think that looking at and interacting with our cars should make you feel great, every day.

Designing cars around people has led to many innovations over our 86-year history. The three-point safety belt in your current car? That was our invention from 1959. And we hope that one day, every car will have a device to protect people on the outside of the car, like the Pedestrian Airbag we premiered in 2012. We've solved a few environmental issues, too – in 1976, we developed the Lambda Sond – a sensor that monitors exhaust gas, reducing emissions and boosting performance as well as economy. It's still part of every petrol-engined car in the world.

Innovation is at the core of Volvo. Perhaps it's because of where we come from.



In Sweden, great
design is a way of life,
not a luxury.



For such a small country, we've produced more than our share of creative talent. That's because we know that to be truly creative, you've got to believe in yourself and do things the way you know they should be done, regardless of what others are doing.

Take our seats. In the early 1960s, we consulted with a team of orthopaedic surgeons at Chalmers University of Technology in Gothenburg. They wondered why a group of car designers wanted to see them. Nobody had thought to ask an orthopaedic surgeon's advice when designing a car seat before. But the ergonomic seat designs we developed as a result have made our cars world-famous for their outstanding long-distance comfort.

Like all Scandinavian craftsmen, we use only the best materials for the job, like the ultra-strong boron steel in our safety cages. We use natural, authentic materials inside our cars – not because they're fashionable this season, but because they make you feel good when you touch them and they're better for your health.

Creating a beautiful experience for you is natural for us. Because in Sweden, great design is a way of life, not a luxury.



V40 CROSS COUNTRY

YOUR NEW CAR

Read more at
volvocars.co.uk

04

THE PERFECT GETAWAY CAR.

"Our Volvo V40 Cross Country gives you the best in inspiring contemporary Scandinavian design in a compact hatch."

Our Volvo V40 Cross Country gives you the best in inspiring contemporary Scandinavian design in a compact hatch. It's got the versatility to fit in with your busy lifestyle, yet it also has the agility to really inject some fun into your driving, and its looks will make you stand out from the crowd. Being Swedes, we understand your need to get out into the countryside, so with our V40 Cross Country we've added even more

potential for adventure and fun with some rugged design cues that will feed your thirst for spontaneity and have you exploring beyond the city limits every chance you get. And if your own adventure takes you beyond tarmac, we give you the opportunity to choose our All Wheel Drive, which will turn your V40 Cross Country into a true all-road vehicle.

Your V40 Cross Country might have a rugged profile, but it also has genuinely beautiful design flourishes such as the elegant rear light clusters.

FIND YOUR NEAREST DEALER AT
VOLVOCARS.CO.UK







V40 CROSS COUNTRY

YOUR NEW CAR

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07

Going exploring? You'll need some tough equipment.


If you've spent any serious time outdoors, you'll know how much you depend on robust, good quality equipment. That's what inspired us when we were designing the V40 Cross Country.

To begin with, we raised the ground clearance over its standard V40 cousin, which, together with a higher chassis, gives you a more commanding view of the way ahead – which is useful both in town and

when you're in the countryside. Rougher terrain calls for bigger wheels too – the car shown here is fitted with bold 19" Alecto wheels. Then we covered vulnerable areas with a durable black bodykit to protect the nose and tail from stone chips. Add to this some gorgeous styling touches such as the honeycomb front grille and the upright Day Running Lights and you have the best of contemporary Scandinavian Design, just with added attitude.

The rear skidplate provides the perfect finishing touch to your V40 Cross Country – it gives a strong visual clue to your Volvo's adventurous ability and it also offers extra protection when the going gets really tough.

TO SEE MORE OF THE V40 CROSS COUNTRY'S COOL DESIGN FEATURES, GO TO
VOLVOCARS.CO.UK



Electronic Stability Control (ESC) comes as standard. If there's a risk of your V40 Cross Country losing stability, ESC applies just the right amount of brake force and reduces engine power as needed to prevent any skidding – and you'll never notice a thing.

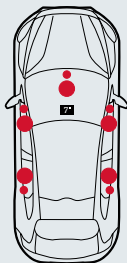
READ MORE AT VOLVOCARS.CO.UK

Your sure-footed partner.



If your adventures tend to take you off the beaten track, we suggest you opt for our T5 version which comes with All Wheel Drive as standard and allows you to keep all 254 HP of power going through the wheels to the road surface, whatever its condition.

Team this with our Hill Descent Control and even in open country you'll be able to negotiate the steepest of slopes with the utmost confidence – all you have to do is steer. The V40 Cross Country won't disappoint on the road either, with a top speed of 130 mph and a 0–60 mph time of 6,0 seconds. If you love driving you'll love our Corner Traction Control – which helps you avoid understeer by applying just the right amount of power and brake force to the inner and the outer wheels as you accelerate out of a corner. It's particularly handy if you're merging into fast moving traffic from a side road.



FULL SONIC IMMERSION

At Volvo, we believe you should enjoy the very best audio experience. That's why we've designed our state-of-the-art Sensus Connect with Premium Sound by Harman Kardon®. Using 10 high-fidelity loudspeakers the amplifier is equipped with Dirac Live®, the next generation sound enhancement software. With an incredibly realistic stage sound as well as enhanced bass performance, this sound system provides an unparalleled aural experience for every passenger and connects easily with external media players.

READ MORE AT VOLVOCARS.CO.UK

Our beautifully designed, high-res colour display allows you to choose between three driving modes for your Adaptive Digital Display and centre screen – Elegance, Eco and Performance.

Volvo Sensus. You're in control, naturally.



Since you'll spend most of your time in the driver's seat of your Volvo, we've designed a gorgeous space around you. All of your controls are as easy to use and intuitive as possible. We call this approach to connecting you and your car with the world around you – Sensus.

Our beautiful Adaptive Digital Display is the latest expression of this philosophy. Not only does it give you all the information you need without overwhelming you with data, it also gives you three background modes to choose from – Elegance, Eco, and Performance. Best of all, the display modes sync with the 7-inch centre screen in your dashboard. As you adjust your display theme, the colour scheme of your centre screen changes with it. And there's more: with our Sensus

Connect solutions, you can convert the 7-inch screen in your dashboard into an internet-connected infotainment hub, giving you access to TuneIn internet radio with 100,000 stations worldwide as well as a range of useful and fun web-apps. Add Sensus Navigation, and you get instant access to worldwide maps. As part of our MapCare program, free map updates are included to guarantee you the latest available and up to date navigation experience. And with 3D-navigation finding your destination will be easier than ever. The Sensus experience is at its best when you bundle Sensus Connect and Sensus Navigation with Volvo On Call.

Volvo On Call gives you 3G-connection with excellent reception by making use of your car's integrated rooftop antenna, which means you can create a Wi-Fi hotspot for all of your internet-connected devices. Volvo On Call also includes our innovative smartphone app that you can use to remotely control your car. Whether you're still inside your home on a cold morning, or at an airport on the

other side of the planet, the Volvo On Call app will soon become your daily connection with your car: you'll use it to preheat your car, send an address to your navigation system, check your car's fuel level and location and much more.

But we wouldn't be true to our Swedish design values if we only created beautiful displays, screens and apps. True to our passion for sculpting physical objects, we've put the same amount of care into your Volvo's physical controls, such as our iconic floating centre stack with the



trademark 'manikin' climate control buttons. And after dark, our eye-catching illuminated gearshifter for automatic gearboxes adds a touch of atmosphere to your night drives.



V40 CROSS COUNTRY

INTELLISAFE

Read more at
volvocars.co.uk

12

OH YES. DID WE MENTION SAFETY?

“Cars are driven by people,” they said, “so the guiding principle behind everything we make at Volvo is – and must remain – safety.”

In 1927 our founders, Assar Gabrielsson and Gustaf Larson, decided to make really strong cars that could cope with our rough country roads. But strength alone wasn't enough. They also had a vision: “Cars are driven by people,” they said, “so the guiding principle behind everything we make at Volvo is – and must remain – safety.” Now our goal is that, by 2020, nobody shall be seriously injured or killed in a new Volvo. We think our founders would have approved.

In order to help us achieve this goal, and in keeping with our

philosophy of making your life easier, your V40 Cross Country has a whole suite of intuitive safety technologies inside it. They're there to support your daily driving, protecting you in the event of an accident and often preventing collisions in the first place. We call this IntelliSafe.

We know V40 Cross Country owners love driving, but in a world of busier and busier roads, you are constantly exposed to other people's mistakes. That's why IntelliSafe offers some really smart technologies such as City Safety, Collision Warning with Full Auto Brake and

Pedestrian Detection as well as Cyclist Detection.

And because you love driving, it's good to know that your V40 Cross Country comes equipped with other IntelliSafe technologies like Electronic Stability Control (ESC). If there's a risk of your car losing stability, ESC applies just the right amount of brake force and reduces engine power as needed in order to prevent any skidding. You'll probably never notice a thing. But that's OK, we're just doing our job.

Can you see our radar? It's hidden away in the V40 Cross Country's grille but working hard to keep you and people outside the car safe. We call it Collision Warning with Full Auto Brake and Pedestrian Detection – you'll call it a safety breakthrough.



In town, City Safety is designed to prevent you from colliding with the car in front if it stops suddenly. This advanced IntelliSafe system works at speeds of up to 31 mph and senses if you're about to collide with another car, then, if necessary, applies the brakes.



We've further improved our Blind Spot Information System (BLIS). It now uses radar technology to alert you to vehicles closing up in your blind spot. There's also Cross Traffic Alert, which watches out for vehicles you can't see when you're reversing out of tight parking spaces.



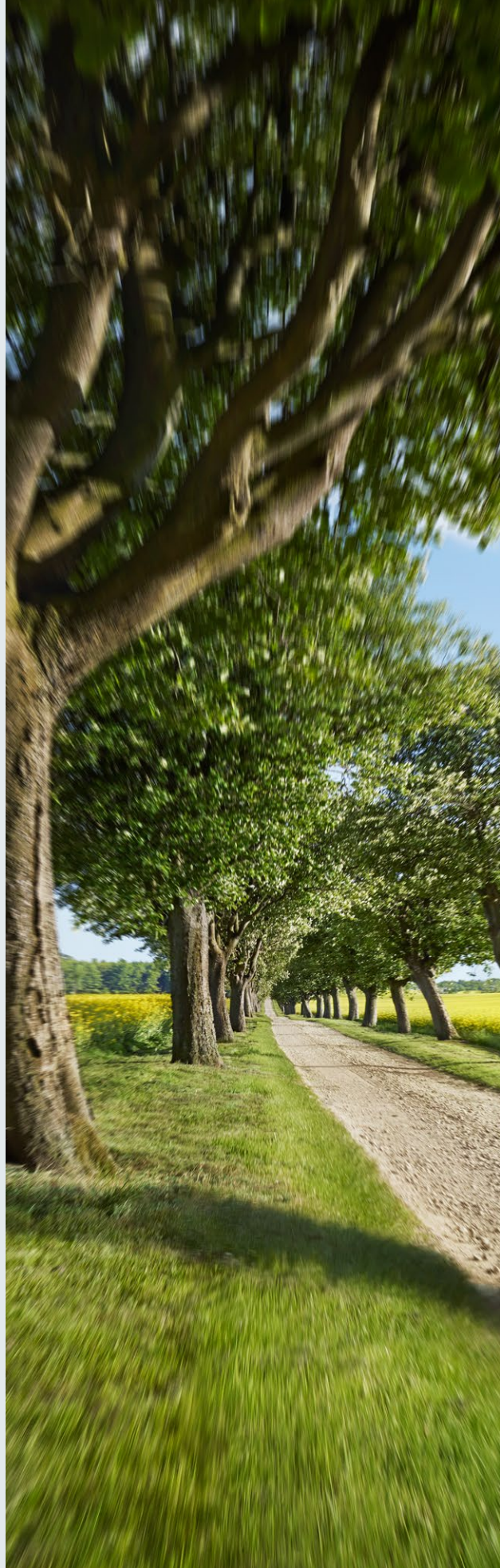
Because we care about other road users just as much as you, Pedestrian Detection with Full Auto Brake watches out for people walking into your path and applies the brakes if you're unable to react in time.

Drive-E is at the heart of every Volvo we make. It's our all-encompassing approach to sustainable driving, our innovative thinking behind a whole range of technologies that will give you more efficiency – and lower running costs – without compromising on a pleasurable drive.

Our Drive-E technological advances include reducing the friction within our engines and a host of aerodynamic improvements to help you get the maximum benefit from your engine and the fuel you put into your car. We employ Start/Stop technology, energy recovery systems and always strive to make our manufacturing processes more sustainable – all of the electricity for our factory in Sweden comes from clean, hydroelectric power. After all, environmentally-aware mobility is central to our philosophy of intelligent, thoughtful luxury.

Integral to this is the wide choice of powerful, efficient engines available for the V40 Cross Country, ranging from the four-cylinder 1.6-litre turbodiesel D2 with CO₂ emissions of just 99g/km*, to the five-cylinder T5 AWD 254 HP petrol option.

*Fuel consumption and CO₂-emission data apply with manual gearbox and limited selection of wheels and tyres.

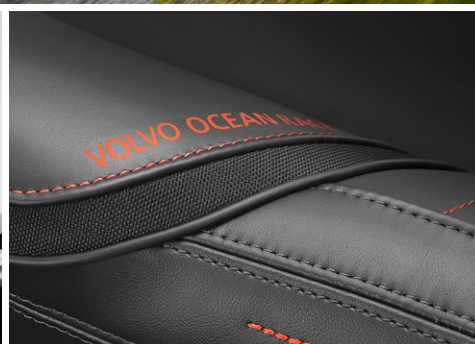


WE THINK
SUSTAINABLE
DRIVING IS EXCITING.
SO WILL YOU.



VOLVO OCEAN RACE
2014-15.

SHARE THE CHALLENGE AT
VOLVOOCEANRACE.COM





V40 CROSS COUNTRY
VOLVO OCEAN RACE

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volvocars.co.uk

17

EXPERIENCE A HUMAN CHALLENGE. AT THE COMFORT OF A VOLVO.

*"To finish first,
first you must finish."*

Imagine a merciless 70,000 km trip across the oceans for nine months, to endure 10-meter waves, blistering 40 knots storms and unrelenting discomfort 24 hours a day. Living at the mercy of nature's powers, totally depending on your skills, your gear and your teammates. Facing the most extreme physical and psychological conditions, testing the human abilities to the limit. To constantly being thrown between hope and despair, knowing that a single error might wipe out years of preparation in an instant.

Well, we guess this is quite far away from your everyday life (unless you're a crew-member on any of the participating boats of the Volvo Ocean Race, of course). Good news is there's a way for you to share pieces of this epic race – even during the not-so-challenging commuter moments you're stucked somewhere between A and B.

As a tribute to the courageous men and women on-board the hi-tech Volvo Ocean



65 vessels, we created the Volvo V40 Cross Country Ocean Race Edition – a V40 Cross Country featuring some very special design elements to catch up the spirit of a very special human challenge.

You'll notice it already from the outside: the unique Ocean Blue II exterior colour, the specially-designed 17-inch Portunus wheels (named after the God of ports), the roof rails, the high-gloss black door mirror feet and the bright chrome window frames. And safely on-board, you and your crew will find yourselves surrounded by a meticulously crafted sporty-techy interior featuring details such as leather seats with contrasting orange stitching, a unique Volvo Ocean Race deco inlay and Volvo Ocean Race textile mats. So while you enjoy the all-road comfort and all-weather capability of your Volvo, you'll be reminded of one of the most challenging adventures on the planet – the one around it.

WHICH V40 CROSS COUNTRY ARE YOU?

Congratulations, you've chosen a Volvo V40 Cross Country. When you've picked your preferred engine, all you need to do is select the trim level that's right for you. We've made it easy for you by providing four that we think you'll love. Whether you'd like all the trimmings or a sporty look both inside and out, we have the right one for you.





V40 CROSS COUNTRY

EXPRESS YOURSELF

Read more at
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19

CROSS COUNTRY SE

The V40 Cross Country's rugged exterior design includes glossy black window trim and autofolding door mirrors with ground lights, 16" alloy wheels, rain sensor with automatic wiper function and silver roof rails. On the inside the SE comes with Textile/T-Tec upholstery, Copper Dawn interior trim, front door tread plates, Bluetooth®, DAB and a High Performance audio with 5" colour display screen.

CROSS COUNTRY LUX

Above and beyond the Cross Country SE specification, the Lux variant has leather-faced upholstery, active bending xenon headlights with headlight cleaning system, 17" alloy wheels, rear reading and theatre lights and vertical LED day running lights.

NAV

All Volvo V40 Cross Country Nav models include Sensus Connect* with High Performance sound with voice activated control, a 7" colour display screen, DVD player, internet and music browsing and a Sensus Navigation system. As well as full European mapping, lifetime map updates are included.

* A separate mobile data plan is required to enable online connectivity.

VOLVO OCEAN RACE EDITION

The Volvo Ocean Race Edition includes 17" Portunus alloy wheels, Volvo Ocean Race emblem on front fender and unique tread plates. The interior is complemented with a Volvo Ocean Race logo on the front seats, unique floor mats, leather upholstery with a sailing inspired sporty look, unique inlay and a Volvo Ocean Race luggage mat.



V40 CROSS COUNTRY

PERSONALISE
YOUR INTERIOR

Read more at
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20

Outside: mud, rain, wind.
Inside: total refinement.



Your Volvo V40 Cross Country should be as personalised as the adventures you're going to enjoy in it. Our ergonomic seats have always been a Volvo strength – supportive enough to keep you feeling fresh after the longest journeys over the roughest roads.

Now, for the V40 Cross Country, you can choose from a variety of two-tone designs with accent stitching that really enhance the sporting feel of your car. Getting the light right is important in Scandinavian interior design, and it's the same in our cars – we offer Theatre

Lighting which lets you choose your desired interior ambience after dark from a selection of seven different modes. During the day, our fixed panoramic glass roof gives you and your passengers a superb sense of light and airiness inside your car. To maintain comfort on even the sunniest days, the tinted glass reduces infrared radiation. And if there's too much sunshine, just close the sliding curtain with the touch of a button. Our illuminated gear shifter and frameless rear-view mirror complete an interior that reminds you and your passengers that this is a superbly designed vehicle, every time you drive.



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Textile/T-Tec S50G
Charcoal interior with
Blond seats and headlining



Textile/T-Tec S50F
Charcoal/Blond interior and
seats with Blond headlining



Textile/T-Tec S500
Charcoal interior with
Blond headlining



V40 CROSS COUNTRY

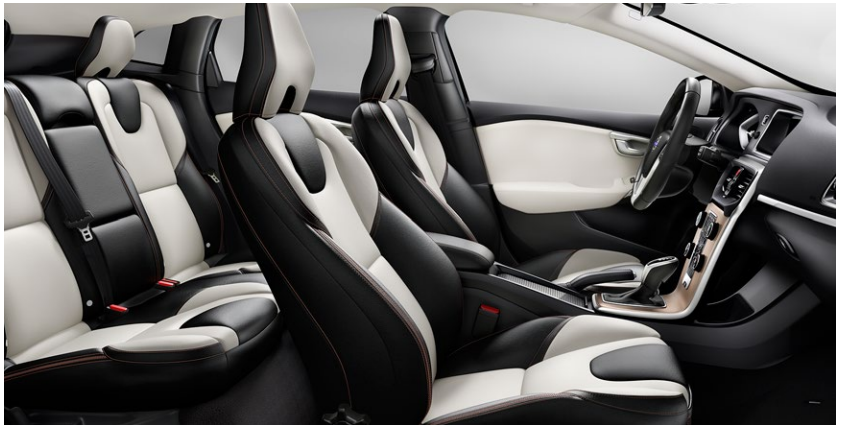
UPHOLSTERIES

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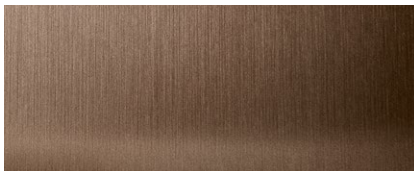
23



Leather, S100
Charcoal interior with Blond
headlining



Leather, S10F
Charcoal/Blond interior and seats
with Blond headlining



Copper Dawn aluminium



Shimmer Graphite aluminium

A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT
VOLVOCARS.CO.UK/BUILDYOUROWN



Alecto, 7.5x19", Glossy Black/Matte Raw Copper inserts



V40 CROSS COUNTRY
ALUMINIUM WHEELS

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25



Alecto, 7.5x19"
Glossy Black/Matte Silver inserts



Alecto, 7.5x19"
Glossy Black/Matte Black inserts



Alecto, 7.5x19"
Light Grey/Matte Raw Copper inserts



Alecto, 7.5x19"
Light Grey/Matte Silver inserts



Damara, 7.5x19"
Diamond Cut/Grey



Mefitis, 7.5x18"
Grey



Larenta, 7x17"
Grey



Larenta, 7x17"
Silver



Geminus, 7x16"
Silver





V40 CROSS COUNTRY

ACCESSORIES

Read more at
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27

MATCH YOUR V40 CROSS COUNTRY TO YOUR LIFE.

The most pleasurable part of buying a new Volvo is putting your personal stamp on it. You can do that by choosing accessories that reflect your own taste and that cater to your particular lifestyle.

Exterior styling accessories. This car is equipped with side scuff plates, rear deco trim and rear skidplate with dual tailpipes and roof load carriers with kayak holder. The Alecto alloy wheels, 7.5x19", are available in Glossy Black/Matte Black inserts, Glossy Black/Matte Raw Copper inserts, Glossy Black/Matte Silver inserts, Light Grey/Matte Silver insert or Light Grey/Matte Raw Copper inserts.

FIND MORE ACCESSORIES AT
VOLVOCARS.CO.UK/ACCESSORIES





V40 CROSS COUNTRY

ACCESSORIES

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29

Deco trim, rear. This stylish and robustly built silver-hued trim with rubber inlays not only complements other Exterior Styling Kit details on your Volvo, it protects the rear bumper during loading and unloading.

Roof load carriers. Fitted directly onto the rails, these aerodynamically designed aluminium load carriers provide an easy-to-use rooftop carrying system. Add a skiholder or other Volvo load carrying accessory, and away you go.

Convertible child seat (9–25 kg). This advanced, flexible rearward-facing child seat is suitable for children aged 9 months to six years. It's fitted using the car's safety belt and is easily adjusted to help optimise comfort and safety.

Load compartment grille. In the event of hard braking, this steel load compartment grille helps to protect people in the car from heavy, unsecured cargo that could become dangerous projectiles.

Dirt cover, load compartment. This durable vinyl liner covers the rear cargo area to protect against grime and water. And the backrest section of the liner is split to allow the rear seat backrests to be folded down separately.

Exterior styling accessories. This car is equipped with side scuff plates, rear skidplate with dual tailpipes, deco trim rear, roof load carriers and "Space Design" roof box. Alecto alloy wheels, 7.5x19", Glossy Black/Matte Raw Copper inserts.



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT VOLVOCARS.CO.UK/COLLECTION





V40 CROSS COUNTRY

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THE MOST CAREFREE
WAY TO OWN A CAR.
EVER.



We love it when you're happy. When things are easier than you expect, or go faster and become better. Because when you buy a Volvo, you buy the easiest way to own a car. Financing, insurance, servicing, changing tyres – those aspects of having a car that you might not find very interesting are exactly the ones we love to make easier and better for you. That's why your Volvo dealer will always offer you a whole range of simplifying services and offers all designed around you, giving you the most carefree ownership experience possible.

And that's not all. We've also brought our Designed Around You philosophy to the way we service and repair your car. With every service we provide you Volvo Service Promise. Six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance Plan
- Service Plan

VOLVO SERVICE PROMISE

- Volvo Service Promise
- Software updates
- Personal Service Contact
- Rental cars
- Tyre services

IF SOMETHING HAPPENS

- Volvo Assistance
- Repairs
- Volvo Glass Services
- Car Climate Services
- Volvo Accident Assistance

MY VOLVO

My Volvo is a personalised website designed to make everything about your car ownership as convenient and rewarding as possible. It gives you:

- A clear overview of your car ownership
- Personalised offers
- Relevant news and updates
- Direct access to your Volvo dealer
- Online service booking
- Useful information about driving and caring for your car
- Interesting articles and videos from the world of Volvo

CONNECTED SERVICE BOOKING

Forget about your car service. Your Volvo remembers it for you.

No other car makes it so simple for you.

With Connected Service Booking, which is available with Sensus Connect, your Volvo reminds you when it needs servicing. When the time comes to drive to your workshop, your Volvo will even guide you there using sat nav – you don't have to do anything. And since your Volvo tells us what it needs, we can make sure that it gets exactly the right maintenance when it gets there. Of course, you can also manage your bookings yourself, if you prefer. You can either do this when you're in the car or online using your My Volvo – your personalised website designed to make everything about your car ownership as convenient and rewarding as possible.

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614 Ice White



707 Inscription Crystal White Pearl
(Sparkling metallic, shifts from white to shimmering warm yellow-white effect depending on light and viewing angle)
(Also available for Volvo Ocean Race edition)



477 Inscription Electric Silver metallic
(Sparkling metallic, shifts from silver to blue effect depending on light and viewing angle)



713 Power Blue metallic



019 Black Stone



452 Black Sapphire metallic
(Also available for Volvo Ocean Race edition)



702 Flamenco Red metallic



612 Passion Red

N.B Some information may have been updated since this brochure was printed. Some of the equipment described or shown may now be available only at extra cost. 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, colour, materials, specifications and models.



V40 CROSS COUNTRY

COLOURS

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711 Bright Silver metallic
(Also available for Volvo Ocean Race edition)



710 Misty Blue metallic



706 Ocean Blue II metallic
(Only available for Volvo Ocean Race edition)



498 Caspian Blue metallic



714 Osmium Grey metallic



708 Raw Copper metallic



704 Vibrant Copper metallic

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Please note: It's not possible to reproduce exact original shades in printed matter or on screen. Please ask your dealer to show you samples.

**Official fuel consumption for the Volvo V40 Cross Country
range in MPG (l/100km):**

Urban 24.4 (11.6) – 67.3 (4.2), Extra Urban 44.1 (6.4) – 80.7 (3.5),
Combined 34.0 (8.3) – 74.3 (3.8), CO₂ Emissions 194 – 99g/km.
MPG figures are obtained from laboratory testing intended for
comparisons between vehicles and may not reflect real driving results.



V O L V O