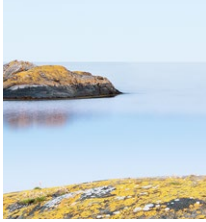




APRIL 2014  
[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)

VOLVO  
V70





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**YOUR NEW CAR**  
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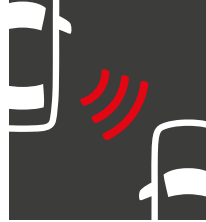
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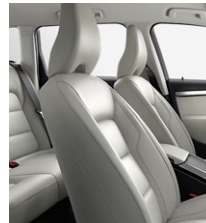
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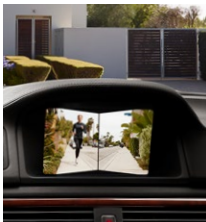
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V70

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HELLO

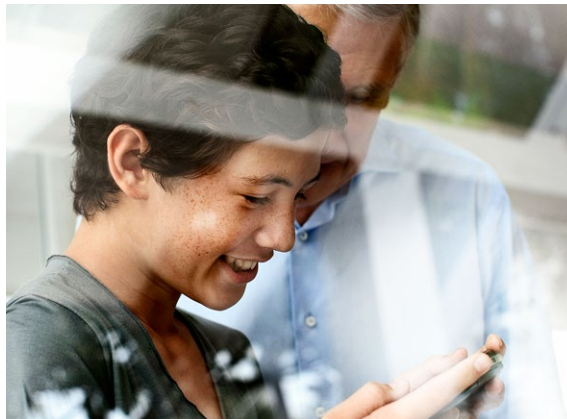
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01

# 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.



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V70

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YOUR NEW CAR

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04

# HOW DO YOU COMBINE ELEGANCE WITH VERSATILITY? LIKE THIS.

---

*"That's why there is plenty of interior flexibility to take on any combination of cargo and people that you need at a given moment."*

---







**V70**

YOUR NEW CAR

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06

We know exactly what your life needs. That's because we've been creating versatile and flexible wagons since 1953 when we launched the Volvo Duett – literally 'two cars in one'. Six decades on, our latest V70 carries on our long tradition of combining form and function in a beautifully crafted package.

And our latest wagon works harder than ever to create a perfect fit with your life. That's why there is plenty of interior flexibility to take on any combination of

cargo and people that you need at a given moment. But just as importantly, we have not lost sight of the pleasure you take in the drive – our V70 has been tuned not just for refinement and comfort, but also for powerful assurance on any journey.

Not only does our V70 wagon deliver space-creating design solutions and a great drive, it offers the latest in adaptable in-car connectivity and safety technologies. All wrapped up in a handsomely styled Scandinavian body.



Whether you lead an active life or have a growing family, our V70 is designed around you.

FIND YOUR NEAREST DEALER AT  
**[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**





## Classic good looks, lovingly updated.

**We've given our V70's exterior an even more individual and contemporary look – in fact, you'll notice a host of striking new design details. "We worked hard to put a wider proportion on the front grille, as well as more detail work, Day Running Lights and added bright silver touches to lift the detail and give the car an even more luxurious**

**feel", explains Örjan Sterner, the design manager for the new V70. "The new car looks more elegant, with a more road-hugging stance."**

To give the rear of the V70 a more graceful, luxurious feel, there are freshly designed rear bumper and glossy silver highlights. The attractive, tall rear lamps with

integrated LED light guides have been redesigned too – they're more elegant with a lighter touch. "Our rear lights are a classic Volvo signature", says Sterner.

And, true to our Scandinavian design principles, form follows function in the clean, stylish lines of the V70. It'll be a pleasure to look at – and live with – every day.

Silver highlights at the rear of our new V70 enhance its elegant lines.

TO SEE MORE OF THE V70'S COOL DESIGN FEATURES, GO TO [VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)



V70

INSIDE YOUR CAR

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

08



Scandinavian design has always been about taking the best materials you can – whether that's the finest leather or most beautiful wood – and crafting them with skill and care. That's a very apt description of our latest V70's cabin, which combines traditional materials with the latest technology. This gives you an experience that is richly visual and tactile while entirely functional. It's a clean and uncluttered environment, too, which is in the best Scandinavian architectural tradition.





SCANDINAVIAN  
INTERIOR DESIGN.  
ON FOUR WHEELS.



It's all about how you drive – with the Four-C chassis, you get to choose between three different modes. Comfort and Sport are self-explanatory; Advanced really optimises your car's grip. And you can change between modes at any time at the push of a button.

READ MORE AT [VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)



Three choices of chassis.  
One harmonious drive.





**Our new V70 is versatile and luxurious to sit in, but we think you'll find the experience gets even better once you get moving. Simply put, this is a great car to drive thanks to its brilliantly engineered chassis. You can choose from three V70 chassis types – Dynamic, Sport and Four-C (we call it that because it's a Continuously Controlled Chassis Concept). The Dynamic Chassis is a true all-round solution. Our engineers have spent thousands of hours perfecting and tuning it, which has resulted in a highly responsive driving experience.**

The Sport chassis puts your centre of gravity a crucial 15mm closer to the road surface, guaranteeing a more focused, engaging drive as you flow through the bends. The Four-C chassis, on the other hand, has three settings to choose from, and features sensors which measure the longitudinal, lateral and vertical acceleration of the car, the rotational speed of each wheel and much more. All this information is analysed 500 times per second by a microprocessor, adapting the hardness of the shock absorbers to the car's movement, resulting in a beautifully smooth, fluid drive.



**V70**

READY FOR ANY  
OCCASION

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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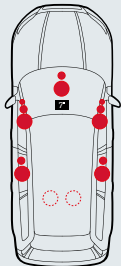


# Space.

## It's the ultimate luxury.

Our V70 wouldn't be a Volvo if it didn't offer you the kind of practical flexibility to meet all of your life's challenges. The rear seats, for example, can be folded down in three 40/20/40 segments, giving you even more options to arrange your Volvo's space just how you need it. You've got three people to accommodate along with their bulky luggage? No problem, just flip two thirds of the rear bench down. You'd like to carry skis or surfboards? Just fold the middle section flat, allowing two passengers to travel on either side. Or you might want to fold down one seat only, while leaving two thirds of the bench free for seating. And with the rear seats all folded flat, you have a cavernous 1,600 litres of load space for all your gear, no matter what adventure you're embarking on.





#### 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 12 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](http://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.





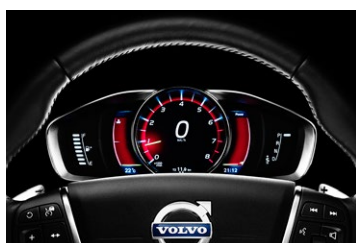
V70

SENSUS

Read more at  
volvocars.co.uk

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# 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.

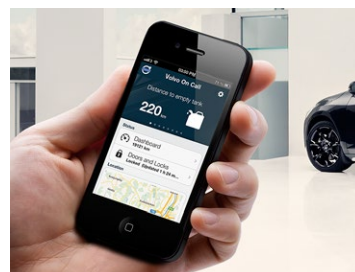
Our beautiful Adaptive Digital Display is the latest expression of this philosophy. Not only does it give you all the information you need without overwhelming you with data, it also gives you three background modes to choose from – Elegance, Eco, and Performance. Best of all, the display modes sync 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 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.



V70

INTELLISAFE

Read more at  
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# OH YES. DID WE MENTION SAFETY?

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*“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 V70 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 V70 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 V70 comes equipped with other IntelliSafe technologies like Electronic Stability Control (ESC). If there's a risk of your V70 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.



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.



Our Blind Spot Information System (BLIS) alerts you to vehicles closing up on you in your blind spot. As a car, lorry or motorbike approaches from behind, an amber warning lamp in the relevant door mirror lights up – and goes off again when you're clear to change lanes. You'll find this a particularly useful feature on busy motorways.



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.





V70

DRIVE-E

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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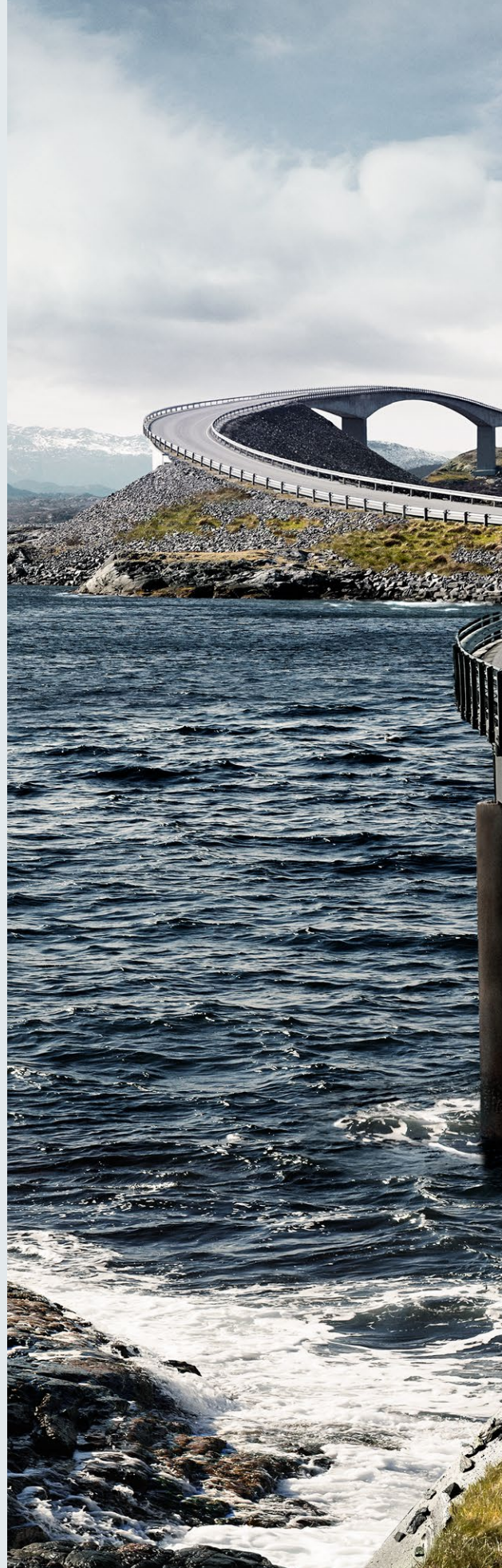
**Drive-E is at the heart of every Volvo we make. It's our all-encompassing approach to sustainable driving, our innovative thinking behind a whole range of technologies that will give you more efficiency – and lower running costs – without compromising on a pleasurable drive.**

The latest expression of our Drive-E philosophy is our range of all-new low-consumption, low-emission Drive-E powertrains. Built to provide efficient power, they consist of all-new lightweight, low-friction engines and all-new gearboxes. For the V70, the 2.0-litre turbodiesel D4 with CO<sub>2</sub> emissions of just 109g/km\* can be perfectly matched with an all-new, innovative automatic eight-speed gearbox. Together, engine and gearbox form a drivetrain which delivers even better efficiency than before, as well as a great driving experience. In addition, our intelligent ECO+ function can help reduce fuel consumption.

As part of our Drive-E philosophy, we also employ Start/Stop technology and energy recovery systems. Drive-E also means recyclability and more sustainable manufacturing – for example, all of the electricity for our factory in Sweden comes from clean, hydroelectric power. All this makes Drive-E environmentally-aware mobility a central part of our philosophy.

\* Fuel consumption and CO<sub>2</sub> emission data apply with manual gearbox.

DRIVE-E





WE THINK SUSTAINABLE  
DRIVING IS EXCITING.  
SO WILL YOU.





# WHICH V70 ARE YOU?

Congratulations, you've chosen a Volvo V70. When you've picked your preferred engine, all you'll need to do is select the trim level that's right for you.





**V70**

EXPRESS YOURSELF

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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## **BUSINESS EDITION**

The Business Edition aims to spoil. Beyond the innovative City Safety technology, the exterior benefits from LED day running lights, 16" alloy wheels and rear park assist whilst the interior boasts supportive seats with Sundby Textile/T-Tec upholstery, electronic climate control and aluminium trim. Then there's Sensus Connect with High Performance Sound, Bluetooth® and DAB (Digital Audio Broadcasting) Radio complementing the Sensus Navigation system and 7" colour display screen.

## **SE NAV**

The SE Nav model delivers luxury with leather-faced upholstery, a Sensus Navigation system and innovative features such as the grocery bag holder, automatic rain sensor and autodimming rear view mirror. On the outside, 17" alloy wheels, retractable rear view mirrors and a power operated tailgate enhance the exterior style.

## **SE LUX**

In addition to the Sensus Navigation system, the SE Lux adds a power adjustable driver's seat and an active TFT crystal driver's information display whilst the exterior benefits from silver roof rails and active bending xenon headlights with headlight cleaning system.

## **NAV**

All Volvo V70 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.





V70

PERSONALISE  
YOUR INTERIOR

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Your V70 is your  
home away from home.  
Give it your signature.



**Choose a V70 and you'll enjoy an elegantly designed cabin as standard, with a superior finish in evidence everywhere you look. And if you'd like to match your car with your personality even more, there is a whole range of gorgeous interior options at your disposal.**

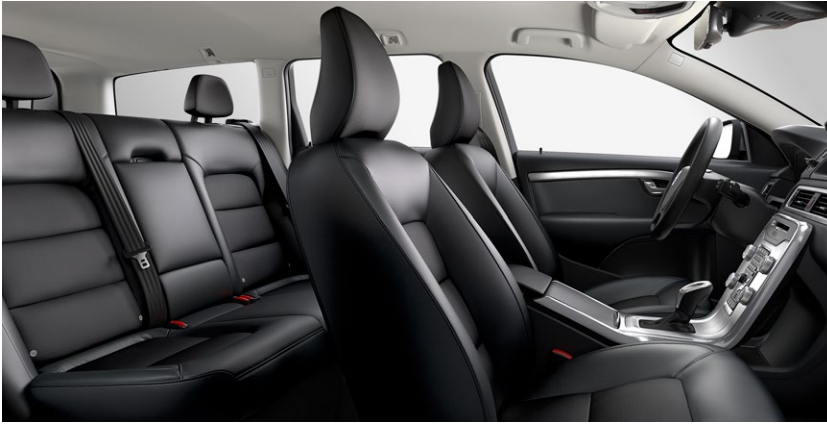
Our latest Comfort seats can be ordered in textile/T-Tec or leather, matching their excellent long-distance comfort with stylish contemporary looks. Choose our heated three-spoke steering wheel and you can gently warm your hands on those cold winter mornings. There's also a brand new easy-to-read Analogue Instrument Cluster or if you prefer, you could try our new Adaptive Digital Display, which gives you three

display modes to choose from and whose look is inspired by translucent jellyfish.

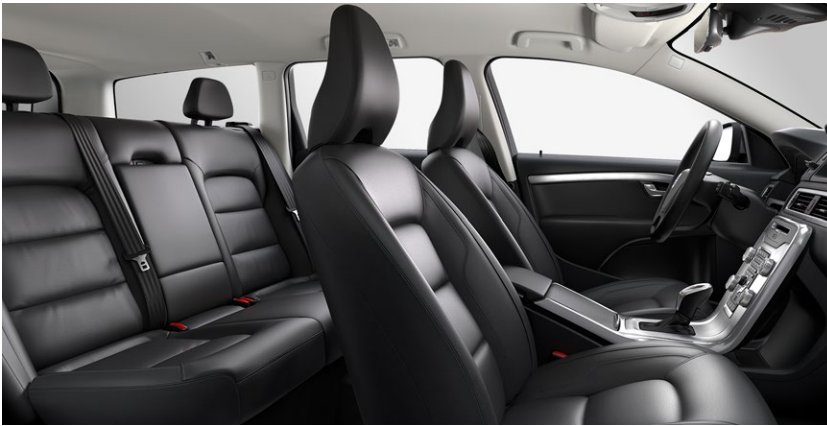
If you like the finer things in life, but prefer to make your own design choices, Inscription is a palette of luxurious options that you can combine in your own way. You might choose our refreshing Inscription air-ventilated seats with semi-aniline soft leather upholstery. This type of leather has minimal surface treatment, making the seats feel softer and more natural. The Inscription Dark Walnut steering wheel is a beautiful thing to touch every day, and the leather-covered dashboard elevates your interior to a whole new level. Meanwhile, the expressive Inscription 19" Bor wheels lend an air of supreme confidence to your new V70's exterior.



We upholster our Inscription seats with the finest soft leather by luxury leather specialists Bridge of Weir. Minimal surface treatment means the leather is wonderfully soft and durable.



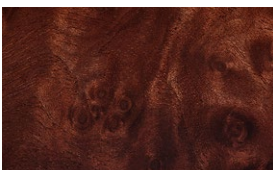
**Textile/T-Tec E501**  
Off-Black interior with  
Quartz headlining



**Leather, E701**  
Off-Black interior with  
Quartz headlining



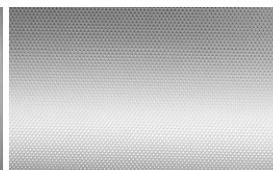
**Leather, E70G**  
Off-Black interior with Blond  
seats and Quartz headlining



Inscription Dark Walnut



Shimmer Graphite aluminium



Milled aluminium





V70

UPHOLSTERIES

Read more at  
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**Leather, E71T**

Soft Beige interior with Off-Black dashboard and Soft Beige headlining



**Inscription Soft Leather, EG01**

Off-Black interior with Quartz headlining



**Inscription Soft Leather, EG1T**

Sandstone interior with Off-Black dashboard and Soft Beige seats and headlining

A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT  
[VOLVOCARS.CO.UK/BUILDYOUROWN](http://VOLVOCARS.CO.UK/BUILDYOUROWN)



Sleipner, 8x18", Black Chrome



V70

ALUMINIUM WHEELS

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Artio, 8x19"  
Diamond Cut/Matte Tech Black



Inscription Bor, 8x19"  
Diamond Cut/Matte Iron Stone



Balius, 8x18"  
Silver



Fortuna, 8x18"  
Glossy Black



Fortuna, 8x18"  
Silver



Freja, 8x18"  
Diamond Cut/Dark Grey



Freja, 8x18"  
Diamond Cut/Light Light Grey



Magni, 8x18"  
Silver



Makara, 8x18"  
Silver



Modin, 8x18"  
Diamond Cut/Matte Terra Bronze



Modin, 8x18"  
Diamond Cut/Glossy Black



Modin, 8x18"  
Diamond Cut/Matte Iron Stone



Pandora, 7x17"  
Silver



Rex, 7x17"  
Silver



Saga, 7x17"  
Diamond Cut/Black



Agena, 7x16"  
Silver



Hera, 7x16"  
Silver





V70

ACCESSORIES

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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# MATCH YOUR V70 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.

**Park Assist Camera, front blind view.** There is nothing more challenging than trying to negotiate tight exits and junctions, which often have restricted visibility. We aim to make that easier for you with our Park Assist Camera, front blind view, which allows you to "see around corners" with a 180° field of vision to the left and right in front of you.

FIND MORE ACCESSORIES AT  
[ACCESSORIES.VOLVOCARS.COM](http://ACCESSORIES.VOLVOCARS.COM)





START  
STOP  
ENGINE

harman kardon









V70

ACCESSORIES

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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**Roof spoiler.** For a truly sporting touch, you can order a roof spoiler for your Volvo – it lends elegance, too, and has been designed to blend seamlessly with your Volvo's styling.

**Roof load carriers.** These specially designed load carriers fit neatly and securely into your Volvo's prepared roof rails. They're easy to install and to combine with additional holders if required. And even though the focus here is on function, the load carriers are designed to blend harmoniously with your Volvo's styling.

**Towbar-mounted bicycle holder for 1-2 bikes.** Our compact new bicycle holder is very easy to use, holds two bicycles and can be mounted on your car's towbar in two easy steps. And when the holder is not being used, it's easy to store in your car or at home.

**Rear Seat Entertainment multimedia system with two 8-inch touch screens and two players.** Rear seat passengers will enjoy their journey as never before with our new generation entertainment system, with LCD touch-screens served by dedicated DVD players. Inputs for USB sticks, SD cards and mp3-players as well as AUX inputs ensure you can connect any other external source. Wireless headphones and one remote control are included, too.

**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.



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT [VOLVOCARS.CO.UK/COLLECTION](http://VOLVOCARS.CO.UK/COLLECTION)

THE MOST CAREFREE  
WAY TO OWN A CAR.  
EVER.







**V70**

THE VOLVO  
EXPERIENCE

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)

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.

FIND OUT MORE AT **[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**





**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)



**498** Caspian Blue metallic



**019** Black Stone



**484** Seashell metallic



**700** Twilight Bronze metallic

**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.



**V70**

COLOURS

Read more at  
[volvocars.co.uk](http://volvocars.co.uk)



**711** Bright Silver metallic



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



**452** Black Sapphire metallic



**492** Savile Grey metallic



**702** Flamenco Red metallic



**612** Passion Red

FIND OUT MORE AT [VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)

**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 V70 range in MPG (l/100km):**

Urban 33.2 (8.5) – 60.1 (4.7), Extra Urban 57.7 (4.9) – 72.4 (3.9),  
Combined 45.6 (6.2) – 67.3 (4.2). CO<sub>2</sub> Emissions 164 – 111g/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**