



VOLVO V40



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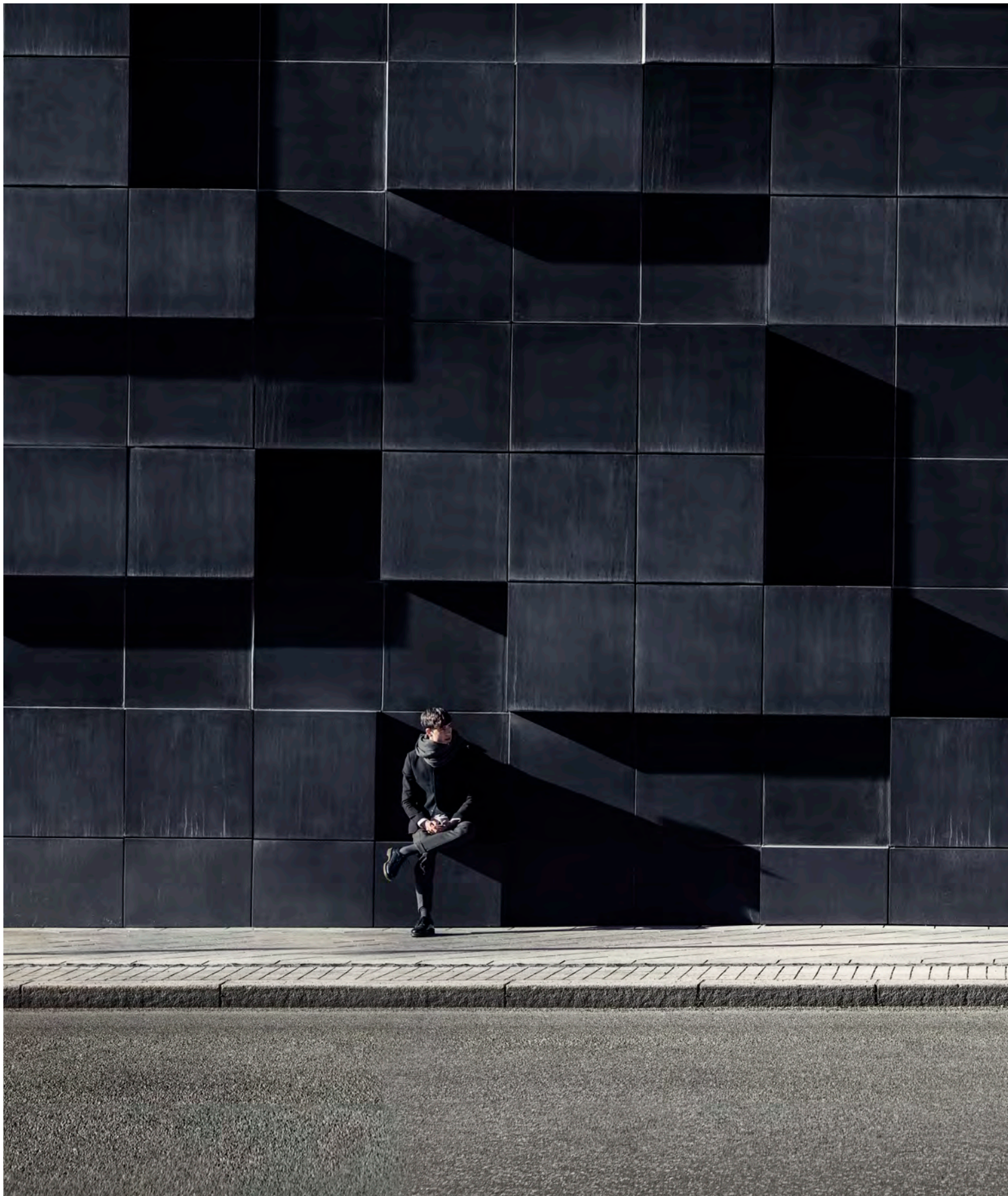
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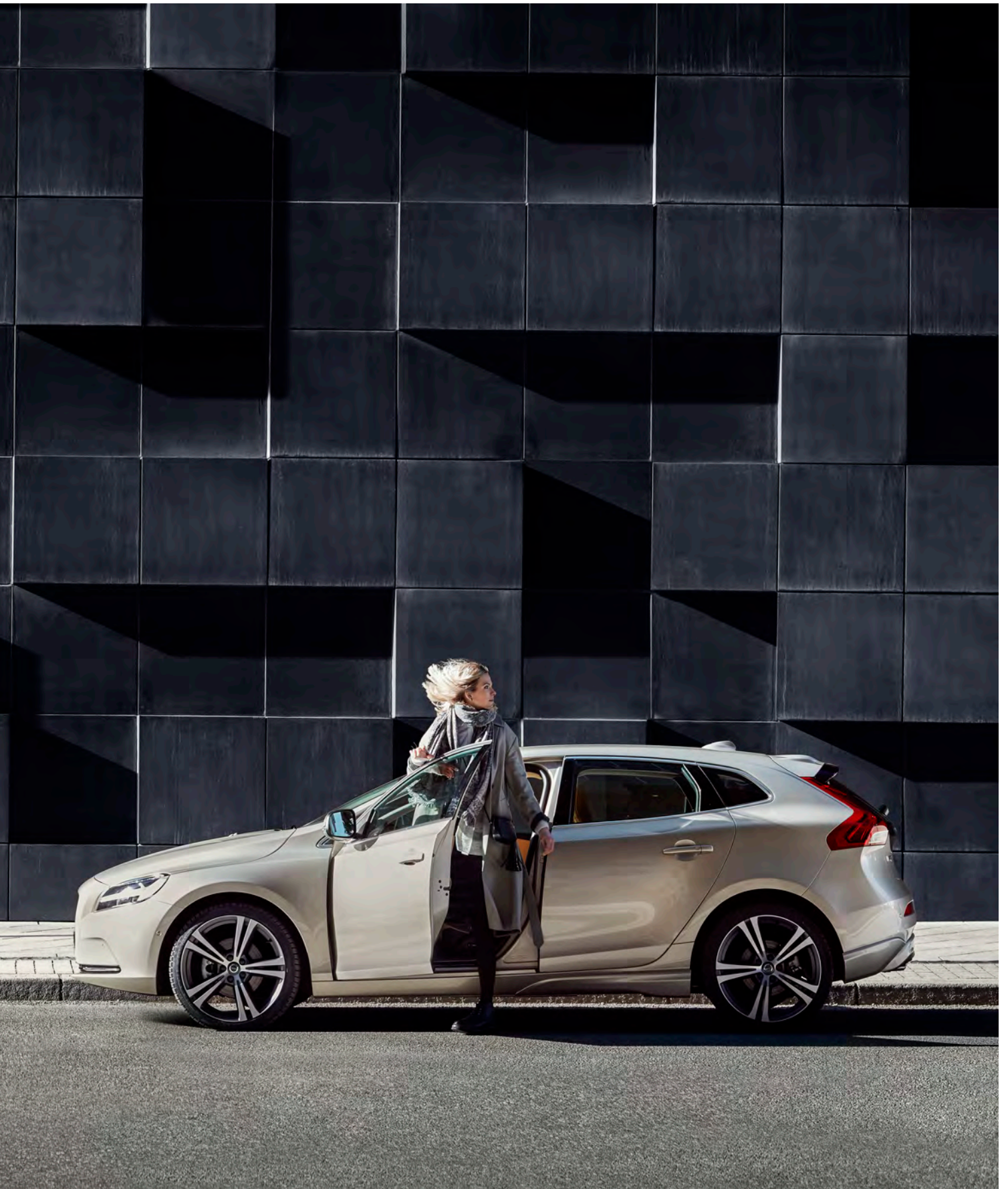














WHY WE INNOVATE



Because you have a wave to catch
And a mountain to climb
Because you promised the kids to go skiing tomorrow
Because you need a break
And sometimes a brake
Because elks don't read road signs
And neither do cows or kangaroos
Because parallel parking should be a cakewalk
Because you appreciate beauty and craftsmanship
Because you love the feel of hand-stitched nappa
Because you like your coffee hot and your water chilled
Because you have blind spots
Because it's been a long day
And you deserve a massage from your car seat
Because you don't have eyes in the back of your neck
Because you want to be in control
Because you expect to be entertained
And informed
And occasionally pampered
Because you forgot where you parked
Because you would rather share than own
Because there are road works today
Where there were none yesterday
Because we want to impress you
And that isn't easy
Because you care about the future
Because we live on a finite planet with finite resources
Because you're human
Because time is not money, but life

WHEN WE INNOVATE, THE CAR IS NOT TOP OF MIND.

We admit it. You fascinate us. We think and talk about you all day. Everything about your life – its ups and downs, joys and disappointments, needs, demands, frustrations and hopes – captivates us.

So when we innovate, every detail – from service design right down to the teeniest screw – has to justify itself to you. Does it add anything? Is it useful?

All this time spent thinking about your life has allowed good things to happen. Perhaps you didn't know, but we have a vision that by 2020 nobody dies or is seriously injured in a new Volvo. Nice-sounding words? Not at all, it's realistic and achievable.

We know you live a rich, fulfilling life in almost every way. We say almost, because there's one commodity you seem to be short of. Time. So by 2025, we aim to pack every new Volvo with enough smart solutions to free up a whole week of quality time per year. 168 hours to do with as you please.

We also know you care about the future of the planet. That's why our Drive-E technologies allow you to drive sustainably – without compromising on performance. We know you want to stay connected to the world around you. Our Sensus solutions ensure you are. We know you always want to feel in control. Our IntelliSafe technologies not only help to save lives, but also give you more enjoyment behind the wheel.

And we know you're interested in self-driving cars. Each day we take pioneering steps in our quest to deliver a safe and relaxing autonomous driving experience. The same goes for fully electrified powertrains. And even smarter services.

We happily walk the extra mile to give you what you want.

You are why we innovate.



YOUR PERFECT CITY COMPANION.

The Volvo V40 is the compact hatchback that's perfectly suited for life in the city. With agile handling, interior versatility and smart technology to make your life easier, the V40 puts you in control of your journey, wherever it takes you.

The athletic body clothes an equally athletic chassis, packed with technology to deliver the ideal balance between comfort and response. Involving and refined, our Drive-E powertrains are designed to give you power without compromise, reducing fuel consumption and increasing control. And inside, you're surrounded by beautiful materials in a cabin designed for comfort and light.

From a city drive to a weekend away, every journey you make in the V40 is one to be enjoyed. It's the perfect companion for your life.





T3 | Momentum

621 Amazon Blue | 18" Narvi
Black Diamond Cut alloy wheels



Into every detail, the V40's design is a fresh breeze of Scandinavian flair. The wide shoulder line sweeps back and up from the headlamps into the rear door, giving the car a strong, planted look. Its distinctive Scandinavian design reflects your individuality, while its agile nature is made clear by the car's sporty character. With signature design LED illuminated headlights you have a compact Volvo that makes a big impression. And the sculpted rear section with the distinctive tail lights and tail gate with black glass panel adds to the confident approach of your V40.

Clean, contemporary lines and a powerful, sporting character make the V40 a car to be enjoyed, every day.

TAKE YOUR HOME WITH YOU.

The V40 is inspired by the things that make Swedish interior design so welcoming and inclusive – comfort, light and the best of natural materials and craftsmanship.

From the moment you open the door you are welcomed by a cabin full of light and space. A place where you are surrounded by innovation and designed to ensure that you enjoy every journey.

Craftsmanship is a crucial element in Volvo Cars' design and it is reflected in the way we use materials in the V40. Fine-quality leather with beautiful stitching adds detail without cluttering the overall effect.

By making the most of natural light and softly illuminating the cabin we've completed the picture. This is an interior that will leave you feeling relaxed and soothed. It's your home away from home.





Textile/T-Tec

Blond City Weave in Charcoal Blond
interior P92G | Black Grid Aluminium decor

TRAVEL IN STYLE AND COMFORT.

Step inside and experience a distinctive, modern interior, mixing the best of Scandinavian design with Volvo Cars' renowned comfort.

It starts with the seats. Sculpted seat bolsters support and surround you, wherever you are sitting. Rear passengers also benefit from the option of heated seats.

Natural light is a Volvo Cars' obsession – it makes people happy, and the V40 makes the most of all the natural light available. You're welcomed by a bright, airy interior and a feeling of space that can be enhanced by the optional full-length panoramic glass roof. Even the rear-view mirror, with its frameless design, contributes to the overall feeling of light and space.

When the night falls the optional adjustable cabin lighting allows you to select one of the seven colour modes to your mood. The illuminated gear selector adds depth, lighting up the shift pattern.

It's beautiful but the cabin is also practical. We've made sure that you always have places to store the items that can clutter a car interior. There's a pen holder, a sunglasses compartment and a drained compartment for the ice scraper. Shopping won't end up rolling around the boot floor because the built-in hooks stop your bags from falling over. Fragile and unstable objects stay safe, supported by the optional load organiser which divides up the boot floor into compartments.



STAY CONNECTED AND IN COMMAND.

We create technology to serve you and make life easier. Everything that's complicated or doesn't add to your experience, is simply removed.

You control your Volvo intuitively and with ease. And seamlessly connected with the car and the world around you, you're in command of every aspect of your journey.

The centre display gives you intuitive control over functions such as climate, audio, phone, navigation and other in-car systems. And in front of you, our digital driver display keeps you informed and matches your driving style. Three display modes – Elegance, Eco and Performance – make it easy to adapt the instrument layout and interface to your preferences.

At the heart of your online world is Sensus Connect which turns your V40 into an internet-connected infotainment hub at the touch of a button. Voice control allows you to operate Sensus Connect without having to take your eyes off the road or your hands from the wheel. Call up music, find a radio station or have texts from your phone read to you as you drive.

If you want, you can easily turn your V40 into a wi-fi hotspot. You'll benefit from stable, reliable reception because your data connection comes through the car's aerial.

It's all part of a connected experience – one that enriches every moment that you spend in your Volvo.





SOUNDS AMAZING, WHEREVER YOU ARE HEADING.

Giving you the best listening experience whichever seat you are in, the V40 is available with Premium Sound by Harman Kardon®, makers of high quality audio equipment. With up to 10 speakers and advanced sound enhancement software you will enjoy the highest sound quality, every time.

With Sensus Connect and its range of entertainment apps, you also get a huge choice of streamed music and access to your favourite radio stations. Connect your devices to the V40 and listen to your own music collection at any time.

By adding Sensus Navigation, Sensus Connect also helps you find your way simply and efficiently as well as offering you apps that help find parking spaces and petrol stations. It will even share your location with your friends. And you will always have access to the latest maps as Sensus Navigation includes free map updates.



The perfect sound for a perfect ride. When driving a Volvo you'll experience how design, materials, colours and sound appeal to all your senses, with you at the centre. That's why we at Volvo Cars and the engineers at Harman Kardon® worked so closely to create a tailor-made sound system for your V40: Premium Sound by Harman Kardon®. The 10 Premium Sound loudspeakers together with the ample power of a 5 x 130W digital amplifier and advanced sound processing technology provide a brilliant, authentic sound wherever you're seated –



we've even adapted the door design to enhance your listening experience. The result is a rich sound with crystal clear highs, powerful bass and low-distortion midranges that remain reliably rich and consistently smooth even at the deepest of frequencies – always with focus on the soul of music. As well as this high-end package there are also High Performance sound system, which delivers a crisp, natural sound at a quality that's rare in their respective class.



Intuitive control. The optional Sensus Connect gives you a wide range of apps and functions that connect you with the world around you and make it easier to interact with your V40 and its functions. And by adding Sensus Navigation, you'll have instant access to integrated route guidance. Want to plan your journey remotely in the comfort of your home or office? Just use

your smartphone, tablet or laptop, and the destinations will be set when you get into your Volvo. The navigation system can even sync with your calendar to remind you of appointments and tell you how to get to them.

Light up the dark. Driving in the dark just became a lot more enjoyable and safer. Our optional Active Bending LED headlights have an especially wide and long light pattern, while the Active High Beam (included in the optional IntelliSafe Pro Pack or Lane Keeping Aid) takes care of dipping the lights for you. So you get better illumination and will never dazzle other road users.

INTUITIVE SAFETY BY VOLVO CARS. FOR YOU, AND FOR THOSE AROUND YOU.

Protecting you and your passengers has always been at the heart of every car we make, and the advanced safety features in your Volvo are the result of decades of passionate innovation.

With advanced pro-active safety technology we add extra power to your senses and enhance the confident feeling of being in control. It enhances the safety for everyone inside the car and – not least – for people on the outside.

At the heart of our safety technologies is City Safety. When you drive at speeds up to 31 mph, City Safety can look ahead of you and can brake automatically if you're about to run into a vehicle in front. To give you more support at higher speeds, our Collision Warning with Auto Brake and Pedestrian and Cyclist Detection can alert you if you're too close to a vehicle. During daylight, the system also alerts if there's a pedestrian in your path or a cyclist ahead travelling in the same direction as your car. And if necessary, your car can brake automatically to help you avoid or mitigate a collision.

Should a collision happen then the airbags help protect not only the car's occupants but those outside the car too. There are driver and passenger airbags, inflatable curtains for front and rear seats

and a knee airbag for the driver. Your Volvo also helps save the lives of pedestrians with an exterior airbag that inflates on impact.

Our safety technology makes driving easier. Adaptive Cruise Control keeps you at a set speed and distance from the car in front on high-ways or in slow-moving traffic. It keeps you informed and alert so that you can concentrate on the road ahead. The BLIS™ System warns you of fast-moving vehicles approaching in your blind spot from behind and either side while Road Sign Information reads signs and shows speed limits on the driver display.

Driving at night is safer and easier than ever before with optional Active Bending LED headlights for clearer vision and brighter light, and active high beam to automatically dip the lights for oncoming traffic. Electronic stability control helps to keep the V40 stable and connected to the road so you can drive safely and with confidence, even when conditions are less than perfect.

And you and your passengers are protected by an ultra-strong steel cage – the hidden strength at the heart of your Volvo.

Please note: The driver is always responsible for how the car is controlled, the active safety functions described here are only supportive.





City Safety is designed to prevent you from colliding with the car in front if it stops, or slows suddenly. This advanced IntelliSafe system will automatically brake to avoid a collision and works at speeds of up to 31mph – an accident can be avoided at a speed difference of up to 9mph to the vehicle in front.



Adaptive Cruise Control with queue assist (only available for automatics) keeps your vehicle at a set speed and distance from the car in front, even in slow-moving traffic. Your V40 acts as a second pair of eyes with its ability to see pedestrians and cyclists on the road ahead. It will warn you if they are on a collision course with your Volvo and, if you don't respond in time, it will even brake for you.





You can keep your eyes on the road and let our BLIS™ System keep an eye on your surroundings. Radar keeps constant watch and alerts you if a vehicle enters your blind spot. And on the move you'll know when it's safe to pull out into the next lane on a motorway because your Volvo will warn you of any fast-moving vehicles approaching from behind.

Momentum

621 Amazon Blue | 18" Narvi
Black/Diamond Cut alloy wheels



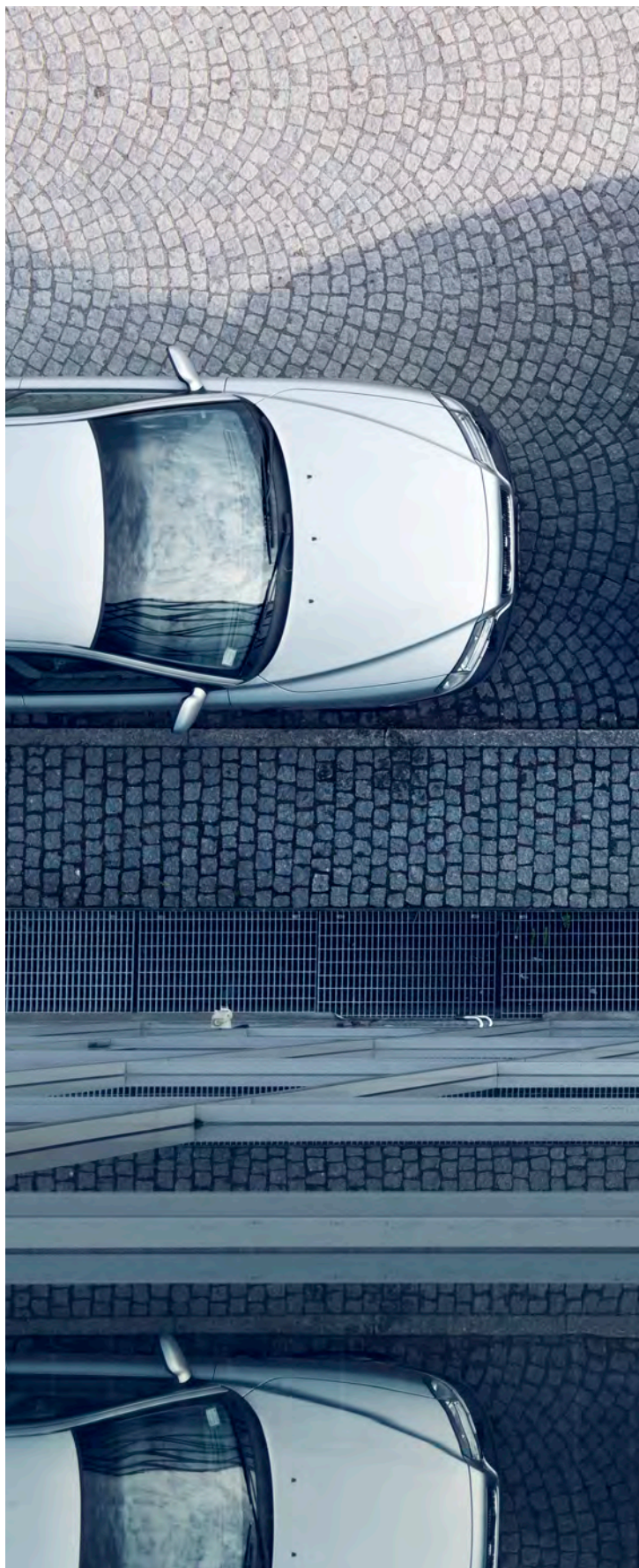
PERFECT PARKING, EVERY TIME.

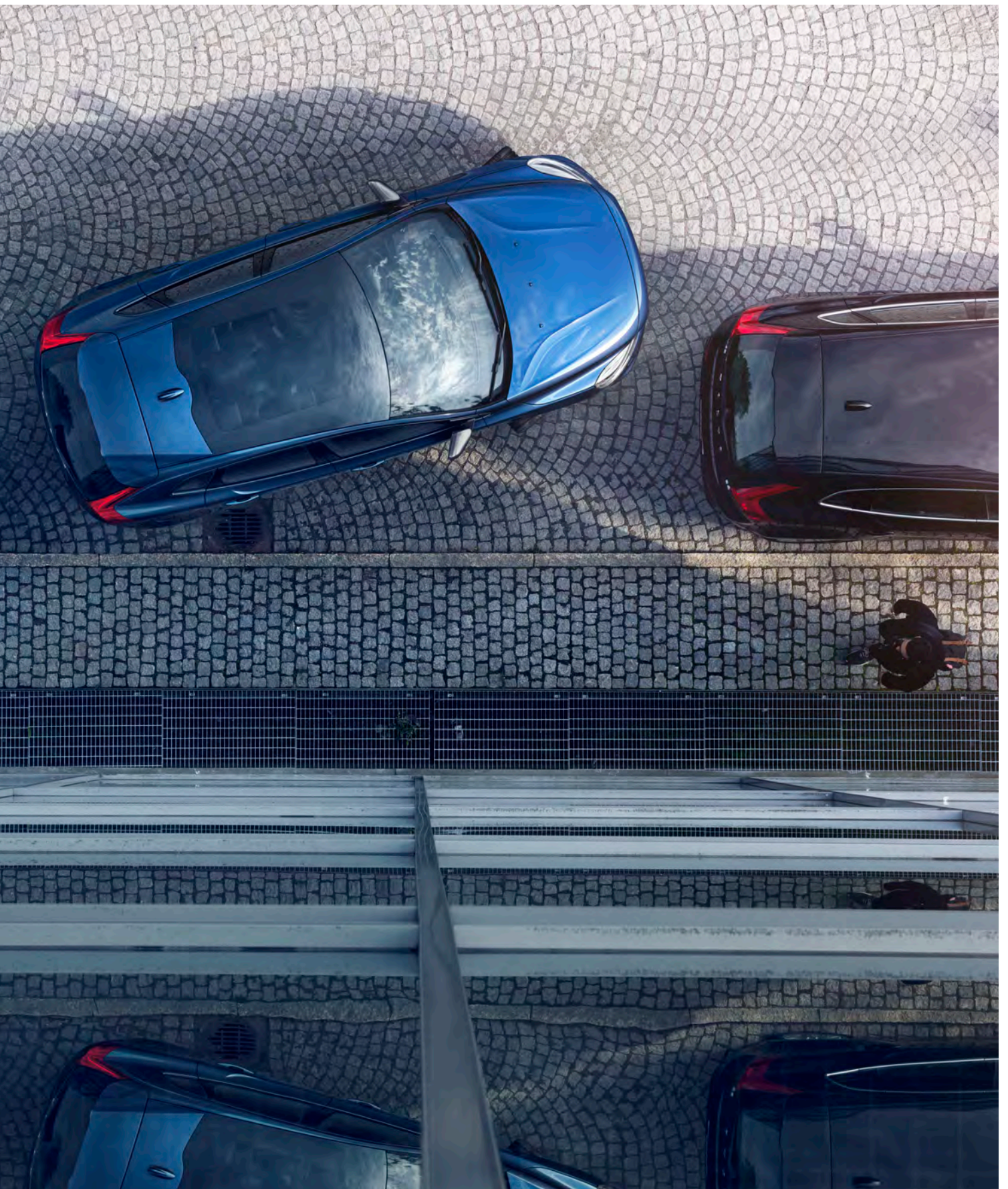
In a Volvo, you can enjoy smooth parking.

Our navigation system gives you access to an in-car app that helps you find the nearest car park and even pay for parking. When parking, you're supported by front and rear park assist functions that alert you on obstacles in your way. And by adding our park assist camera, you get a detailed view in the centre display of the area right behind your car.

If you want, our Park Assist Pilot can park the car for you. It tells you if a parallel parking spot is the right size for your V40 and then takes over the steering to slot it in. For parallel parking it requires a space just 1.2 times the length of your V40, so it can tackle even the tightest of spaces.

And to make it easier when you reverse out of a parking space, Cross Traffic Alert helps you keep a lookout on approaching vehicles in your blind sectors.





DRIVE-E *Efficient power without compromise*



T3 | Momentum

621 Amazon Blue | 18" Narvi
Black Diamond Cut alloy wheels



ENJOYING MORE. USING LESS.

Every journey you make in a V40 will be fun. Our Drive-E powertrains strike the perfect balance between performance and fuel economy, so you never have to compromise.

The combination of lightweight, low-friction engine design and advanced boosting technology allows you to enjoy outstanding performance and a smooth, agile driving experience. And because our engines are more compact, they allow us to design cars with more space for you and your passengers.

This performance and efficiency comes as standard on every Volvo. A precise manual transmission or our six-speed automatic gearbox makes the most of each engine's potential. Designed to minimise power loss and maximise performance, the automatic gearbox will always select the right gear for whatever is coming next.

Drive-E innovations include technologies like Start/Stop technology and our ground-breaking i-ART injection technology for diesel engines. By precisely metering exactly the right amount of fuel for each cylinder, i-ART helps the engine run more smoothly while using less fuel.

At Volvo Cars, by looking to the future we enhance your life today. Drive-E brings together advanced technologies to give you efficiency, performance and range – simply a great drive.





AGILITY ON DEMAND.

We developed the V40 to involve and entertain every time you drive it with a chassis that delivers a taut, crisp driving experience. On your favourite roads the V40 rewards you with precision and refinement.

The standard chassis perfectly balances refined comfort with excellent handling. And if you seek an enhanced response from your car then the Sport chassis delivers it by lowering the car by 10mm and adding firmer suspension.

Corner Traction Control, standard on the V40, makes cornering smoother and safer. It brakes the inner wheel allowing power to be transferred to the outer wheel, helping the car avoid understeer. Staying in control is even easier with our optional steering wheel-mounted gearshift paddles.

The direct and accurate steering allows you to make the most of the car's agile nature. Optional speed-dependent steering, with three modes, adapts the steering to your needs – Low for manoeuvring, Medium for driving at higher speeds and High for more feel on faster roads.

Wherever you go and however you drive, the V40 makes every journey fun.

SIGN UP TO THE FUTURE.

Welcome to the future. Where a simple, convenient subscription will revolutionise your car experience. We call it Care By Volvo, a new way to experience Volvo cars, and part of our vision to give you back more time to do the things you love.

For one fixed monthly cost, with no down payment, you can have access to your own Volvo model. And we take care of everything else: insurance, tax, maintenance and servicing. It is convenient, transparent and hassle-free. And as the service is flexible, once you've subscribed, you can borrow other Volvo models for short periods of time* – if you need a larger car, for instance.

Making use of our exclusive concierge services, which will vary depending on your location, will allow you to make better use of your time. And because you get to drive the latest Volvo models, you benefit from our progressive technologies and innovations.

Better still, because you don't own the car in the traditional sense, you don't take any of the responsibility. Your future proof yourself against unexpected costs.

This is the future of motoring. This is the luxury of simplicity. Available from Volvo Cars today.





YOUR JOURNEY BEGINS HERE.

We created the V40 with one single purpose: to provide you with a car that perfectly fits you and your lifestyle. It's a versatile car that meets your expectations of a fun, in-control driving experience with exceptional comfort and distinctive Scandinavian design – built with care for people and the world we share. And designed to be intuitive to use and to make life easier, the V40 is a pleasure to live with every day.

At the heart of your V40 is an efficient, responsive powertrain. Whichever you choose, you will enjoy our latest Drive-E technology

that gives you responsive power. Fuel consumption and CO₂ emissions are kept low, and our powertrains already comply with known future exhaust emission legislation.

Our Drive-E powertrain range includes advanced diesel and petrol engines mated to our smooth six-speed automatic gearbox or a distinct six-speed manual gearbox.

Make your choice, and enjoy your journey.

T3

We designed our 152hp/250Nm T3 petrol powertrain to give you more out of less. Mated to a distinct 6-speed manual gearbox or our fuel-saving 6-speed automatic, this powertrain allows you to enjoy low fuel consumption and smooth power across all revs.

T2

With the 122hp/220Nm T2 petrol powertrain you can enjoy high efficiency, low fuel consumption and a comfortable drive. You have access to full power already from very low revs, and our distinct 6-speed manual gearbox or 6-speed automatic puts you in control.

D3

We designed the 150hp/320Nm D3 diesel powertrain to give you the ultimate combination of fuel economy, performance and refinement. Available with a 6-speed manual gearbox or a 6-speed automatic, the D3 is a perfect partner for any journey.

D2

With our 120hp/280Nm D2 diesel powertrain you can enjoy superb efficiency without having to sacrifice the fun of driving. Mated to a 6-speed manual gearbox or our 6-speed automatic, this powertrain gives the ultimate combination of performance and fuel economy.

T3 | Inscription

723 Denim Blue metallic | 17" Sarpas
Silver Diamond Cut alloy wheels



CREATE THE VOLVO V40 OF YOUR CHOICE.

Our approach in everything we do is to always put people first. This also includes allowing you the freedom to create a Volvo that reflects your individuality and fits perfectly into your life.

To ensure you get your V40 exactly as you want it, we have created a wide range of options, trim levels and personal expressions. Even if your V40 Momentum is generously equipped already as standard, you may want to enhance the sense of well-being even further with indulging yourself with a luxurious experience, surrounded

by authentic, finely crafted materials and timeless Scandinavian design. If so, you'll feel at home with V40 Inscription. Or if you're in for a more performance-minded style inside and out, take a look at V40 R-Design. And for a car perfectly suited for your urban adventures, there's the rugged V40 Cross Country. Whatever you prefer, you can rest assured there's a Volvo V40 for you. Read on, and see what your V40 will look like.



Volvo V40 Cross Country
Volvo V40 Momentum
Volvo V40 R-Design
Volvo V40 Inscription



VOLVO V40 MOMENTUM. THE RIGHT EQUIPMENT FOR YOUR DRIVE.

Choosing a Volvo V40 is easy. And now all you need to do is select the trim level that's right for you. Already the standard variant will provide you with a high level of technology that will meet high demands on style, comfort and safety.

The Momentum trim level has 16-inch wheels in distinctive Diamond Cut design and LED daytime running lights will add to the exclusiveness and road presence of your car, while the contemporary

City Weave Textile/T-Tec upholstery and aluminium decor together with Silk Metal detailing complement the interior ambience. With the V40 Momentum, you can also enjoy the driver convenience by means of steering wheel-integrated audio controls and power retractable door mirrors. And for your rear seat passengers, considerate features such as an armrest and smartly integrated cup holders will add to their long distance comfort.

V40 MOMENTUM

Includes:

Dual Zone Electronic Climate Control | Bluetooth® | LED Headlamps with T-shaped DRL | 3-point safety belts on all 5 seats with belt reminder | Airbag, driver & passenger side | City safety | Corner Traction Control (CTC) | Cup holders in tunnel console | Electronic Stability Control (ESC) | Hard load cover | Illuminated vanity mirror driver & passenger side | Immobiliser | Inflatable Curtains | Knee bag, driver side | Outer temperature gauge | Pedestrian Airbag | Remote Control central locking | Sensus infotainment system with 5" colour screen in the centre stack and High Performance audio system with CD player and AUX-input | Side impact airbags integrated in the front seats | Trip computer | Tyre Pressure Monitoring System

(TPMS) | Tyre sealant kit | WHIPS™ (whiplash protection integrated in the front seats) | 16" Markeb Diamond Cut alloy wheels | Armrest rear | Audio controls in the steering wheels | Cup holders rear | Power retractable rear-view mirrors | Steering wheel with deco inlays | Textile/T-Tec upholstery | Tread plates front | Leather-clad steering wheel | Leather-clad gearshift knob | Leather-clad handbrake | Reading lights front and front footwell lights | Roller blind over tunnel console cup holders | Textile floor mats | Tilttable driver seat with adjustable lumbar support

V40 MOMENTUM NAV PLUS

Includes Momentum specification plus the following:

Sensus Connect with High Performance Sound | Sensus Navigation with Traffic Information (RTTI) | Cruise Control | Rear Park Assist

T3 | Momentum
621 Amazon Blue | 18" Narvi
Black Diamond Cut alloy wheels



We created our equipment level Momentum to optimise your value and comfort already from the start. The V40 Momentum features our world famous ergonomic seats in elegant, high quality Charcoal textile/T-tec and Black Grid Aluminium decor inlay in the centre stack. Textile mats add an extra touch of luxury. The leather-clad steering wheel, gear knob and handbrake feel good to the grip, while the analogue driver display with a large centre instrument gives you instant and intuitive information. A gearshift indicator for manual transmission and an Eco meter support you to drive in the most fuel efficient way. Via the 5-inch high definition centre display you intuitively control most of the functions of your V40. And of course: you get our world-leading IntelliSafe technologies including the award-winning City Safety collision avoidance technology, Pedestrian Airbag and advanced Electronic Stability Control already as standard.

With the V40 Momentum, you elevate your sense of well-being to the next level. The 16-inch Markeb alloy wheels in eye-catching Diamond Cut design give your V40 a more distinct road presence. Our signature design headlights with LED illumination further enhance your night vision as well as your car's dynamic stance.

Open the door, and aluminium instep plates welcome you inside the V40 Momentum. You and your passengers will enjoy the supportive comfort from ergonomic seats with contemporary Textile/T-Tec upholstery. The Black Grid Aluminium Inlay together with stylish Silk Metal detailing in the leather-clad steering wheel and gear knob add an extra touch of sporty luxury. The integrated steering wheel buttons allow you to intuitively control the audio system and cruise control. An optional rain sensor automatically activates the wipers when needed and adapts their speed, while the optional auto-dimming rear-view mirror makes driving in the night more comfortable.

And especially for your rear seat passengers, a foldable armrest and cup holders integrated in front of the centre rear seat cushion will enhance their experience during long journeys. When not needed, the cup holders are hidden into the rear seat cushion. And with our High Performance audio system, everybody in your V40 will enjoy the enhanced sound from eight loudspeakers and smart USB/AUX connectivity. Bluetooth® streaming allows you to connect your smartphone to your V40 – so you can enjoy the benefits of music streaming and integrated hands-free phone functionality.



1



2



Tamesis, 7.5×18"
Silver Bright
Optional



Narvi, 7×18"
Black/Diamond Cut
Optional

Providing a wide range of exterior colours and wheels, the Volvo V40 allows you to create a car that's really you. The Momentum comes with 16" alloy wheels, or you can upgrade the appearance with larger 17-inch or 18-inch wheels. The exterior colour you choose has a

dramatic impact on the personality of your V40. Available in different variations, each colour imbues your Volvo with a sense of modern Scandinavian design.



Segomo, 7.5×17"
Grey
Optional



Markeb, 7×16"
Black/Diamond Cut
Standard Momentum



614
Ice White



707
Inscription Crystal White pearl



711
Bright Silver metallic



477
Inscription Electric Silver metallic



621
Amazon Blue



721
Mussel Blue metallic



723
Denim Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



019
Black Stone



719
Luminous Sand metallic



725
Fusion Red metallic



612
Passion Red

The interior of the V40 is created with you in the centre of attention. Every detail, every line, every shape is testimony to our designers' pursuit to create a space in which you feel relaxed and in complete control. The Momentum trim level features ergonomic seats uphol-

stered in Charcoal textile and for an even more contemporary look and feel, City Weave Textile/T-Tec upholstery. The interior ambience can be further enhanced by decor inlays.



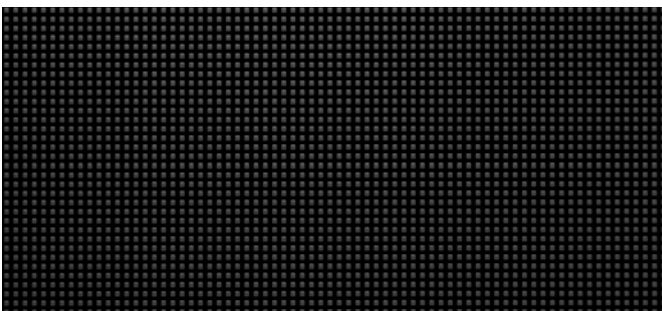
UPHOLSTERIES Textile/T-Tec (Standard Momentum) 1. Charcoal in Charcoal interior with Blond headlining, P500 2. Blond in Charcoal/Blond interior with Blond headlining, P92G
DECOR 3. Black Grid Aluminium 4. Milled Aluminium



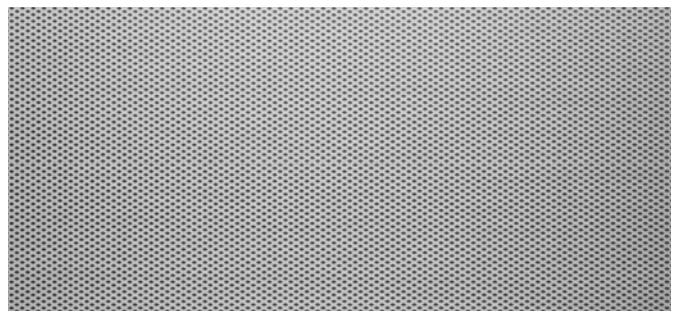
1



2



3



4

Inscription

THE SWEDISH TOUCH OF LUXURY.

We created the V40 Inscription to meet your expectations of Swedish luxury. It's a personal expression that allows you to indulge yourself with genuine materials, fine craftsmanship and timeless Scandinavian design.

Distinctive exterior design cues enhance the luxurious look and feel of the V40, while the meticulously crafted interior creates a

lounge-like ambience. The V40 Inscription epitomises our proud heritage of human-centric design. And when it comes to intelligent luxury imbued with distinctive style and fresh thinking, the V40 Inscription is in a class of its own – just like you.

V40 INSCRIPTION

Includes Momentum trim level plus the following:

17" Sarpas alloy wheels | Bright decor around side windows | Digital driver display | Leather upholstery | Sliding armrest front, tunnel console | Milled Aluminium inlays | Cruise Control | Sensus Navigation | Rear Park Assist | Rain Sensor

FOR A COMPLETE EQUIPMENT LIST, PLEASE VISIT VOLVOCARS.CO.UK

T3 | Inscription

723 Denim Blue metallic | 17" Sarpas
Silver Diamond Cut alloy wheels





1

Inscription is Volvo V40 in its most luxurious guise. Distinctive exterior design cues such as the front grille with chrome strips combined with the bright decor side window trim and the stylish 17-inch aluminium wheels in Diamond Cut design enhance the car's timeless Scandinavian design. And contributing to the dynamic look of your car while optimising your vision in the dark, the V40 Inscription also includes our signature design LED illuminated headlights. And adding the IntelliSafe Pro Pack including our innovative active high beam technology, you can stay on high beam all the time. When another car approaches from the opposite direction, the system prevents dazzling the other driver by automatically flicking from high beam to low beam and back to high beam again – adding to both your safety and convenience.

Inside, the well-appointed theme continues with authentic, finely crafted materials that create a lounge-like atmosphere of sumptuous wellbeing. An interior ambience that is further enhanced by the Milled Aluminium decor inlays, the Inscription tread plates in bright chrome finish. As driver, you can lean back in the smooth leather seat and enjoy the intuitive view of the digital driver display with

three graphic modes to choose from. And adding to your relaxed comfort, the front centre armrest can be adjusted to your demands.

To enhance the climate comfort inside your V40 Inscription, the dual-zone Electronic Climate Control allows you to maintain the cabin temperature you choose – independently for the driver and front seat passenger, if you wish. Adding a panoramic glass roof, everyone inside your V40 Inscription will enjoy a superb experience of air and light. A power-operated sunshade in perforated textile reduces glare on sunny days while maintaining the airy feel inside the cabin.

For an exceptional sound experience inside your V40 Inscription, you can add our powerful high-end audio system Premium Sound by Harman Kardon® with 10 hi-fi loudspeakers that provides a rich, clear and faithful sound wherever you're seated. This audio system also comprises Sensus Connect with the larger 7-inch centre display that gives you full access to a wide range of online services and apps. Add our advanced Sensus Navigation system, and you'll enjoy integrated, intuitive guidance all the way.



2



3



4



5



Tamesis, 7.5×18"
Silver Bright
Optional



Narvi, 7×18"
Black/Diamond Cut
Optional

The V40 Inscription exterior with its distinctive design touches is an expression of modern Swedish luxury. The exterior colour palette allows you to create the V40 Inscription that best reflects your style

and preferences. Available in a wide range of design expressions, the alloy wheels connect visually with the exterior design cues to enhance the impression of contemporary elegance.



Segomo, 7.5×17"
Grey
Optional



Sarpas, 7.5×17"
Silver Diamond Cut
(Standard V40 Inscription)



614
Ice White



707
Inscription Crystal White pearl



711
Bright Silver metallic



477
Inscription Electric Silver metallic



621
Amazon Blue



721
Mussel Blue metallic



723
Denim Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



019
Black Stone



719
Luminous Sand metallic



725
Fusion Red metallic



612
Passion Red

Inside the V40 Inscription, you are surrounded by exclusive touches. There are genuine materials and fine craftsmanship wherever you look – a sensory experience further enhanced by the ergonomically designed seats in smooth Leather and the Milled Aluminium decor

inlays. And to make it easy to give the interior your own signature, you have an extensive range of interior colour and upholstery combinations to choose from.



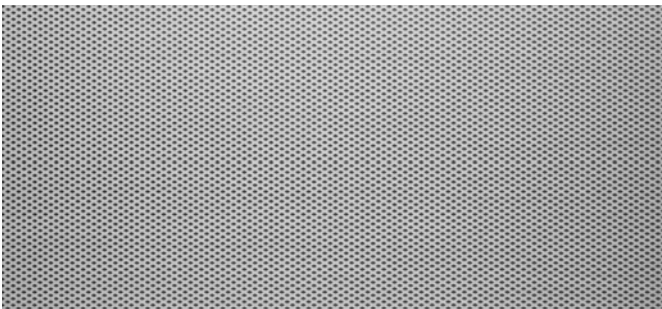
UPHOLSTERIES Leather (Standard V40 Inscription) 1. Charcoal in Charcoal interior with Blond headlining, P100 2. Blond in Charcoal interior with Blond headlining, P10G
DECOR 3. Milled Aluminium (Standard) 4. Black Grid Aluminium



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RDESIGN

INSPIRED BY THE ART OF DRIVING.

If you love to drive, the V40 R-Design is for you. With a unique personality, R-Design captures the thrill of a sporty driving experience characterised by style, response and control. A range of distinctive design details enhance the sporty, distinct road presence of your Volvo. It's an expression that catches the eye from every angle and hints the promise of an amazing drive, every time. But make no mistake – R-Design goes beyond mere looks. Surrounded by

meticulously crafted and expressive interior design details, you can feel it right from the moment you take your position in the seat. Everything – from the unique R-Design upholstery, the steering wheel and digital driver display, to the personalised interior LED lighting and Charcoal headlining – is there to inspire and support your driving. And for even better cornering, a stiffer Sport chassis and strut braces are available.

V40 R-DESIGN

Can be added to Momentum

17" Ixion III alloy wheels | Digital driver display with R-Design theme | Charcoal headliner | Dual end pipes in chromed stainless steel | R-Design Leather-clad steering wheel with decor inlay | Nubuck textile/leather upholstery | R-Design Stealth aluminium inlays | R-Design

illuminated gearshift knob and handbrake handle | Rear-view mirror caps in Bright Silver matt finish | Sliding armrest, tunnel console | Sport pedals | R-Design textile floor mats

V40 R-DESIGN NAV PLUS

Includes R-Design equipment level plus the following:

Sensus Connect with High Performance Sound | Sensus Navigation with Traffic Information (RTTI) | Cruise Control | Rear Park Assist

V40 R-DESIGN PRO

Includes R-Design equipment level plus the following:

Leather-faced Sports Upholstery | Cruise Control | Tinted Windows – Rear Side Doors and Cargo Area | Rear Park Camera | Rain Sensor – Automatic Windscreen Wiper Activation | Sensus Connect with High Performance Sound¹⁾ | Forward Folding/Height Adjustable

Front Passenger Seat with Lumbar Support | Sensus Navigation | 18" Ixion IV Alloy Wheels (Diamond Cut/Matt Black) with 225/40 Tyres

¹⁾ A mobile data plan is required to enable online access and connectivity

T3 | R-Design

720 Bursting Blue metallic | 18" Ixion IV
Matt Black Diamond Cut alloy wheels





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R-Design is Volvo V40 in smart designer sports gear – it's all about a performance-inspired look and feel, both inside and out. It's a truly eye-catching expression with sporty exterior design cues, such as its own distinctive grille, front spoiler, Bright Silver matt finish door mirror caps and striking 17-inch or 18-inch alloy wheels. At the back, prominent chrome dual end pipes and motorsport style rear diffuser add the perfect finishing touch.

On the inside, the sporty theme continues with unique Stealth Aluminium decor inlays, Charcoal headlining and seats upholstered in Nubuck Textile/Perforated Leather or Leather/Perforated Leather. Together, these features give the cabin a technical, cockpit-like feel. Contrasting stitching in the seats, the gear shifter gaiter and the

steering wheel in perforated leather all reinforce the sporty yet elegant ambience. When it's dark, the illuminated gear knob will add to the driver focused experience inside your V40 R-Design. Further adding to your sense of being in control, the R-Design also provides you with a digital driver display with a unique R-Design display mode. The front armrest easily adjusts to enhance your comfort during long stints behind the steering wheel.

And because driving is at the heart of R-Design, the optional lowered sport chassis has been tuned for sharper handling and steering response. In addition, strut braces further stiffen the chassis to reduce body roll through the corners.

1. The R-Design front with the LED illuminated headlights with active bending lights (optional). **2.** The seats with unique Nubuck Textile/Perforated Leather upholstery and contrasting stitching for a sporty touch. The R-Design interior featuring R-Design leather-clad steering wheel, digital driver display in R-Design mode, illuminated gear knob gearshift paddles (optional), leather gear shifter gaiter, Stealth aluminium decor inlays and sport aluminium pedals. **3.** The stylish R-Design tread plates in Silk Metal finish greet you onboard. **4.** The rear diffuser and dual integrated tailpipes for a distinctive road presence. **5.** The 17-inch Ixion III Matt Black or 18-inch Ixion IV Matt Black R-Design alloy wheels (shown) for the ultimate R-Design experience. **6.** The V40 R-Design is available with all powertrains. **7.** The door mirror caps in Bright Silver matt finish perfectly match the Silk Metal window trim.



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Ixion IV, 7.5x18"
Matt Black Diamond Cut
(Optional)



Ixion III, 7x17"
Matt Black Diamond Cut
(Standard V40 R-Design)

The exterior leaves no doubt about the intention of your V40 R-Design. The exterior colours are carefully selected to match the car's sporty character – each with its unique expression. For example, the new R-Design exclusive Bursting Blue metallic adds a techy, dynamic look

that perfectly highlights the unique five-spoke R-Design wheels. Available in 17-inch, or 18-inch, these wheels give your V40 R-Design a superior road presence that puts your Volvo in a class of its own.



614
Ice White



707
Inscription Crystal White pearl



711
Bright Silver metallic



477
Inscription Electric Silver metallic



720
Bursting Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



612
Passion Red

Behind the wheel in your V40 R-Design, you can enjoy a dynamic and driver-focused interior made of high-class materials. The ergonomic seats provide relaxed support through any twists that the road has in store, while the exclusive Nubuck Textile/Perforated Leather or

Leather/Perforated Leather upholstery with contrasting stitching provide a sporty and stylish feel. A sensation further enhanced by the Stealth aluminium inlays that perfectly complement the Charcoal interior.



UPHOLSTERIES R-Design, Nubuck Textile/perforated leather (Standard V40 R-Design) 1. Charcoal in Charcoal interior with Charcoal headlining, PR00
R-Design, leather-faced 2. Charcoal in Charcoal interior with Charcoal headlining, PZ00

OTHER INTERIORS 3. R-Design textile floor mats **4.** R-Design sport pedals

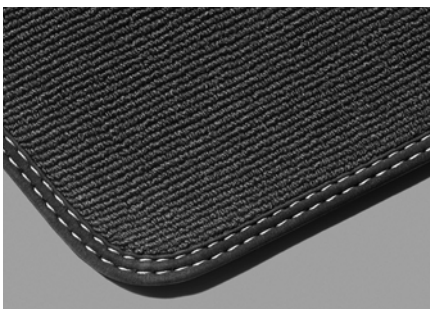
INLAY 5. R-Design Stealth Aluminium



1



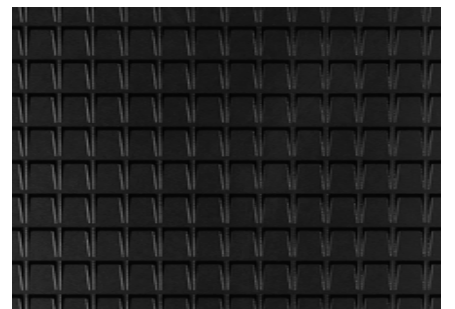
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VOLVO V40 CROSS COUNTRY. READY FOR YOUR ADVENTURE.

The Volvo V40 Cross Country gives you even more potential for adventure and fun in the city and beyond. It has the versatility to fit in with your active lifestyle. Yet it also got the agility to really inject some fun into your driving, and its looks will make you stand out from the crowd.

Rugged design cues and larger wheels reveal a stylish yet outdoorsy personality – the exterior leaves no doubts about the intentions of this unique Volvo. A higher seating position and a capable chassis put you in control – you can enjoy an entertaining drive, wherever your adventures take you.

Equally at home on the city streets as on more demanding roads, the V40 Cross Country opens up a world of destinations. And combining distinctive Scandinavian design with intuitive technology, the V40 Cross Country is the tough, durable and stylish partner for your urban adventures.

Available in three different equipment levels, you easily create your very own V40 Cross Country. Make your choice, and soon you'll enjoy your perfect getaway car.

V40 CROSS COUNTRY

Includes:

17" Keid alloy wheels | Copper dawn inlays | Textile/T-Tec upholstery | Tread plates front | Glossy Black Door Mirror Covers | Front Skid Plate | Silver Roof Racks | Twin Exhausts | Side Scuff Plates

V40 CROSS COUNTRY NAV PLUS

Includes Cross Country equipment level plus the following:

Sensus Connect with High Performance Sound | Sensus Navigation with Traffic Information (RTTI) | Cruise Control | Rear Park Assist

V40 CROSS COUNTRY PRO

Includes Cross Country equipment level plus the following:

18" Metallah alloy wheels | Glossy black around side windows | Leather upholstery | Sliding armrest front (tunnel console) | Sensus Navigation | Rear Park Camera | Cruise control | Active TFT Driver Display

T3 | Cross Country Pro
719 Luminous Sand metallic | 18" Metallah
Black Diamond Cut alloy wheels



Your Volvo V40 Cross Country is as personal as the adventures you're going to enjoy in it. To begin with, we raised the ride height, which gives you a more commanding view of the way ahead – which is useful both in town and when you're in the countryside. Bigger challenges may call for bigger wheels too – several unique and expressive wheel designs are available in sizes up to 19-inches to enhance the rugged yet stylish look of your V40 Cross Country. Then we covered vulnerable areas with a durable black body kit to protect the nose and tail from stone chips. Add to this the confident Cross Country front grille and a front skid plate that connects visually with the side scuff plates, and you have the best of contemporary Scandinavian design, just with added attitude. The aerodynamically designed roof rails further enhance the distinctive character of your V40 Cross Country.

Inside, you can choose from a variety of single- or dual-tone designs with accent stitching that really enhances the sporting feel

of your V40 Cross Country – with seats upholstered in Textile, Textile/T-Tec or Leather depending on the equipment level. For an extra light and airy cabin, you can add our panoramic roof. After dark, the optional ambient lighting lets you choose your desired interior ambience from a selection of seven different modes. A frameless rear-view mirror completes an interior that reminds you and your passengers that this is a superbly designed vehicle, wherever your adventures take you. The digital driver display keeps you in control with three graphic modes to choose from (Cross Country Pro).

So if you're looking for a car that not only stands out from the crowd, but is also a perfect companion on city roads and beyond, the Volvo V40 Cross Country is for you.



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Damara, 7,5 × 19"
Tinted Silver Diamond Cut
(Optional)



Metallah, 7,5 × 18"
Black Diamond Cut
(Optional Cross Country, standard Cross Country Pro)

Distinctive design elements such as the front and rear skid plates together with the side scuff plates in matt silver finish and the large wheels and black bodykit create the rugged yet stylish Cross Country look. The signature design LED headlights add an athletic, dynamic edge to design of your V40 Cross Country. Inspired by the Scandi-

navian nature, every tone of the exterior colour palette speaks of uniqueness, quality and charisma. And to top the experience, you have a range of specially-designed alloy wheels to choose from – exclusively for your V40 Cross Country.



Keid, 7 × 17" Silver
(Standard V40 Cross Country)



614
Ice White



707
Inscription Crystal White pearl



711
Bright Silver metallic



477
Inscription Electric Silver metallic



621
Amazon Blue



721
Mussel Blue metallic



723
Denim Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



019
Black Stone



719
Luminous Sand metallic



712
Rich Java metallic



725
Fusion Red metallic



612
Passion Red

Inside the V40 Cross Country you'll enjoy a uniquely Scandinavian interior with a superb mix of comfort, style and craftsmanship. The sculpted seats in City Weave Textile/T-Tec or Leather with contrasting stitching give you legendary Volvo comfort while also keeping you

firmly in place in those fast corners. Many interior colour, upholstery and decor inlay combinations make it easy to create a Cross Country ambience that's really you.



UPHOLSTERIES City Weave, Sports Uni/Textile/T-Tec (Standard) 1. Blond in Charcoal/Blond interior with Blond headlining, S92G Lindholmen, Textile/T-Tec (Standard) 2. Charcoal in Charcoal interior with Blond headlining, S500 3. Charcoal/Blond in Charcoal interior with Blond headlining, S50F Leather (Optional) 4. Charcoal in Charcoal interior with Blond headlining, S100 5. Charcoal/Blond in Charcoal interior with Blond headlining, S10F

DECOR 6. Copper Dawn 7. Milled Aluminium 8. Black Grid Aluminium



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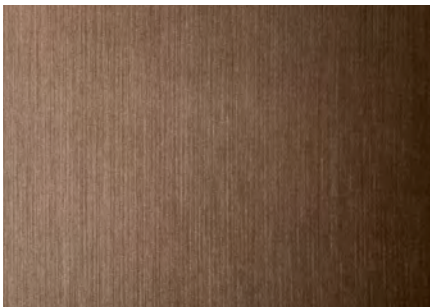
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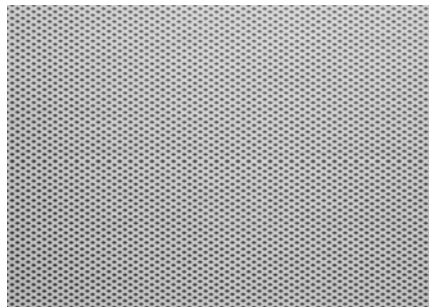
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ACCESSORIES. EVEN MORE V40, EVEN MORE YOU.

Personalise your V40 and express your unique style with our range of accessories. Opt for our exterior styling kit to give your V40 an even more individual look, and choose from a range of alloy wheels that enhance the car's athletic stance. Created by us to perfectly complement your car.

Make your V40 all yours with our exterior styling kit. Designed and built by Volvo, each element is made of high-quality materials

and becomes a natural extension of the V40's distinctive character. Volvo styling accessories are tested in a wind tunnel, so they're engineered for optimum aerodynamic efficiency and can also help to improve stability at high speed.

The roof spoiler enhances the V40's sporty profile. The upper part is colour-matched to the car's body, while the contrasting black underside makes for a crisp, contemporary look. Aircraft-inspired



fins and winglets improve airflow and increase downforce, while the car's high-level brake light is smoothly integrated.

A rear diffuser that sits perfectly within the bumper replaces the standard item. It enhances the sporty look of your V40 and comes with twin oval tailpipes that create a particularly powerful appearance when the car is viewed from the rear.



CROSS COUNTRY ACCESSORIES. GO EVEN FURTHER.

The V40 Cross Country comes with an exterior styling kit as standard that emphasises the car's robust nature and adventurous personality. Created by Volvo designers and engineers to fit your car, and your life, perfectly.

The exterior styling kit accentuates the V40 Cross Country's rugged look. The side scuff plates, with their chunky ribbed details, give the car a tougher appearance and highlight its raised stance. They have a silver-painted finish that contrasts the V40 Cross

Country's black side sills, adding to the car's bold, contemporary character.

At the rear, a special skid plate includes a larger body-coloured area, for an even stronger, more refined look. Double oval tail pipes in chromed stainless steel replace the standard tailpipes. These are neatly integrated into the skid plate and add to the car's purposeful appearance.



A special rear bumper cover, made of a rubber-like material surrounded by silver-coloured trim, is both attractive and practical. As well as enhancing the Cross Country's distinctive styling, it protects the paint on top of the rear bumper from scratches caused when loading or unloading through the hatch.

The 19-inch Atria alloy wheel is an ideal way to complete the look. Atria's Diamond Cut faces and matt black rim interior suits the V40 Cross Country's rugged style perfectly.



CREATE A V40 THAT'S PERFECT FOR YOUR LIFE.

A 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.

If you sometimes have to bring gear inside your car, our range of load accessories can give you a helping hand. A two-split steel grille folds separately with each rear seat backrest and provides a sturdy barrier between the load and passenger compartment. Add a fully covering dirt cover, and you can conveniently carry your dog. A reversible load compartment textile/rubber mat allows you to bring dirty stuff when needed yet maintaining an elegant appearance rest of the time. To help you organise and secure gear, bags and loose

items, our load organiser with floor rails will help you divide the load compartment exactly as you want it. And if you need to carry sport equipment such as skis, bikes or a kayak, we have created a range of specially-designed load carriers that you conveniently fit on the roof of your V40.

Our child seats combine comfort with state of the art safety and are designed to fit perfectly into your Volvo. Made from Wooltextile cloth, which is 80% wool, they're durable and tough but also soft and breathable, so your children stay comfortable and safe. We apply the same stringent standards to our child seats as we do to building our cars, so you know your children are well protected.



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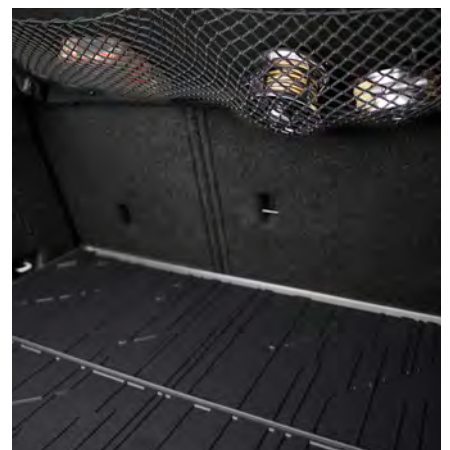
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4. Steel grille and dirt cover. 5. Child seat, infant seat. 6. Ailos, 8x18" alloy wheels, Dark Grey matt Diamond Cut with Red decor, Dark Grey matt Diamond Cut with White decor or Dark Grey matt Diamond Cut with Lime Decor. 7. Load organiser mat. 8. Parcel shelf net.

VOLVO V40

WELCOME TO VOLVO CAR LIFESTYLE COLLECTION.

Our Lifestyle Collection includes a wide range of lifestyle accessories – from Swedish crystal and crafted leather bags, to clothing, watches and more selected items. To view the complete collection, please visit collection.volvocars.com



SERVICE BY VOLVO. A SIMPLER WAY.

When you buy a Volvo, you buy the simplest way to have a car. No matter what your car may need, your authorised Volvo workshop will take care of it for you and make sure that your Volvo stays in tip-top shape.

We have our own approach to service that's personal, efficient, and which takes care of you as well as it takes care of your car. We call it Service by Volvo and it will provide everything you need in the simplest way possible.

Your Volvo Cars dealer offers a whole range of simplifying services all designed around you, ensuring you a carefree ownership experience. Still, this is just the beginning. Soon, you will also get a Personal Service Technician, your car will be ready within the hour and you can relax in our lounge instead of driving back and forth. It's because everything we do is about finding new ways to make life simpler for people, with our cars as well as our service.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance
- Service Contract

VOLVO SERVICE PROMISE

- Volvo Genuine Service
- Software Updates
- Roadside Assistance
- Personal Service Contact
- Car Wash and Vac'
- Price Promise
- Health Check
- Alternative Transport

IF SOMETHING HAPPENS

- Volvo Assistance
- Volvo Glass Services
- Volvo Dent Repair
- Car Climate Services
- Tyre Services
- Volvo Accident Assistance

HAVE YOU GOT YOUR VOLVO ID?

A Volvo ID allows you to access a whole world of connectivity with your Volvo. With your Volvo ID, you can:

- Access your My Volvo account on volvocars.co.uk for car information
- Access internet services and apps in your car, including connected service booking
- When applicable, sign in to the Volvo On Call app and connect with your car from everywhere

CONNECTED SERVICE BOOKING

If your Volvo has Sensus Connect, it will remind you when it needs servicing and offer to contact your Volvo dealer for you. Booking proposals sent from your preferred dealer can easily be managed directly in the car. When the time comes to drive to your workshop, your Volvo will remind you and even guide you there. And since your Volvo tells us what it needs, we can make sure it always receives the service it requires when it gets there.

V O L V O

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

Urban 33.2 (8.5)–70.6 (4.0), Extra Urban 54.3 (5.2)–85.6 (3.3),
Combined 44.1 (6.4)–78.5 (3.6). CO₂ Emissions range from 149–94g/km.
MPG figures are obtained from laboratory testing intended for comparisons
between vehicles and may not reflect real driving results.