

THE NEW VOLVO DRIVE RANGE:

Low emissions, outstanding fuel consumption, great to DRIVE



Volvo will be unveiling the new economical, sub-120g/km diesel variants of the C30 SportsCoupe, S40 saloon and V50 Sportswagon at the Paris Motor Show in early October. All three models are equipped with a special set of efficiency-enhancing features and are marked with the DRIVE emblem to signal their updated environment properties. Production of these new models will start in mid-November with first UK customer deliveries in January.

The new 1.6D DRIVE models will offer outstanding fuel consumption of 64.2mpg on the C30 and 62.8mpg in the S40 and V50, with VED Band B CO₂ figures of just 115g/km for the C30 and 118g/km for the S40 and V50. These new low emissions mean that the Volvo C30 and V50 offer best-in-class CO₂ in their segments¹.

"We wanted to demonstrate that low CO₂ ratings are not solely the preserve of small diesel cars. By offering the Volvo V50 with emission levels below 120g/km, we are also making it possible for families and other customers who require extra space to make an active pro-environmental choice," says Volvo Cars President and CEO Fredrik Arp.

Holistic approach to eco-performance

The reduction in fuel consumption and CO₂ emissions was brought about by meticulously analysing the cars' total potential for more efficient, more economical driving without in any way compromising on either driving properties or comfort. The cars were then optimised within four areas:

1. **Reduced air resistance** by reducing chassis height, adding front and rear spoilers, utilising wind deflectors, and adding aerodynamically optimised wheels.
2. **Lower rolling resistance** by using a new generation of Michelin tyres with low rolling resistance.
3. **Higher gear ratios** which contribute to a 1.5% reduction in fuel consumption without affecting the drivability of the car.
4. **More efficient driveline** through optimised engine cooling, engine management and power steering, using lower-friction transmission oil and a gearchange indicator in the information display to tell the driver the ideal time to change gears.

Benefits for the environment and economy

Reducing fuel consumption and dropping below the 120g/km CO₂ emission level offers a range of benefits, both for the environment and the buyer's pocket. With lower carbon dioxide (CO₂) emissions, these cars reduce the net contribution to global warming. All new diesel models from Volvo are also fitted with a maintenance-free particle filter that traps about 95 percent of all soot particles.

Advance information

With the cars' good environmental performance, the driver can count on various financial incentives in the UK where CO₂-based vehicle taxation systems have been implemented. Rising fuel prices also make the Volvo 1.6D DRiVE offer very attractive as fuel consumption can reach 76.3mpg at motorway speeds.

Sold throughout Europe

"We will offer our diesel-powered DRiVE cars throughout Europe, even in countries that today do not offer any form of financial incentive. We are doing this to give everyone the opportunity to choose a pro-environmental alternative from Volvo. For us it is not simply a question of short-term sales - it also clearly shows how strongly Volvo prioritises environmental properties throughout the product range, both today and for the future," says Fredrik Arp.

The DRiVE cars can be specified with most of the options and accessories that Volvo offer, apart from those that affect the cars' aerodynamic properties. Prices, specifications and volume forecasts for the UK will be announced closer to the start of production.

The most eco-friendly car range

Apart from these three diesel-powered DRiVE cars, Volvo also offers a comprehensive Flexifuel range encompassing five car models and three bioethanol engines. All told, this means that Volvo Cars today offers the market's widest range of premium cars with a low environmental imprint.

Volvo Cars is also conducting intensive research into hybrid technology and future alternative fuels. The attention-grabbing Volvo ReCharge Concept plug-in hybrid and Ford Motor Company's decision to establish its European hybrid centre in Volvo's home town of Gothenburg, clearly highlight the environment-technology potential there is within the company.

Model	CO ₂ g/km
Volvo V50 1.6D DRiVE	118
BMW 3-Series Touring 318d ES	125
Volkswagen Passat Estate Bluemotion	137
Audi A4 Avant 2.0 TDI	140
Model	CO ₂ g/km
Volvo C30 1.6D DRiVE	115
Audi A3 1.9 TDIe 3-door	119
BMW 1-Series 118d	119
Volkswagen Golf Bluemotion	119
Model	CO ₂ g/km
Volvo S40 1.6D DRiVE	118
Volkswagen Jetta Bluemotion	122
BMW 3-Series 318d ES	123
Audi A4 SE 2.0TDI	134

