

INNOVATION FOR PEOPLE

At Volvo Cars, we continuously innovate in order to make your life better. Every car, every technology and every design is the result of a clear vision – to put people at the heart of everything we do. It's a vision that has inspired us to create the likes of the three-point seat belt and side-impact airbags – inventions that have helped save lives and changed automotive history. And with our new generation of models, we continue this tradition.

Intuitive Sensus technology makes life less complicated and

keeps you connected with the world, while the latest Drive-E powertrains balance responsive power with class-leading efficiency. Supporting you while you are driving, our IntelliSafe innovations make your journey more comfortable and enjoyable while helping to prevent accidents.

We understand what's important to people. It forms the basis

of all the innovations we create. Innovations that improve lives.

At Volvo Cars, we design our cars around you.

Contents

Sensus2	Volvo V90 14	Volvo V60
IntelliSafe4		Volvo V60
Drive-E6	Cross Country16	Cross Country
The All-New Volvo XC608	Volvo S60 18	Accessories
Volvo XC90 10	Volvo S60 Cross Country 20	Color Options
Volvo S90 12	Cross Country20	The Volvo Experience



SENSUS

Informed, in control and always up to date.

Sensus connects you with your Volvo and the rest of the world. It keeps you informed, entertained and in control of every journey.

Intuitive, easy-to-use controls and displays are prime features of Sensus. Our digital driver displays provide instant, intuitive information, and can be adapted to the mood you're in. Some of our models provide controls on a large 9" Sensus Touchscreen in the center display. Replacing physical buttons with virtual equivalents on the screen allows them to be large and easy to use. Bold, clear graphics make it easy to absorb information at a glance. Our philosophy has always been that you should be able to operate your Volvo and keep your eyes on the road. The optional head-up display in some of our models means you can do just that. Voice control is another feature that allows you to conveniently control the functions of your Volvo while keeping your attention on the traffic.

Our Sensus Connect goes further, with WiFi keeping your devices connected to the internet, while a host of built-in navigation and entertainment apps give you access to a world of online music, entertainment and services.

A superb audio experience is also part of Sensus. That's why we've developed our state-of-the-art audio systems, together with the renowned sound specialists at Harman Kardon® and Bowers & Wilkins. These high-end audio systems are designed to put you at the heart of the music, allowing you to hear it as the musicians intended – wherever you're seated.

Our Volvo On Call smartphone app provides access to a host of clever solutions that allow you to remotely access and control your Volvo from your smartphone, iPad® or a wearable device. For example, you can warm up or cool down the cabin before traveling, lock or unlock your car, check car status and send destinations directly to the Sensus navigation system. Inside and out, we designed the Sensus experience to make your everyday life a little less complicated.

INTELLISAFE

Always looking out for you.

IntelliSafe is our name for the intuitive, intelligent technologies that support your driving, help to prevent accidents and help protect you in a collision. These innovative technologies play a key role in helping us realize our bold vision that, by 2020, no one will be killed or seriously injured in a new Volvo car.

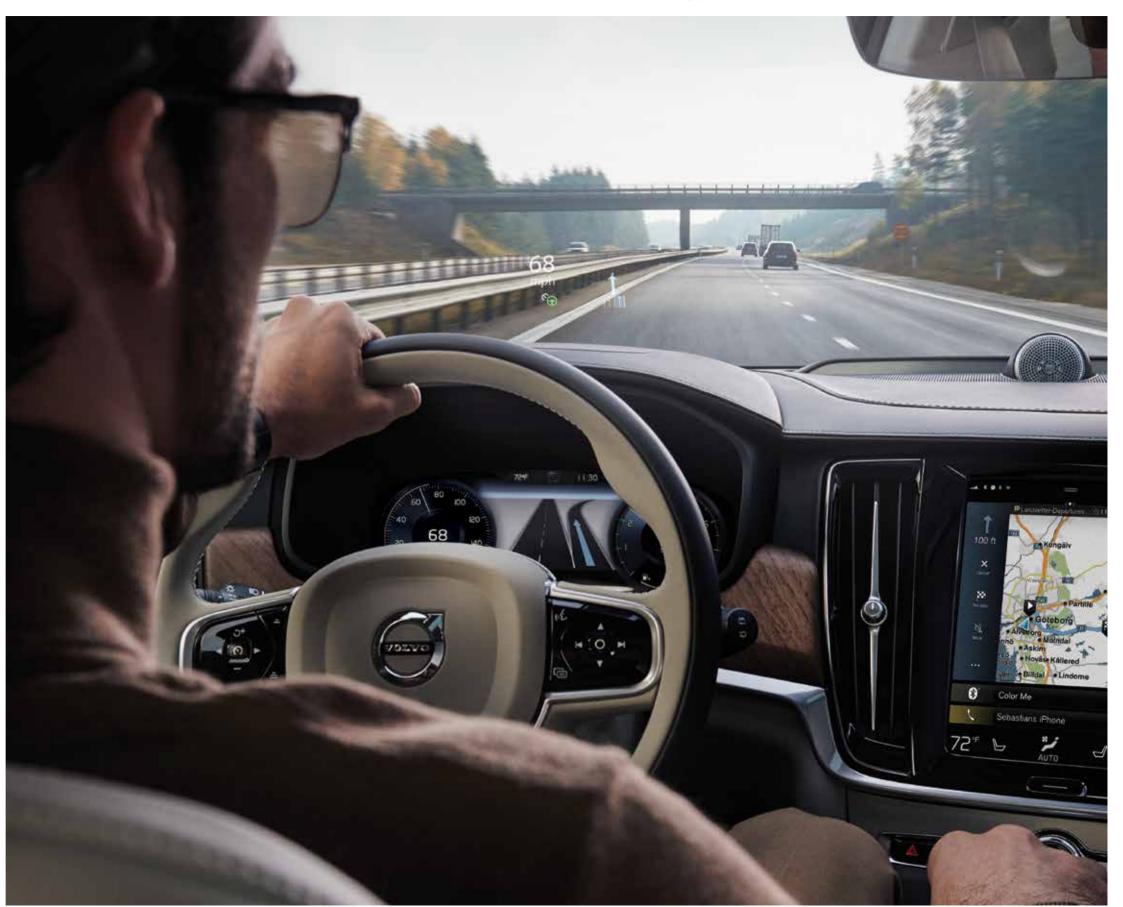
City Safety is at the heart of IntelliSafe. It's like a co-pilot who's looking out for you, detecting danger ahead, then warning you and intervening if necessary. City Safety identifies other vehicles, pedestrians, cyclists and – in some Volvo models – large animals ahead of you, even at night. It warns you of any hazards, and if you don't react, it will brake automatically to help avoid or mitigate a collision.

Journeys are more relaxed with IntelliSafe to support you. To help you stay in the lane, our Lane Departure Warning or Lane Keeping Aid technology will alert or intervene if you unintentionally should cross a lane marking. And our new Pilot Assist semi-autonomous drive technology allows you to enjoy a smooth drive on highways. It assists you to comfortably follow the traffic flow and provides gentle steering support to help you keep within the current lane.

Oncoming Lane Mitigation can help avoid collisions with oncoming vehicles. If you drift across the lane markings in the way of an oncoming vehicle, your car steers back. Run-off Road Mitigation steers and, if necessary, brakes for you to help prevent you leaving the road accidentally. Driver Alert Control can recognize if you're tired or distracted and suggests that it's time to take a break, while Road Sign Information helps remind you of the speed limit.

With IntelliSafe Surround you get BLIS™ (Blind Spot Information System) for increased awareness and confidence on the highway, alerting you to vehicles alongside you. And when you're reversing out of a parking space, Cross Traffic Alert keeps an eye out behind your Volvo for other road users.

With IntelliSafe, your Volvo supports your drive all the way. All you need to do is keep your hands on the wheel and enjoy the experience.



DRIVE-E

Enjoying more, using less.

With the perfect balance between performance and efficiency, every Volvo engine gives you on-demand power with low fuel consumption and emissions. We achieve this with Drive-E, the cutting-edge technology behind every one of our advanced gasoline and plug-in hybrid powertrains, where performance and efficiency are built in.

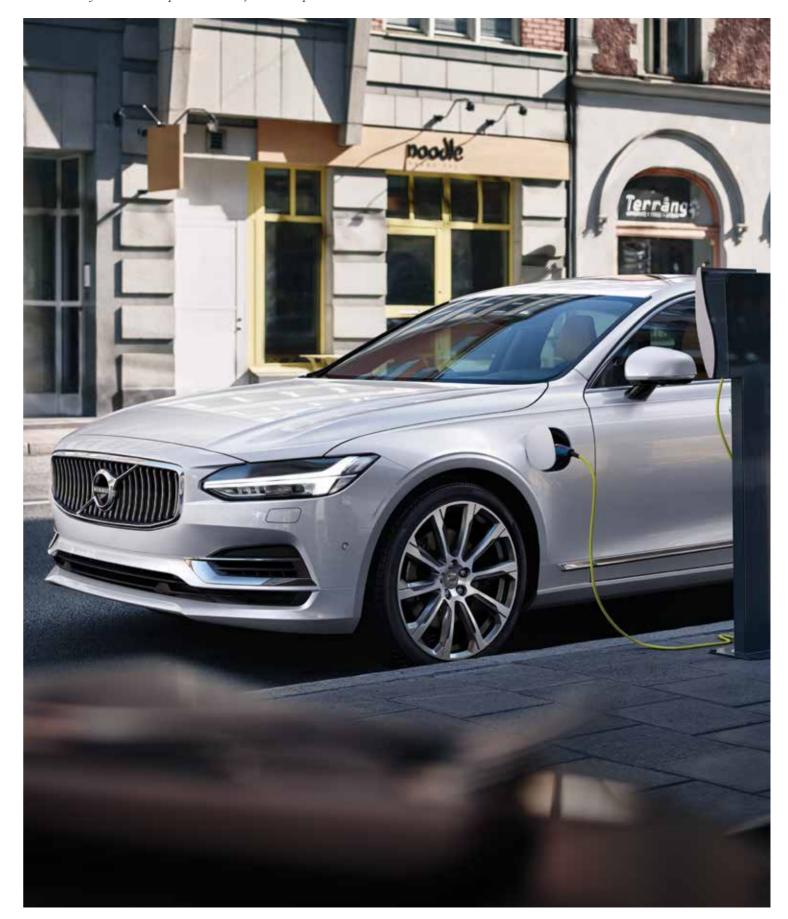
We've mated our supercharged, super/turbocharged, low-friction, light-weight powertrains with Geartronic™, our new generation eight-speed automatic gearbox, which is designed to minimize power loss and maximize performance.

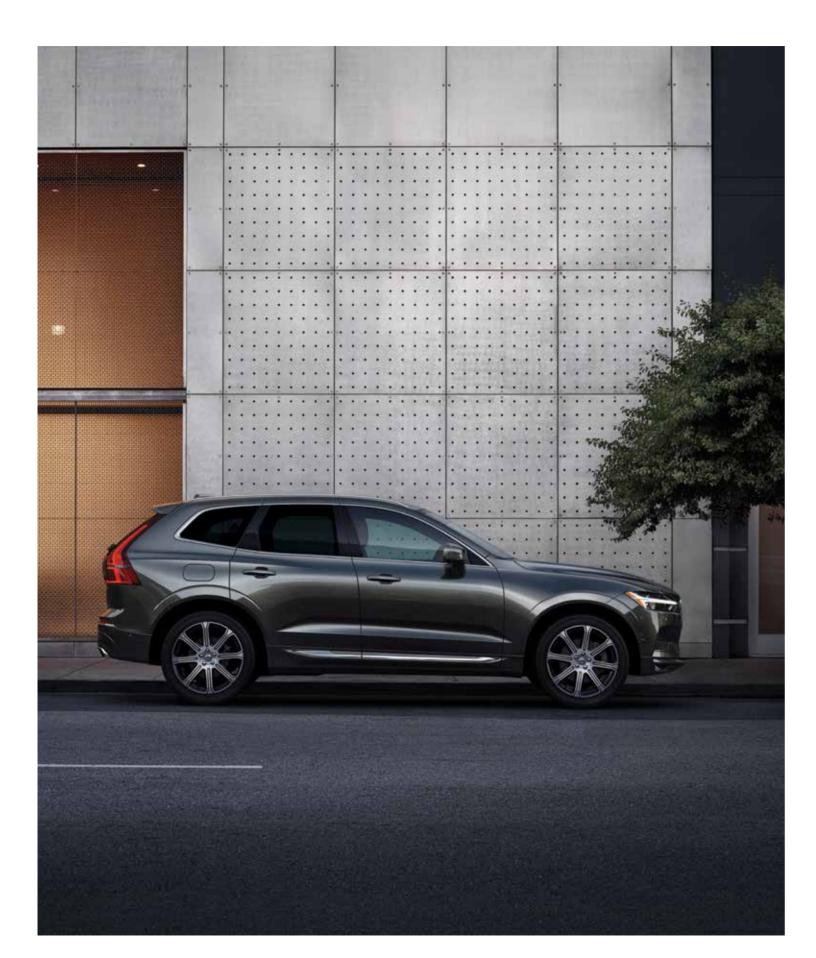
To help you drive more efficiently, select Eco Mode and your Volvo recalibrates the powertrain for the lowest possible fuel consumption and emissions. The coast function disconnects the engine from the automatic transmission when you release the accelerator at speeds above 40mph so it isn't being used to slow the car.

If you want the best of both worlds, our high-performance plug-in hybrid Twin Engine powertrains give you an exciting drive, as well as cutting CO_2 emissions. The combination of a high-performance gas engine and a powerful electric motor offers impressive power and performance, but uses much less fuel. The gas engine drives the front wheels and the electric motor powers the rear, giving instantaneous acceleration and on-demand all-wheel drive. And with just the electric motor powering the car, you benefit from silent, zero-emission driving with electric-only capacity.

At Volvo Cars, by looking to the future we enhance your life today. Drive-E brings together advanced technologies to create a better world and a better drive for you.

Some of the Drive-E technologies described above may not be available for all Volvo car models. For more information about the specifications for each model, variant and trim level, please talk to your Volvo dealer or visit **VOLVOCARS.COM**





THE ALL-NEW VOLVO XC60

The SUV. Evolved.

In Sweden, we build SUVs differently – and this is the result. The XC60, a car that introduces a dynamic new form of luxury to your life and your drive.

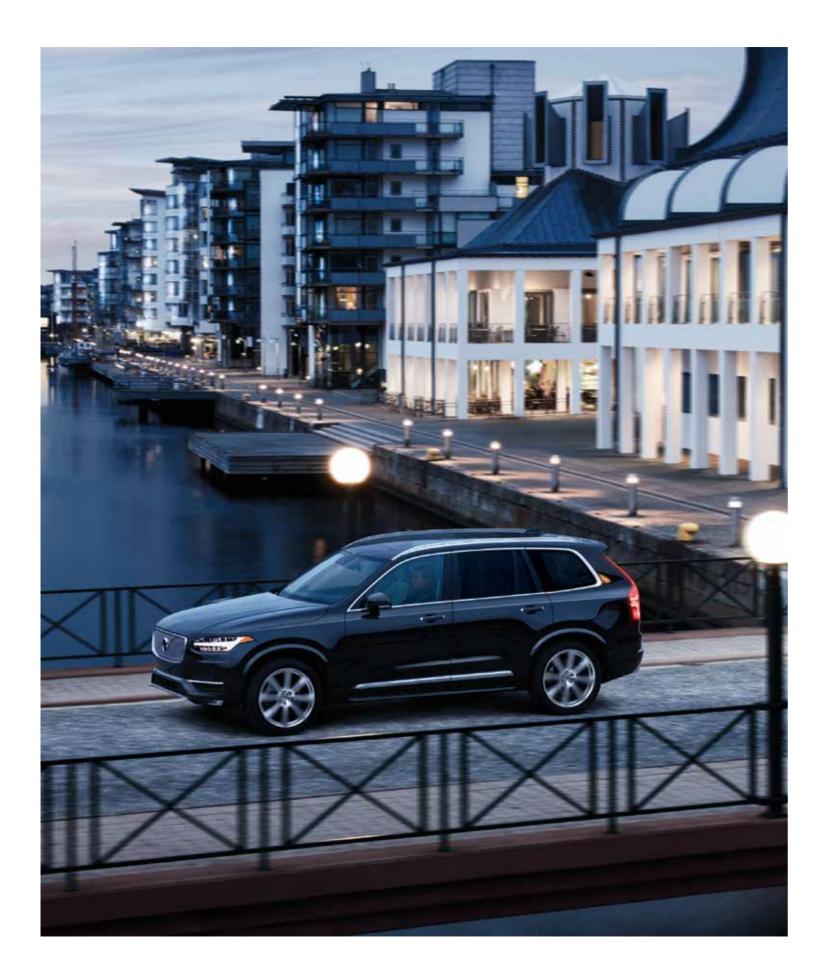
We start with the concept of "designed around you" – a car must look beautiful, engage the driver and be useful. We create an exterior that mixes muscular dynamism with clean, elegant design. And we craft an interior from the most natural, luxurious materials, making sure it's full of natural light and filled with clever features that integrate seamlessly into your life. Interacting with your XC60 is second nature. The standard Panoramic Moonroof extends the full length of the cabin, flooding the interior with natural light, so everyone gets the benefit. Navigation and entertainment are all

just a touch or voice command away.

We add world-leading safety and driving technology that helps make everyday driving safer and less tiring. It's technology that can help avoid collisions and take the stress out of driving. A range of powertrains combine efficiency, power and low emissions, including the 400 hp T8 eAWD Plug-In Hybrid – Volvo Cars' intelligent approach to power – which turns the XC60 into a true performance SUV. We find the perfect balance between comfort and control, and use it to build the chassis.

Welcome to the new Volvo XC60. A car you will always be proud to own.





THE VOLVO XC90

Experience our idea of luxury.

The XC90 is a place where you can relax, think and travel in first-class comfort. Where contemporary Scandinavian design meets advanced engineering. Where quality materials will delight your senses and put comfort at the heart of every journey. And where human-centric technology keeps you connected and in control.

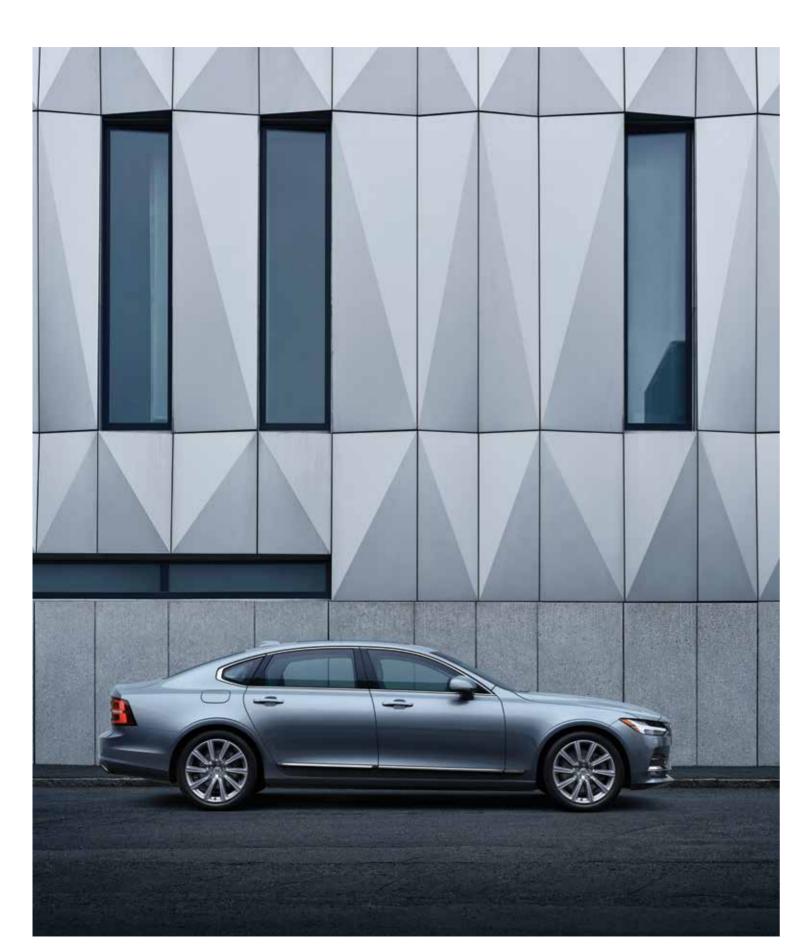
Whether driving along the highway or negotiating urban traffic, our intuitive driving technologies such as the standard Blind Spot Information System (BLIS) and Cross Traffic Alert make the journey safer and easier. In the lavishly appointed cabin, luxurious materials

and craftsmanship meet with uncluttered elegance which is transparent in the Leather Upholstery Comfort Seats and Dark Flame Birch Wood Inlays. And the standard Panoramic Moonroof gives you and your passengers the luxury of space and calm – no matter which seat you're in.

Appropriately for a full-sized SUV, the XC90 exudes power and road presence. Yet its design is also exquisitely subtle. The XC90 is all about perfect execution, and is our distinctive take on what it means to drive a luxury car in the 21st century.







THE VOLVO S90

The art of creation. Where elegance complements technology.

When we designed our sedan, we had a single aim: to create a car that would redefine the idea of luxury. The result is the S90, a car that blends the best of Scandinavian design with advanced technology to give you a new experience, beyond the commonplace and everyday. A new kind of luxury.

From any angle the S90 looks elegant and powerful. The short overhangs, long wheelbase and low roofline combine to create a solid, sculpted whole that is always sophisticated and elegant.

Inside you'll discover a cabin crafted from exceptional materials such as Swedish crystal and Flame Birch Wood Inlay. With an additional 4.5" of rear seat legroom and a Panoramic Moonroof that lets the light shine in, you and your passengers will have a sense of space and freedom.

Elegance, craftsmanship and technology. This is what the S90 is made of.



THE VOLVO V90

The new versatility.
Built for the way you live.

We created the V90 for a world that demands versatility, without compromising elegance and sophistication. Whether choosing between the sophisticated, yet sporty R-Design or luxurious and elegant Inscription, you have the choice of the T5 Front Wheel Drive or T6 All Wheel Drive engines for powerful good looks with everyday practicality.

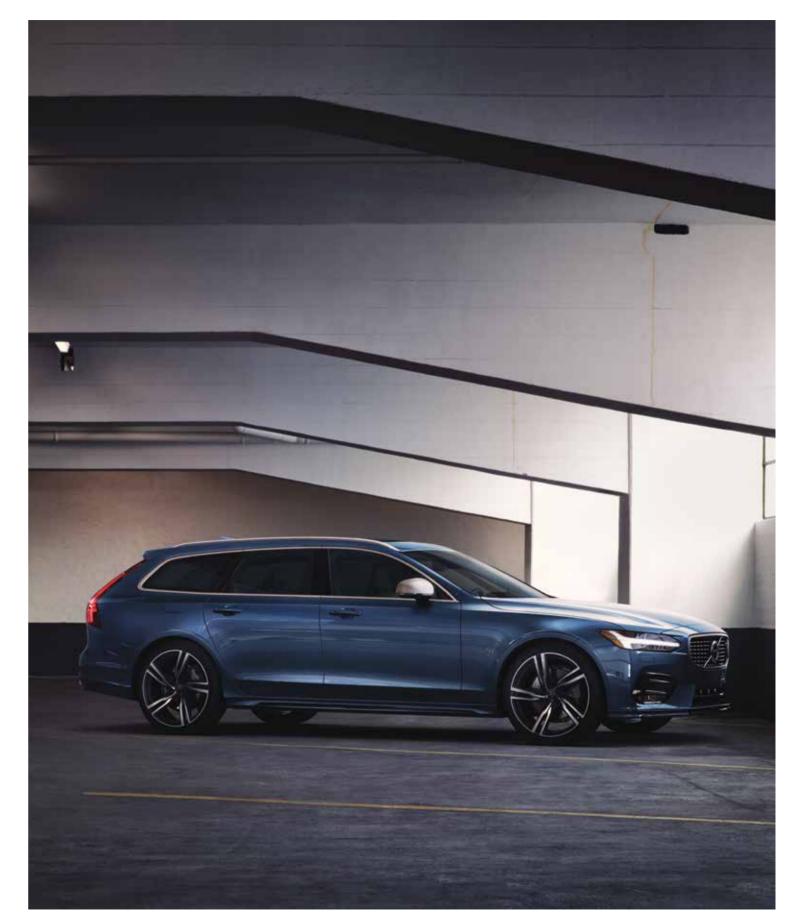
Inside and out, the V90 is wrapped in the best of Scandinavian design. The bold lines convey solidity and strength, style and

presence. The details are subtle and distinctive.

The beautiful, comfortable cabin will delight you and your passengers on every journey. Exceptional craftsmanship and fine materials enhance the feeling of precision and luxury, while the standard Panoramic Moonroof makes the most of the airy feel and Scandinavian design.

Everything we know has gone into the V90. This is the new Volvo estate, built to enhance every day.





VOLVO V90 CROSS COUNTRY | 17



THE VOLVO V90 CROSS COUNTRY

Your adventure awaits.

A true all-road car, the V90 Cross Country is built to enhance your every adventure. Clean, taut lines and rugged details create a powerful look that conveys a strong sense of capability – with practicality built in.

The V90 Cross Country is packed with innovative technology for sophisticated traveling on all roads. All-wheel drive, increased ground clearance and an advanced chassis help you cope with rough roads, challenging weather and tough conditions.

No matter what's going on outside, the V90 Cross Country is a sanctuary inside. The spacious, light-filled cabin is made from the finest materials and constructed with the care and attention provided by Swedish craftsmanship.

Designed to make every journey an adventure, the V90 Cross Country is a place where you can relax in comfort, where technology enhances your drive, and opens up your world.



VOLVO S60

For people who enjoy taking the long way home.

The S60 is a car that makes you feel special. A car that enhances your life through the enjoyment, comfort and beauty it provides. With two powertrains and three distinct personalities, the S60 is a car that you will enjoy spending time in.

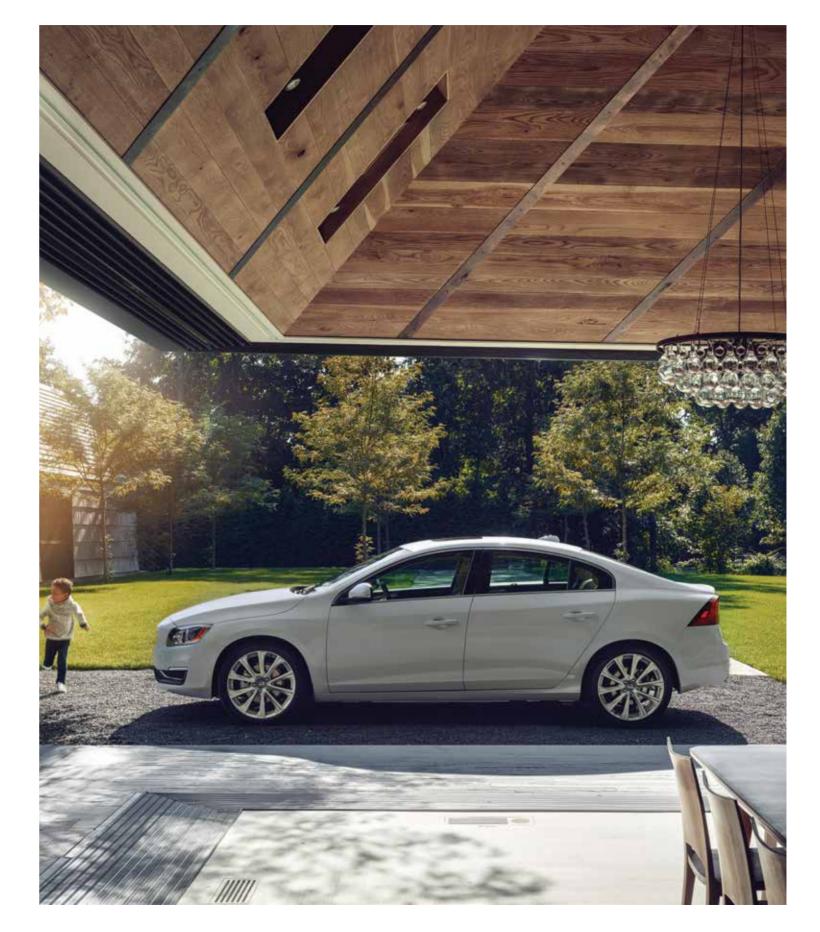
Inside and out, the S60 embodies Scandinavian design. You see it in the elegant and uncluttered interior, with its alluring blend of modern materials and traditional craftsmanship; in its confident presence on the road; in its bold, assertive front grill and integrated tailpipes at the rear.

The sporty S60 Dynamic has an exciting exterior design and comes standard with a long list of appreciated features, such as Xenon Headlights and a Power Moonroof. If you're aiming for the ultimate in luxury, the Inscription trim level focuses on craftsmanship, elegance and exclusiveness. Finally, the top-of-the-line T6 AWD R-Design is all about blending driving pleasure and performance, both inside and out.

The Volvo S60. You'll look for any excuse to get behind the wheel.







VOLVO S60 CROSS COUNTRY

Rugged looks and capability with a daring attitude.

The S60 Cross Country possesses a unique combination of coupe-like style and tough capability to take adventurous drivers further, whatever the weather and wherever the destination.

With a raised ground clearance and rugged design elements all around, this car challenges you to brave the elements and explore new terrain. However, its ability on rough roads and forest tracks doesn't come at the expense of an engaging, sporty drive on smooth highways and twisty country roads.

Inside, sculpted sports seats keep you secure through the corners, and you and your passengers can relax in a refined, meticulously crafted cabin with a host of thoughtful features. If you're looking for a car that not only stands out from the crowd, but is a perfect companion on all roads, the Volvo S60 Cross Country is for you.





VOLVO V60

Bring all your gear along for a thrilling drive.

The V60 is a beautifully balanced combination of dynamism, style and smart versatility. When driving on curvy roads you'll enjoy the crisp response of a well-balanced chassis. During the longer trips, the relaxed comfort of your V60 will keep you and your passengers fresh for hours. Two trim levels let you tailor the car to fit your style. And a range of supportive technologies give you a relaxed drive and keep you in control.

The agile character of your V60 is enhanced by its looks. The muscular shoulders, the distinctive front, the sleek coupe-like roofline and the powerfully sculpted rear section with its signature

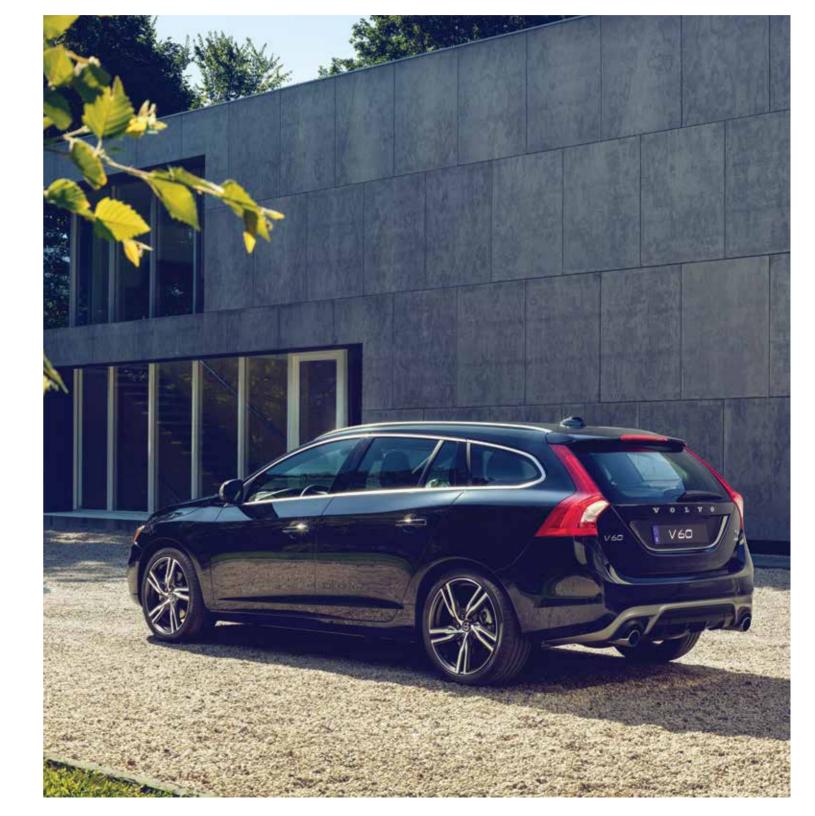
rear lights all make for a strong road presence. Inside, a beautifully crafted interior creates a calm yet invigorating environment.

The sporty V60 Dynamic is fully equipped with 18" Tucan Diamond Cut/Glossy Black Alloy Wheels, Active Dual Xenon Headlights, Milled Aluminum Inlays and Black Side Window Trim. The thrilling, top-of-the-line V60 R-Design features 19" Ixion Alloy Wheels, R-Design Grill, Sport Chassis and Paddle Shifters.

The V60 is truly designed to fit your life, and make you feel good every day.







VOLVO V60 CROSS COUNTRY

Adventure that lives up to its promise.

The V60 Cross Country is a crossover that combines dynamism and versatility in a new way to give you an engaging driving experience for all your outdoor adventures. Thanks to its raised ground clearance, Hill Descent Control and capable chassis, the V60 Cross Country delivers what its appearance promises: real all-road, all-weather capability with standard all-wheel drive.

Inside you will appreciate the long list of thoughtful standard equipment, including 3D Navigation, leather seating surfaces and a moonroof perfect for star gazing adventures. Equally at home on all roads – from rough gravel roads to highways – this really is a Volvo for people who don't just talk about adventure, but live it. The ability to occasionally leave smooth, well-traveled roads behind is essential. For that, you need a tough, durable yet stylish partner that doesn't compromise on capability and versatility. That's what the V60 Cross Country is all about.





VOLVO RANGE ACCESSORIES | 27

ACCESSORIES BY VOLVO CARS

Designed for your life.

Create a Volvo that's perfect for your life, with Volvo Cars accessories that are designed around you and your car.

Our accessory range comprises a wealth of smart and well-designed solutions, such as our convenient iPad® holder and innovative load accessories that help fully utilize your Volvo and make it fit your

lifestyle. And, our new generation child seats help ensure that your child travels safely and comfortably, even during long trips.

Choosing a Volvo Cars accessory, you can rest assured it meets our stringent demands for design, function and safety - the choice is yours.























^{6.} Roof box, designed by Volvo Cars. 7. Reversible and foldable textile/plastic load compartment mat. 8. The iPad® holder makes journeys more fun for passengers in the rear seat. 9. Child seat, booster cushion with backrest, Leather/Nubuck Textile.

VOLVO RANGE COLOR OPTIONS | 29



Passion Red



VOLVO OVERSEAS DELIVERY THE EXPERIENCE BEGINS IN SWEDEN

Volvo Overseas Delivery is a unique program that gives you an exciting opportunity to pick up your new Volvo from our state-of-the-art factory in Gothenburg, Sweden. But that's just the beginning.

THE TRIP INCLUDES:

- A savings off of the US base MSRP, which varies by Model
- Opportunity to personalize your new Volvo*
- · Complete travel packages for Sweden and/or Europe via our travel concierge, who can help you personalize your adventure
- Two round-trip plane tickets to Gothenburg, Sweden via SAS/Plus economy seating (including private transport upon arrival)
- One overnight stay at a first-class hotel (including dinner at a Michelin-starred restaurant)
- Premium delivery at Factory Delivery Center (including private transport and lunch)
- Guided tour of the Volvo factory
- A visit to the Volvo Museum and/or the Volvo Cars Brand Experience Center
- European car insurance (including Volvo Roadside Assistance and Global warranty coverage) for two weeks**
- Home shipment of your new Volvo



T6 AWD | V90 Cross Country 714 Osmium Grey Metallic | 20" 10-Spoke Tech Matte Black Diamond Cut Alloy Wheels, 226



V90 Cross Country Interior | Charcoal in Charcoal Interior (European Spec Shown) | Iron Ore Aluminum Inlay, 437

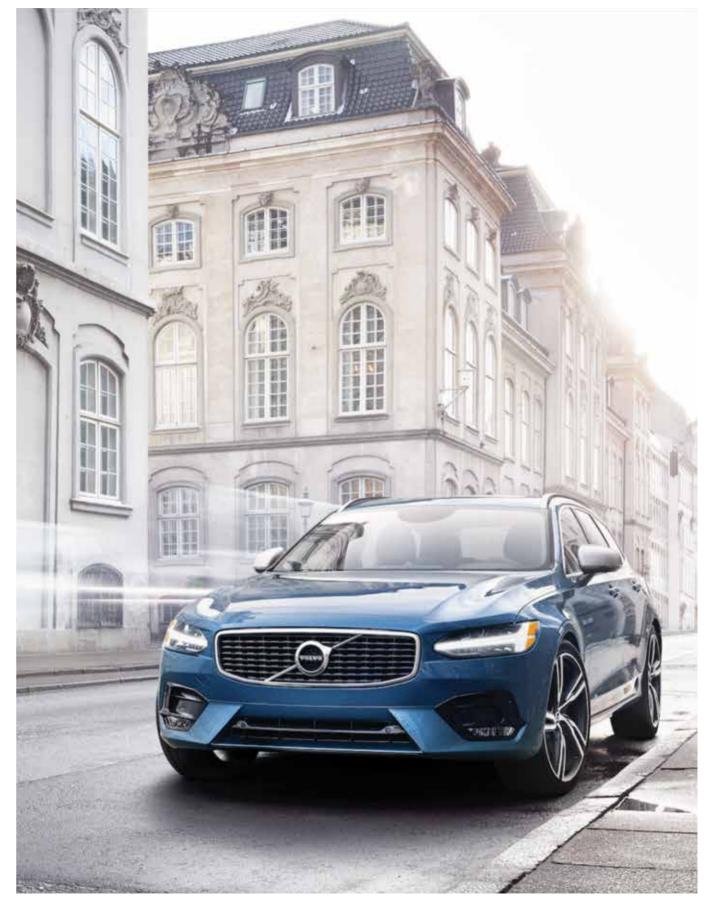
Your adventure begins in Volvo's hometown of Gothenburg, located on Sweden's scenic west coast. Here, you will pick up your new Volvo in person as it rolls out of the factory gate. You will then have the chance to explore the world of Volvo, where you will learn all about the unique culture that inspired the elements of your car.

With Volvo Overseas Delivery, you can custom build and personalize* your new Volvo before taking a once-in-a-lifetime trip to pick it up in the country that built and inspired it. Volvo Overseas Delivery delivers a car that is truly designed around you.

Please note: Changes in the order of your day's schedule may occur.

If you would like to know more about Overseas Delivery, contact your local Volvo Cars Retailer, the Customer Care Center at (800) 631-1667, or visit http://volvocars.com/us/osd

T6 AWD | V90 R-Design720 Bursting Blue Metallic | 19" 5-Double Spoke Glossy
Black Diamond Cut Alloy Wheels, 224



THE VOLVO EXPERIENCE | 33

^{*} Personalization is based on market requirements and specifications. All options / packages and accessories must be US Market-specific.

^{**} Global Warranty coverage remains in effect until your vehicle returns to the States and is registered with Volvo US.

VOLVO RANGE THE VOLVO EXPERIENCE | 35

Service By Volvo

Taking care of you and your Volvo is our top priority. With a unique approach to service that's personal, professional and efficient, we get you everything you need in the simplest way possible. To make your life less complicated.

Knowing your vehicle is always up to our highest standards for as long as you own it - that's the driving force behind Service by Volvo. To help you get the most out of your Volvo, we'll ensure each service or maintenance provides peak conditioning through our expertly trained technicians, field-tested repair methods, and precision-engineered genuine parts. That's because we focus on our promises to service your car and simplify your life.

OUR SERVICE BY VOLVO PROMISES

When you have your car serviced at an authorized Volvo dealer, we promise to provide you with a premium ownership experience for the life of your vehicle. Enjoy our Lifetime Parts and Labor Warranty,* so you pay only once, knowing your car is always up to our highest standards. Technical software updates** and more. No sign-up required.











* Excludes consumable parts due to normal wear. See dealer for details. Non-transferable.

The most carefree way to own a car. EVER.

LEASING OPTIONS

FI FXIBI F TFRMS

Leasing is available for terms as short as 24 months or up to 48 months. You can drive a new Volvo car every few years while within the manufacturer warranty and maintenance plans, and without the burden of negotiating trade-in values.

CHOICE OF MILEAGE PLANS

The standard mileage option allows up to 15,000 miles per year; however, several other mileage plans are available to tailor to your commuting needs. Under the low mileage plan options are available as low as 7,500 miles per year, and we to acquire a vehicle while studying in the US, only from also offer a high mileage plan with options as high as 30,000 Volvo. Instead of purchasing a car outright, make one

SINGLE PAYMENT LEASE

A single payment lease provides convenience and savings. You make only one payment, one time, freeing you from monthly payments. It permits you to prepay all monthly payments in a single payment at lease signing. This single total lease payment is less than the amount you would pay over the term of a conventional lease.

MULTIPLE SECURITY DEPOSIT LEASE*

A multiple security deposit lease allows you to place a lump sum refundable security deposit at lease inception, which reduces your monthly rent charge, resulting in substantial savings over the term of the lease. The additional security deposits are refunded to you at the end of the lease term. * Multiple Security Deposit Lease is not available in NY.

Under our business lease option, owners have the flexibility to lease the vehicle as the business.

GUARANTEED AUTO PROTECTION (GAP) WAIVER

Our GAP Waiver is included in your lease agreement at no additional cost to you. It is provided to give you peace of mind. If your leased Volvo car is declared a total loss due to theft, accident, or natural disaster, we will cover the difference between the insurance proceeds and the balance VOLVO ROADSIDE ASSISTANCE owed to Volvo Car Financial Services less any deductible.

EXCESS WEAR AND USE PROTECTION PLAN **

expected. However, when turning in your leased vehicle, you trip, refer to your Volvo Roadside Assistance card and may be responsible for any excess wear and use damage; therefore, Volvo Car Financial Services offers an optional plan four-year membership activates the moment you become to protect you and your car from unexpected occurrences that a Volvo owner. A connection to Volvo Roadside Assistance/ happen from nature and chance.

** Excess Wear and Use Protection Plan is optional and not available in AK, NM, NY, TX, UT and VT.

SPECIAL PROGRAMS

COLLEGE GRADUATE PROGRAM

You've worked hard to earn your degree. Now the Volvo Graduate Program can make it easy for you to drive a Volvo car. With flexible and competitive financing options available genuine Volvo car replacement parts and genuine Volvo for graduates, Volvo Car Financial Services can help you to step into the luxury of driving a Volvo car with only a 5% down payment upon credit approval.

INTERNATIONAL STUDENT PROGRAM

The International Student Program is the easiest way easy, upfront payment and drive a brand new Volvo during your school term. After graduation, drop the car off at your local Volvo retailer. No hassles. You'll only pay for the portion of the car you use. It's as simple as that. Visit www.volvocarsforstudents.com for program details.

VOLVO MOBILITY PROGRAM

The goal of the Volvo Mobility Program is to assist persons with physical disabilities or hearing impairment. For those within the extraordinary comfort and safety of a specially adapted Volvo car. For additional information on this program, please contact Mobility by Volvo Customer Care at 1-800-550-5658.

PERSONAL SHOPPER

The Volvo Personal Shopper is dedicated to providing you with a whole new level of shopping convenience. Whether you'd like help identifying the Volvo model that best fits your lifestyle, detailed information on any Volvo model, or a comparison against the competition, Volvo is there to help. We can arrange a Guest Drive for you at your nearest Volvo Retailer. So make the most of your shopping time and call the Volvo Personal Shopper at 1-800-550-5658.

SERVICE AND WARRANTY

Whenever you need us, we're just a phone call away. Our nationwide network of retailers and authorized service providers are ready to assist. Whether you require roadside As a part of everyday driving, normal wear and use can be assistance or maps and routing information for your next dial 1-800-63-VOLVO at any time. Your complimentary US is available through your App Store.

VOLVO NEW CAR WARRANTY

Your new-car warranty provides comprehensive coverage for four years or 50.000 miles, whichever occurs first, Additional warranties cover corrosion, seat belts, the supplemental restraint system, hybrid components, emission systems, accessories. Should you encounter any problem with your Volvo car, simply contact the nearest retailer for assistance. Where your warranty ends, Volvo Increased Protection (VIP) plans begin. To purchase the additional protection of a VIP plan, contact your local retailer.

COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE

Volvo Cars is committed to a premium ownership experience for its customers. To further enhance your ownership experience, all 2018 model year Volvo Cars sold in the United States will include Complimentary Factory Scheduled Maintenance. This program provides scheduled maintenance coverage for the first three years or 36,000 miles, whichever occurs first, and is designed to complement your Volvo warranty, helping ensure trouble-free operation of your Volvo. Coverage includes factory-recommended maintenance including oil and filter changes, checks and adjustments as listed in your with exceptional transportation needs, this can be facilitated Warranty and Maintenance Records Information booklet, for the first three maintenance services at intervals of 10.000. 20,000 and 30,000 miles.

> Each service must be performed within 1,500 miles before or after each scheduled interval. Coverage is limited to scheduled maintenance items listed in the 2018 model year Warranty and Maintenance Records Information booklet. An authorized retailer must perform maintenance. Offer is transferable. Optional Prepaid Maintenance Plan upgrades are also available that will allow you to customize coverage to meet your driving needs. See your Volvo retailer for details.

FINANCE OPTIONS

Volvo Car Financial Services (VCFS) offers affordable and competitive financing on new and Volvo Certified Pre-Owned cars. Our low rates and flexible terms can get you behind the wheel of the Volvo you want to drive with finance terms up to 75 months. Volvo Car Financial Services also offers financing on vehicles purchased under the Overseas Delivery Program.

^{**} New software required as part of a repair or accessory installation is not included.

