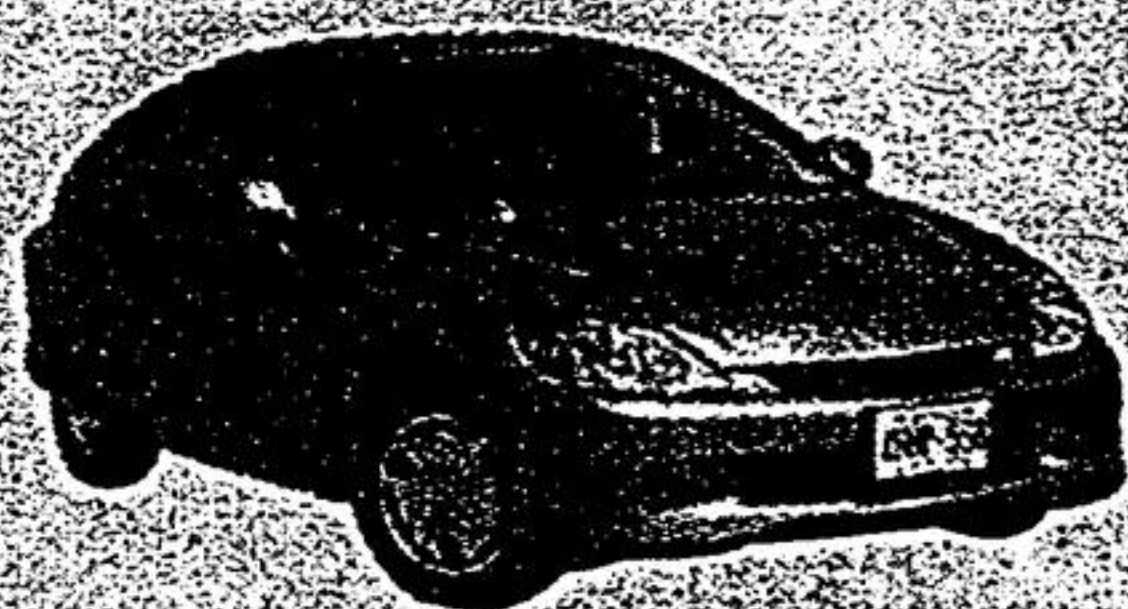


Thursday, May 11, 2000

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HONDA ECONOMY
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BOXSTER S
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The family resemblance between the big S80 Volvo sedan and this new 2001 V70 Wagon is intentional and shows off the new "family" styling the Swede now sports.

Volvo has certainly changed in the past 10 years. Once the bastion of the square-sided sedan and wagon, Volvo today is turning out truly great look cars like the C70 Coupe and the new 40-Series coming this fall. But underneath the sexy skin, safety and honest construction remain Volvo virtues and one of the reasons why new owner Ford has wisely offered to share money and resources, but has not made interference part of the bargain.

April will see the first of four new Volvos arriving to supplement the Swedish carmaker's offerings in Canada. Called the 2001 V70, it will be followed in August by the 2001 V70 Cross Country. Fall will see the arrival of the smaller "3-series size" S40 Sedan and V40 Wagon.

A word of explanation of Volvo nomenclature might be of some help at this point. Previously, Volvo went with numbers that denoted body style, number of cylinders and number of doors. The difference between a 244 and a 245 meant it was a 2-Series car with four-cylinder engine, the 244 with four doors, the 245 a wagon with the fifth door being the rear liftgate. You could also have 940 or a 960 which was the premium sedan 20 years ago, but the first had a four-cylinder engine, the latter an in-line six. Add to that the 245TA which meant it was a wagon with the turbocharger and automatic transmission and you can see how it could be confusing, even to the dealers who sold them.

When Volvo went to front-engine, front-drive and five-cylinder engines at that, they came up with the 850-series with the "8" standing for the new chassis and the "50" for five-cylinder engine. Add that sub-models like the GLT (luxury, touring) or T-5 or T-6 with "T" for turbo and the numbers of cylinders and you're back in the same bag.

Ergo the current system that has a "V" denoting a Wagon, a "S" denoting Sedan, and "C" denoting two-door Convertible or Coupe. The number is the chassis designed. Top of the line currently is the S80 - the biggest chassis sedan.

So we come to the newest model - the V70 which is the 70-Series chassis and in wagon form. It replaces the current V70. However, the current S(sedan)70 remains until it is replaced by a new V70 sedan.

Hey folks, I didn't say this would be easy. And in truth I hope all these numbers and letters won't deter people from what is possibly the safest station wagon ever built, and one of the easiest to look at.

It would be easy to say the V70 is a shrunken S80 with a wagon body and they do look remarkably the same. But Volvo knew the big S80 sedan is about as large as you can go in Europe thus a wagon on the same platform would be way too large for most European back streets.

Developed in parallel with the S80, the V70 shares the same platform but it was shortened and narrowed. That allowed the familiar five-cylinder in-line Volvo engine to be used, as the six from the S80 is too wide.

The reason for the similarity in looks is simple and intentional. What you see was penned by chief stylist Peter Horbury and his team and represents the "family" look all Volvos will wear. The signature grille, the "cat's walk" along the door sills and the restrained use of bright work are all pure Volvo ideas borrowed from the past and adapted for a new century.

Now in sale as a 2001 model, it has a list price of \$43,495 for the V70 GLT and \$46,495 for the V70 T5. Standard engine in the GLT is the 2.4-litre "low pressure" turbo producing 197 hp and 210 lb/ft of torque. The T5 receives the 2.3-litre "high pressure" turbo producing 242 hp and 243 lb/ft of torque. Both engines are multi-valve five cylinders driving the front

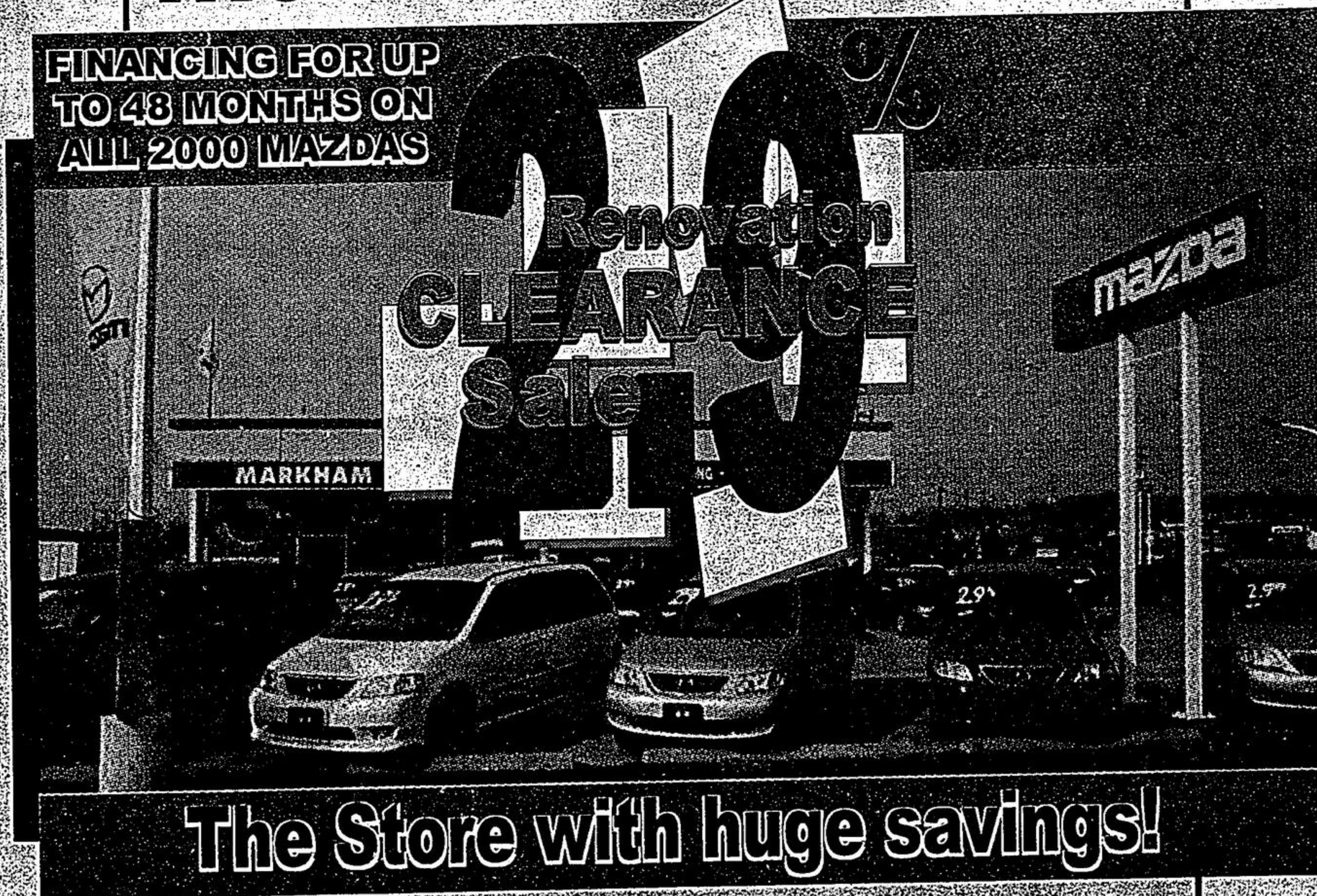
wheels through a five-speed manual or five-speed electronic automatic transmission. Both cars represent environmental leading technology. They meet current U.S. Ultra Low Emission Vehicle (ULEV)

levels as well as European standards set for 2005. Both engines eliminate 98 per cent of carbon monoxide and hydrocarbons from the exhaust.

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