

BOOM IN VOLVO C70 SALES

Orders continue to soar on all main markets for the new convertible manufactured at the Pininfarina Sverige plant

Following its debut at the Frankfurt Show, sales of the new **Volvo C70**, the first convertible that can be transformed into a four-seater coupe thanks to its innovative three-piece fold-down hard-top, have got off to a flying start.

The brand-new Volvo is **sold all over the world** even though its main market will be the USA which, it is estimated,



THREE QUESTIONS FOR ... FREDRIK ARP (President and CEO Volvo Cars)

After the commercial launch of the new Volvo C70, how are the sales in the different regions?

There has been a huge interest in the all-new Volvo C70. We have received extremely positive media coverage all over the world. As a result we have sold out the model year 2006.

The majority of the sales of the C70 have so far been to the US, UK, Germany, Italy and Sweden.

The C70 is manufactured in Uddevalla factory which is operated by a company jointly owned by Volvo Cars and Pininfarina S.p.A.. What are the particularities of this collaboration?

Volvo Cars gave Pininfarina S.p.A the task of



constructing a foldable steel roof to our new C70 convertible. At the same time Pininfarina Sverige AB was created to manufacture the cars in the Uddevalla plant. Pininfarina S.p.A owns 60 percent and Volvo Cars 40 percent of Pininfarina Sverige AB.

What are the particular targets that you would like to achieve this year? Our main challenge this year is to secure a flawless delivery of the C70 cars to our customers.

FROM THE PRESS

Auto (May 2006): "The C70 dilutes Scandinavian DNA with a good dose of made in Italy. In fact, the design and movement of the original roof system and production at its Uddevalla plant in Sweden have been entrusted to Pininfarina".

Business People (June 2006): "In developing and producing this somewhat Italian cabriolet, the Göteborg engineers operated in a joint-venture with Pininfarina. From the cooperation of these two class-beaters, the C70 has inherited the quality of Volvo's tradition of safety, performance, road-holding and braking and the attention to frills-free, elegant design of the styling and interior".

Motor Trend (April 2006): "With or without the roof, the C70, created in cooperation with Pininfarina, seems sleeker, fresher and more attractive than the first generation".

Avvenire (May 24 2006): "Pininfarina's Italian genius combined with Swedish precision: elegance and safety for the cabriolet that comes from the cold".

La Repubblica (January 21 2006): "The three-section hard-top is a real treat to be discovered. A conjuring trick of the Italian Pininfarina whose assembly lines also have the delicate task of constructing the vehicle".



will corner 50% of vehicles produced. Its other two major markets, the United Kingdom and Germany, together, will account for another 25% of sales. The rest will be distributed mainly in Italy, Spain, France and Sweden. Initial reactions of the various markets following commercial launch have been highly positive with orders well above forecasts: to-date, **more than 6,000** vehicles have been produced and distributed all over the world. The vehicle scored its first success in Sweden and England, the first markets on which the car was available, followed by the United States and then Spain and Portugal. Sales have also started in Germany and in Italy in recent weeks with highly flattering results right from the word go. The new model is constructed entirely at the **Pininfarina Sverige facility at Uddevalla** in Sweden which, after a complete overhaul, is able to achieve a production target of **20,000 vehicles/year**. The vehicle will be available with four

engines, three petrol and one diesel, all 5 cylinder, with manual five-speed or automatic gearbox, with a large swathe of options that can be combined in many different configurations, with also a selection of internal and external colours.

The C70 production lines at the Pininfarina Sverige Uddevalla (Sweden) plant

