

VOLVO
for life

R

THE NEW VOLVO R

DEMAND MORE







MORE POWER

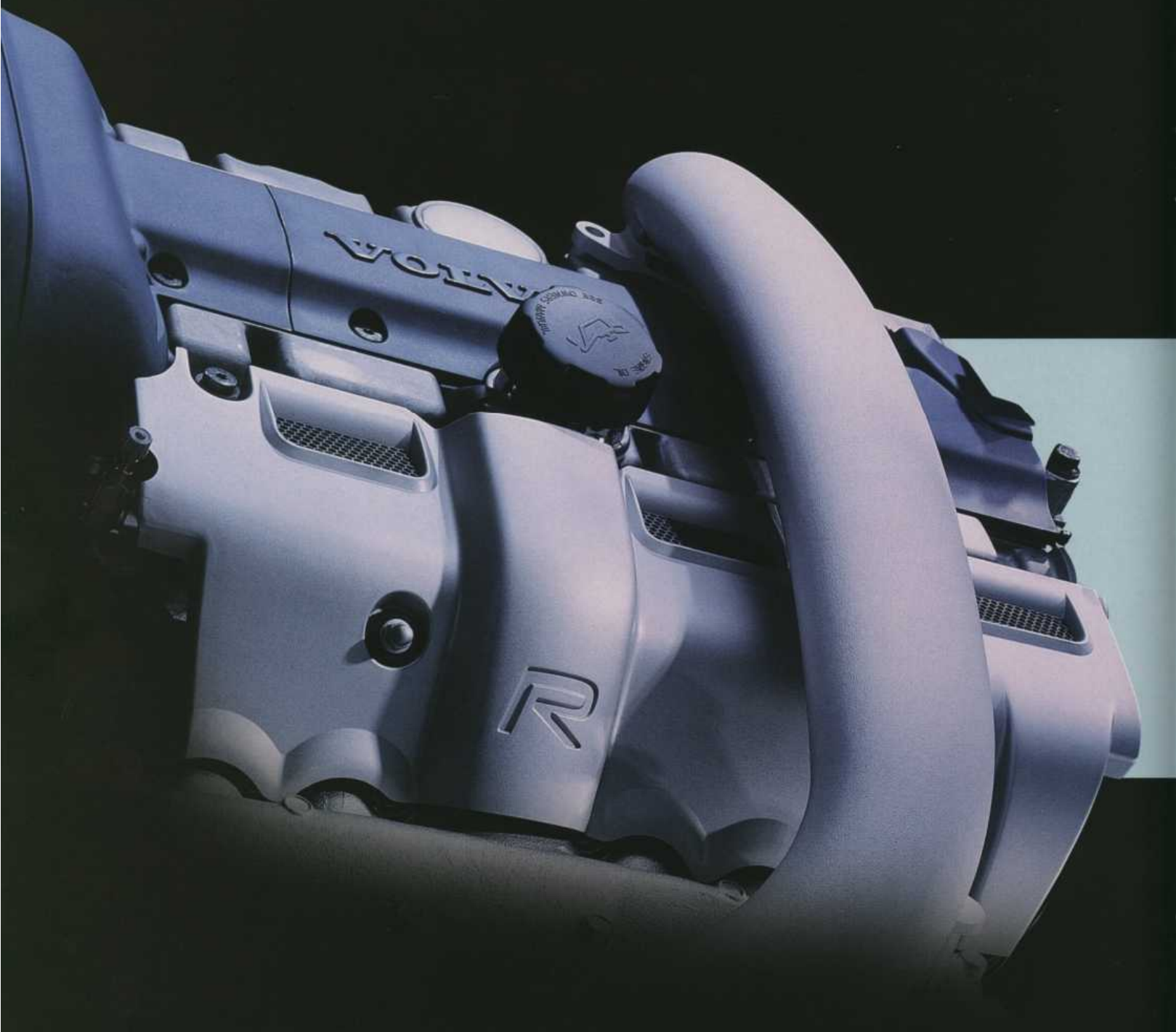
WELCOME TO THE NEW R CONCEPT ENGINE. 2.5 LITRES, 300 BHP, 0-62 MPH IN 5.8 SECONDS AND 400 NM TORQUE. THREE YEARS OF RESEARCH, DEVELOPMENT AND FINE TUNING IN THE MAKING, THE NEW VOLVO R HAS EVOLVED INTO A DIFFERENT TYPE OF PERFORMANCE CAR.

MORE CONTROL

VOLVO R INTRODUCES THE REVOLUTIONARY 'FOUR-C' CHASSIS TECHNOLOGY. REDEFINING PERFORMANCE BY PLACING YOU IN COMPLETE CONTROL OF THE DRIVE – FROM SMOOTH COMFORT TO NEAR-RACING CAR HANDLING.

MORE INNOVATION

THE LEGENDARY 850 T5-R, THE FIRST EVER R, CAUGHT THE IMAGINATION OF SERIOUS DRIVERS ALL OVER THE WORLD. BUT THIS IS THE NEXT GENERATION OF HIGH PERFORMANCE MOTORING – TURN THE PAGE AND YOU'LL SEE WE'VE RAISED THE GAME AGAIN.

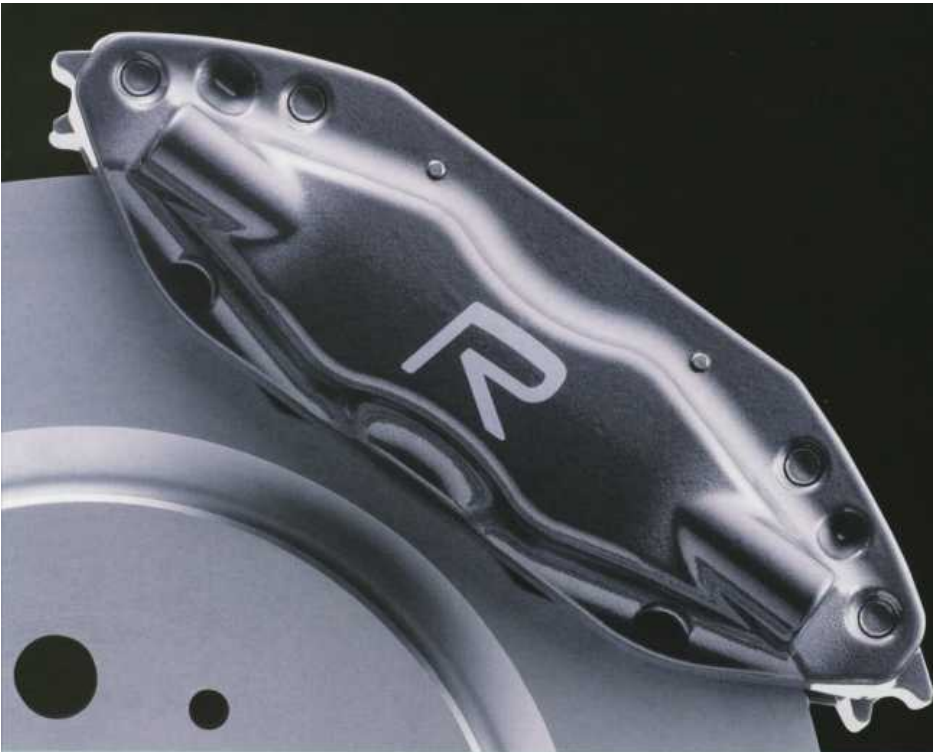




PERFORMANCE ON DEMAND

THE NEW R CONCEPT ENGINE HAS ALL THE CREDENTIALS: 2.5 LITRES, 300 BHP, 0-62 MPH IN JUST 5.8 SECONDS AND 400 NM TORQUE. BUT WHAT REALLY IMPRESSES IS THE WAY THAT POWER IS DELIVERED.

VOLVO'S LEGENDARY R CONCEPT ENGINE HAS ALWAYS BEEN ABOUT OUTSTANDING PERFORMANCE AND THIS LATEST INCARNATION IS NO EXCEPTION. BUT WITH ELECTRONICALLY CONTROLLED AWD AND VOLVO'S UNIQUE 'FOUR-C' TECHNOLOGY WE'VE RE-WRITTEN THE RULES. 'FOUR-C' PUTS YOU IN COMPLETE CONTROL OF HOW THE CAR DRIVES. CHOOSE FROM COMFORT, SPORT OR ADVANCED SPORT DRIVING MODES, ADD AWD TO THE PICTURE - AND EVEN THE SLIGHTEST ADJUSTMENT IN POWER OR DIRECTION IS DELIVERED STRAIGHT TO THE ROAD SURFACE. THIS ALLOWS YOU TO HARNESS ALL THAT POWER WITH UNPARALLELED ROADHOLDING ABILITY.



COMFORT

WHEN COMFORT IS IMPORTANT, THIS SETTING WITH "SKY HOOK" CONTROL TECHNOLOGY PRIORITISES SOFTER DAMPING FOR SMOOTH, GENTLE BODY CONTROL WITH EXCELLENT RIDE COMFORT - ALLOWING YOU TO CRUISE THROUGH CITY TRAFFIC OR DEAL EASILY WITH POOR ROAD CONDITIONS.

SPORT

AGAIN USING "SKY HOOK" CONTROL, THIS SETTING PROVIDES A MORE DYNAMIC DRIVE. FIRMER DAMPING AND FASTER ACTIVATION GIVE A MORE RESPONSIVE FEEL AND MORE PRECISE ROAD BEHAVIOUR. IDEAL FOR CROSS-COUNTRY DRIVING.

ADVANCED SPORT

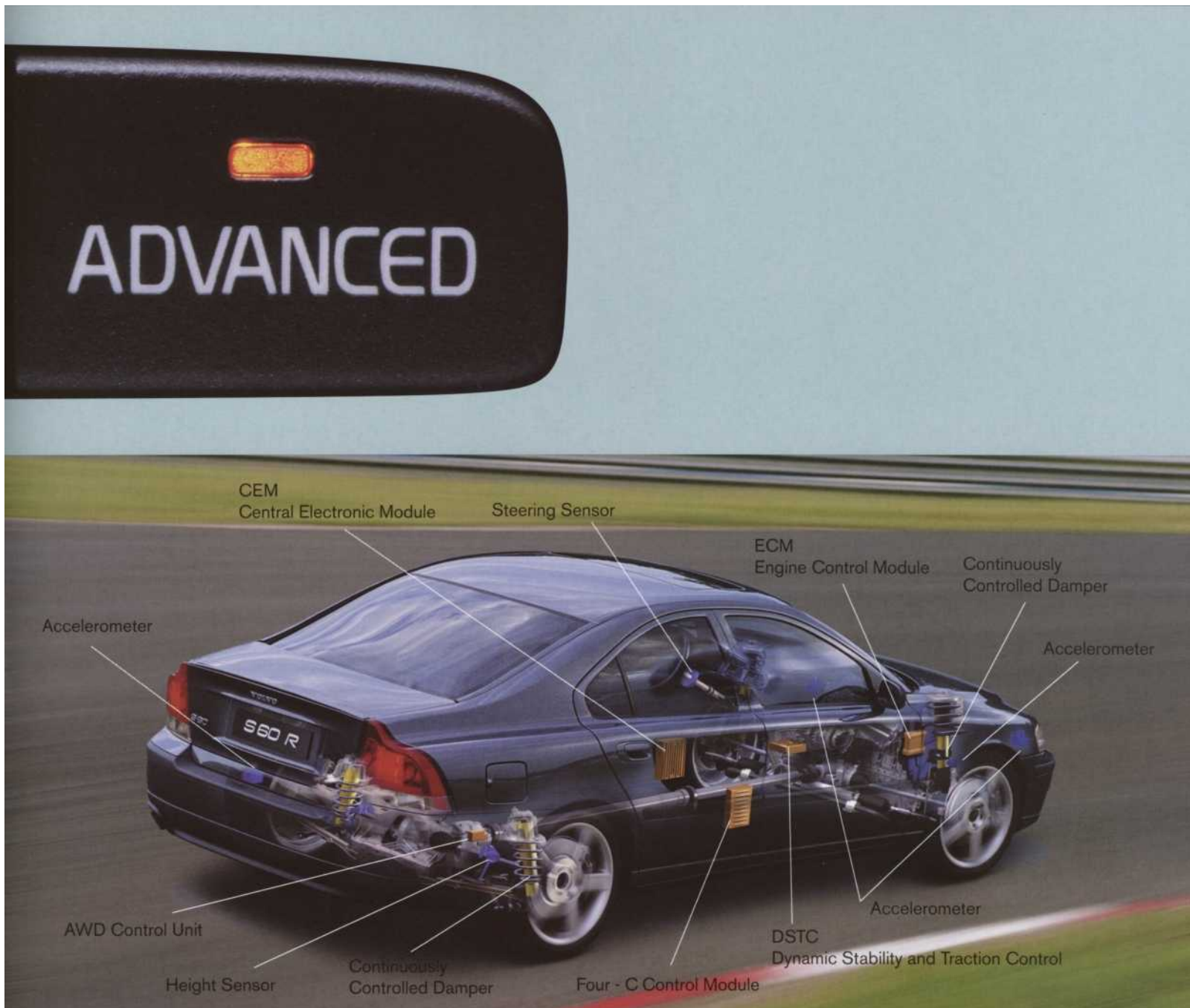
USING REVOLUTIONARY "ROAD CONTACT" CONTROL TECHNOLOGY, THE FOUR-C SYSTEM SEEKS TO OPTIMISE GRIP AND TRACTION BY FOLLOWING THE CONTOURS OF THE ROAD SURFACE. THIS OFFERS AN ALMOST RACE CAR FEEL THAT'S PERFECT FOR SPIRITED DRIVING ON THE ROAD OR TRACK.

DEMAND CONTROL

GET BEHIND THE WHEEL OF A REVOLUTION. VOLVO'S NEW FOUR-C ACTIVE CHASSIS TECHNOLOGY IS A WORLD FIRST - IT PUTS YOU IN CONTROL UNLIKE ANY OTHER CAR AVAILABLE. CHOOSE BETWEEN THREE DIFFERENT DRIVING MODES, AND AT THE PUSH OF A BUTTON TURN A COMFORTABLE CRUISE INTO THRILLING ON-ROAD PERFORMANCE OR AN EXHILARATING TRACK DRIVE.

THE CONTINUOUSLY CONTROLLED CHASSIS CONCEPT DEVELOPED BY VOLVO FOR THE NEW R CARS, CONSTANTLY ANALYSES THE RELATIONSHIP BETWEEN DRIVER, CAR AND ROAD. IT GATHERS INFORMATION FROM THE SPEED SENSORS AT THE FRONT AND REAR OF THE CAR, WHEEL MOVEMENT SENSORS, CHASSIS MOVEMENT AND STEERING ANGLE SENSORS AND UPDATES 500 TIMES EVERY SECOND. THIS INFORMATION IS USED TO MAXIMISE RESPONSE AND HANDLING TO SUIT YOUR SELECTED SETTING.

ADD TO THIS FOUR PISTON RACE BRED BREMBO BRAKE CALLIPERS, ABS WITH EBA AND DSTC - AND YOU CAN SEE THE VOLVO R CONCEPT PUTS YOU IN CONTROL AS NEVER BEFORE.







DEMAND

EVERYTHING ABOUT THE NEW VOLVO R SUBTLY REMINDS YOU OF THE EXCEPTIONAL PEDIGREE - FROM THE EXCLUSIVE 5-SPOKE 18" ALLOYS TO THE SMALL 'R' EMBOSSED INTO THE THREE SPOKE LEATHER SPORTS STEERING WHEEL. THERE'S A PROMISE OF SOMETHING EXTRAORDINARY.

BUT WHEN YOU SIT IN THE BEAUTIFULLY SCULPTED LEATHER SPORTS SEATS AND TAKE IN THE SPECIALLY DESIGNED METALLIC BLUE ANALOGUE INSTRUMENTS - YOU KNOW IT'S A PROMISE ON WHICH THEY WON'T FAIL TO DELIVER.

VOLVO R. FROM FIRST SIGHT, CARS THAT DEMAND YOUR COMPLETE ATTENTION.





PREPARE FOR R

THE EXCITEMENT CONTINUES AT WWW.VOLVOCARS.CO.UK