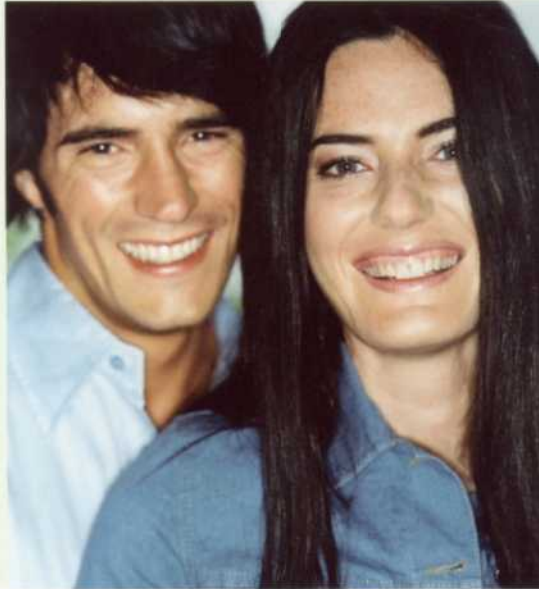




VOLVO
V50 THE NEXT STEP

VOLVO
for life





MOVING UP A GEAR

TO TRUST THAT EMOTION AND TAKE THE DECISIVE STEP TO START
PRIORITISING, BUT REFUSE COMPROMISE, TO NEVER STOP GROWING.
THE NEW VOLVO V50 IS HERE - FULL OF ENERGY FOR A NEW ERA.



VOLVO

10:15
200
240
280
320
360
400
440
480
520
560
600
640
680
720
760
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840
880
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0 1 2 3 4 5 6 7 8 9 10

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8032000
FM 102.1
FM 102.1

VOLUME
POWER

TUNING
SOUND

AUTO

L R

D N R P
W

DESIGN FOR LIFE

THE VOLVO V50 HAS BEEN DESIGNED WITH A ZEST FOR LIFE AND AN EYE FOR DETAIL. THE CLEAN, FUNCTIONAL LINES ARE ROOTED IN CLASSICAL SCANDINAVIAN DESIGN HERITAGE. ADD THE PRONOUNCED YET ROUNDED FRONT, THE V-SHAPED BONNET, THE SWEEP ACROSS THE BROAD HAUNCHES AND A SCULPTED REAR SECTION - THERE'S NO DOUBT THIS IS A VOLVO. THE ALL NEW VOLVO V50 BRINGS A FRESH APPROACH TO STYLE, VERSATILITY AND SPORTINESS - AND THE INNOVATIVE LINES INDICATED BY THE OUTSIDE CONTINUE INSIDE.





A MORE INTELLIGENT FORM OF LIFE

THE PURPOSE OF THE NEW VOLVO V50 IS TO ENHANCE THE QUALITY OF LIFE. ITS INTELLIGENT DESIGN IS ECHOED IN EVERY SINGLE DETAIL - FROM THE SLIM FLOATING CENTRE CONSOLE AND THE FLEXIBLE LOAD COMPARTMENT TO THE ERGONOMIC SEATS AND THE INTEGRATED SAFETY SYSTEMS. WHAT IS MORE, THE VOLVO V50 HELPS YOU KEEP A FIRM FOCUS ON WHAT IS MOST IMPORTANT- SO YOU CAN ENJOY EVERY MOMENT BEHIND THE WHEEL.

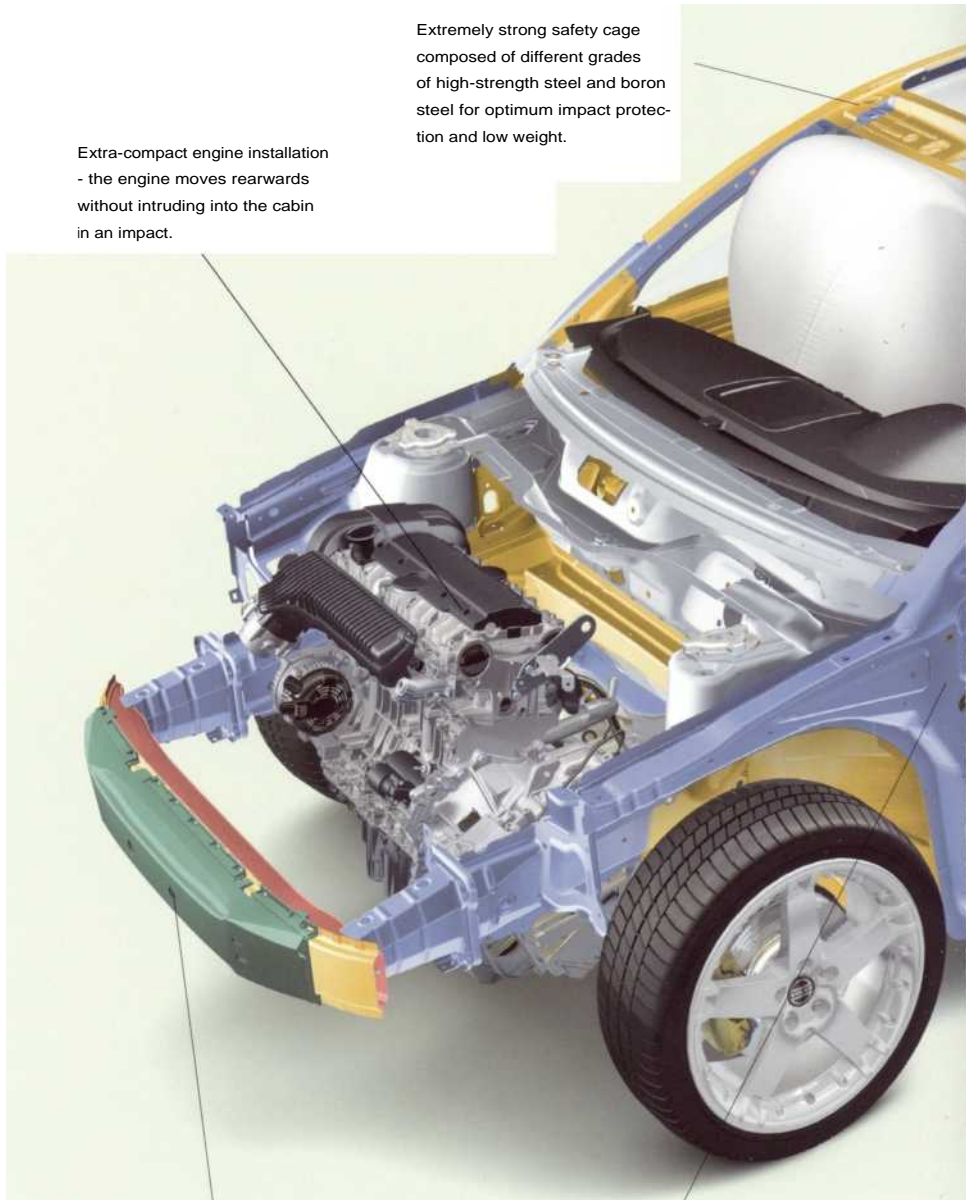




One of the breakthroughs in the new Volvo V50 is a system that monitors your work-load behind the wheel and delays less important information in situations that require your full attention. To this intelligent interaction is added a particularly torsionally rigid body and a highly modern chassis that is both taut and agile, adding a new dimension of security on the move. And of course there are all those features that you have come to expect from a Volvo: the relaxed comfort, the ergonomically designed driver's environment, the advanced audio system, the well thought-out flexibility and - of course - a degree of crash safety that puts this car in a class of its very own. All so as to ensure that every moment spent in the Volvo V50 is as inspiring as possible for you and your passengers.

Extra-compact engine installation - the engine moves rearwards without intruding into the cabin in an impact.

Extremely strong safety cage composed of different grades of high-strength steel and boron steel for optimum impact protection and low weight.



Energy-absorbing front helps reduce the risk of injury to unprotected road users.

Volvo's patented front structure with different zones is designed to distribute the crash forces in an impact and help keep the passenger compartment intact.

Safety belt pre-tensioners in the front seats and the rear outer seats.

Extra reinforcements and beams increase protection in a side-impact, even if the car is hit by a larger vehicle.



Front seats with WHIPS (Whiplash Protection System) help prevent whiplash injuries by reducing the strain on the spine and neck in rear-end collisions.

The pedals are designed to reduce the risk of feet injuries.

The steering column interacts with the driver's airbag and collapses in a controlled manner making it possible for the airbag to provide optimum protection.

TECHNICAL SPECIFICATIONS

VOLVO V50 T5

Five-cylinder turbocharged petrol engine.
Power 220 bhp (162 kW) at 5000 rpm, torque 320 Nm at 1500-4800 rpm.
Available with six-speed manual transmission or five-speed Geartronic automatic.
Acceleration 0-62 mph, man/auto: 6.917.3 sec.
Top speed, man/auto: 149/146 mph.
Fuel consumption combined driving, man/auto mpg (1/100 km): 32.1/2g.7 (8.8/9.5).
CO₂ emission g/km, man/auto: 209/227

VOLVO V50 2.4i

Five-cylinder petrol engine.
Power 170 bhp (125 kW) at 6000 rpm, torque 230 Nm at 4400 rpm.
Available with five-speed manual transmission or five-speed Geartronic automatic.
Acceleration 0-62 mph, man/auto: 8.3/9.0 sec.
Top speed, man/auto: 137/134 mph.
Fuel consumption combined driving, man/auto mpg (1/100 km): 32.8/30.7 (8.6/9.2).
OO₂ emission g/km, man/auto: 204/220

VOLVO V50 2.0D

Four-cylinder direct-injection turbodiesel engine.
Power 136 bhp (100 kW) at 4000 rpm, torque 340 Nm at 2000 rpm.
Available with six-speed manual transmission.
Acceleration 0-62 mph: 9.6 sec.
Top speed: 127 mph.
Fuel consumption combined driving: mpg (1/100 km): 50.4 (5.6).
CO₂ emission g/km: 148

All technical data are preliminary. The engine programme may vary from country to country. Please ask your Volvo dealer for further information.

The new Volvo V50 has front-wheel drive. In 2004, additional versions of the Volvo V50 will be introduced: Volvo V50 1.8 four-cylinder petrol engines, and Volvo V50 T5 AWD with Haldex electronically controlled all-wheel drive. Technical specifications are not yet available for these versions.

N.B. Some of the information in this brochure may be incorrect due to product changes that may have been implemented since printing. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice, to prices, colours, materials, specifications and models.



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