



CVC Newsletter

Tony Giverin, President

www.canadianvolvoclub.org

1/4 Spring, 2010

2011 S60



Inside!

- 2011 S60***
- Volvo Quiz***
- Volvo Classic***
- Protecting Image***
- The Moose Roll***
- GTDi Engine***
- Women on Wheels Review***
- Sweden's Other Brand***

Promoting Enthusiasm For Volvo Cars!

2011 Volvo S60

Official images have been released of the all-new 2011 Volvo S60, and they reveal that it will stay true to the concept version first seen at last January's Detroit auto show. The S60 occupies the middle ground in Volvo's sedan lineup, and this next version will evolve further in design than did the current S80, which looks almost identical to its predecessor.

The new S60 will get a sculpted front end with aggressively shaped blackout areas on the lower fascia and a larger grille than the one on the previous car, which was handsome but had become quite dated. Feline headlamps take the place of square ones. The look is very similar to that of the attractive—and fine-driving—XC60 crossover. The car's shoulders are defined by a curvy, flowing line that carries over from the concept; it replaces the simple arc of the previous car and brings modernity to the overall look. Expect the design cue to migrate across the entire lineup. The harshly defined trunk of the last S60 is gone, and a slimmer C-pillar leads into a softer rear end.

The S60 concept featured a turbocharged 1.6-liter four-cylinder engine mated to a dual-clutch automated manual transmission; the pair should be in production shortly, but it's unknown if the small four would make it to this side of the Atlantic in the S60. The production car will, however, get the concept's pedestrian-detection technology, which will fully apply the brakes if it detects you're going to make a Swedish meatball out of someone in the crosswalk. Other features of the S60 concept that are candidates to make it to the real car are a second-generation radar cruise-control system, lightweight composite body panels, and a grille shutter that can close to reduce aero drag.

Volvo is promising "dynamic driving properties," and we hope it delivers. The old S60 was decent to drive, but it came up short in a class filled with better handling machines. The 2011 S60 will debut at the Geneva auto show next March and begin production at Volvo's plant in Ghent, Belgium, in early summer. Look for the car to hit dealers sometime around next August.

Erik Johnson
www.caranddriver.com

Consumer Guide's Impressions of the 2011 Volvo S60

Volvo's two mainstream sedans merge into one curvy new premium compact. The redesigned S60 majors in high style and high tech, but can it sell when the brand's future is so uncertain?
What We Know About the 2011 Volvo S60

Volvo may be Swedish, but it's showing a British stiff upper lip these days. Despite another losing sales year in 2009 and the likelihood of being sold by current owner Ford, the automaker is pressing on with its next scheduled new product, a smaller and much curvier S60 sedan. Expected to reach U.S. showrooms as a 2011 entry, the redesigned S60 will replace today's nominal midsize model as well as the compact S40 sedan. This two-into-one gambit reflects Volvo's decision to realign its car fleet for better size match-ups with premium-brand rivals. The S40 has not been a competitive upscale compact, at least in sales, while the current S60 falls between the compact and midsize classes, a factor some analysts blame for that model's disappointing sales. Moreover, the current S60 is a 10-year-old basic design and thus sooo past its sell-by date. All that changes with the 2011 Volvo S60. For starters, the redesign employs a so-called "Converged C1" architecture blending elements of Ford Motor Company's C1 compact-car platform (think S40 and Mazda 3) and the EUCD structure that serves Volvo's new XC60 crossover SUV. As a result, the next S60 will not only be a clean-sheet affair but dimensionally close to targeted rivals Audi A4, BMW 3-Series, and Mercedes-Benz C-Class.

In addition, the 2011 Volvo S60 promises a dramatic visual break from today's car, expected to look much like the swoopy S60 Concept at the 2009 Detroit Auto Show. That means a curvy coupe-like profile, ample lower-body sculpting, a bold front end like XC60, a stubby high-set rear deck, and sharply raked front and rear glass. The concept has rear-sliding back doors and no center body pillar, but that's showcar whimsy. The production model will be a normal "post" sedan with 4 regular doors. Likewise, the concept's showy 20-inch wheels should give way to more-sensible shoes, probably standard 18s and optional 19s.

www.consumerguideauto.com

President's Message

As I write this, Olympic fever is in the air and as a result, Volvo's transfer of ownership from the Ford Motor Company to Geely is proceeding largely unnoticed.

The thought of ownership returning to Sweden remains a pipedream with the future of Volvo clearly in Geely's hand. So what is Geely or better yet, who? From a poor background and raised by parents who never made more than \$800 /yr, Li Shufu, is founder and chief of Geely Holding Group, one of China's up-and-coming automakers and the largest privately owned and operated.

So with the exchange of ownership inevitable, it is curious that little can be found in the news, including nothing from Volvo Cars of North America's own newsroom site and Ford's press releases site. That's right, nothing. It appears this business deal will go down largely unnoticed and with little fanfare.

But maybe that's a good thing. Imagine at this time the uncertainty felt by anyone working or participating within the Volvo brand. I would suspect at the very least, there is concern for both job security and change. Folks don't like change. So the idea of a seamless transition appears good.

I hope Geely takes Ford's lead and allow Volvo to operate independently. With the infusion of new cash, one can only wish for continued innovative research with a focused plan for the future that brings increased manufacturing, effective marketing and brand building.

For Volvo, it's a time to move forward as the global automobile industry embraces a new era, a new way of doing things with a new set of rules.

Tony Giverin

Mark your calendar for this years 30th Anniversary Family Day on July 25th. Details in next newsletter!

So you think you know about Volvo?
www.MotorParks.co.uk

Let the Quiz Begin!!

- 1) What does Volvo Mean?
- 2) What was Volvo's first car that went into production?
- 3) Volvo to maintain production during World War two, what was Volvo's first post war car?
- 4) What year did Volvo produce its 10,000th car?
- 5) What year was Volvo's first Sports car the P1800 launched?
- 6) Which car was Volvo's first front wheel executive car?
- 7) In 1993 Volvo was going to merge with another car manufacturer. Which other manufacturer was this?
- 8) Why was the Volvo 144 such a significant car when it was launched?
- 9) What was Volvo's first turbocharged car?
- 10) What year did Volvo introduce its first Bi-Fuel car?

Answers found on page 13!

Volvo's Rock 'n Roll-Era Classic

About 350,000 Volvos have been sold to Canadians since 1959, when the company officially incorporated here, and Bob Grein of Waterloo, Ont., owned one of the early examples as a teenager, but it wasn't until just a few years ago he got around to purchasing its replacement, a 1957 PV444.

Volvo's first postwar car was the American-style PV60 sedan that appeared in 1946. The PV444, which arrived a year later, after a lengthy gestation period that began in 1943, was its first venture into the small-car class. And, like its larger sibling, it was influenced by American styling and design trends, which in its case included Volvo's first monocoque or unit-body, combined with front engine and rear drive.

The car had made its public debut at the 1944 Stockholm exhibition and Volvo happily took orders for 2,300 priced at 4,800 Swedish kronor. When production finally began in 1947, Volvo took a serious fiscal hit on the first 2,300 after honouring the original contracts, as the price by then had risen to about 8,000 kronor. But the PV444 soon made up for that by becoming the company's mainstay model, a role in which it would continue, updated in 1958 to PV544 form, for much of the 1950s. Its popularity remained surprisingly high even after its replacement, the more modern Amazon or P120, was introduced in 1956 and it remained in production until 1965 by which time 440,000 had been built.

Volvo Cars of Canada had its beginnings in 1958 when Auto Imports (Swedish) Ltd. cut a deal with Volvo to import its products, but it was soon realized a more formal presence was required and Volvo Canada Ltd. was created in 1959 and set up operations in east Toronto, later moving to its current headquarters in north Toronto. The year 1959, incidentally, was also the year Volvo introduced the three-point safety belt system developed by one of its engineers.

In 1963, Volvo set up its first overseas manufacturing plant in Dartmouth, N.S., initially assembling PV544s. It later set up a larger operation in Halifax, which operated until it was closed in 1998. Grein's first exposure to the Swedish brand was as an impressionable teenager, but his family wasn't altogether sure his relationship with this foreign model was quite in his best interest.

Grein grew up in Waterloo in an automotive-oriented family, in which his father and brother were master mechanics, holding virtually every license available "in an era of points and plugs and carburetors and kingpins and things."

In his late teens, Grein was introduced to a 1961 Volvo PV544 by a new business acquaintance on a visit to Toronto and found it rather compelling. And when it was offered for sale soon afterward jumped at the chance. But he admits, "If I'd talked to my father or brother, that deal never would have happened."

And the liaison didn't last long. Prodded by his brother, Paul, who worked for a Ford dealership and urged him to "get away from this European stuff" and trade it in on "a decent Ford" he soon did just that. This was the same brother, incidentally, who many years later, was instrumental in helping him get his next Volvo, the '57 PV444, back on the road.



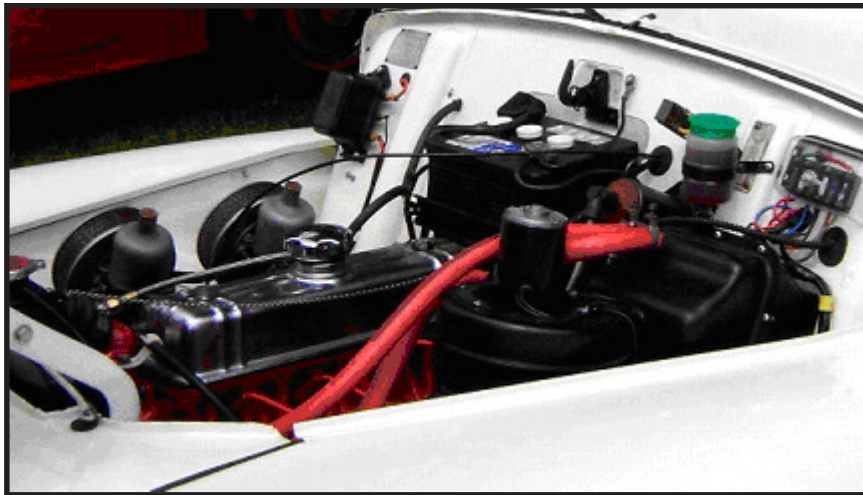
Grein was working in sales at this time, later shifting careers through printing, to potato chips and then coffee and moving in an out of management positions, but basically loving being on the road best, where he drove a series of North American company cars.

But that brief long-ago flirtation with a pretty little thing from Sweden had resulted in some fond memories that resurfaced one day while chatting with his daughter Jenn. Grein recalled the fun he'd had with his '61 Volvo and, after a lengthy Internet search, she found him one, not quite identical, but close enough.

It was the brand's first venture into the small-car class and was influenced by American styling and design trends.

The '57 PV444 was hauled home by another brother, Bruce, a transport operator, from Baltimore late in 2003. It had initially been owned by the son of a Maryland Volvo dealer and when he died the dealer kept it for a dozen years before selling it to someone who drove it briefly and stored for 22 years. It then went to Baltimore where it was partially dismantled and stored once again.

When it arrived at Grien's home it had just 45,000 miles on its odometer, but its engine was in boxes. It appeared sound enough, but of course, once Grein had stripped it down to a bare shell and the body guys got digging into things it was discovered it required a little more extensive rejuvenation of its sheet-metal monocoque structure.



1957 Volvo PV444 owned by Bob Grein Credit: Bob Grein

The engine was missing some vital bits that complicated what turned out to be a long and decidedly problematic rebuild, that finally resulted in a sweet-running motor. "I've run it up just the other side of 5,000 rpm and it absolutely sings," Grein says.

But that wasn't until 2007 when Grein finally got to drive the now nicely restored and, as it turned out, rather exclusive version of the PV444. While researching the car, he discovered it was "Californian." This was a special edition painted white and with a rather startling black and sunshine yellow interior that was often seen in Volvo promotional material at the time.

It made its debut at the Volvo owner's club meet that year and took home the people's choice award in its class. The Volvo now shares summer transportation duty for Grein with his 1975 Harley-Davidson, with weather usually dictating the tough choice of which vehicle gets the nod on any given day.

"Basically the Volvo's the one I jump into when I want to go somewhere and it's raining," he says.

Bob English
globedrive@globeandmail.com

Spyker Cars of Holland has just become the proud new owner of Saab Automobile.

Here's the official press release from General Motors:

DETROIT – General Motors and Spyker Cars NV today confirmed that they have reached a binding agreement on the purchase of Saab Automobile AB.

"Today's announcement is great news for Saab employees, dealers and suppliers, great news for millions of Saab customers and fans worldwide, and great news for GM," said John Smith, GM vice president for corporate planning and alliances. "General Motors, Spyker Cars, and the Swedish government worked very hard and creatively for a deal that would secure a sustainable future for this unique and iconic brand, and we're all happy for the positive outcome," Smith said.

As part of the agreement, Spyker intends to form a new company, Saab Spyker Automobiles, which will carry the Saab brand forward. The sale will be subject to customary closing conditions, including receipt of applicable regulatory, governmental and court approvals. Other terms and conditions specific to the sale will be disclosed in due time.

The Swedish government is at present reviewing the transaction and the related request for guarantees of a Saab Automobile loan that has been requested from the European Investment Bank. Assuming quick action, the transaction is expected to close in mid-February, and previously announced wind down activities at Saab will be immediately suspended, pending the close of the transaction.

"Throughout the negotiations, GM has always had the hope to find a solution for Saab that would avoid a wind down of the brand," added Nick Reilly, president, GM Europe. "We've worked with many parties over the past year, including governments and investors, and I'm very pleased that we could come to such a good conclusion, one that preserves jobs in Sweden and elsewhere. GM will continue to support Saab and Spyker on their way forward."

www.autoobserver.com

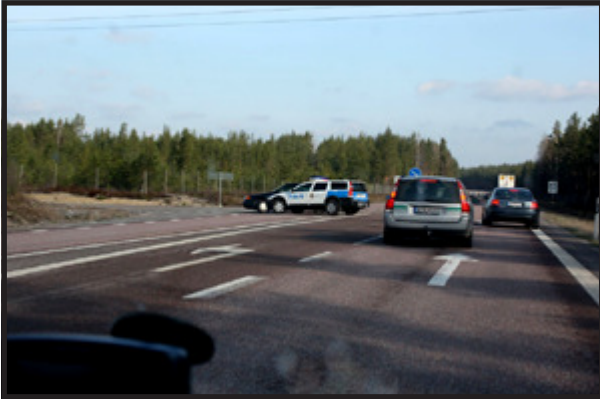
Swedish Police Develop New "Moose Roll" Maneuver, Test it With XC70

Joen Jarl trapped police drama on camera

It was April 28 of last year, when Joen drove with three friends in Hudiksvall. Joen is studying vehicle engineering at KTH in Stockholm and at the time was on his way to class. An Audi at a rapid speed showed up on the road – followed closely by a police car. Joen began to photograph.

The Police Car (XC70) made a sharp U-turn and pushed the car off the road. In the Audi were two intoxicated thieves that had been chased from Gavle.

The photos were later entered in the 2009 Expressen's Photo Contest where Joen won 1st place in the reader-image category.



Volvo Launches An Energy-efficient 2-litre GTDi Engine With Unique Turbo System



Volvo Car Corporation is introducing an all-new four-cylinder 2-litre GTDi (Gasoline Turbocharged Direct Injection) engine in the Volvo S80, V70 and XC60, offering great performance and efficiency all in one.

New Volvo-developed turbocharging technology, direct injection and twin variable camshafts give a unique combination of low fuel consumption, low emissions and high performance across a wide rev range - all in a particularly compact format.

The new petrol engine, the 2.0 GTDi, produces no less than 203 hp despite its compact size and cylinder capacity. It pumps out 300 Nm of torque already from 1750 rpm thus securing a refined driving experience.

"We've succeeded in making a four-cylinder engine that is as powerful as a 2.5-litre five-cylinder unit, and it's also much more energy-efficient. This is a very welcome both for those customers who want high performance as well as supreme driveability and for the environment that benefits from the improved fuel efficiency. One of the most important reasons behind the results is our new, patented turbo system that has been tailor-made for smaller energy-efficient engines," says Magnus Jonsson, head of Product Development at Volvo Cars.

Less is more - Meet the next generation turbo technology

The turbocharger system has been developed in cooperation between Volvo Cars, Borg-Warner Turbo System and steel component manufacturer Benteler Automotive. The turbocharger (K03) is the market's smallest in relation to the engine's maximum output. The turbo not only gives excellent performance properties, it also improves exhaust aftertreatment by enabling quick heating of the catalyst.

The turbine housing is integrated into the manifold, an efficient solution with which Volvo already had previous good experience. The difference is that the new manifold and turbine housing are made of sheet steel instead of a casting. The sheet is lighter and more compact and, above all, this system generates less heat owing to its extra insulating layer. This allows high gas flow temperature and thus more efficient combustion.

A manifold made of sheet steel is admittedly nothing new but so far it has only been used in combination with cast turbine housing. The new, fully integrated turbo package made entirely of sheet steel is a world innovation and has been patented by Volvo.

This innovative technology has made it possible to shape the exhaust ducts optimally to allow an optimal gas flow and generate the maximum pulse effect for the highest possible turbine efficiency. The pulse dynamics can thus be utilised to the limits in order to generate a high power output level across a wider range of engine revs. This translates into close to immediate response and good acceleration at both low and high speeds.

"High performance is important to many customers. However, being an innovative and highly efficient powertrain, there is also a significant gain in both fuel consumption and emissions with this technology" says Magnus Jonsson. "A Volvo S80 with this engine and automatic transmission consumes just 8.3 litres of fuel per 100 kilometres."

continued...

Efficient direct injection starts the turbo quickly

The new engine features direct injection. The injectors have seven holes for precisely controlled injection into each cylinder. The injectors are side-mounted. Direct injection gives a high fill rate in the combustion chamber, efficient combustion and low emissions. Thanks to this high fill rate, the turbo also starts spinning earlier, delivering alert response from low revs. This in turn results in swift acceleration and good driveability even from low speeds. Direct injection also contributes to quick and stable combustion at high loads, and thus smooth engine operation even when the accelerator is floored. The injection system is supplied by Bosch.

Twin VVT (Variable Valve Timing)

Volvo's new GTDi engine utilises variable timing for both camshafts. Both the inlet and the exhaust valves' opening times can be varied to optimise the overlap and ensure the correct fill rate in the combustion chamber irrespective of engine revs. This gives the combustion process maximum efficiency throughout the rev range and helps generate rapid acceleration at all speeds.

Both VVTs are of the conventional vane-type. The rotation of the inner and outer rotor is regulated by hydraulic pressure from the engine oil. By opening and closing the oil control valves, the oil pressure and flow through the VVTs are changed until the desired angular deviation between the inner and outer rotor is achieved. The oil control valves are controlled by software in the Engine Management System using feedback from the cam position sensors.

"By combining direct injection and VVT with our new patented turbo system, we can offer an engine with low fuel consumption and low emissions, without having to compromise on performance or driving properties," says Magnus Jonsson. "We have created an engine that is as efficient in the city as it is on the highway. And since the design is based on an already-existing engine concept, we can offer more car buyers a highly fuel-efficient alternative at a reasonable price."

In combination with Powershift or manual gearbox

The engine will be offered in combination with Volvo's automatic six-speed Powershift transmission or a six-speed manual gearbox. This new six-speed double-clutch automatic transmission combines the efficiency and driving dynamics of a manual transmission with the ease of a quality automatic transmission. The clutch activations are co-ordinated so that no torque interruption occurs during gear changing. This provides both the ease and permanent motion of a conventional automatic transmission and the performance of a manual transmission.

A key global powertrain for Volvo

Volvo's new 2.0 GTDi engine is being initially launched on markets that offer tax incentives for engines below two litres in displacement: South-East Asia, the Netherlands, China and Japan.

Engine specifications	
Engine designation	2.0 GTDi
Engine type	4-cylinder petrol turbo engine
Cylinder displacement	1999 cm ³
Cylinder bore	87.5 mm
Stroke	83.1 mm
Compression ratio	10:1
Valves per cylinder	4
Camshafts	DOHC
Max power output	149 kW (203 hp) / 6000 rpm
Max torque	300 Nm / 1750-4000 rpm, overboost 320 Nm
Turbo boost	90 kPa
Emission level	Euro 5, J-ULEV

www.volvocars.com

WOMEN ON WHEELS Review—2010 VOLVO XC70 Cross Country Wagon

I'm a mom, a grandmom, and I got that way because I was a wife in the first instance and by the time I got round to being a grandmother, I was someone else's wife. In short, I'm like a lot of women—married with children, divorced with children, and now remarried with my children's children gathered 'round. And, despite the ever-present chaos of having a large, loving, loud family, I like it that way. Being a "hands on" grandparent is, at least for me, a blessing. Like our own children, we don't have them all that long...you blink, and suddenly they're all grown up.

I'm telling you this because I think this is the best qualification I have to review cars. A car should fit an individual's lifestyle, so when you read my take on cars, understand it's through the eyes of a 56-year-old woman who feels younger most of the time and gave her size 8 dresses away to the Salvation Army years ago because there was no sense in keeping something I'd never be able to wear again, ever. The fact that I have been an automotive journalist for twenty years and a longtime member of the New England Motor Press Association (NEMPA); have traveled the globe testing new cars, some still in development; and, in my capacity as one of the precious few women outdoor journalists in the country, have driven some ungodly roads into the back of beyond is a secondary consideration.

I believe a car should be judged by more than its wheel base, horsepower, torque, transaxle type and suspension. That's a guy-thing. Headroom, leg room, hip room and shoulder room—especially hip room—yes, that's something we gals need to know about—and more. So I've devised this simple 20-Question checklist—tough questions that each of the cars I review will have to go through. Let's see how they past muster.

First out of the gate was the Ford Taurus, the the Toyota Venza and now...

The 2010 VOLVO CROSS-COUNTRY AWD WAGON

What's it called? It's the Volvo XC70 AWD 3.2 , a.k.a. the Volvo Cross-Country Wagon (also available with a six-cylinder engine, the XC70 AWD T6, for about \$5G more)

What is it? It is, to me, at least, the ultimate station wagon. If you can swing the price and the maintenance, this is destined to be the car of your life. What's more, this car is the safest car on the road—Volvo practically invented driver safety and are second to none, in my book. Heck, if I go into all the safety measures Volvo has included in this car, you'll need a second cup of coffee, so instead, click onto this link and see for yourself: <http://www.volvocars.com/us/models/xc70/which/Pages/default.aspx>

How many grownups can comfortably fit inside? You can shove your whole family, including dogs, into this chariot.

Is it kid-friendly? Ohhhhhh, yeah. For young children there's the option of integrated child safety seats and other child-specific stuff; for big kids—your teenagers, and big kids like your husband (and admit it, maybe even you)—there is a huge selection of optional lifestyle sports equipment, such as bicycle carriers, ski and snowboard holders, and windsurfing, sailboard, canoe and kayak holders and cradles. There are even load carriers and roof box carriers to contain your peripheral outdoor gear and luggage.

Is it dog-friendly? Many of the Volvo people behind the development of this car are, to my certain knowledge, owned by dogs—and it shows, in the interior design of the car, especially the rear storage area, which takes a dog gate and/or dog crates beautifully—plenty of headroom here.

Can you fit in a week's worth of groceries in the trunk? Fold down the second seat, leave a note for the milkman, pack food and clothing for a month, and drive to Alaska. The Volvo Cross-Country is meant to fit your lifestyle in ways like that.

What if my husband gets overzealous at Home Depot? Take away his credit card. He can fit most of whatever you need at Home Depot, including lumber and pipes, into this baby or strapped to the roof.

What if I get carried away at WalMart? Then your husband had better take away your credit card. Remember that futon in aisle 22 that you had your eye on...?

continued...

Will this car embarrass you if you have to go some place fancy? People will swarm around your Volvo like a moth to a light, wherever you go. This classy car is in a class by itself.

Is it going to drain my wallet when I fill it with gas? You're going to get around 18 mpg city and 27 mpg highway, which frankly, is pretty okay, considering. Thing is, by the time you add some of the can't-live-without options on the 3.2 engine model, you'll surely crest \$40G and the V8 starts at almost \$43,000.

But this car is a tank. With regular maintenance (and provided you don't drive it into a river and tear out the undercarriage against boulder, like one guy I know of did), then this car won't last you years—it will last you decades and beyond.

Are the dashboard controls easy to figure out or do I run the risk of driving off the road while trying to figure them out? I'm very sensitive about dashboards, as you may have read in my review of the Toyota Venza. But I can read the dashboard panel and instruments on the Volvo XC like an encyclopedia. The Swedish translation of a comprehensive, easy-to-reach, thoroughly understandable dashboard should be a universal language.

How great is the radio? Close your eyes (providing the car is in park) and you'll think you've got orchestra seats at Lincoln Center. Or maybe Radio City Music Hall, if you're not into classic. Or in the old days, Filmore East, God rest its soul, if you're old enough to remember that concert hall of rock.

Is it outfitted like a mobile TV room or home office? Yes, yes, yes...Volvo has all those audio and navigation system options available. But here's the thing: these bells and whistles don't overpower the reality that you're in one of the smoothest-driving, quietest, most solid cars ever manufactured, so enjoy the road trip for all it's worth. Your kids can watch Star Wars when you get home. Let them see the world through tinted-glass windows.

How does it drive? I mean, does this car have an attitude? To reiterate, it doesn't get much better than this. Solid, road-hugging, turns so smoothly your body doesn't lunge left or right, stops on a dime without you hitting the windshield. That says it all.

And one of the most important questions: what about the coffee cup holders? Actually, this is a sort of funny thing. For some reason, Volvo historically has fallen short on coffee cup holder design. But I think they finally got it right with this car.

When I look at the speed gauge, am I driving slower or faster than I thought? You do have to be careful. This car is so quiet and so powerful and has such smooth pick-up that you may be amazed when you see those tell-tale flashing lights behind you, and the heart-wrenching reality that you'll have to pull over to the side and take out your license and registration, m'am.

If I get caught driving in nasty weather, will I need a Martini to restore my nerves once I finally get home? No, never. If you decide you want a Martini, it's because you want to have a Martini—not because you need one.

Go onto Volvo's comprehensive website at <http://www.volvocars.com/us/models/xc70/Pages/default.aspx> because you need to get first-hand from the Volvo folks just what they've done to make that Martini something you desire, not require, after driving through snowstorms, mudslides, and deluges of rain.

Does it come in a color that I love? Volvo has always presented a very appealing, tasteful selection of car colors, which isn't necessarily the case with some of the other car manufacturers.

Can I easily see what's coming from behind when I look over my right shoulder or will I be in for a surprise? No blind spots in rear view mirrors or when you look over your shoulder. If you get a surprise, it's not the fault of the car's rearview visibility.

On a scale of 1 to 10, with 10 being the car of my dreams, how does this rate? Flat-out 10. This may it for you and your family—and if, in a quarter-century or so, you drive it into the ground, invariably you'll be trading it in (and still get value) for a new model.

By Laurie Bogart Morrow

Geely Aims To Protect Volvo's Luxury Image

Geely, the private Chinese automaker that is closing in on a \$2bn deal to buy Volvo from Ford, plans to run the Swedish group as a separate entity to protect its brand image both in China and overseas, according to Freeman Shen, Geely's vice-president for international operations.

He told the Financial Times that the company had no plans to move Volvo's main production base or research and development operations to China in the near future.

"We want to be careful not to damage the Volvo brand," says Mr Shen, a US-educated former China head of Fiat's engine development and manufacturing unit, Fiat Powertrain Technologies.

"We don't want the image of a luxury car made in a third world country [where labour is cheap]. We want the image of a European luxury car, albeit owned by a Chinese owner." The deal is expected to be signed before China's lunar new year holiday begins on February 14.

Mr Shen made clear that Geely's goal was to run Volvo profitably as a global luxury brand - not to cannibalise it for either talent or technology to strengthen the company's existing business in China, which focuses on mostly low-end and some mid-market models. The two companies - Volvo and Geely Auto - will be kept operationally separate.

Auto industry analysts are sceptical that Geely, which has never made a big acquisition of an overseas auto brand or run a car business overseas, can turn Volvo round.

Car industry history is littered with failed brand acquisitions, including one close to home: the acquisition of South Korea's Ssangyong Motors by SAIC, the Chinese state-owned auto giant, which ended with Ssangyong being put into receivership.

"I don't assume for a moment that they can successfully run Volvo overseas," says a senior auto industry insider in Shanghai, noting that cultural integration will be difficult for Geely, which he calls "the most Chinese of Chinese auto companies".

Mr Shen says Geely is aware of the pitfalls, and is studying the lessons of deals such as SAIC-Ssangyong. He expects Volvo to perform better under Geely's control because "Geely is not fettered by 100 years of automotive history and Mr Li Shufu [Geely's head] is more flexible, willing to try new ideas and learn from other countries and companies, and will provide better motivation to Volvo's management".

A study of the global auto industry by consultancy Arthur D Little forecast that Geely would be one of five Chinese automakers to make it into the "exclusive club of global OEM [original equipment manufacturers] champions" by 2020.

The strength of the Chinese market will be key to boosting Volvo's near-term profitability, Mr Shen said, noting that Geely is considering building new production facilities for Volvo in China, where current production is very small.

At least 10 provincial and municipal Chinese governments are wooing Geely with incentives to build a plant in their area, but no decision has yet been made. The deal does not depend on shifting Volvo production to a lower-cost base in China.

Volvo produced 310,000 cars globally last year, according to Ford, and Geely's goal for Chinese production of Volvos is 200,000 within five years. Luxury car sales rose 29 per cent last year in China, according to JD Power, the auto consultancy.

Cultural integration will be a big challenge, but Mr Shen says that in some ways Swedes are more similar to Chinese than to Americans, since both are "less outspoken".

Patti Waldmeir
Financial Times

2009 Volvo C30 Racer By Vizualtech Design



Swedish design company, Vizualtech Design, unleashed their conceptual engineering prowess on the newest, smallest addition to Volvo's lineup, and the result is...interesting. A 2009 Volvo C30 at its core, the Vizualtech C30 Racer has been outfitted with a massive rear spoiler, bulging side-sills, a chunky rear-diffuser, and a heavy-duty front spoiler designed specifically to improve downforce.



Simply a design firm and thus lacking the resources to breathe life into any such ambitious project, Vizualtech's C30 racer is merely a rendering of what a DTM or Le Mans-ready C30 could look like if ever manufactured.

While undeniably an impressive ride, we hope that should the Vizualtech C30 Racer dream ever be realized, someone takes the initiative to swap out the C30's 227-horsepower turbocharged 5-banger with an engine that could actually generate enough downforce to necessitate the need for that massive front spoiler (no offense Volvo, you know we love you).

The Volvo Quiz Answers

1) What does Volvo Mean?

Answer: Volvo derives from the Latin 'I roll'.

2) What was Volvo's first car that went into production?

Answer: Volvo was founded by Assar Gabrielsson and Gustaf Larson, allegedly during a meal consisting of crayfish, in 1924. Their first car, the 1944cc Jakob, was in production by 1927.

3) Volvo to maintain production during World War two, what was Volvo's first post war car?

Answer: Volvo's first post-war car was the stylish PV444, which had been conceived in 1942 and featured independent front suspension and coil springs at the rear.

4) What year did Volvo produce its 10,000th car?

Answer: The first production milestone of 10,000 Volvo's was reached in May 1932 and it was not long before Volvo dealers were asking the company to develop a more inexpensive car "for the people". This was the PV 51 model of 1936, similar to the more expensive PV36 in design, but smaller in size and less well equipped.

5) What year was Volvo's first Sports car the P1800 launched?

Answer: Volvo's first sports car was the P1800, unveiled in 1960. Considered to be an excellent touring car with its sleek coupe lines, the P1800 went on to find fame in "The Saint" TV series with Roger Moore behind the wheel, much to the annoyance of the British Automobile Industry.

6) Which car was Volvo's first front wheel executive car?

Answer: A completely new and different Volvo was launched to the world in June 1991. The Volvo 850 was Volvo's first front wheel drive executive car, with a transverse, five-cylinder engine. Its high level of safety combined with real driving pleasure won the car many independent awards.

7) In 1993 Volvo was going to merge with another car manufacturer. Which other manufacturer was this?

Answer: The proposed merger with Renault fell through in its final stages in 1993 leaving Volvo as one of the few remaining independent car manufacturers. This marked a key turn in the company's plans and paved the way for Volvo's new dynamic product strategy with the introduction in 1996 of the sleek and more rounded designs of the Volvo S40 and V40.

8) Why was the Volvo 144 such a significant car when it was launched?

Answer: In August of 1966 a new car model was presented. It was called the Volvo 144. In terms of safety, this car was extremely advanced. It had disc brakes all round, a split steering column and a new lock on the three-point safety belts. The body had energy-absorbing crumple zones at the front and rear. Even the door locks had a safety design.

The 144 also meant the introduction of a triangle-split dual-circuit brake system. The car had two brake circuits and, if one of them failed, 80% of braking effect was still available.

9) What was Volvo's first turbocharged car?

Answer: The first turbocharged car from the Volvo Car Corporation - The Volvo 240 Turbo with a B21 ET engine developing 155 hp was a true performance model with the sort of driving characteristics people expect of a sports car.

10) What year did Volvo introduce its first Bi-Fuel car?

Answer: 1996 saw the introduction of the Volvo 850 Bi-Fuel. It was fitted with twin fuel systems, allowing it to be driven on either petrol or methane gas. This meant that it already satisfied the California emission legislation for the year 2000

Volvo Testing Industry-First Touch Screen Rear Entertainment System With WiFi

Volvo Cars of North America has partnered with Azentek Corporation and Gracenote® to explore the possibility of bringing this revolutionary product to the market. The Chicago Auto Show demonstration will optimize this leading edge new technology by leveraging the turbocharged speeds of Sprint 4G via its new Overdrive™ 3G/4G Mobile Hotspot.*

"The RSEi-500 has set a new standard for the Rear Seat Entertainment industry. This fully integrated Multimedia RSE allows customers to surf the Internet, enjoy Mobile TV and watch videos, while boasting the industry's first interactive audio library and video exploration experience enabled by Gracenote and its partners, all from the back seat of their Volvo XC70," said Jack Lawson, Product Manager at VCNA. "These technological properties are what we know appeal to the discerning electronics buyers and owners of Volvo vehicles."

Volvo Cars, in teaming with Gracenote and its partners, provides the most comprehensive in-vehicle music and video experience in the industry. Taking advantage of the broadband connection and Gracenote's comprehensive automotive and server solutions, passengers will for the first time be able to navigate their music collections by mood, and display lyrics in North America, artist biographies and reviews as music is playing. Additionally, Gracenote is powering Volvo's Music Service which allows users to explore and download as much music as they desire as part of the bundled entertainment solution. The system can also identify and retrieve information for music currently playing on the AM/FM/Satellite radio and then download those tracks directly to the entertainment system. Users can also display cover art, synopses and cast details for DVD movies, explore additional video content online and have a celebrity artist voice of choice interact with the user during the music experience.

"We are pleased to enable Volvo with the latest Gracenote technologies for music and video recognition, as well as online media exploration, recommendation, and Gracenote-powered music download services for Volvo's next generation of entertainment systems. This implementation sets an entirely new standard for an in-vehicle entertainment system and what is possible with Internet connectivity in the car," said Bill Fleck, Head of Automotive Sales, Americas at Gracenote.



SAVE 20%

Hamilton Volvo and Volvo of Oakville are pleased to extend our discount program for CVC Members! Upon the first showing of your valid CVC Membership Card, you will enjoy a 20% discount on parts and service.

In addition, receive 20% off parts and labour when servicing any Volvo that is over 4-years old or over 80,000km.

If in the Hamilton or Oakville area, visit us to take advantage of the discounts offered, exclusive to CVC Members!

HAMILTON VOLVO 57 Rymal Road West
Hamilton, Ontario L9B 1B5

905-389-7111 | www.hamiltonvolvo.net
Toll-Free: 1-888-282-2130

VOLVO OF OAKVILLE 770 Pacific Road
Oakville, Ontario L6L 6M5

905-825-8088 | www.volvoofOakville.com
Parts: 1-888-910-0888
Service: 1-888-310-7438

Expires December 31, 2010. Some restrictions may apply. This program is void in lieu of other specials and can be revoked at any time. See us for full details.

DISCOUNTS TO MEMBERS
EXCLUSIVELY FROM HAMILTON VOLVO & VOLVO OF OAKVILLE

Volvo. for life



CVC Free Classifieds

■ **Discounted Parts**

Your contact for Volvo Parts, Gordon Drew at **Newmarket Volvo** is offering 20% off of list, on parts over the counter.

Contact: Gordon Drew
Email: gdrew@newmarketvolvo.com
Phone: 905-830-5585

■ **Make An Offer ***

1966 P1800 Coupe
It is in rough condition, last owner says the the engine was rebuilt, but not sure.

Contact: Steve Thornton
Phone: 519-652-0777 ext. 126
Cell: 519-808-4184

■ **For Sale ***

1976 242DL, Well Maintained
78,000 miles, 4sp/od, Beautiful Original Interior
Very Clean Engine. Original Locking Gas Cap!
\$3,000 obo

Contact: Matt Squires
Email: mattsquires@live.ca

■ **For Sale ***

NOS Side Window Rubbers for 544
These are the rubber trim for side windows
P/N 658751 & 658752

Contact: Stephen Knowles
Email: s.knowles@rogers.com
Phone: 905-666-8398

■ **For Sale ***

1962 544 B18
Totally repainted & 99% Restored!
Excellent driving condition, original rims painted

Contact: Joop Nyman
Email: hnyman@execulink.com
Phone: 519-756-5578

■ **Discounted Service**

Newmarket Volvo offers 10% off service appointments to current CVC Members. This promotion does not include previously discounted parts or software downloads.
Contact: Service Department, 905-830-5585
Email: service@newmarketvolvo.com

■ **Wanted ***

Slip-on headrest covers for 544 or early 122
Made by AUSTI in either Belgium or Denmark
Contact: Brett Sutherland
Email: suther@ns.sympatico.ca
Mail: 83 Dill Rd, RR#1 Windsor, N.S., B0N 2T0
Phone: 902-798-2197,

■ **For Sale ***

Set of four rims and tires from '97 960
Brand new Michelin MXV4 tires (5000km)
Asking \$950/obo

Contact: John Battista
Email: jbbattista@toromont.com
Phone: 519 242-7846

■ **Make An Offer ***

My late father-in-law had restored a '64 PV544 and left behind two donar cars and many parts, doors, glass, chrome trim etc.

Contact: Craig McGregor
Phone: 204-837-8910
Email: trixmac@shaw.ca

Ads run twice unless otherwise notified. Ads limited to six lines.
* 2nd Posting

Membership Notice

Just a friendly reminder that this is your last chance for membership renewal. After March 31st, members who haven't renewed will be removed from our mailing list. Renewal forms have been included with this mailing. The onus is on you to keep your membership up-to-date! Don't miss your next copy of the *CVC Newsletter*!

The Canadian Volvo Club

Canadian Swedish Iron Inc.

Officers

Tony Giverin

President
90 Greybeaver Trail
West Hill ON
M1C 4V4
president@canadianvolvoclub.org

Brad Davies

Vice-President
7 Barons Ave. South
Hamilton ON
L8K 2X8
vicepresident@canadianvolvoclub.org

Bev Hughes

Secretary
secretary@canadianvolvoclub.org

Beverly Hughes

Treasurer
22679 Wonderland Rd. North
R.R.#3 Ilderton ON
N0M 2A0

Don Leonard

Membership Chair
67 Givins St.
Woodstock ON
N4S 5Y8
membership@canadianvolvoclub.org

Brad Davies

Webmaster
7 Barons Ave. South
Hamilton ON
L8K 2X8
webmaster@canadianvolvoclub.org

Tony Giverin

Newsletter Editor
90 Greybeaver Trail
West Hill ON
M1C 4V4
newsletter@canadianvolvoclub.org

Board of Directors

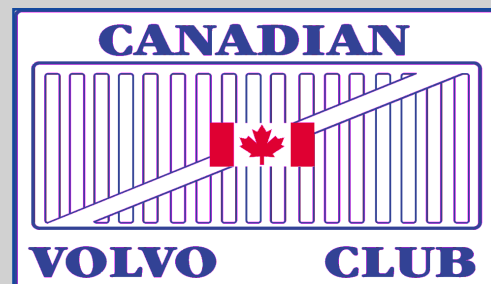
*Bill Dampier
Brad Davies
Tony Giverin
Rick Guy
Bev Hughes
Beverly Hughes*

Notice

CVC Newsletter is published quarterly in March, June, September and December by Canadian Swedish Iron Inc.

Technical advice presented in this newsletter is based on the experience and level of expertise of the writers of those articles. While information contained in the articles is believed to be accurate, the CVC Newsletter does not accept any responsibility for damages arising from the application of technical advice contained therein.

The Canadian Volvo Club is an unaffiliated non-profit organization made up of Volvo car enthusiasts.



*For up-to-date club information visit:
www.canadianvolvoclub.org*

CVC Newsletter Invites Submissions!

Got a story to tell? Want to share in Technical Advice?
Letters to the Editor, Free Classifieds!

Send all submissions to: newsletter@canadianvolvoclub.org
Summer Issue Deadline; May 15th, 2010

Canadian Volvo Club Newsletter