



The all new Volvo C70 born of the cooperation with Pininfarina – both convertible and coupé!

Turin – It's ready to take its place in the sun – the all new Volvo C70, a convertible which also doubles as a coupe thanks to a unique three-piece retractable hardtop. The development and manufacture of the new C70 is the result of a joint venture between Volvo and Pininfarina. The car will be unveiled at the Frankfurt Motor Show in mid-September, and sales will get under way in the first half of 2006.

"This co-operation with Volvo Car Corporation is an outstanding example of our full service provider strategy," says Pininfarina CEO Andrea Pininfarina. "Besides handling the engineering development of this new Volvo convertible, we will also be responsible for its production in Sweden".

"We've succeeded in creating an attractive convertible which, at the mere touch of a button, converts into an equally elegant coupe. The customer gets two cars in one. Both with space for four adults," says Volvo Cars President and CEO Hans-Olov Olsson.

The all new Volvo C70 is about the same size as its predecessor, but is equally wide and a full four-seater. The forward-thrusting nose section gives the car a powerful profile.

"Putting together harmonious lines both with and without a roof is no easy job," says Fedde Talsma, design manager for the all new Volvo C70.

"We decided to start with the coupe design. When we were satisfied with the result, we made the necessary adjustments to create a convertible out of the coupe lines. Our experience tells us this is the best way of going about it."

Cooperation with Pininfarina

A new company was formed in 2003 in a joint venture between Volvo Car Corporation and Pininfarina and the base is in Uddevalla, Sweden, where the previous Volvo convertible has been built since 1997. This new company, called "Pininfarina Sverige AB," is responsible for all operations at the Uddevalla plant – which counts more than 600 employees - including project management, process engineering, prototyping and testing services.

Pininfarina is the majority owner with 60 percent and Volvo Car Corporation holds the remaining 40 percent. The top management structure is a combination of Pininfarina and Volvo executives.

The all new Volvo C70 is the first car developed by Pininfarina Sverige and will be built in its Uddevalla plant.

"Pininfarina is an excellent partner with long experience of developing and building convertibles," says Hans-Olov Olsson. "Our all new C70 is one of the first open-top cars in the premium segment with both a steel roof and space for four adults. We believe this is a highly sought-after combination. That's why we expect to more than double our sales compared with the first-generation C70," says Hans-Olov Olsson.

"The one with Volvo is an ideal cooperation for Pininfarina as both companies have a passion for design and a wealth of knowledge gained over many years," says Andrea Pininfarina. "Up to now we have designed and built cars at our own plants, while the C70 will be the first car to be built by Pininfarina in another country, at the Client's premises. This is also the first time we have entered into what is a pure joint venture with a car manufacturer."

For further details please register at www.media.volvocars.com