

Publication	:	The Hindu Business Line			
Edition	:	Mumbai	Clip Size	:	132 sq cm
Date	:	29 th Aug 2014	Ad Rate	:	350
Page No.	:	19	Value	:	46,200



(Information Resource Centre)

Volvo unveils the XC90 SUV

OUR BUREAU

Volvo Cars unveiled the all-new XC90 earlier this week, delivering on its promise to introduce a visually striking, premium quality seven-seat SUV with world leading safety features, new powertrain technologies, and a superlative interior finish, according to a company press release.

The new XC90 will be the first of its cars to carry the company's new more prominent iron mark, which has the iconic arrow elegantly aligned with the diagonal slash across the grille. Together with the T-shaped "Thor's Hammer" DRL lights, the iron mark introduces an entirely new, distinctive and confident face for Volvo's forthcoming generation of cars.

The new XC90 offers a range of two-litre, four-cylinder Drive-E powertrains.

The top of the range Twin



Engine, which combines a two-litre, four-cylinder supercharged and turbocharged petrol engine with an electric motor, offers around 400 horsepower with carbon dioxide (CO₂) emissions of around 60 g/km (NEDC driving cycle).

It includes two world-first safety technologies: a run-off road protection package and auto brake at intersection capability.

In a run-off road scenario, if the car detects an imminent accident the front safe-

ty belts are tightened to keep the occupants in position. To help prevent spine injuries, energy-absorbing functionality between the seat and seat frame cushions the vertical forces that can arise when the car encounters a hard landing in the terrain.

The XC90 is the first car in the world with technology that features automatic braking if the driver turns in front of an oncoming car. This is a common scenario at busy city crossings as well as on highways.