



VOLVO V40



WE'RE VOLVO CARS. WE PUT PEOPLE FIRST.



*"What can we do to make
this person's life better, easier or
more comfortable?"*

We're Swedish. Scandinavian designers always start with the person who's going to use an object and ask, "What can we do to make this person's life better, easier or more comfortable?" We've always used this philosophy when we design our cars. So, while other car manufacturers might start with technology and try to squeeze people in around it, we begin by designing our cars around you. We ask what you need, and then use our technical skills to make your life easier, better, safer and more beautiful. Form follows function, and when you design a car inside and out with people in mind, it looks naturally beautiful. We think that looking at and interacting with our cars should make you feel great, every day. Designing cars around people has led to many innovations over our 88-year history.

You know the three-point safety belt in your current car? That was our invention from 1959. And now we're working towards our vision to design cars that should not crash. In the shorter perspective, our aim is that by 2020 nobody should be killed or seriously injured in a new Volvo. Of course, you'll already benefit from this research in your current Volvo. We've addressed a few environmental issues, too – in 1976, we developed the lambda sond – a sensor that monitors exhaust gas, reducing emissions and boosting performance as well as economy. It's still part of every petrol-engined car in the world. Innovation is at the core of Volvo Cars – it's because of where we come from.





In Sweden, great design is a way of life, not luxury.

For such a small country, we've produced more than our share of creative talent. That's because we know that to be truly creative, you've got to believe in yourself and do things the way you know they should be done, regardless of what others are doing.

Take our seats. In the early 1960s, we consulted with a team of orthopaedic surgeons here in Gothenburg. They wondered why a group of car designers wanted to see them. Nobody had thought to ask an orthopaedic surgeon's advice when designing a car seat before. But the ergonomic seat designs we developed as a result have made our cars world-famous for their outstanding long-distance comfort.

Like all Scandinavian craftsmen, we use only the best materials for the job, like the ultra-strong Boron steel in our safety cages. We use natural, authentic materials inside our cars – not because they're fashionable this season, but because they make you feel good when you touch them and they're better for your health.

Creating a beautiful experience for you is natural for us. Because in Sweden, great design is a way of life, not a luxury.

SMALL VOLVO, TONS OF CHARACTER.

"The V40 is designed to delight you every single day, whether you go about your daily business around town, or decide to have a spur-of-the-moment weekend away."

With the Volvo V40, you've found your perfect match. With its clean lines and striking silhouette, here's a five-door premium hatchback that stands out without needing to shout. In a segment that's dominated by me-too lookalikes, the V40 is a fresh breeze of Scandinavian flair. But this car's beauty is more than skin-deep. The V40 is designed to delight you every single day, whether you go about your daily

business around town, or decide to have a spur-of-the-moment weekend away. Not only do you get the fine materials and craftsmanship you've come to expect from us, the V40 is also packed with innovative technologies. And because we know you love to drive, you get a superb chassis with a range of high-performing engines. Looks, driving fun and innovative technologies – the Volvo V40 really has it all.





Stunning looks, exhilarating performance.

The clean, elegant lines are the embodiment of timeless Scandinavian design.
Inside, the frameless rear-view mirror is a tribute to contemporary smartphone design.

We know that Volvo drivers like to stand out from the crowd – but in a subtle, sophisticated way.

That's why, when it came to designing the Volvo V40, our designers created a shape that draws you in and rewards you with lovingly executed details the closer you look. Like the subtle hook on the rear doors, which harks back to our iconic 1960s coupé, the Volvo P1800, and the tailgate with

its distinctive panel in black glass. And our wheel offer means you can give your V40 an even more personalised, striking look with our sporty Ixion rims. Of course, there's more to the V40 than meets the eye. We've spent thousands of hours perfecting the chassis to give you an agile, fun driving experience, whether you zip through busy city streets, drive across twisty roads out of town, or cruise along the motorway. And to

further enhance your driving experience, the V40 comes with Corner Traction Control as standard. It's a torque vectoring system that helps prevent understeer and makes cornering even more fun. All this is complemented beautifully by our range of fuel-efficient engines.



We Scandinavians love the great outdoors – but when the cool winter breezes blow the first snowflakes across the Baltic, there's no better place to be than a stylish and comfortable Swedish home. Surrounded by beautiful design and exquisite materials, the V40 lets you experience the same feeling of being sheltered and protected.

Shut the solid doors with a satisfying thunk and enter a place that's a world away from any other, a space of your own purely designed to let you enjoy your drive. Our commitment to reduce clutter and keep things as uncomplicated as possible leaves you free to drive as you turn up the volume of your favourite tune, or simply listen to the thrum of your engine. Whatever your mood, whether you're feeling energised or laid-back, the clean, luxurious interior is carefully designed to give centre stage to that which matters most – you.



YOUR HOME
AWAY FROM HOME.





Let there be light.

Being Scandinavian, we know what it takes to create a beautiful interior. We love to create an environment of fine materials and beautiful shapes, tastefully illuminated to create different moods as well as a sense of well-being. That's why we've paid particular attention in the V40.

In the daytime, our optional fixed panoramic glass roof connects your drive with the sky above, making the spacious and airy cabin an even more pleasant place to be – whether you're sitting in the front or the rear. And in the evening, the optional Theatre Lighting brings an added dimension of atmosphere to your journey, with seven different light themes to complement your mood, from Toscana White to Violet Blue. In another touch, you can have your V40 with a stylish gear shifter, further accenting the interior at night. And the beautiful Digital Driver Display, which evokes the glow of translucent jellyfish, gives the V40 a sense of contemporary cool. All this is rounded off by our frameless rear-view mirror, which takes its inspiration from modern smartphone designs. In fact, we've put so much thought into the interior, you'll never want your journey to end.

We believe that the environment in your Volvo should adapt to your differing moods. And now, that includes how the information on your instrument cluster is presented. Our Digital Driver Display gives you three modes for displaying beautifully digitized information – Eco, Performance and Elegance.

INTELLISAFE

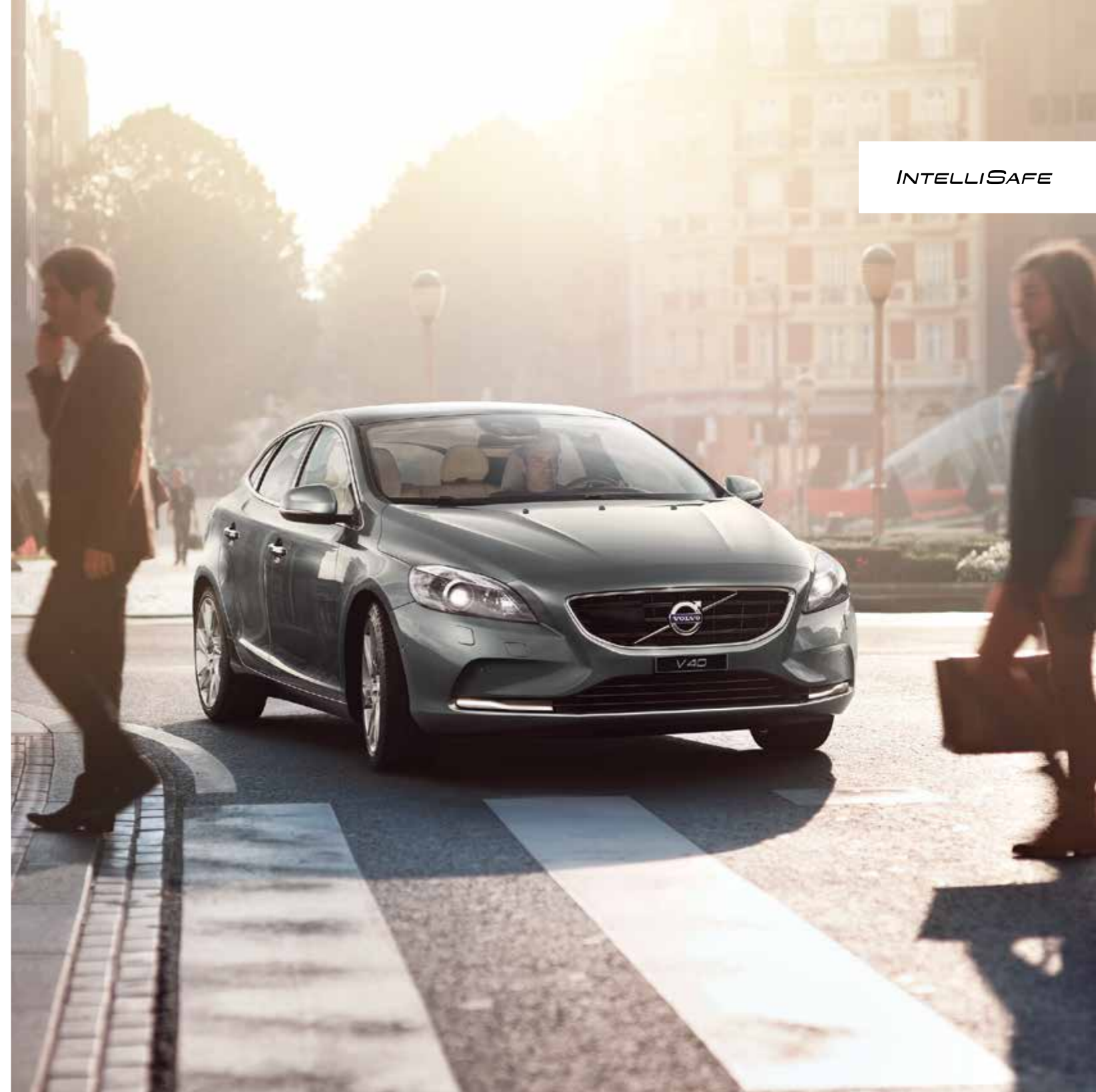
Intuitive safety by Volvo Cars. For you, and for those around you.

*"Our vision is to design cars
that should not crash."*

At Volvo Cars, safety is an intrinsic part of our DNA. We've invented some of the world's most pioneering life-saving technologies – such as the three-point safety belt that's been acknowledged as one of the most important innovations of mankind. But we aim higher. Our vision is to design cars that should not crash. In the shorter perspective, the aim is that by 2020 nobody should be killed or seriously injured in a new Volvo. IntelliSafe is our approach for

a more harmonious relationship between cars and people. To achieve this, we have infused your Volvo with smart, intuitive innovations for a safer drive. And the IntelliSafe technologies help protect not only the people inside your car – we also consider people on the outside, for example with technology that helps you detect pedestrians and cyclists. When you drive at speeds up to 50 km/h, our City Safety collision avoidance technology looks ahead of

you and brakes automatically if you're about to run into a vehicle in front. And because we know you love to drive, our active IntelliSafe technologies like Electronic Stability Control add to reassuring driving stability in all conditions without sacrificing the joy of driving. It's simply about giving you the most human driving experience, on your terms. And helping keep people out of harm's way, whether they happen to be inside or outside your car.

**INTELLISAFE**

In town, City Safety is designed to prevent you from colliding with the car in front if it stops, or slows suddenly. This advanced IntelliSafe system will automatically brake to avoid a crash and works at speeds of up to 50 km/h – an accident can be avoided at a speed difference of up to 15 km/h to the vehicle in front.

RDESIGN

Are you looking at me? Good.

Would you like to enhance the dynamic personality of your V40 even further? Well then, R-Design is for you, with a range of features to create a premium hatchback with a decidedly athletic look. With the dynamic chassis, you'll benefit from sharper handling and steering response without compromising on ride quality. At the same time, strut braces further stiffen the chassis, which reduce body roll through the corners. Our sporty V40 R-Design is available with fuel-efficient diesel engines. So you'll never be short of power when you need it.

Exterior design cues include an exclusive R-Design front end featuring a glossy black grille, unique LED lights and at the rear, a set of distinctive chromed dual exhaust pipes. Inside there's a new black interior with sculpted front seats in black leather, as well as an atmospheric black headliner. A soft touch gear shifter, our unique blue R-Design digital instrument cluster, and personalised interior LED lighting, all add to the R-Design experience.





614 Ice White



477 Inscription Electric Silver Metallic



711 Bright Silver Metallic



619 Rebel Blue



717 Onyx Black



612 Passion Red



714 Osmium Grey Metallic



R-Design Leather



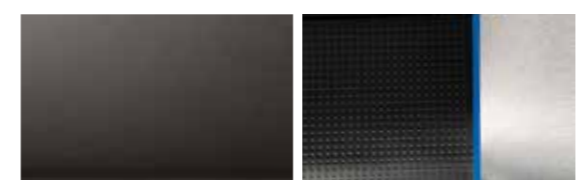
Leather

R-Design Leather



Comfort seat

INLAYS



Charcoal Decor

R-Design



Midir, 7.5x18"
Diamond Cut/Glossy Black

ACCESSORIES



Segomo, 7.5x17"
Grey



Freja, 7x17"
Diamond Cut/Matte Dark Grey



Freja, 7x17"
Diamond Cut/Light Light Grey



Mannan, 7x17"
Silver



Spider, 7x17"
Diamond Cut/Dark Grey



Matres, 7x16"
Silver Stone



Ixion, 7x17" or 6.5x16"
Diamond Cut/Matte Tech Black

MATCH YOUR V40 TO YOUR LIFE.

The most pleasurable part of buying a new Volvo is putting your personal stamp on it. You can do that by choosing accessories that reflect your own taste and cater to your particular lifestyle.

Exterior styling accessories. This car is equipped with exterior styling kit Dark Grey Matte, suitable for all exterior colours. It includes side deflectors, rear deflectors and a sporty rear diffuser with double end pipes and a roof spoiler.



Load organiser, cargo compartment. This easily installed telescopic frame with floor rails and load holder, makes it simple to secure and organise bags, gear and loose items. Fragile objects can be separated from other cargo, and the cargo area can be divided in two if required. And if the organiser isn't needed, it's easy to remove and store.

Parcel shelf net. Mounted under the load cover, this handy compartment net helps you safely stow smaller, loose items while keeping the load compartment neat and tidy at the same time.

Convertible child seat (9–25 kg). This advanced, flexible child seat is suitable for children aged nine months to six years. It's fitted using the car's safety belt and is easily adjusted to help optimise comfort and safety.

Roof load carriers. These specially designed load carriers fit neatly and securely into your Volvo's prepared mounts. They're easy to install and to combine with additional holders if required. And even though the focus here is on function, the load carriers are designed to blend harmoniously with your Volvo's styling.

Textile load compartment mat, reversible and foldable. This elegant textile mat allows you to maintain the good looks of your Volvo's load compartment even if you occasionally transport dirty items. The mat is reversibly waterproof, with colour-keyed fabric on one side and plastic on the other.



The simplest way to own a car.

We love it when you're happy. When things are easier than you expect, or go faster and become better. Because when you buy a Volvo, you buy the simplest way to have a car. Financing, insurance, servicing, changing tyres, cleaning – those aspects of car ownership that you might not find very interesting, are the ones that we love to make easier and better for you. That's why your Volvo Car dealer will

always offer you a whole range of simplifying services and offers all designed around you, giving you the most carefree ownership experience possible. Still, this is just the beginning. Through our uniquely Swedish approach to innovation, we continuously find new ways to make your life simpler. For instance, the Connected Service Booking function, which lets you book an

appointment just by pushing a button in your car. Or the new way of working in teams – like in a racing pit-stop – that is gradually being introduced in Volvo Car workshops all over the world. We call it Volvo Personal Service and it will make your workshop visits much shorter and more convenient. In the future, servicing your car will be so much simpler.

BUYING & OWNING

- Extended Warranties
- Financing
- Insurance
- Service Contract
- My Volvo Website

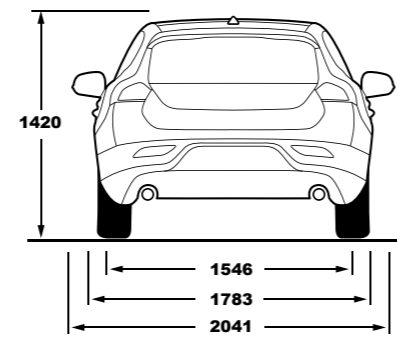
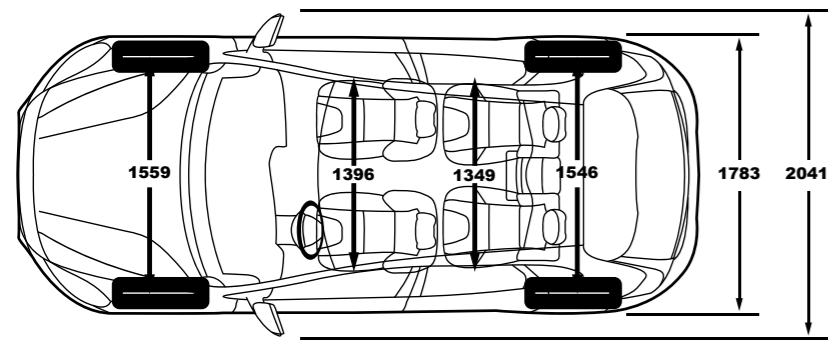
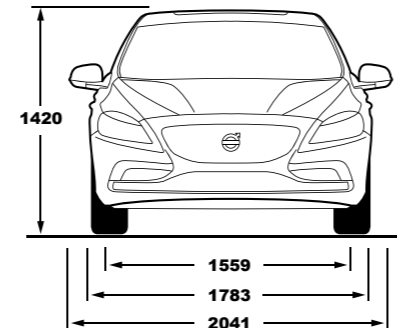
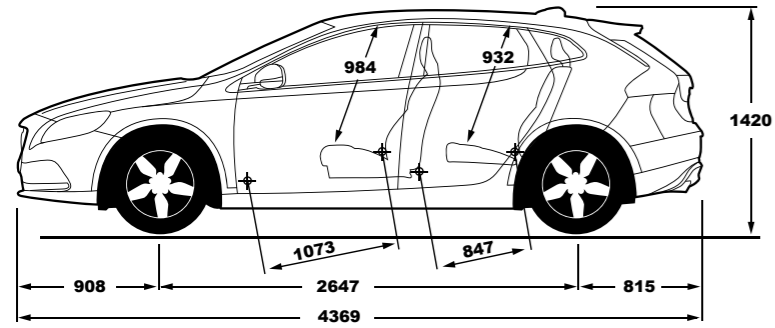
MAINTENANCE & SERVICES

- Volvo Genuine Service
- Volvo Professional Car Care
- Tyre Services

IF SOMETHING HAPPENS

- Volvo Assistance
- Repairs
- Volvo Glass Services
- Volvo Dent Repair
- Car Climate Services

* Available depending on introduction date. Please contact your Volvo Car dealer.



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



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