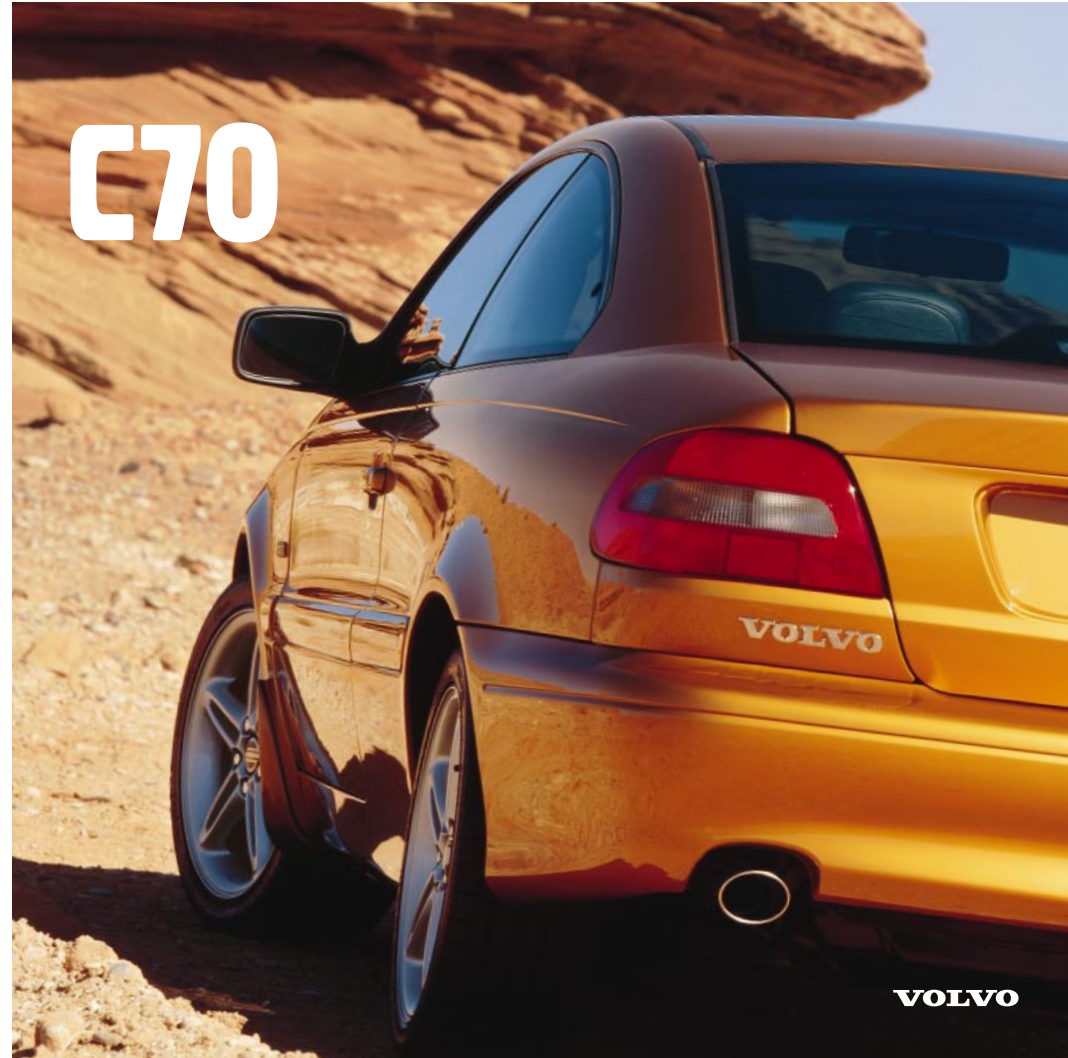


Specifications, features and equipment shown in this catalog are based upon the latest information available at the time of publication. Volvo Cars of North America and Volvo Canada Ltd., reserve the right to make changes at any time, without notice, to colors, specifications, accessories, materials and models. For additional information please contact your authorized Volvo retailer.

Drive Safely.

© 1997 Volvo Cars of North America, Inc.
New Jersey 07647
Volvo Canada Limited, North York,
Ontario M2H 2N7

Printed in U.S.A. MY98 F



VOLVO

VOLVO







C70

Volvo's exciting new C70 coupe embodies a strikingly unique synthesis of power, grace and aesthetic proportions. Even at rest, its aggressive lines impact the eye with the sensation of beauty at speed.

The C70's seductive profile derives its almost animal-like visual power from elegantly swept body contours drawn into perfect unity by a pronounced tension line that spans the length of the automobile.

A provocative and passionate expression of Scandinavian design purity, an inspired vision and aggressive automotive athleticism, Volvo's C70 stands apart as a Gran Turismo coupe created without compromise to savor the joy of pure driving pleasure.





C70

Entering the C70, you are engaged by a tasteful execution of sculpted shapes, premium materials and handsome appointments. Clearly, expressing driving pleasure as a total sensory experience was a primary C70 interior design objective.

Whether driver or occupant, the C70 interior celebrates all the senses. It is impeccably executed with a Scandinavian design flair that emphasizes elegant but efficient contours and imparts an appealing sense of substance while promoting the pleasures of open space and natural light.

A selection of premium materials, fine hides and distinctive trim reward the senses with subtle aromas, pleasing tactility and striking visual appeal. Pleasant and comforting, the sounds of supple leather speak to quality as the upholstery gently yields to and supports the seated occupant.

Sound quality featured prominently in overall C70 design. Body solidity and audio quality represented critical design considerations. Reduction of body flex was emphasized and addressed with a monocoque body design possessing exceptional torsional rigidity. The extraordinary stiffness of the C70 translates into extremely low levels of road noise.

In creating a C70 design that minimized unwanted noise, Volvo also focused on incorporating one of the most advanced and sophisticated factory-fitted audio systems for exceptional listening enjoyment.

Both for the senses and the soul, Volvo created the C70 to celebrate the joy of personal freedom.





C70

Uncluttered, spacious, elegant and timeless, C70 interior design advances a fresh interpretation of the classic Gran Turismo coupe.

A full four-seat coupe, the C70 affords individually shaped and anatomically designed seating for four adults with deep bolstering for better support during aggressive cornering. Upholstery with leather-faced seating surfaces is standard. For the classic expression of European "touring" luxury, premium leather throughout the cabin is available. Featuring extensive use of supple hides, this exquisite interior offers full leather seating with extra-soft leather on door panels. Complementing the choice of leather are trim panels that offer walnut root accents in black or red.

Dual zone electronic climate control affords personalized all-season comfort. The premium audio system channels 400 watts of power through a system of ten speakers made for the C70 by world renowned Dynaudio® of Denmark. For the pleasures of open air driving or combining full sun with total climate control, a power glass sunroof with slide and tilt position and sunshade is offered. For added individual comfort both driver and front seat passenger enjoy an 8-way power adjustable seat featuring a 3-position memory function.

Rear seat passengers enjoy spacious accommodations in an open and airy environment. Volvo designers moved the rear seating positions to the center for improved line of sight to eliminate any sense of confinement. Entry and exit are convenient and comfortable with wide door openings and generous seat movement.

While all occupants enjoy sumptuous comfort and luxury appointments, the C70 is, above all, a driver's car. Analog instruments are handsome and easily readable. Controls lie comfortably within the natural arc of the hand. For the driver, the C70 interior embodies the fitted comfort and handsome style normally associated with bespoke tailoring.

Interior shown with optional equipment.





Individual temperature controls allow both driver and front seat passenger to adjust the system for their seating position. The sophisticated Electronic Climate Control system will maintain the desired individual temperature settings without further adjustment.

The eight-way adjustable power front seats with three-position memory lets up to three different occupants tailor the seating position once and have it every time he or she returns to the C70.



Pleasing to the touch with broad concave surfaces and a firm positive detent, switches, residing conveniently by the driver's hand, offer individual control for the windows, side mirrors and door locks.



These conveniently located releases allow for both greater personal control and enhanced security of the gas filler door and trunk latch.



Electrically heated seating elements can be switched on to warm the seat and backrest when the interior temperature drops below 50° F (10° C).*

**Option in U.S. (Standard in Canada)*



For consistent performance through all seasons, the C70's 4-speed automatic transmission offers the advantage of selectable shift modes. Sport and economy modes let you tailor the shifting characteristics under normal conditions to your personal driving preference.

Winter mode provides for superior traction on slippery surfaces. When engaged in winter mode, the car starts in third gear to help maximize traction in slippery conditions. This feature, together with the optional traction control is designed to equip the C70 with extraordinary traction year round (shown with optional shift knob).



C70



The C70 tilt/telescope steering wheel together with the full power driver's seat affords exceptional freedom in tailoring the driving position to an individual's personal need.



C70

Very possibly, the C70's 400 watt stereo with 3 CD in-dash capability and optional Dolby™ Pro-logic™ 12 speaker system will provide audio fidelity superior to that presently enjoyed in your living room.

No greater audio challenge exists than achieving high quality reproduction of music in an automobile. Volvo designers approached this challenge like all other aspects of C70 design. They accepted no compromise. Exceptional sound quality was a must, and the necessary body cavity contours and volumes would be incorporated as fundamental design imperatives. The loudspeakers utilizing that space had to deliver extraordinarily faithful reproduction. They sought the best... Dynaudio® of Denmark.

Volvo's 400 watt, C70 audio system enhances driving pleasure not only through exceptional purity of sound reproduction, but with unique radio features like Radio Data System (RDS). RDS capability allows for reception of an additional "sub-carrier" channel of radio information. Radio stations can transmit a separate band of information that, with the C70 radio, allows you to program special requests for priority treatment of important traffic or news reports. Traveling long distances will no longer require searching for channels to accommodate your taste in music or programming. You can program RDS to seek out the stations with the type of content you desire.*

Audio technology available in the C70 not only offers the opportunity to enjoy your favorite music, possibly with a fidelity you may never have experienced before, but, as well, to be ahead of the wave with radio electronics that will let you experience exciting advancements in the years ahead.

*Presently, stations broadcasting RDS signals are not available in all markets.



Acknowledged by even the most jaded audiophile as the manufacturer of the highest quality speakers, Dynaudio® has designed and hand assembles the 10 speaker system standard on the C70.



C70

C70 beauty extends far beyond skin deep, directly to the heart and soul of the driving enthusiast.

At speed, the total beauty becomes compellingly evident as the muscular, turbocharged engine powers the nimble coupe through corners on a curve hugging Delta-link semi-independent suspension clad with 205/45 ZR-17 tires and 7 x 17 inch 5-spoke alloy wheels.

Complemented by the high performance speed rated tires, the C70's wide track suspension design gracefully and effortlessly negotiates hairpins and cutbacks with aplomb.

Race car rigid, the Tom Walkinshaw Racing sports-tuned chassis translates the 236 hp and 243 lb. ft. of torque into consistently stellar performance whether on a horizon dot straight-away or serpentine country road.

Boasting an exceptionally flat torque curve that comes on early to deliver plenty of low-end power, the C70 engine, whether mated to a smooth shifting 5-speed manual or high performance 4-speed automatic, delivers dynamic performance across the full rpm range.

A perfect synthesis of visual power and performance prowess, Volvo's C70 offers the rare design execution that rewards all of the senses. Despite the exceptional driving pleasure realized at the wheel, C70 drivers may find themselves parking at the far reaches of the lot just for the extra time to savor the seductive shape as they return.





*L*ike people, automobiles possess character.

And experience has shown that the true character of an automobile, like that of a person, comes to the fore when life is threatened. **At Volvo, safety is a fact of life.** For many people that is a fact for which they will be eternally grateful. In personal letters written to Volvo, hundreds of people have expressed their belief that Volvo safety design saved their lives. The concepts that merit such gratitude are born of Volvo's safety design philosophy that makes occupant protection a fundamental tenet of quality design.

C70

The new C70 boasts Volvo's most advanced, intelligent and rugged safety concepts. It surrounds each C70 occupant with a totally integrated occupant protection system, that positions each person in an environment designed to reduce the potential for injury.

*Volvo's safety philosophy employs two basic concepts; **Dynamic Safety**, the ability to avoid an accident and **Passive Safety**, the ability to minimize injury should an accident occur.*

To a significant degree Dynamic Safety is a function of handling and predictability. The C70's exceptionally rigid body, race-tuned suspension, responsive steering and 4-wheel disc, ABS braking translate into exceptional control, nimble handling and consistent performance.

Passive Safety design takes over in the split second that an accident occurs. Another way of looking at passive safety is as effective energy management. How can a car's design dissipate the energy of a collision to protect the occupants?

A special High Strength Steel safety cage provides a rigid perimeter of occupant protection. Surrounding that rigid cage, a network of sacrificial members absorbs the energy of an impact and serves as a buffer. Energy absorbing structures dissipate the energy of a full frontal or rear impact. Other structures exist that are designed to help absorb and redirect the impact of an "offset" frontal impact. Volvo's patented Side Impact Protection System (SIPS) provides a robust protective system designed to help absorb the energy of side impacts through structural members in the sills, floor, pillars, seats, center console, roof and doors.



ENVIRONMENTAL ISSUES ARE ACCORDED A VERY HIGH PRIORITY AT VOLVO.

Quality, safety and environmental awareness are the three philosophical pillars upon which our organization is built. Life by definition is a consumer... of air, food, water and raw materials. In seeking to improve the quality of life, industrialized society increases these needs, placing further demands on our environment. In this desire to better our condition resides one of those profound questions of balance.

How does a society utilize the environment to provide for a better life without degrading the environment in the process? There is a balance to strike and Volvo is committed to setting the standard as a leader in intelligent, innovative and responsible production and product solutions for high quality transportation.

Today, Volvo focuses on reducing environmental impact across the transportation spectrum by aggressively:

▼
Developing and marketing products possessing content with the lowest environmental impact produced with the highest possible efficiency.

▼
Exploring and adopting environmentally compatible production processes. Specifying environmentally sound, recyclable materials in the development and manufacture of its products.

▼
Working to develop efficient transportation systems.

▼
Seeking to ensure that its working partners demonstrate a similar degree of environmental concern.

▼
Volvo's pursuit of quality solutions extends to the brochure in your hands. It is printed on recycled paper which has 10% post consumer waste, is fully recyclable and environmentally compatible, right down to the inks and coatings.

VOLVO IS COMMITTED TO REWARDING YOUR CHOICE OF VEHICLE WITH A SUPERIOR OWNERSHIP EXPERIENCE. TO DO SO DEMANDS A COMPREHENSIVE NETWORK OF PROFESSIONAL SUPPORT SERVICES.

1998 VOLVO NEW CAR WARRANTY provides comprehensive coverage for 4 years/50,000 miles, 80,000 km. Additional warranties provide coverage for corrosion protection, seat belts, air bags, supplemental restraint system, emission systems, spare parts replacement and **GENUINE VOLVO ACCESSORIES**. A 12 month/12,000 mile, 20,000 km, adjustment period is included. Consult the 1998 Warranty Information booklet for details.

VOLVO ON CALL provides roadside assistance 24 hours a day anywhere in North America. Should a question pertaining to your Volvo arise, and your retailer is unable to provide an answer, **VOLVO CUSTOMER SUPPORT** can be contacted at 1-800-458-1552 (U.S.), 1-800-663-8255 (Cnd).

Professional Volvo service is assured through the **VOLVO SERVICE SUPPORT NETWORK** of authorized Volvo retailers. Here, factory trained technicians, skilled in the latest Volvo technology, using **GENUINE VOLVO PARTS**, maintain your Volvo to the highest standards.

GENUINE VOLVO CARE provides you with the opportunity for a prepaid maintenance program that adds to your assurance of proper scheduled vehicle care.

The **VOLVO INCREASED PROTECTION PLAN (VIP)** offers the ultimate support program for total peace-of-mind. VIP provides extended service protection against unexpected mechanical difficulties well beyond the expiration of the vehicle's standard warranty.

For those wishing to combine their vacation with the purchase of a new Volvo, the **VOLVO OVERSEAS DELIVERY PROGRAM** affords the opportunity to pick up your new Volvo in Europe. Please consult with your authorized Volvo retailer for details on any of Volvo's support programs.

VOLVO ON THE INTERNET: <http://www.volvocars.com>



C70

Features

Power glass sunroof with slide and tilt positions and sliding sun shade

Dual Zone Electronic Climate Control System with pollen filter and separate controls for driver and front passenger

SC-900 Premium Sound System, In-dash 3 disc CD, 10 Dynaudio® speakers, 400 watt amplifier, Diversity antenna, RDS (Radio Data System technology)

Power windows with "auto down" for driver's window

Rear quarter windows with vent position

Dual power mirrors

Auto dim rear view mirror

Cruise control

Central power door locking system which can be operated from two positions

8-way power adjustable driver and passenger seat with 3-position memory

Tilt/telescopic leather rimmed steering wheel

Dark walnut dashboard, console and glove box accents

Plush front and rear floor mats

Travel computer with outside temperature gauge

Remote keyless 2-step entry with alarm and panic mode and trunk release

17 x 7.5 inch, 5-spoke alloy wheels with high performance tires

236 hp, turbocharged and intercooled engine

Headlamp washer/wiper

Center console with cupholders

Illuminated, lockable glove box

Illuminated vanity mirrors in driver's and front passenger's sun visors

Tinted windows

Front door-panel storage pockets

Front seat back storage pockets

Long-load pass through to trunk

Rear-window defroster with automatic timer

Two-speed windshield wipers with intermittent cycle

Front fog lights

Tool kit

Rear fog light

Two entry lights (in front door foot wells)

Interior cabin light delay

"Open door" traffic warning lights on doors

Luggage compartment light

Driver and front passenger supplemental restraint system (air bag and knee bolster)

Seat belts: four, 3-point inertia-reel belts

Four padded head restraints

Anti-lock Brake System (ABS)

Side Impact Protection System

Side Impact Protection System Air Bags

Daytime Running Lights

Option Packages

TRACS, Traction control system

Heated front seats (standard in Canada)

Surround Sound:

Dolby™ Pro-Logic™ digital sound processor with dash mounted center speaker, 12 Dynaudio® speakers

Premium leather:*

Ultra soft full leather seats

Leather door panel and trim inserts

Wheel/Tire packages:

18 x 7.5 inch, BBS® alloy wheels

225/40/18 P-Zero tires

16 x 6.5 inch, 12-spoke alloy wheels

225/50/16 All-season tires

*Available January, 1998.

Engine

Transversely mounted, 2.3 liter, 5-cylinder double overhead cam, 4 valves per cylinder, aluminum crankshaft and connecting rods, cast-in iron cylinder liners, microprocessor-controlled multi-point, direct port fuel injection system with Lambda Sond. Electronic ignition system with knock sensor. On-board diagnostic system. Exhaust driven turbocharger with intercooler

Horsepower (SAE net): 236 @ 5100 rpm
Torque (ft/lbs., SAE net): 243 @ 2700 rpm
Compression Ratio: 8.5:1

Transmissions

5-speed manual transmission with synchromesh on all speeds and reverse; Final drive ratio: 4.0

4-speed microprocessor-controlled automatic with lock-up torque converter and selectable shift modes (Economy/Sport/Winter)
Final drive ratio: 2.56

Suspension

Front:
MacPherson strut with asymmetrically mounted coil springs, hydraulic shock absorbers, 20 mm stabilizer bar

Rear:
Delta-Link semi-independent rear suspension with coil springs, gas-filled shock absorbers, 20 mm stabilizer bar

Brakes

Four-wheel, power-assisted disc brakes. Three-channel Anti-lock Braking System (ABS)

Front:
11-inch diameter, ventilated discs with sliding callipers

Rear:
11 1/2-inch diameter solid discs; proportioning valve on rear brakes; Separate self-adjusting mechanical rear-wheel drum parking brakes

Wheels & Tires

7 x 17 inch, 5-spoke alloy wheels
205/45/17 Pirelli P-Zero tires

Steering

Power-assisted rack and pinion

38.4 ft. turning circle

3.0 turns, lock to lock

Dimensions & Weights

Wheelbase 104.9 in. 266.4 cm.

Overall length 185.7 in. 471.6 cm.

Overall height 55.7 in. 141.4 cm.

Overall width 71.5 in. 181.7 cm.

Front track 59.8 in. 151.8 cm.

Rear track 59.8 in. 151.8 cm.

Trunk capacity 13.1 cu ft. .37m³

Curb weight 3148-3208 lbs.
1431-1458 kg.



UPHOLSTERY
SELECTIONS

.....
**PREMIUM
FULL
LEATHER*** LIGHT BEIGE
.....
SILVER
.....
TAUPE
.....
TAUPE/LIGHT TAUPE
COMBINATION
.....
GREY
.....

LEATHER LIGHT BEIGE
.....
SILVER
.....
TAUPE
.....
TAUPE/LIGHT TAUPE
COMBINATION
.....
GREY
.....

*Ultra soft full leather seats, door panels
and interior trim inserts, available Jan. 1998.

.....
*Please check with your Volvo Retailer
regarding the availability of color
and upholstery combinations for the
C70 model you have selected.*



