

## All-New Volvo XC90 Officially Launched Today

Written by Jason (Neutral)  
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One of the most anticipated car launches of recent years – Volvo’s All-New XC90 – begins today. Volvo Car Group has created a launch programme that will unveil the car from the inside out, meaning it will start by disclosing the many new interior features of the car and culminate in the full external reveal in August.

The original XC90 was launched in 2002 and revolutionised the SUV segment with its combination of space, versatility and safety. It went on to become a global sales phenomenon.

As will be made clear in coming weeks, the All-New Volvo XC90 will also be a transformational vehicle in its market segment.

As a taste of what is to come, today Volvo provides the first glimpse of the interior of the car.

The new interior is the most luxurious to have been designed for a Volvo, taking its inspiration from Volvo’s home country, Sweden, which has a global reputation for integrating the latest technology with design that is clean, beautiful and crafted from the finest materials.

“The most striking feature is a tablet-like touch screen control console, which forms the heart of an all-new in-car control system,” said Thomas Ingenlath, Senior Vice President Design of Volvo Cars. This system is virtually button free and represents an entirely new way for drivers to control their car and access a range of internet-based products and services.

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The All-New XC90's interior combines soft leather and wood with handcrafted details like a gearlever made of crystal glass from Orrefors, the famous Swedish glass maker, and diamond-cut controls for the start/stop button and volume control.

"These details are designed to become the jewels of the interior. They add a bit of exclusive playfulness rather than pure functionality," said Robin Page, Volvo Cars' Interior Design Director.

The All-New XC90 is the first Volvo to use the company's Scalable Product Architecture (SPA). This creates a far wider range of design possibilities, improves driveability and permits the inclusion of the latest safety features and connected in-car technologies, while at the same time increasing interior space.

"Our new interior architecture is pure and uncluttered, while still radiating the sophisticated confidence and formality that luxury SUV customers expect," said Peter Mertens, Senior Vice President Research and Development of Volvo Cars.

The story of the latest advancements within safety and interior air quality will be released in late July/early August, while the reveal of the technology highlights, including chassis and powertrains, will start mid-July and continue throughout the European summer until the exterior launch at the end of August.

"The customer and the customer experience are at the heart of everything we do at Volvo Cars. We don't do technology for technology's sake – everything in a Volvo is there to make our cars safer and more pleasurable to drive," said Alain Visser, Senior Vice President, Marketing, Sales and Customer Service of Volvo Cars.

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