



# V40

CROSS COUNTRY







# WE'RE VOLVO. WE PUT PEOPLE FIRST.



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 86-year history. The three-point safety belt in your current car? That was our invention from 1959. We've solved 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. Perhaps it's because of where we come from.



IN SWEDEN, GREAT DESIGN IS A  
WAY OF LIFE, NOT A LUXURY.



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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 at Chalmers University of Technology 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.



## THE PERFECT GETAWAY CAR

Our Volvo V40 Cross Country gives you the best in inspiring contemporary Scandinavian design in a compact hatch. It's got the versatility to fit in with your busy lifestyle, yet it also has the agility to really inject some fun into your driving, and its looks will make you stand out from the crowd. Being Swedes, we understand your need to get out into the countryside, so with our V40 Cross Country we've added even more potential for adventure and fun with some rugged design cues that will feed your thirst for spontaneity and have you exploring beyond the city limits every chance you get.



Your V40 Cross Country might have a rugged profile, but it also has genuinely beautiful design flourishes such as the elegant rear light clusters.







## GOING EXPLORING? YOU'LL NEED SOME TOUGH EQUIPMENT.

If you've spent any serious time outdoors, you'll know how much you depend on robust, good quality equipment. That's what inspired us when we were designing the V40 Cross Country. To begin with, we raised the ground clearance, which, together with a higher chassis, gives you a more commanding view of the way ahead – which is useful both in town and when you're in the countryside.

Then we covered vulnerable areas with a durable black bodykit to protect the nose and tail from stone chips. Add to this some gorgeous styling touches such as the honeycomb front grille and the upright Daytime Running Lights and you have the best of contemporary Scandinavian Design, just with added attitude.

The rear skid plate provides the perfect finishing touch to your V40 Cross Country – it gives a strong visual clue to your Volvo's adventurous ability and it also offers extra protection when the going gets really tough.





## YOUR SURE-FOOTED PARTNER

Under the hood, this beauty is souped up with a robust D3 Diesel engine that endorses performance for all of your excursions and experiences. Churning a staggering 350 Nm torque with 150 HP, you're guaranteed a plush driving pleasure while being kept in good stead and firmly in control. The 2.0 litre five-cylinder turbo diesel is a distinguished demonstration in

dexterity and is a taskmaster when it comes to maintaining efficiency.

If you love driving you'll love our Corner Traction Control – which helps you avoid understeer by applying just the right amount of power and brake force to the inner and the outer wheels as you accelerate out of a corner. It's particularly handy if you're merging into fast moving traffic from a side road.





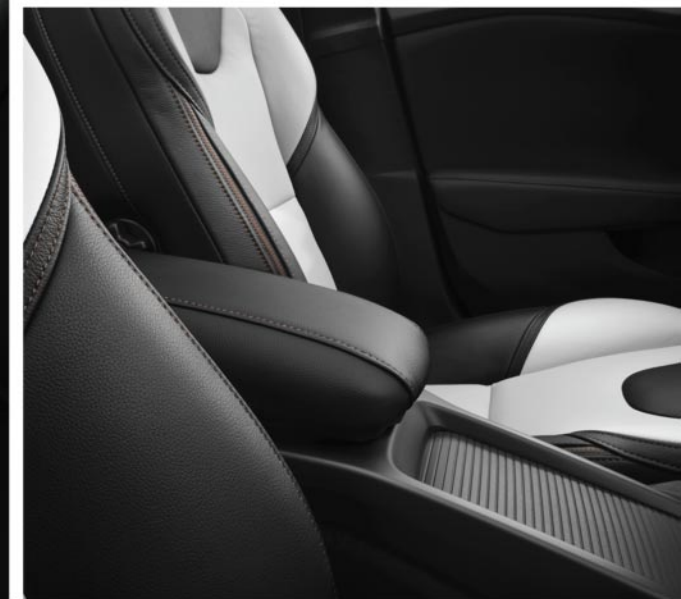
## OUTSIDE: MUD, RAIN, WIND INSIDE: TOTAL REFINEMENT

Your Volvo V40 Cross Country should be as personalised as the adventures you're going to enjoy in it. Our ergonomic seats have always been a Volvo strength – supportive enough to keep you feeling fresh after the longest journeys over the roughest roads. Now, for the V40 Cross

Country, you can choose from a variety of two-tone designs with accent stitching that really enhance the sporting feel of your car. Getting the light right is important in Scandinavian interior design, and it's the same in our cars – we offer Theatre Lighting which lets you choose your desired

interior ambience after dark from a selection of seven different modes. During the day, our fixed panoramic glass roof gives you and your passengers a superb sense of light and airiness inside your car. To maintain comfort on even the sunniest days, the tinted glass reduces infrared

radiation. And if there's too much sunshine, just close the sliding curtain with the touch of a button. Our illuminated gear shifter and frameless rear view mirror complete an interior that reminds you and your passengers that this is a superbly designed vehicle, every time you drive.





# WHICH V40 CROSS COUNTRY ARE YOU?

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ELEGANCE MODE



ECO MODE

The Adaptive Digital Display console, is a true expression of our philosophy. It uses an active TFT (Thin Film Transistor) crystal display to bring the driver personalized information. The TFT console sits beautifully in the centre that makes the whole experience intuitive and functioning a breeze. With changing dynamics of driving, the interactive dashboard changes colour matching the mode and assists you in maintaining optimization and not to mention the mood.

PERFORMANCE MODE



# OH YES. DID WE MENTION SAFETY?

## *INTELLISAFE*

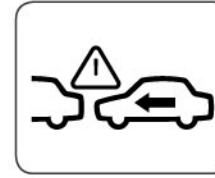
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In 1927 our founders, Assar Gabrielsson and Gustaf Larson, decided to make really strong cars that could cope with our rough country roads. But strength alone wasn't enough. They also had a vision: "Cars are driven by people," they said, "so the guiding principle behind everything we make at Volvo is – and must remain – safety." Now our goal is that, by 2020, nobody shall be seriously injured or killed in a new Volvo. We think our founders would have approved.

In order to help us achieve this goal, and in keeping with our philosophy of making your life easier, your V40 Cross Country has a whole suite of intuitive safety technologies inside it. They're there to support your daily driving, protecting you in the event of an accident and often preventing collisions in the first place. We call this IntelliSafe.

We know V40 Cross Country owners love driving, but in a world of busier and busier roads, you are constantly exposed to other people's mistakes. That's why IntelliSafe offers some really smart technologies such as City Safety.

And because you love driving, it's good to know that your V40 Cross Country comes equipped with other IntelliSafe technologies like Dynamic Stability and Traction Control (DSTC). If there's a risk of your car losing stability, DSTC applies just the right amount of brake force and reduces engine power as needed in order to prevent any skidding. You'll probably never notice a thing. But that's OK, we're just doing our job.



In town, City Safety is designed to prevent you from colliding with the car in front if it stops suddenly. This advanced IntelliSafe system works at speeds of up to 50 km/h and senses if you're about to collide with another car, then, if necessary, applies the brakes.





# STYLE YOUR V40 CROSS COUNTRY

## COMFORT ACCESSORIES



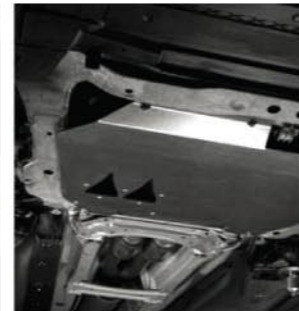
Rear Sunshade



Mudflaps Front & Rear



Skid Plate Rear with Towing Bar



Engine Protective Plate

## PACK & LOAD ACCESSORIES



Load Compartment Net Pocket



Cargo Compartment Mat - Textile/Plastic



Passenger Floor Mat - Textile



Illuminated Sill Moulding



Load Carrier



Bicycle Holder



Side Scuff Plate

## STYLING ACCESSORIES



Mefitis, 7.5x18\", Diamond Cut/ Matte Tech Black



Mefitis, 7.5x18\", Light Light Grey



Larenta, 7x17\", Glossy Tech Black



Larenta, 7x17\", Silver Bright



Geminus, 7x16\", Silver Stone

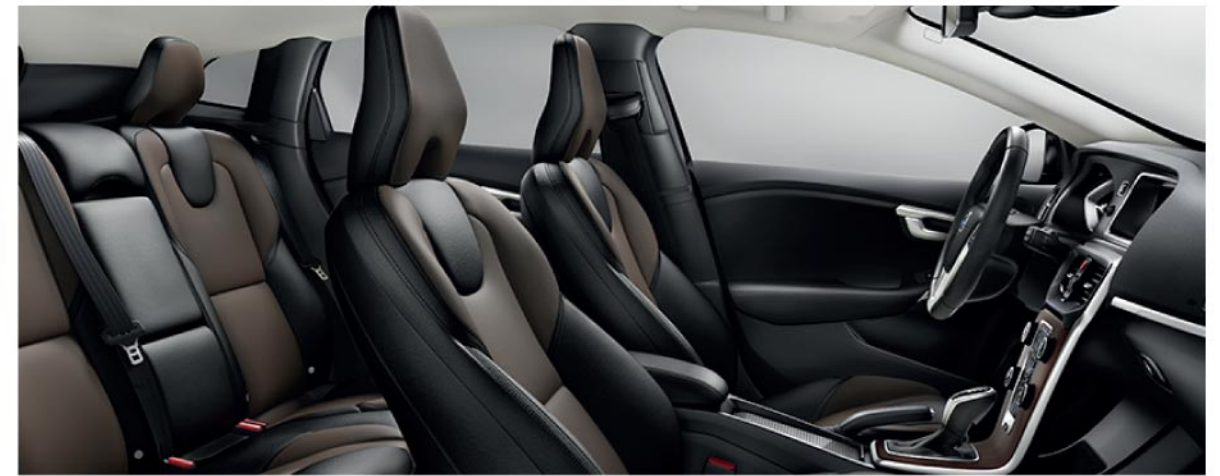




UPHOLSTERY



Leather, S100, Charcoal in Charcoal interior



Leather, S10N, Charcoal/Hazel Brown in Charcoal interior



Leather, S13F, Espresso Brown/Blond in Blond interior



707 Inscription Crystal White Pearl



612 Passion Red



452 Black Sapphire metallic



705 Biarritz Blue metallic



708 Raw Copper metallic



498 Caspian Blue metallic





# V40 Cross Country Specification

	T4 Momentum (Petrol)	D3 Inscription (Diesel)
<b>TECHNICAL DATA</b>		
Capacity (ccm)	1596	1984
Max output in Hp	180	150
Max torque in Nm	240	350
Ground clearance (mm)	145	145
<b>TRANSMISSION/ENGINE</b>		
Automatic 6-speed FWD	S	S
Speed limit (km/h)	210	200
<b>CLIMATE</b>		
Air Quality System	S	S
Electronic Climate Control	S	S
Pollen filter	S	S
IR reflective wind screen	S	S
Electrically heated rear window	S	S
Fixed panoramic sun roof	-	S
<b>LOCKING AND SECURITY SYSTEMS</b>		
Basic Alarm with Interior movement sensor	S	S
Key integrated remote control, central locking	S	S
Personal Car Communicator with Keyless Drive	S	S
Home safe lighting	S	S
Power child lock, rear doors	S	S
Inner lock button & diode, all doors	S	S
Global open/close doors	S	S
Auto up/down power windows, all doors	S	S
Tempered side windows	-	S
<b>INTERIOR</b>		
Leather seats	S	S
Power seat driver + memory for seat and ext. mirrors	S	S
Power seat passenger	-	S
Manual seat passenger	S	-
Heated front seats	-	S
Decor panel "copper dawn" or "dark aluminium"	-	S
Charcoal decor inlays	S	-
Leather steering wheel, with Decor inlays, 3 spoke	-	S
Leather gear shift knob	S	S
Leather handbrake	S	S
Drivers Information Module with 8" TFT	S	S
Compass	-	S
Chrome rings on audio and climate control knobs	S	S
Automatically dimmed inner mirror	S	S
Illuminated vanity mirror, driver & passenger	S	S
Sliding armrest, tunnel console	S	S
Carpet kit	S	S
Sun glass holder	S	S
Parking Ticket holder	S	S
Front cup holders in tunnel console	S	S
Storage in front doors & centre console	S	S

	T4 Momentum (Petrol)	D3 Inscription (Diesel)
<b>EXTERIOR</b>		
LED DRL lights	S	S
Heated and electrically adjustable outer mirrors	S	S
Retractable outside rear view mirrors	S	S
Roof spoiler, high performance optimised	S	S
Active bending lights	S	S
Dual headlights	S	S
Headlight washer system	S	S
Rear foglight auto-off	S	S
<b>SUPPORT SYSTEMS</b>		
Trip computer	S	S
Cruise control	-	S
Laser assisted automatic braking - City Safety (mode 2)	S	S
Park Assist Pilot + Park Assist, front & rear	-	S
Park Assist Rear	S	-
Electro power steering	S	S
Preparation for rear parking camera	S	-
Rear parking camera	-	S
Height/length adjustable steering wheel	S	S
Rain sensor	S	S
<b>SAFETY</b>		
2 step airbag, drivers/passenger side	S	S
SIPS airbags & Inflatable curtains	S	S
Whiplash protection, front seats	S	S
Seat belt reminder, front seats	S	S
Pyrotechnical pretensioners, front/rear	S	S
Cut-Off Switch Passenger Airbag	S	S
Knee airbag, driver side	S	S
Emergency Brake Assist, EBA	S	S
Emergency Brake Light, flashing	S	S
Intelligent Driver Information System	S	S
<b>AUDIO, NAVIGATION &amp; TELEMATICS</b>		
High Performance system	S	S
Single CD player	S	-
Single DVD player	-	S
AUX/USB/Bluetooth audio streaming	S	S
Audio buttons in steering wheel	S	S
Remote Control	-	S
<b>CHASSIS</b>		
Dynamic Chassis	S	S
Dynamic Stability Traction Control, DSTC	S	S
Advanced Stability Control	S	S
Antilock Brake System, ABS	S	S
Front brake discs 16"	S	S
<b>WHEELS</b>		
17" LARENTA Dark Glossy Grey	-	S
16" GEMINUS	S	-

Features & specifications will vary with different models & are subject to change without prior notice.



