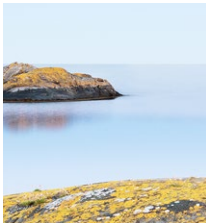




APRIL 2014
VOLVOCARS.CO.UK

VOLVO
V40





HELLO
PAGE 01



YOUR NEW CAR
PAGE 04



INSIDE YOUR CAR
PAGE 08



SENSUS
PAGE 12



INTELLISAFE
PAGE 14



DRIVE-E
PAGE 16



R-DESIGN
PAGE 18



VOLVO OCEAN RACE
PAGE 20



EXPRESS YOURSELF
PAGE 22



**PERSONALISE
YOUR INTERIOR**
PAGE 24



UPHOLSTERIES
PAGE 26



ALUMINIUM WHEELS
PAGE 28



ACCESSORIES
PAGE 30



**THE VOLVO
EXPERIENCE**
PAGE 36



COLOURS
COVER



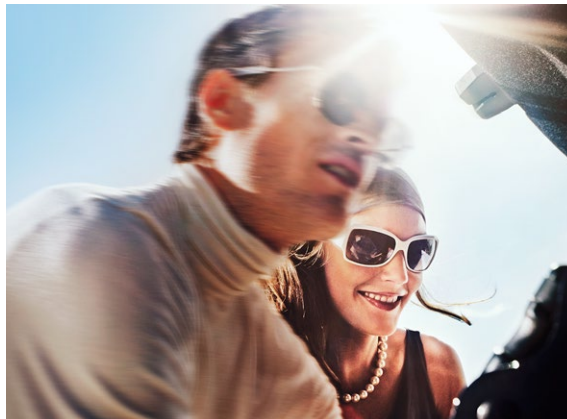
V40

HELLO

Read more at
volvocars.co.uk

01

WE'RE VOLVO. 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 86-year history. The three-point safety belt in your current car? That was our invention from 1959. And we hope that one day, every car will have a device to protect people on the outside of the car, like the Pedestrian Airbag we premiered in 2012. 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.



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 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.



V40

YOUR NEW CAR

Read more at
volvocars.co.uk

04

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 V40's clean, elegant lines are the embodiment of timeless Scandinavian design. Inside, the frameless rear-view mirror is a tribute to contemporary smartphone design.

TO SEE MORE OF THE V40'S ELEGANT DESIGN FEATURES, GO TO VOLVOCARS.CO.UK



“We know that Volvo drivers like to stand out from the crowd – but in a subtle, sophisticated way”, says Simon Lamarre, the V40’s exterior designer.

That’s why he and his team have 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 1960’s 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, whether you opt for our sporty Ixion rims or the eye-catching Alios wheels, which are available with Red, White or Lime Décor.

Of course, there’s more to the V40 than meets the eye. We’ve spent thousands of hours perfecting the V40’s chassis to give you an agile, fun driving experience, whether you zip through busy city streets, drive across twisty country roads 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. From the blisteringly powerful T5 turbo to our new, ultra-efficient D2, which emits just 88g CO₂/km, we have the perfect engine for you.



V40

INSIDE YOUR CAR

Read more at
volvocars.co.uk

08



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 V40's clean, luxurious interior is carefully designed to give centre stage to that which matters most – you.



YOUR HOME
AWAY FROM HOME.







V40

INSIDE YOUR CAR

Read more at
volvocars.co.uk

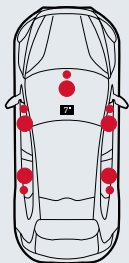
11

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 to the V40's lighting.

In the daytime, our optional fixed panoramic glass roof connects your drive with the sky above, making the V40's 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 V40's 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, we've given the V40 an illuminated gear shifter for the automatic version, further accenting the interior at night. And the beautiful Adaptive Digital 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 smart-phone design. In fact, we've put so much thought into the V40's 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 Adaptive Digital Display gives you three modes for displaying beautifully digitized information – Eco, Performance and Elegance.



FULL SONIC IMMERSION

At Volvo, we believe you should enjoy the very best audio experience. That's why we've designed our state-of-the-art Sensus Connect with Premium Sound by Harman Kardon®. Using 10 high-fidelity loudspeakers the amplifier is equipped with Dirac Live®, the next generation sound enhancement software. With an incredibly realistic stage sound as well as enhanced bass performance, this sound system provides an unparalleled aural experience for every passenger and connects easily with external media players.

READ MORE AT VOLVOCARS.CO.UK

Our beautifully designed, high-res colour display allows you to choose between three driving modes for your Adaptive Digital Display and centre screen – Elegance, Eco and Performance.



V40

SENSUS

Read more at
volvocars.co.uk

13

Volvo Sensus. You're in control, naturally.



Since you'll spend most of your time in the driver's seat of your Volvo, we've designed a gorgeous space around you. All of your controls are as easy to use and intuitive as possible. We call this approach to connecting you and your car with the world around you – Sensus.

Our beautiful Adaptive Digital Display is the latest expression of this philosophy. Not only does it give you all the information you need without overwhelming you with data, it also gives you three background modes to choose from – Elegance, Eco, and Performance. Best of all, the display modes sync with the 7-inch centre screen in your dashboard. As you adjust your display theme, the colour scheme of your centre screen changes with it.

And there's more: with our Sensus Connect solutions, you can convert the 7-inch screen in your dashboard into an internet-connected infotainment hub, giving you access to TuneIn internet radio with 100,000 stations worldwide as well as a range of useful and fun web-apps. Add Sensus Navigation, and you get instant access to worldwide maps. As part of our MapCare program, free map updates are included to guarantee you the latest available and up to date navigation experience. And with 3D-navigation finding your destination will be easier than ever. The Sensus experience is at its best when you bundle Sensus Connect and Sensus Navigation with Volvo On Call.

Volvo On Call gives you 3G-connection with excellent reception by making use of your car's integrated rooftop antenna, which means you can create a Wi-Fi hotspot for all of your internet-connected devices. Volvo On Call also includes our innovative smartphone app that you can use to remotely control your car. Whether you're still inside your home on a

cold morning, or at an airport on the other side of the planet, the Volvo On Call app will soon become your daily connection with your car: you'll use it to send an address to your navigation system, check your car's fuel level and location and much more.

But we wouldn't be true to our Swedish design values if we only created beautiful displays, screens and apps. True to our passion for sculpting physical objects, we've put the same amount of care into your Volvo's physical controls, such as our iconic floating centre stack with the



trademark 'manikin' climate control buttons. And after dark, our eye-catching illuminated gearshifter for automatic gearboxes adds a touch of atmosphere to your night drives.



V40

INTELLISAFE

Read more at
volvocars.co.uk

14

OH YES. DID WE MENTION SAFETY?

“Cars are driven by people,” they said, “so the guiding principle behind everything we make at Volvo is – and must remain – safety.”

In 1927 our founders, Assar Gabrielson 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 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 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, Collision Warning with Full Auto Brake and Pedestrian Detection as well as Cyclist Detection.

In a world-first, the V40 is even available with a Pedestrian Airbag. Should the worst happen and you collide with a pedestrian, it inflates to mitigate the impact, which can make a vital difference. It's another example of our commitment to keep all road users safe – whether there inside or outside a Volvo.

Small wonder, then, that the Volvo V40 achieved a five-star Euro NCAP rating as well as the 2012 Euro NCAP's Best in Class Cars Award in the tough Small Family Car group – with the best overall result ever recorded by the institute.

Can you see our radar? It's hidden away in the V40's grille but working hard to keep you and people outside the car safe. We call it Collision Warning with Full Auto Brake and Pedestrian Detection – you'll call it a safety breakthrough.



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 31 mph and senses if you're about to collide with another car, then, if necessary, applies the brakes.



We've further improved our Blind Spot Information System (BLIS). It now uses radar technology to alert you to vehicles closing up in your blind spot. There's also Cross Traffic Alert, which watches out for vehicles you can't see when you're reversing out of tight parking spaces.



Because we care about other road users just as much as you, Pedestrian Detection with Full Auto Brake watches out for people walking into your path and applies the brakes if you're unable to react in time.

WE THINK SUSTAINABLE
DRIVING IS EXCITING.
SO WILL YOU.





V40

DRIVE-E

Read more at
volvocars.co.uk

17

Drive-E is at the heart of every Volvo we make. It's our all-encompassing approach to sustainable driving, our innovative thinking behind a whole range of technologies that will give you more efficiency – and lower running costs – without compromising on a pleasurable drive.

Our Drive-E technological advances include reducing the friction within our engines and a host of aerodynamic improvements to help you get the maximum benefit from your engine and the fuel you put into your car. We employ Start/Stop technology, energy recovery systems and always strive to make our manufacturing processes more sustainable – all of the electricity for our factory in Sweden comes from clean, hydroelectric power. After all, environmentally-aware mobility is central to our philosophy of intelligent, thoughtful luxury.

Integral to this is the wide choice of powerful, efficient engines available for the V40, ranging from the ultra-efficient D2 diesel with CO₂ emissions of only 88g/km* to the T5 four-cylinder 2.0 litre 245 HP petrol option.

*Fuel consumption and CO₂-emissions figures apply to manual cars.

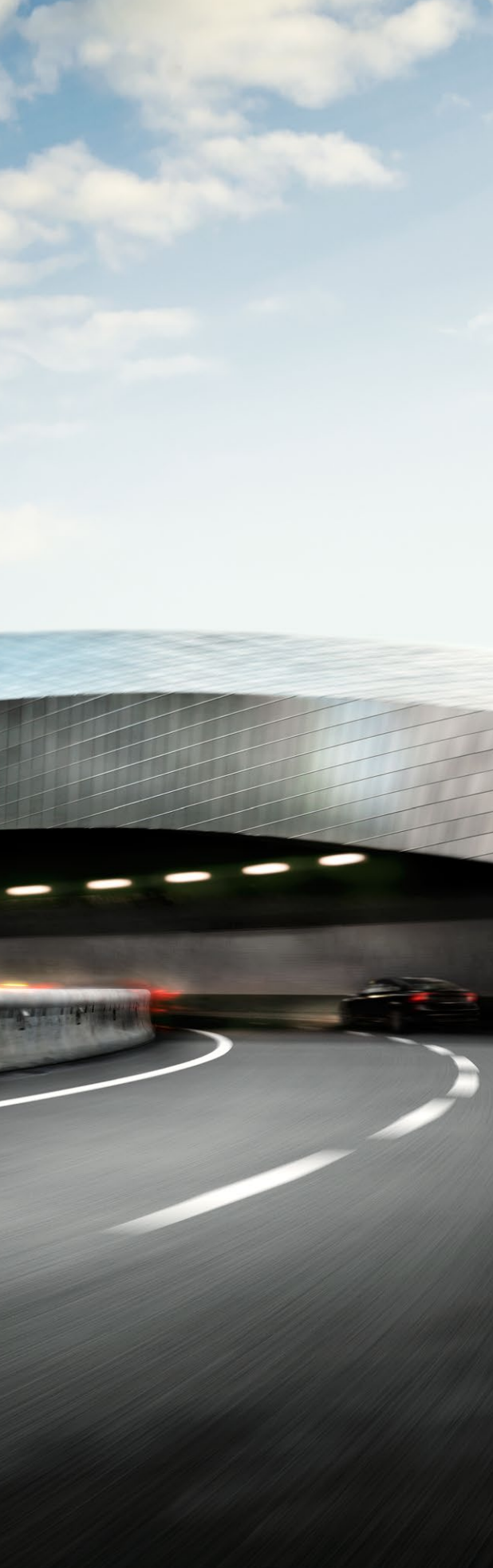
DRIVE-E

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.

Choose the optional lowered sport chassis and 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 petrol and diesel engines – including a powerful four-cylinder 245 HP petrol engine – so you'll never be short of power when you need it.





V40

R-DESIGN

Read more at
volvocars.co.uk

19

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 Nubuck textile and perforated leather, as well as an atmospheric black headliner. An illuminated soft touch gear shifter, our unique blue R-Design digital instrument cluster, and personalised interior LED lighting all add to the R-Design experience.



VOLVO OCEAN RACE
2014-15.

SHARE THE CHALLENGE AT
VOLVOOCEANRACE.COM





V40

VOLVO OCEAN RACE

Read more at
volvocars.co.uk

21

EXPERIENCE A HUMAN CHALLENGE. AT THE COMFORT OF A VOLVO.

*"To finish first,
first you must finish."*

Imagine a merciless 70,000 km trip across the oceans for nine months, to endure 10-meter waves, blistering 40 knots storms and unrelenting discomfort 24 hours a day. Living at the mercy of nature's powers, totally depending on your skills, your gear and your teammates. Facing the most extreme physical and psychological conditions, testing the human abilities to the limit. To constantly being thrown between hope and despair, knowing that a single error might wipe out years of preparation in an instant.

Well, we guess this is quite far away from your everyday life (unless you're a crew-member on any of the participating boats of the Volvo Ocean Race, of course). Good news is there's a way for you to share pieces of this epic race – even during the not-so-challenging commuter moments you're stucked somewhere between A and B.

As a tribute to the courageous men and women on-board the hi-tech Volvo Ocean



65 vessels, we created the Volvo V40 Ocean Race Edition – a V40 featuring some very special design elements to catch up the spirit of a very special human challenge.

You'll notice it already from the outside: the unique Ocean Blue II exterior colour, the specially-designed 17-inch Portunus wheels (named after the God of ports), the high-gloss black door mirror feet and the bright chrome window frames. And safely on-board, you and your crew will find yourselves surrounded by a meticulously crafted sporty-techy interior featuring details such as leather seats with contrasting orange stitching, a unique Volvo Ocean Race deco inlay and Volvo Ocean Race textile mats. So while you enjoy the all-road comfort of your Volvo, you'll be reminded of one of the most challenging adventures on the planet – the one around it.

WHICH V40 ARE YOU?

Congratulations, you've chosen a Volvo V40. When you've chosen your preferred engine, all you need to do is select the trim level that's right for you.





V40

EXPRESS YOURSELF

Read more at
volvocars.co.uk

23

ES

The comprehensive standard specification includes City Safety, Pedestrian Airbag, Passenger Airbag Cut Off Switch, Bluetooth®, High Performance audio with 5" colour display screen, DAB (Digital Audio Broadcasting) Radio, steering wheel remote controls, ECC (Electronic Climate Control), 16" alloy wheels, ESC (Electronic Stability Control), power windows, a leather steering wheel and gear knob and textile floor mats.

SE

The SE model adds Textile/T-Tec upholstery, aluminium trim, cruise control and front door tread plates on the inside, and is complemented by the autofolding power door mirrors with ground lights and chrome exterior trim on the outside.

SE LUX

The most luxurious version of the Volvo V40 offers leather-faced upholstery, 17" alloy wheels and LED day running lights as well as active bending xenon headlights with a headlight cleaning system.

R-DESIGN

The striking exterior lines are enhanced with a unique soft nose and grille with R-Design logo, 17" alloy wheels and silver matt door mirrors. The unique interior design is complemented with embossed Nubuck textile/leather upholstery, sports steering wheel and pedals, an 8" active TFT crystal driver's information display and R-Design aluminium trim.

R-DESIGN LUX

The Lux variant includes active bending xenon headlights with headlight cleaning system and rain sensor. Added features on the inside include embossed leather-faced sports upholstery, cruise control and rear theatre lighting.

VOLVO OCEAN RACE EDITION

The Volvo Ocean Race Edition includes 17" Portunus alloy wheels, Volvo Ocean Race emblem on front fender and unique tread plates. The interior is complemented with a Volvo Ocean Race logo on the front seats, unique floor mats, leather upholstery with a sailing inspired sporty look, unique inlay and a Volvo Ocean Race luggage mat.

NAV

All Volvo V40 Nav models include Sensus Connect* with High Performance sound with voice activated control, a 7" colour display screen, DVD player, internet and music browsing and a Sensus Navigation system. As well as full European mapping, lifetime map updates are included.

* A separate mobile data plan is required to enable online connectivity.



V40

PERSONALISE
YOUR INTERIOR

Read more at
volvocars.co.uk

24

Your V40 is your
home away from home.
Give it your signature.



Choose a V40 and you'll enjoy an elegantly designed, driver-oriented cabin as standard, with a superior finish in evidence everywhere you look. And so you can match your car with your personality even more, there is a whole range of gorgeous interior options at your disposal.

Our seats are available in textile, T-Tec/textile or leather upholstery. For our iconic "floating" centre stack, you have a choice of Shimmer Graphite aluminium or Charcoal.



FIND OUT MORE AT [VOLVOCARS.CO.UK](https://www.volvocars.co.uk)



Textile/T-Tec P500
Charcoal interior with Blond
headlining



Leather, P100
Charcoal interior with
Blond headlining



Leather, P10G
Charcoal interior with Blond seats
and headlining



V40

UPHOLSTERIES

Read more at
volvocars.co.uk

27

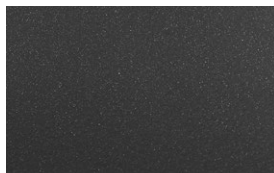
**R-Design Nubuck textile/
perforated leather, PR00**

Charcoal interior with
Charcoal headlining

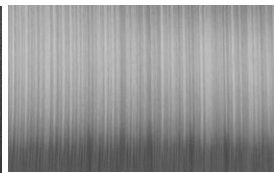


**R-Design Leather/
perforated leather, PZ00**

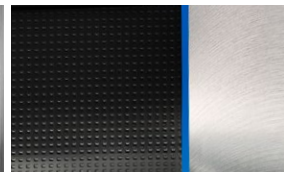
Charcoal interior with
Charcoal headlining



Charcoal



Shimmer Graphite aluminium



R-Design aluminium

A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT
VOLVOCARS.CO.UK/BUILDYOUROWN



Taranis, 7.5x18", Silver Bright



V40

ALUMINIUM WHEELS

Read more at
volvocars.co.uk

29



Artio, 8x19"
Diamond Cut/Matte Tech Black



Ailos, 7,5x18"
with White Décor



Ailos, 7,5x18"
with Red Décor



Ailos, 7,5x18"
with Lime Décor



Atreus, 7,5x18"
Diamond Cut/Dark Grey



Atreus, 7,5x18"
Diamond Cut/
Glossy Black and white



Ixion II, 7,5x18"
Diamond Cut/Matte Black



Medea, 7,5x18"
Split, Silver



Medusa, 7,5x18"
Silver



Midir, 7,5x18"
Diamond Cut/Glossy Black



Tamesis, 7,5x18"
Silver



Segomo, 7,5x17"
Grey



Freja, 7x17"
Diamond Cut/Matte Dark Grey



Freja, 7x17"
Diamond Cut/Light Light Grey



Ixion, 7x17"
Diamond Cut/Matte Tech Black



Mannan, 7x17"
Silver



Spider, 7x17"
Diamond Cut/Dark Grey



Matres, 7x16"
Silver





V40

ACCESSORIES

Read more at
volvocars.co.uk

31

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 that 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. The Ailos alloy wheels, 7.5x18", are available with White Décor, Lime Décor or Red Décor.

FIND MORE ACCESSORIES AT
VOLVOCARS.CO.UK/ACCESSORIES





V40

ACCESSORIES

Read more at
volvocars.co.uk

33

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.

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.

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

Exterior styling accessories. This car is equipped with side deflectors, rear deflectors and a sporty rear diffuser with double end pipes, roof spoiler and Ailos alloy wheels, 7.5x18" with Red Décor.

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



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT VOLVOCARS.CO.UK/COLLECTION





V40

Read more at
volvocars.co.uk

35



THE MOST CAREFREE
WAY TO OWN A CAR.
EVER.





V40

THE VOLVO
EXPERIENCE

Read more at
volvocars.co.uk

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 easiest way to own a car. Financing, insurance, servicing, changing tyres – those aspects of having a car that you might not find very interesting are exactly the ones we love to make easier and better for you. That's why your Volvo 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.

And that's not all. We've also brought our Designed Around You philosophy to the way we service and repair your car. With every service we provide you Volvo Service Promise. Six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance Plan
- Service Plan

VOLVO SERVICE PROMISE

- Volvo Service Promise
- Software updates
- Personal Service Contact
- Rental cars
- Tyre services

IF SOMETHING HAPPENS

- Volvo Assistance
- Repairs
- Volvo Glass Services
- Car Climate Services
- Volvo Accident Assistance

MY VOLVO

My Volvo is a personalised website designed to make everything about your car ownership as convenient and rewarding as possible. It gives you:

- A clear overview of your car ownership
- Personalised offers
- Relevant news and updates
- Direct access to your Volvo dealer
- Online service booking
- Useful information about driving and caring for your car
- Interesting articles and videos from the world of Volvo

CONNECTED SERVICE BOOKING

Forget about your car service. Your Volvo remembers it for you.

No other car makes it so simple for you. With Connected Service Booking, which is available with Sensus Connect, your Volvo reminds you when it needs servicing. When the time comes to drive to your workshop, your Volvo will even guide you there using sat nav – you don't have to do anything. And since your Volvo tells us what it needs, we can make sure that it gets exactly the right maintenance when it gets there. Of course, you can also manage your bookings yourself, if you prefer. You can either do this when you're in the car or online using your My Volvo – your personalised website designed to make everything about your car ownership as convenient and rewarding as possible.

FIND OUT MORE AT **VOLVOCARS.CO.UK**



614 Ice White
(Also available for R-Design)



707 Inscription Crystal White Pearl
(Sparkling metallic, shifts from white to shimmering warm yellow-white effect depending on light and viewing angle)
(Also available for Volvo Ocean Race edition)



477 Inscription Electric Silver metallic
(Sparkling metallic, shifts from silver to blue effect depending on light and viewing angle)
(Also available for R-Design)



713 Power Blue metallic



498 Caspian Blue metallic
(Also available for R-Design)



019 Black Stone



708 Raw Copper metallic



702 Flamenco Red metallic

N.B Some information may have been updated since this brochure was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice to prices, colour, materials, specifications and models.



V40

COLOURS

Read more at
volvocars.co.uk



711 Bright Silver metallic
(Also available for R-Design and Volvo Ocean Race edition)



710 Misty Blue metallic



619 Rebel Blue
(Only available for R-Design)



706 Ocean Blue II metallic
(Only available for Volvo Ocean Race edition)



452 Black Sapphire metallic
(Also available for R-Design and Volvo Ocean Race edition)



714 Osmium Grey metallic
(Also available for R-Design)



612 Passion Red
(Also available for R-Design)

FIND OUT MORE AT VOLVOCARS.CO.UK

Please note: It's not possible to reproduce exact original shades in printed matter or on screen. Please ask your dealer to show you samples.

Official fuel consumption for the Volvo V40 range in MPG (l/100km):

Urban 25.0 (11.3) – 74.3 (3.8), Extra Urban 47.1 (6.0) – 91.1 (3.1),
Combined 35.8 (7.9) – 83.1 (3.4). CO₂ Emissions 185 – 88g/km.
MPG figures are obtained from laboratory testing intended for
comparisons between vehicles and may not reflect real driving results.



V O L V O