



THE NEW
VOLVO V40
& V40 CROSS COUNTRY

INNOVATION FOR PEOPLE

Made by Sweden.

At Volvo Cars, we continuously innovate in order to make your life better. Every car, every technology and every design is the result of a clear vision – to put people at the heart of everything we do. It's a vision that has driven us from the start, one informed by Sweden, a country which values people as individuals and where conventions are challenged. It's a culture with a rich design heritage and a unique way of looking at the world.

This vision has inspired us to create the likes of the three-point safety belt and side-impact airbags – inventions that have saved lives and changed automotive history. And with our new generation of models we continue with this tradition.

Scandinavian design combines with modern Swedish luxury to enrich your experience. Intuitive technology makes life less complicated and keeps you connected with the world, while the latest Drive-E powertrains balance responsive power with class-leading efficiency. And our IntelliSafe innovations support you while you are driving, helping to prevent accidents and protecting you if one occurs. They make every journey safer, more comfortable and enjoyable.

We understand what's important to people. It forms the basis of all the innovations which we create. Innovations that improve lives.

At Volvo Cars we design our cars around you.

Contents

EXTERIOR DESIGN | 04

INTELLISAFE | 18

YOUR CHOICE | 30

THE VOLVO
EXPERIENCE | 72

INTERIOR DESIGN | 08

DRIVE-E | 24

TRIM LEVELS | 32

SENSUS | 12

CHASSIS | 28

ACCESSORIES | 64







The Volvo V40 has been designed to express your individualism. A car that goes beyond the everyday. Scandinavian design heritage makes the V40 the individual's choice, and it doesn't need to shout to be noticed.

That's because it's a Volvo. Everything we know has gone into creating the V40, a Volvo built for the city and designed to fit seamlessly into lives that demand more. It is compact and nimble, but feels like a much larger car inside. The wide shoulder line sweeps back and up from the headlamps into the rear door, giving the car a strong, planted look. And inside, you're surrounded by beautiful materials in a cabin designed for comfort and light.

Clean, contemporary lines and a powerful, sporting character make the V40 a car to be enjoyed, every day.

"This is a compact Volvo that makes a big impression."

DISTINCTIVELY VOLVO

Designed for life.

With its V-shaped bonnet and strong shoulders that stretch from just behind the headlamps, the new Volvo V40 cuts an imposing figure on the road and at the kerbside. Its distinctive Scandinavian design reflects your individuality, while its dynamic nature is made clear by the car's sporty character. With LED headlights that share

the same striking design as the new XC90 you have a compact Volvo that makes a big impression.

To match those striking LED headlights, four new front grilles with either chrome or black gloss bars depending on trim level, further emphasise the car's dynamic intentions and modern, stylish look. There

are also plenty of colours to choose from, including new Volvo colours Amazon Blue and Denim Blue.

Add an extensive range of alloy wheels with new designs, and you can now personalise your V40 like never before.

GRANOLOA

MILKSHAKES
ISCREME
SMOOTHIES
FRISKPRESSEDE
SAFTER M.M.

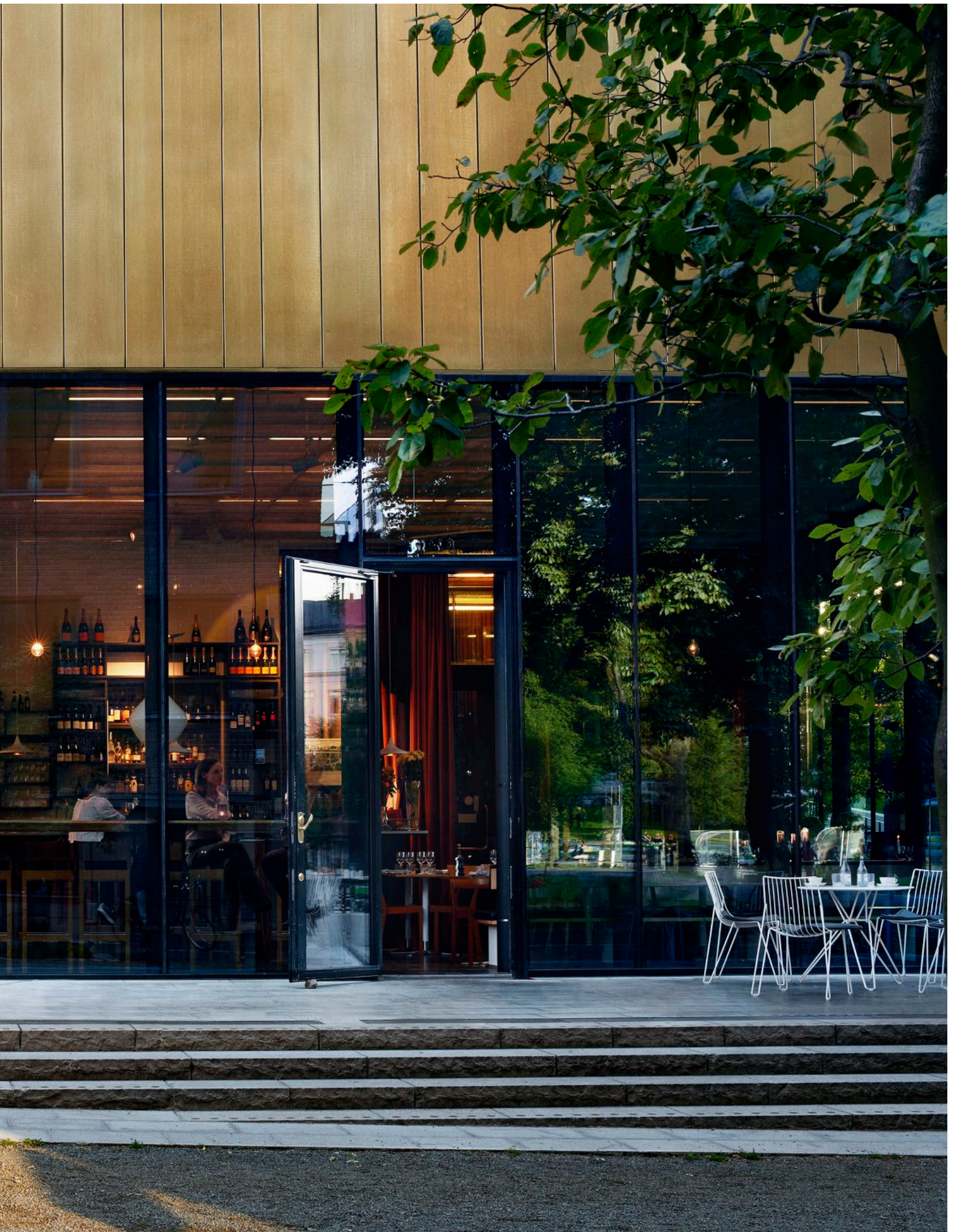
VELSMAGENDE
SAND &
LEKANDRE



We built the V40 to offer an agile drive without compromising its subtle nature. It's everything you expect from Volvo in a package perfectly suited to life in the city and beyond. The athletic body clothes an equally athletic chassis, packed with technology to make your life easier and powered by a range of responsive and efficient powertrains.

Involving and refined, our Drive-E powertrains are designed to give you power without compromise, reducing fuel consumption and increasing control. The chassis, tuned to deliver the ideal balance between comfort and response, is the ideal complement. From a city drive to a weekend away, every journey you make in the V40 is one to be enjoyed. It's the perfect companion for your life.





TAKE YOUR HOME WITH YOU

The best of Scandinavian design.

The V40 is inspired by the all of the things that make a Swedish home so welcoming – comfort, light and the best of natural materials and craftsmanship.

From the moment you open the door you are welcomed by a cabin full of light and space. A place where you are surrounded by innovation and designed to ensure that you enjoy every journey.

Craftsmanship is a crucial element in Volvo Cars' design and it is reflected in the

way we use materials in the V40. Fine-quality leather with beautiful stitching adds detail without cluttering the overall effect.

By making the most of natural light and softly illuminating the cabin we've completed the picture. This is an interior that will leave you feeling relaxed and soothed. It's your home away from home.





The interior of the Volvo V40 is a special place. It mixes contemporary Scandinavian design with Volvo comfort and ergonomic excellence.

FIND OUT MORE AT VOLVOCARS.CO.UK

City Weave, Sports Uni/Textile/T-Tec P92G | Black Grid Aluminium



“You’re welcomed by a bright, airy interior. Even the rear-view mirror, with its frameless design, contributes to the feeling of light and space.”

Travel in style and comfort.

Step inside and experience a distinctive, modern interior, mixing the best of Scandinavian design with Volvo Cars’ renowned comfort.

It starts with the seats. Sculpted seat bolsters support and surround you, wherever you are sitting. Rear passengers also benefit from the option of heated seats.

Natural light is a Volvo Cars’ obsession – it makes people happy, and the V40 makes the most of all the natural light available. You’re welcomed by a bright, airy interior and

a feeling of space that can be enhanced by the optional full-length panoramic glass roof. Even the rear-view mirror, with its frameless design, contributes to the overall feeling of light and space.

When the night falls the optional adjustable cabin lighting allows you to select one of the seven colour modes to your mood. The illuminated gear selector adds depth, lighting up the shift pattern.

It’s beautiful but the cabin is also practical. We’ve made sure that you always have places

to store the items that can clutter a car interior. There’s a pen holder, a sunglasses compartment (both accessories) and a drained compartment for the ice scraper. Shopping won’t end up rolling around the boot floor because the built-in hooks stop your bags from falling over. Fragile and unstable objects stay safe, supported by the optional load organiser which divides up the boot floor into compartments. And the V40 goes further to enhance your wellbeing.



*“Because everything we do is designed around you,
Sensus’ intuitive interface will have you online in seconds.”*

SENSUS

Stay connected, wherever you go.

Stay online when you're on the road with Sensus Connect, our technology that connects you and your Volvo to the rest of the world. Because everything we do is designed around you, Sensus' intuitive interface will have you online in seconds*.

The optional Sensus Connect is at the heart of your online world, turning the V40 into an internet-connected infotainment

hub at the touch of a button. Voice control allows you to operate Sensus Connect without having to take your eyes off the road or your hands from the wheel. Call up music, find a radio station or have texts from your phone read to you as you drive.

Connect your devices to the web using Volvo On Call which turns your V40 into a wi-fi hotspot. You'll benefit from stable,

reliable reception because your data connection comes through the car's aerial.

It's all part of the Sensus experience – one that enriches every moment that you spend in your Volvo.

*A mobile data plan is required to enable online access and connectivity

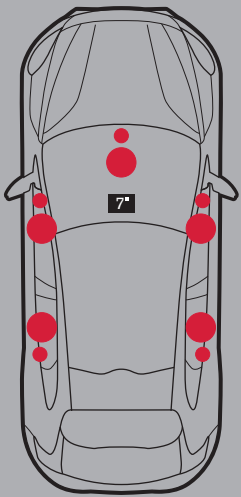
Sounds amazing, wherever you are heading.

Giving you the best listening experience whichever seat you are in, the V40 is available with Premium Sound by Harman Kardon, makers of high quality audio equipment. With up to 10 speakers and advanced sound enhancement software you will enjoy the highest quality, every time.

You also get a huge choice of streamed music and access to your favourite radio stations with Sensus Connect's range of entertainment apps. Connect your devices

to the V40 and listen to your own music collection at any time.

Sensus Connect also helps you find your way simply and efficiently with its intuitive navigation technology, as well as offering you apps that help find parking spaces and petrol stations. It will even share your location with your friends. And you will never suffer from outdated mapping as Sensus Navigation includes free map updates.



The perfect sound for a perfect ride. When driving a Volvo you'll experience how design, materials, colours and sound appeal to all your senses, with you at the centre. That's why we at Volvo Cars and the engineers at Harman Kardon worked so closely to create a tailor-made sound system for your V40: Premium Sound by Harman Kardon. The 10 Premium Sound loudspeakers together with the ample power of a 5x130W digital amplifier and advanced sound processing technology provide a brilliant, authentic

sound wherever you're seated – we've even adapted the door design to enhance your listening experience. The result is a rich sound with crystal clear highs, powerful bass and low-distortion midranges that remain reliably rich and consistently smooth even at the deepest of frequencies – always with focus on the soul of music. As well as this high-end package there is also our High Performance sound system, which delivers a crisp, natural sound at a quality that's rare in their respective class.



SENSUS



Intuitive control. The optional Sensus Connect gives you a wide range of apps and functions that connect you with the world around you and make it easier to interact with your V40 and its functions. And by adding Sensus Navigation, you'll have instant access to integrated route guidance. Want to plan your journey remotely in the comfort of your home or office? Just use your smartphone, tablet or laptop, and the destinations will be set when you get into your Volvo (requires Volvo on Call).

FIND OUT MORE AT VOLVOCARS.CO.UK

Experience a world where you are always connected to your Volvo with the Volvo On Call phone app.

Using your smartphone's GPS, it will help find your Volvo in a crowded car park, sounding its horn and flashing its indicators to let you know where it is.

Volvo On Call will also lock and unlock your vehicle remotely, as well as informing you of your car's fuel level, logs journey data and tells you when your V40 is due a service.

It's another way that Volvo Cars applies human-centric innovations to improve your everyday life.

R-Design | 720 Bursting Blue metallic |
18" Ixion IV Matt Black/Diamond Cut



SENSUS



Light up the dark. Driving in the dark just became a lot more enjoyable and safe. Our LED headlights have an especially wide and long light pattern, while the optional Active High Beam takes care of dipping the lights for you. So you get better illumination and will never dazzle other road users.

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

T5 | R-Design | 720 Bursting Blue metallic | 18" Ixion IV



“IntelliSafe keeps you informed and alert so that you can concentrate on the road ahead.”

INTELLISAFE

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

Keeping you safe is our guiding principle, so every Volvo comes with preventive and protective technology. We call this approach IntelliSafe. It's designed to help us achieve our goal that by 2020, nobody will be killed or seriously injured in a new Volvo.

A key feature of Intellisafe is our Adaptive Cruise Control with queue assist (queue assist only available for automatics). It keeps the car a set distance from the vehicle in front, maintaining a constant speed to relieve you of some of the stress of driving in heavy traffic.

But at Volvo Cars we also consider other road users, too. City Safety keeps an eye on the road ahead and automatically brakes if it detects that a collision with the vehicle in front is imminent. And our optional collision avoidance technology with full autobrake

and Adaptive Cruise Control goes further than that – it can also identify cyclists and pedestrians at risk too and warn you. If you don't react to its warning, it will apply the brakes to avoid or mitigate the impact of a collision.

Should a collision happen then the airbags protect not only the car's occupants but those outside the car too. There are driver and passenger airbags, inflatable curtains for front and rear seats and a knee airbag for the driver. Your Volvo also helps save the lives of pedestrians with an exterior airbag that inflates on impact.

Our safety technology makes driving easier. Adaptive Cruise Control keeps you at a set speed and distance from the car in front on highways or in slow-moving traffic. It keeps you informed and alert so that you can

concentrate on the road ahead. The BLIS™ System warns you of fast-moving vehicles approaching in your blind spot from behind and either side while Road Sign Information reads signs and shows speed limits on the driver display.

Driving at night is safer and easier than ever before with LED headlights for clearer vision and brighter light, and active high beam to automatically dip the lights for oncoming traffic. Electronic stability control helps to keep the V40 stable and connected to the road so you can drive safely and with confidence, even when conditions are less than perfect.

And you and your passengers are protected by an ultra-strong steel cage – the hidden strength at the heart of your Volvo.



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 collision and works at speeds of up to 31mph – an accident can be avoided at a speed difference of up to 9mph to the vehicle in front.

Adaptive Cruise Control with queue assist (queue assist only available for automatics) keeps your vehicle at a set speed and distance from the car in front, even in slow-moving traffic. Your V40 acts as a second pair of eyes with its ability to see pedestrians and cyclists on the road ahead. It will warn you if they are on a collision course with your Volvo and, if you don't respond in time, it will even brake for you.

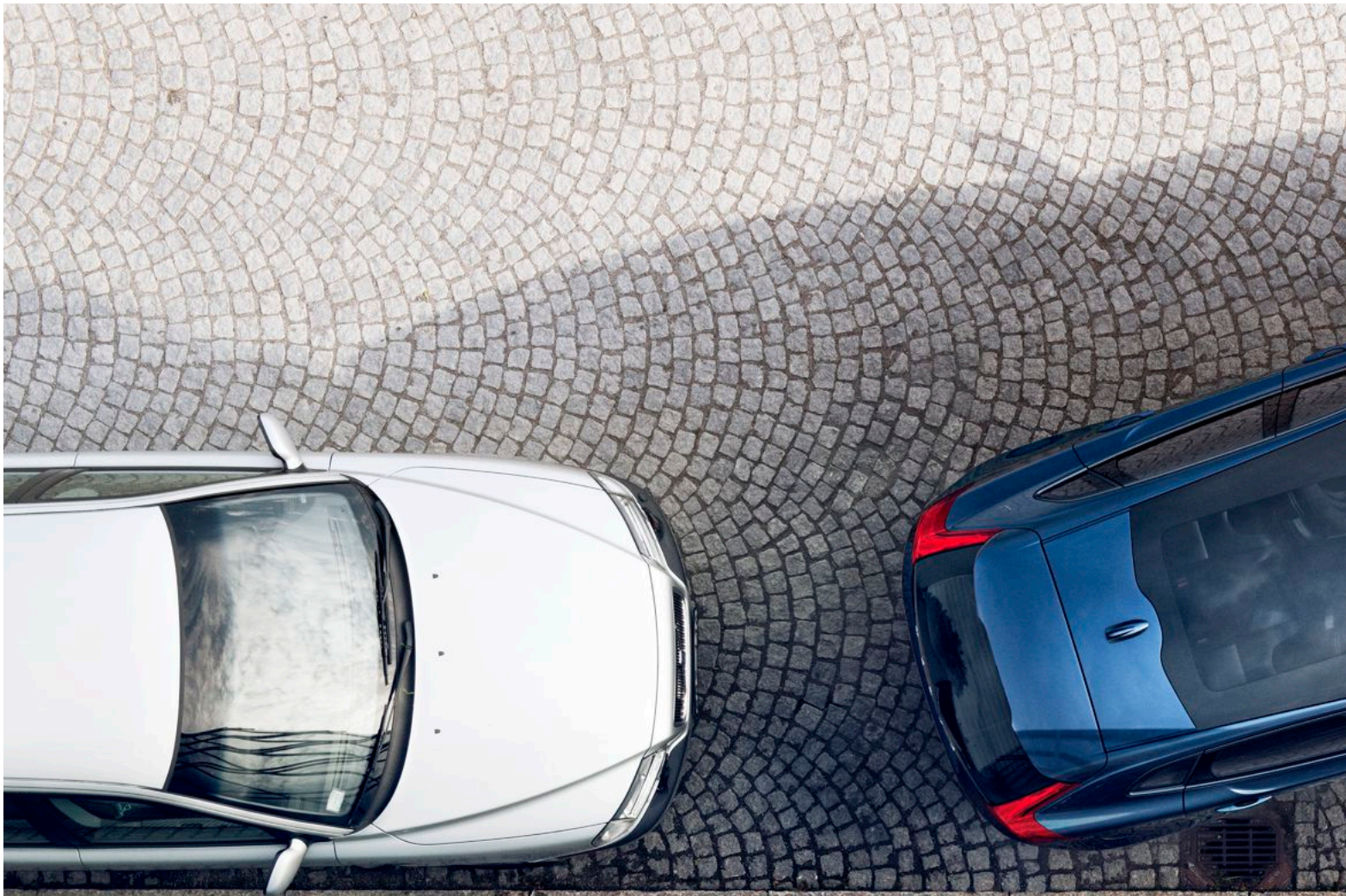
You can keep your eyes on the road and let our BLIS™ System keep an eye on your surroundings. Radar keeps constant watch and alerts you if a vehicle enters your blind spot. And on the move you'll know when it's safe to pull out into the next lane on a motorway because your Volvo will warn you of any fast-moving vehicles approaching from behind.

READ MORE AT VOLVOCARS.CO.UK

Momentum | 621 Amazon Blue | 18" Narvi

INTELLISAFE





Perfect parking, every time. The optional Park Assist Pilot is like having someone park your car for you. It tells you if a parallel parking spot is the right size for your V40 and then takes over the steering to slot it in.

For parallel parking it requires a space just 1.2 times the length of your V40, so it can tackle even the tightest of spaces. All you do is put your V40 in gear, brake according to the screen prompts and the car will steer itself into the space. If you want to park yourself, the park assist camera and front and rear sensors will help you fit into the space with confidence.

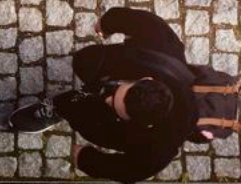
We're even watching out for you when you're reversing out of a space. The optional Cross Traffic Alert can spot vehicles approaching behind your Volvo at a distance of up to 30 metres, and warn you of cyclists and pedestrians at shorter distances.

READ MORE AT VOLVOCARS.CO.UK

T5 | R-Design | 720 Bursting Blue metallic



INTELLISAFE





"No-compromise efficient power gives you the performance you desire while reducing your costs and environmental impact."

DRIVE-E

Enjoying more. Using less.

Every journey you make in a V40 will be fun. Our Drive-E powertrains strike the perfect balance between performance and fuel economy, so you never have to compromise.

You get responsive, on-demand power with low fuel consumption from our technically-advanced petrol and diesel powertrains. They provide performance, power and efficiency in equal measure. And because our engines are more compact, they allow us to design cars with more space for you and your passengers.

This performance and efficiency comes as standard on every Volvo. Precise manual transmissions and our six- and eight-speed automatic gearboxes make the most of each engine's potential. Designed to minimise power loss and maximise performance, the gearbox will always select the right gear for whatever is coming next.

Drive-E includes technology like Start/Stop and engine coasting to make your

Volvo even more efficient. Both are standard on all our cars, operating seamlessly within your car's drivetrain.

Start/Stop cuts the engine when you come to a halt and instantly restarts it when you move off. You drive as normal and your Volvo does the rest, helping to save fuel and cut emissions. The coast function disconnects the engine from the automatic transmission when you release the accelerator at speeds above 40mph so it isn't being used to slow the car.

Our powertrains will operate at peak efficiency for years so you will continue benefitting from the low consumption and superior performance. The intelligent electronics self adjust to make sure the engine always stays in tune.

At Volvo Cars, by looking to the future we enhance your life today. Drive-E brings together advanced technologies to create a better world.

DRIVE-E



“Our advanced powertrains mean you can enjoy driving without sacrificing efficiency.”



The no-compromise drive.

Every V40 engine is a Drive-E powertrain, so every V40 gives you responsive power with low fuel consumption and emissions. Our advanced powertrains mean you can enjoy driving without sacrificing efficiency.

The V40 has a powertrain for everyone, from the ultra-efficient D2 to the powerful T5. These light, compact four-cylinder engines use low-friction technology to make every drop of fuel work harder and go further, so a full tank lasts longer and has less impact on the environment.

Drive-E is about more than powertrains. We've applied the no-compromise principles to our transmissions, too. Our six- and eight-speed transmissions are perfectly matched

to the engines, while helping to maintain excellent fuel economy and refinement.

Ground-breaking technology makes our diesels quiet and smooth ensuring that journeys are relaxed and enjoyable. Our innovative i-ART injection technology measures precisely the right amount of fuel for each cylinder, making the engine run more efficiently. Every V40 diesel, from the 120hp D2 to 190hp D4, uses i-ART, so you always benefit from a refined, frugal experience.

With their spontaneous response from the moment you pull away our petrol powertrains will always give you the performance you need, when you need

it. Advanced turbocharging means our compact engines pack a powerful punch. We apply this principle to all of our powertrains, from the 122hp T2 to the 245hp T5.

To make your V40 even more responsive, turn to Polestar. Our in-house performance experts increase power and responsiveness to enhance the V40's balance and dynamism. Overtake with extra confidence or accelerate faster onto highways with increased mid-range performance. Feel how the engine reacts more quickly thanks to the faster throttle response and gear shifts.

And as all Polestar modifications are approved by Volvo Cars, your warranty remains valid.



Agility on demand.

We developed the V40 to involve and entertain every time you drive it with a chassis that delivers a taut, crisp driving experience. On your favourite roads the V40 rewards you with precision and refinement.

The standard chassis perfectly balances refined comfort with excellent handling. And if you seek an enhanced response from your car then the Sport chassis delivers it by lowering the car by 10mm and adding firmer suspension.

Corner Traction Control, standard on the V40, makes cornering smoother and safer. It brakes the inner wheel allowing power to be transferred to the outer wheel, helping the car avoid understeer. Staying in control is even easier with our optional steering wheel-mounted paddleshifts.

The direct and accurate steering allows you to make the most of the car's agile nature. Optional speed-dependent steering, with three modes, adapts the steering to

your needs – Low for manoeuvring, Medium for driving at higher speeds and High for more feel on faster roads.

From behind the wheel the optional three-mode Driver Display keeps you informed and matches your driving style. Elegance is cool and clean. Eco's economy gauge helps you reduce fuel consumption. Select Performance and the illumination changes to red, the speedometer becomes a rev counter and a power gauge appears.

Riding 40mm higher than the standard V40, the Cross Country is a rugged all-roader with the option of all-wheel drive. With all-wheel drive hill descent control allows the Cross Country to tackle downhill gradients by taking over acceleration and braking. This keeps the speed to a minimum and avoids the car sliding, while Hill Start Assist makes moving off on hills easy and safe.

Wherever you go and however you drive, the V40 makes every journey fun.



FREEDOM OF CHOICE, YOUR CHOICE



In a Volvo, you can enjoy the finer aspects of freedom. Such as the freedom to explore new roads, the freedom to enjoy the experience and – not least – the freedom to create a car that matches your style and personality. Choosing a Volvo is more than a statement of your personality and individual style. It's about knowing what's most important in life and going in that direction. To show a greater care for people and the world we share, and never compromise with design and quality. To

choose a car that's more human-centric, more intuitive and more efficient – simply much of what empowers you to live a rich, authentic life.

To ensure you get your new Volvo V40 or V40 Cross Country exactly as you want it, we have created a wide range of options, trim levels and personal expressions. Even if your V40 or V40 Cross Country is generously equipped already in the Momentum trim level. Maybe you want to indulge yourself with the finest in Swedish craftsmanship

and refinement. Then you'll feel at home with V40 Inscription or V40 Cross Country. Or if you're in for a more sporty style inside and out for your V40: why not take a look at R-Design? Whatever you prefer, you can rest assured there's a Volvo V40 or V40 Cross Country for you. Read on, and see what your new V40 will look like. And in case you already know it is the V40 Cross Country that best befits your adventurous lifestyle, you can go directly to page 56.

Volvo V40 Cross Country

Volvo V40 Momentum

Volvo V40 R-Design

Volvo V40 Inscription





THE RIGHT EQUIPMENT FOR YOUR DRIVE

Choosing a Volvo V40 is the easy part. And now all you need to do is select the equipment level that's right for you. Already the equipment level Momentum will provide you with a high level of technology that will meet high demands on style, comfort and safety.

The 16-inch wheels in distinctive Diamond Cut-design and LED daytime

running lights will add to the exclusiveness and road presence of your V40, while the sporty elegant Textile/T-Tec upholstery and aluminium decor inlays together with Silk Metal detailing complement the interior ambience. With Momentum, you can also enjoy the driver convenience with steering wheel integrated audio controls and power

retractable door mirrors. And for your rear seat passengers, considerate features such as an armrest and smartly integrated cup holders will add to their long distance comfort.

V40 MOMENTUM

Includes:

Dual Zone Electronic Climate Control | Bluetooth® | LED Headlamps with T-shaped DRL | 3-point safety belts on all 5 seats with belt reminder | Airbag, driver & passenger side | City safety | Corner Traction Control (CTC) | Cup holders in tunnel console | Electronic Stability Control (ESC) | First AID KIT | Hard load cover | Illuminated vanity mirror driver & passenger side | Immobiliser | Inflatable Curtains | Knee bag, driver side | Outer temperature gauge | Pedestrian Airbag | Remote Control central locking | Sensus infotainment system with 5" colour screen in the centre stack and High Performance audio system with CD player and AUX-input | Side impact airbags integrated in the front seats | Trip computer | Tyre Pressure Monitoring System (TPMS) | Tyre sealant kit | WHIPS™ (whiplash protection integrated in the front seats) | 16" Markeb Diamond Cut alloy wheels | Armrest rear | Audio controls in the steering wheels | Cup holders rear | Power retractable rear-view mirrors | Steering wheel with deco inlays | Textile/T-Tec upholstery | Tread plates front

We created our equipment level Momentum to optimise your value and comfort already from the start. The V40 Momentum features our world famous ergonomic seats in elegant, high quality Charcoal textile/T-tec and Black Grid Aluminium decor inlay in the centre stack. Textile mats add an extra touch of luxury. The leather-clad steering wheel, gear knob and handbrake feel good to the grip, while the analogue driver display with a large centre instrument gives you instant and intuitive information. A gearshift indicator for manual transmission and an Eco meter support you to drive in the most fuel efficient way. Via the 5-inch high definition centre display you intuitively control most of the functions of your V40. And of course: you get

our world-leading IntelliSafe technologies including the award-winning City Safety collision avoidance technology, Pedestrian Airbag and advanced Electronic Stability Control already as standard.

The 16-inch Markeb alloy wheels in eye-catching Diamond Cut design give your V40 a more distinct road presence. Our new generation signature design T-shaped LED headlights offer brighter illumination. Open the door, and aluminium tread plates welcome you inside the V40 Momentum. You and your passengers will enjoy the supportive comfort from ergonomic seats with contemporary Textile/T-Tec upholstery. The Black Grid Aluminium Inlay together with stylish Silk Metal detailing in the

leather-clad steering wheel and gear knob add an extra touch of sporty luxury. The integrated steering wheel buttons allow you to intuitively control the audio system and cruise control. An optional rain sensor automatically activates the wipers when needed and adapts their speed, while the optional auto-dimming rear-view mirror makes driving in the night more comfortable.

And especially for your rear seat passengers, a foldable armrest and cup holders integrated in front of the middle rear seat cushion will enhance their experience during long journeys. When not needed, the cup holders are hidden into the rear seat cushion.



Providing a wide range of exterior colours and wheels, the Volvo V40 allows you to create a car that's really you. The Momentum comes with 16" alloy wheels, or you can upgrade the appearance with larger 17-inch or 18-inch wheels. The exterior colour you choose has a dramatic impact on the personality of your V40. Available in different variations, each colour imbues your Volvo with a sense of modern Scandinavian design.



Tamesis, 7.5x18"
Silver Bright
Optional



Narvi, 7x18"
Black/Diamond Cut
Optional



Segomo, 7.5x17"
Grey
Optional



Spider, 7x17"
Dark Grey/Diamond Cut
Optional



Markeb, 7x16"
Black/Diamond Cut
Standard Momentum



614
Ice White



707
Inscription Crystal White pearl



711
Bright Silver metallic



477
Inscription Electric Silver metallic



621
Amazon Blue



721
Mussel Blue metallic



723
Denim Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



019
Black Stone



708
Raw Copper metallic



719
Luminous Sand metallic



702
Flamenco Red metallic



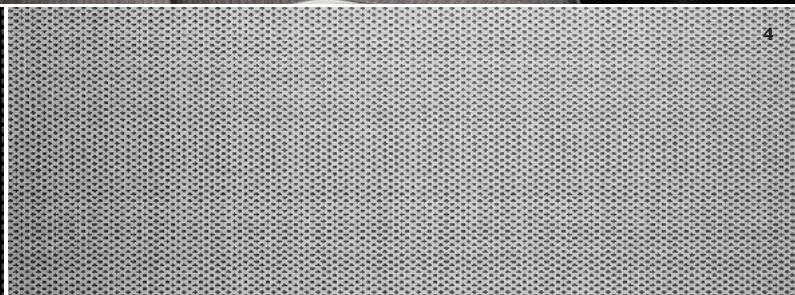
612
Passion Red

The interior of the V40 is created with you in the centre of attention. Every detail, every line, every shape is testimony to our designers' pursuit to create a space in which you feel relaxed and in complete control. The Momentum trim level features ergonomic seats upholstered in Textile/T-Tec. The interior ambience can be further enhanced by decor inlays.



UPHOLSTERIES Linné, Textile/T-Tec (Standard Momentum) 1. Charcoal in Charcoal interior with Blond headlining, P500 2. Blond in Charcoal/Blond interior with Blond headlining, P92G

INLAYS 3. Black Grid Aluminium 4. Milled Aluminium





A HIGHER GRADE OF REFINEMENT

We created the V40 Inscription to meet your highest expectations on Scandinavian design and craftsmanship. It's a personal expression that evokes a strong sense of relaxed refinement. Each detail is there to inspire you and your passengers.

Distinctive exterior design cues enhance the luxurious look and feel of the V40, while the meticulously crafted interior gives you ample room for a relaxed yet invigorating driving experience. The V40 Inscription epitomises our proud heritage of human-centric design.

And when it comes to intelligent luxury imbued with distinctive style and fresh thinking, the V40 Inscription is in a class of its own – just like you.

V40 INSCRIPTION

Includes Momentum equipment level plus the following:

17" Sarpas alloy wheels | Bright decor around side windows | Digital driver display | Leather upholstery | Sliding armrest front, tunnel console | Milled Aluminium inlays | Sensus Connect | Sensus Navigation | Rear Park Assist | Rain Sensor | Cruise Control

Inscription

Inscription is Volvo V40 in its most luxurious guise. Well-judged exterior design cues such as the distinct front grille with chrome strips combined with the bright deco side window trim and the stylish 17-inch aluminium wheels in Diamond Cut design enhance the car's timeless Scandinavian design. And contributing to the dynamic look of your car while optimising your vision in the dark, you have our new generation V40 Inscription that also includes our new generation signature design LED headlights. And adding the Driver Alert System including our innovative active high beam technology, you can stay on high beam all the time. When another car approaches from the opposite direction, the system prevents dazzling the other driver by automatically flicking from high beam to low beam and back to high beam

again – adding to both your safety and convenience.

Inside, the well-appointed theme continues with authentic, finely crafted materials that create a lounge-like atmosphere of sumptuous wellbeing. An interior ambience that is further enhanced by the Milled Aluminium decor inlays, the Inscription tread plates in bright chrome finish. As driver, you can lean back in the smooth leather seat and enjoy the intuitive view of the digital driver display with three graphic modes to choose from. And adding to your relaxed comfort, the front centre armrest can be adjusted to your demands.

To enhance the climate comfort inside your V40 Inscription, the dual-zone Electronic Climate Control maintains the cabin temperature you choose – independently for

the driver and front seat passenger, if you wish. And with our High Performance audio system, everybody in your V40 will enjoy the enhanced sound by eight loudspeakers and smart USB/AUX connectivity. Bluetooth® streaming allows you to connect your smartphone to your V40 – so you can enjoy the benefits of music streaming and integrated handsfree phone functionality. And adding the optional Sensus Connect with the larger 7-inch centre display, you'll have full access to a wide range of online services and apps and can enhance your journeys with our advanced Sensus Navigation system.



Inscription

The V40 Inscription exterior with its subtle design touches is an expression of modern Scandinavian design. The exterior colour palette allows you to create the V40 Inscription that best reflects your style and preferences. Available in a wide range of design expressions, the alloy wheels connect visually with the exterior design cues to create a harmonic impression of contemporary elegance.



Tamesis, 7.5x18"
Silver Bright
Optional



Narvi, 7x18"
Black/Diamond Cut
Optional



Segomo, 7.5x17"
Grey
Optional



Sarpas, 7.5x17"
Silver/Diamond Cut
Standard Inscription



Spider, 7x17"
Dark Grey/Diamond Cut
Optional



614
Ice White



707
Crystal White pearl



711
Bright Silver metallic



477
Electric Silver metallic



621
Amazon Blue



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Mussel Blue metallic



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717
Onyx Black metallic



019
Black Stone



708
Raw Copper metallic



719
Luminous Sand metallic



702
Flamenco Red metallic



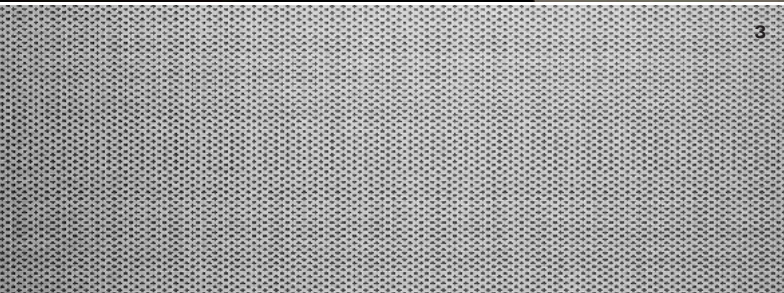
612
Passion Red

Inscription

Inside the V40 Inscription, you are surrounded by thoughtful refinement. There are genuine materials and fine craftsmanship wherever you look – a sensory experience further enhanced by the ergonomically designed seats in smooth leather and the Milled Aluminium decor inlays. And to make it easy to give the interior your own signature, you have an extensive range of interior colour and upholstery combinations to choose from.



UPHOLSTERIES Leather (Standard Inscription) 1. Charcoal in Charcoal interior with Blond headlining, P100 2. Blond in Charcoal interior with Blond headlining, P10G
INLAYS 3. Milled Aluminium 4. Black Grid Aluminium





INSPIRED BY THE ART OF DRIVING

If you love to drive, the V40 R-Design is for you. With a unique personality, R-Design captures the thrill of a spirited driving experience characterised by style, response and control. A range of distinguished design details raise the dynamic soul of your Volvo and give it a more sporty, distinct road presence. It's an expression that catches the

eye from every angle and hints the promise of an amazing drive, every time. But make no mistake – R-Design goes beyond mere looks. Surrounded by meticulously crafted and expressive interior design details, you can feel it already the moment you take your position in the seat. Everything – from the unique R-Design upholstery, the

steering wheel and digital driver display, to the personalised interior LED lighting and Charcoal headliner – is there to inspire and support your drive. And for even better cornering, a stiffer Sport chassis and strut braces are available.

V40 R-DESIGN

17" Ixion III Diamond Cut alloy wheels | LED headlamps with T-shaped DRL | Digital driver display with R-Design theme | Charcoal headliner | Dual end pipes in chromed stainless steel | R-Design Leather-clad steering wheel with decor inlay | LED Daytime Running Lights | Nubuck textile/leather upholstery | R-Design aluminium inlays | R-Design illuminated gearshift knob and handbrake handle | Rear-view mirror caps in Bright Silver matt finish | Sliding armrest, tunnel console | Sport pedals | R-Design textile floor mats

R-Design is Volvo in smart designer sports gear – it's all about a performance-inspired look and feel, both inside and out. It's a truly eye-catching expression with sporty exterior design cues, such as its own distinctive grille, front spoiler, Bright Silver matt finish door mirror caps and striking 17-inch or 18 inch alloy wheels. At the back, prominent chrome dual tailpipes and motorsport style rear diffuser add the perfect finishing touch.

On the inside, the sporty theme continues with unique Stealth Aluminium decor inlays,

Charcoal headlining and seats upholstered in Nubuck/leather or leather-faced. Together, these features give the cabin a technical, cockpit-like feel. Contrasting stitching in the seats, the gear shifter gaiter and the steering wheel in perforated leather all reinforce the sporty yet elegant ambience. When it's dark, the illuminated gear knob will add to the driver focused experience inside your V40 R-Design. Further adding to your sense of being in control, the R-Design also provides you with a digital driver display. The front armrest easily

adjusts to enhance your comfort during long stints behind the steering wheel.

And because driving is at the heart of R-Design, the optional lowered sport chassis has been tuned for sharper handling and steering response. In addition, strut braces further stiffen the chassis to reduce body roll through the corners.



The exterior leaves no doubts of the intention with your V40 R-Design. The exterior colours are carefully selected to match the car's dynamic character – each with its unique expression. For example, the new R-Design exclusive Bursting Blue metallic adds a techy, sporty look that perfectly highlights the unique five-spoke R-Design wheels. Available in 17-inch or 18-inch, these wheels give your V40 R-Design a superior road presence that puts your Volvo in a class of its own.



Ixion IV, 7.5x18"
Matt Black/Diamond Cut
Optional



Ixion III, 7.5x17"
Matt Black/Diamond Cut
Standard R-Design



614
Ice White



707
Crystal White pearl



711
Bright Silver metallic



477
Electric Silver metallic



720
Bursting Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



612
Passion Red

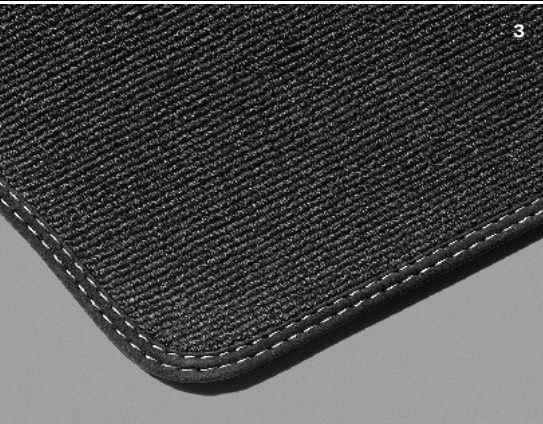
Behind the wheel in your V40 R-Design, you can enjoy a dynamic and driver-focused interior made of high-class materials. The ergonomic seats provide relaxed support through any twist the road has in store, while the exclusive Nubuck/leather or leather-faced upholstery with contrasting stitching provide a sporty yet sophisticated feel. A sensation further enhanced by the Stealth aluminium inlays that perfectly complement the Charcoal interior.



UPHOLSTERIES R-Design, Nubuck Textile/leather (Standard R-Design) 1. Charcoal in Charcoal interior with Charcoal headlining, PRO0
R-Design, leather-faced 2. Charcoal in Charcoal interior with Charcoal headlining, PZ00

OTHER INTERIORS 3. R-Design textile floor mats 4. R-Design sport pedals

INLAY 5. R-Design Stealth Aluminium





READY FOR YOUR ADVENTURE

The Volvo V40 Cross Country gives you even more potential for adventure and fun, not least when your thirst for spontaneity takes you to the roads less travelled. It has the versatility to fit in with your active 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.

Rugged design cues and larger wheels reveal a stylish yet outdoorsy personality – the exterior leaves no doubts about the

intentions of this unique Volvo. A higher seating position and a capable chassis deliver what the appearance promises: an agile all-roader that will provide an entertaining drive – wherever your adventures take you.

So this really is a Volvo for people who don't just talk about adventure, but live it too. For them, the ability to occasionally leave smooth, well-travelled roads behind are essential. For that, you need a tough, durable

and stylish partner. And that's really what the V40 Cross Country is all about.

Available in different equipment levels, you easily create your very own V40 Cross Country. Make your choice, and soon you'll enjoy your perfect getaway car.

V40 CROSS COUNTRY

16" Genam Diamond Cut alloy wheels | LED headlamps with T-shaped DRL | Copper dawn inlays | Armrest rear | Audio controls in the steering wheels | Cup holders rear | Power retractable rear-view mirrors | Steering wheel with deco inlays | Textile/T-Tec upholstery | Tread plates front

V40 CROSS COUNTRY PRO

Includes Cross Country equipment level plus the following:

17" Keid alloy wheels | Glossy black around side windows | Digital driver display | Illuminated gearknob | Leather upholstery | Sliding armrest front (tunnel console) | Sensus Navigation | Rear park assist | Cruise control | Active TFT Driver Display

Your Volvo V40 Cross Country is as personal as the adventures you're going to enjoy in it. To begin with, we raised the ride height, which gives you a more commanding view of the way ahead – which is useful both in town and when you're in the countryside. Bigger challenges may call for bigger wheels too – several unique wheel designs are available in sizes up to 19-inches to enhance the rugged yet elegant look of your V40 Cross Country. 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 Cross Country front grille and a front skid plate that connects visually with the side scuff plates, and you have the best of contemporary Scandinavian Design, just with added attitude. The aerodynamically designed roof

rails further enhance the capable character of your V40 Cross Country.

Inside, you can choose from a variety of single- or dual-tone designs with accent stitching that really enhances the sporting feel of your V40 Cross Country – with seats upholstered in Textile/T-Tec or leather depending on the equipment level. An optional panoramic glass roof will provide an extra light and airy cabin for you and your passengers. The optional ambient lighting lets you choose your desired interior ambience after dark from a selection of seven different modes. An illuminated gear shifter (optional) and a frameless rear-view mirror complete an interior that reminds you and your passengers that this is a superbly designed vehicle, wherever your adventures take you. The digital driver display keeps

you in control with three graphic modes to choose from.

If your adventures tend to take you off the beaten track, we suggest you opt for all-wheel drive. This way you can be sure that all of your car's power translates into traction, no matter what road surface you're on. And since all-wheel drive is teamed with Hill Descent Control, you'll be able to negotiate even the steepest of slopes with the utmost confidence – all you have to do is steer.

So if you're looking for a car that not only stands out from the crowd, but is also a perfect companion on all roads, the Volvo V40 Cross Country is for you.

The V40 Cross Country is available with five highly efficient powertrains: T5 AWD, T3, D4, D3 and D2.



Distinctive design elements such as the front and rear skid plates together with the side scuff plates in matt silver finish and the large wheels and black bodykit create the rugged yet elegant Cross Country look. The new T-shaped LED headlights add a hi-tech, dynamic edge to design of your V40 Cross Country. Inspired by the Scandinavian nature, every tone of the exterior colour palette speaks of uniqueness, quality and charisma. And to top the experience, you have a range of specially-designed alloy wheels to choose from – exclusively for your V40 Cross Country.



Damara, 7.5x19"
Tinted Silver/Diamond Cut
Optional



Metallah, 7.5x18"
Black/Diamond Cut
Optional



Keid, 7x17"
Silver
Standard Summum



Genam, 7x16"
Black/Diamond Cut
Standard Momentum



614
Ice White



707
Crystal White pearl



711
Bright Silver metallic



477
Electric Silver metallic



621
Amazon Blue



721
Mussel Blue metallic



723
Denim Blue metallic



714
Osmium Grey metallic



717
Onyx Black metallic



019
Black Stone



708
Raw Copper metallic



719
Luminous Sand metallic



712
Rich Java metallic



702
Flamenco Red metallic



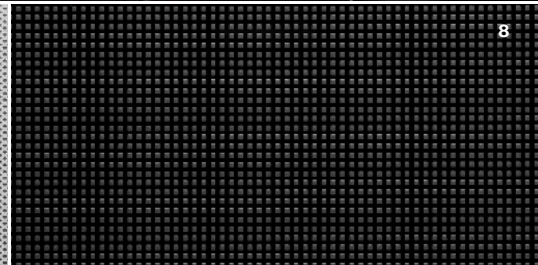
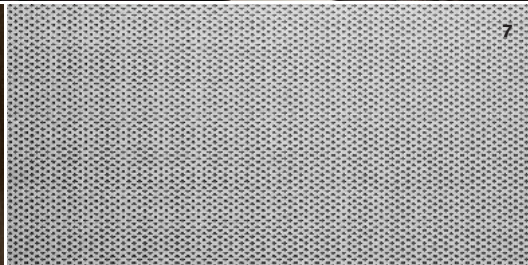
612
Passion Red

Inside the V40 Cross Country you'll enjoy an elegantly designed cabin with a superior finish in evidence everywhere you look – from the silk metal finish on our air vents to the fine cloth surfaces on the door pillars and the decor inlays available in aluminium or genuine wood. The sculpted seats in Textile/T-Tec or leather with contrasting stitching give you legendary Volvo comfort while also keeping you firmly in place in those fast corners.



UPHOLSTERIES Textile/T-Tec (standard V40 Cross Country) 1. Blond in Charcoal/Blond interior with Blond headlining, S92G 2. Charcoal in Charcoal interior with Blond headlining, S500 3. Charcoal/Blond in Charcoal interior with Blond headlining, S50F **Leather (Standard V40 Cross Country Pro)** 4. Charcoal in Charcoal interior with Blond headlining, S100 5. Charcoal/Blond in Charcoal interior with Blond headlining, S10F

INLAYS 6. Copper Dawn 7. Milled Aluminium 8. Black Grid Aluminium





Even more V40,
even more you.



Personalise your V40 and express your unique style with our range of accessories. Opt for our exterior styling kit to give your V40 an even more individual look, and choose from a range of alloy wheels that enhance the car's athletic stance. Created by us to perfectly complement your car.

Make your V40 all yours with our exterior styling kit. Designed and built by Volvo, each element is made of high-quality materials and becomes a natural extension of the

V40's distinctive character. Volvo styling accessories are tested in a wind tunnel, so they're engineered for optimum aerodynamic efficiency and can also help to improve stability at high speed.

Aircraft-inspired fins and winglets improve airflow and increase downforce, while the car's high-level brake light is smoothly integrated.

A rear diffuser that sits perfectly within the bumper replaces the standard item. It gives the V40 a sportier identity and comes with twin oval tailpipes that create a

particularly powerful appearance when the car is viewed from the rear.

The roof spoiler enhances the V40's dynamic profile. The upper part is colour-matched to the car's body, while the contrasting black underside makes for a crisp, contemporary look.



Cross Country accessories.
Go even further.



The V40 Cross Country comes with an exterior styling kit as standard that emphasises the car's robust nature and adventurous personality. Created by Volvo designers and engineers to fit your car, and your life, perfectly.

The exterior styling kit accentuates the V40 Cross Country's rugged look. The side scuff plates, with their chunky ribbed details, give the car a tougher appearance and highlight its raised stance. They have a silver-painted

finish that contrasts the V40 Cross Country's black side sills, adding to the car's bold, contemporary character.

At the rear, a special skid plate includes a larger body-coloured area, for an even stronger, more refined look. Double oval tail pipes in chromed stainless steel replace the standard tailpipes. These are neatly integrated into the skid plate and add to the car's purposeful appearance.

A special rear bumper cover, made of a rubber-like material surrounded by silver-

coloured trim, is both attractive and practical. As well as enhancing the Cross Country's distinctive styling, it protects the paint on top of the rear bumper from scratches caused when loading or unloading through the hatch.

The 19-inch Atria alloy wheel, available as an accessory, is an ideal way to complete the look. Atria's diamond-cut faces and matt black rim interior suits the V40 Cross Country's rugged style perfectly.

1



1. The Complete Performance Package includes essential hardware to add performance and transform the appearance of your V40.

Polestar Performance Parts.
Made to Perform.



2. The Polestar rear spoiler will efficiently aid high-speed stability as well as sharpen the car's appearance. **3.** The lightweight Polestar 19-inch alloy wheels with high-performance tyres will help with added steering precision and road grip. **4.** Subtle exterior details such as the black door mirror caps underline the dynamic appearance of your V40. **5.** Designed to reduce back-pressure, the stainless steel exhaust system with larger tailpipes gives the engine note a harder edge while also allowing it to breathe more freely for improved performance. A rear diffuser enhances downforce to increase stability at high speeds. **6.** The Polestar gear knob is available for both manual and Geartronic™ transmissions.

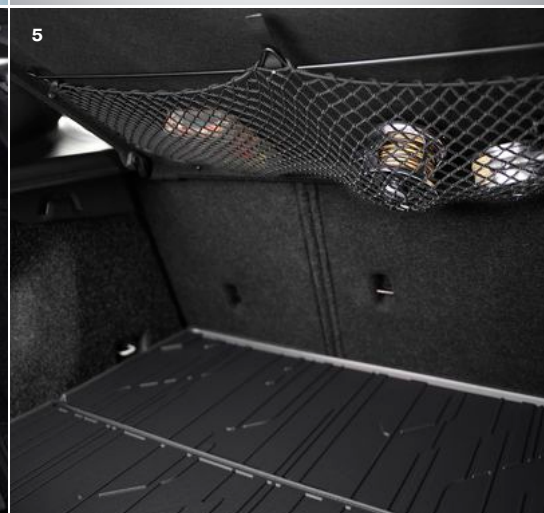
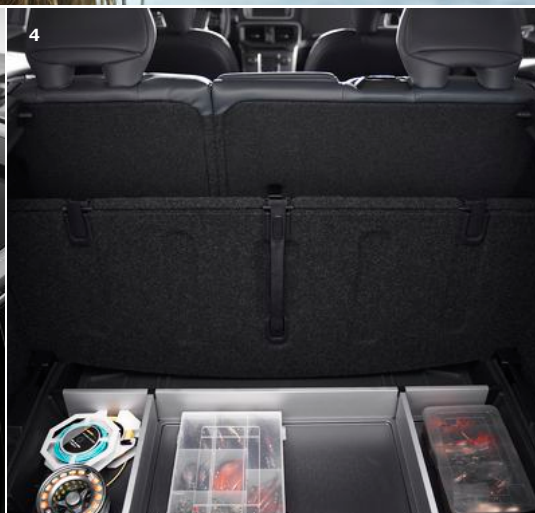
It is our passion for driving that led us to design this range of Polestar Performance Parts for your Volvo V40. Developed by the same team responsible for our motorsport success and our dynamic road car Volvo V60 Polestar, the new Polestar Performance Parts programme fulfils Volvo Polestar's engineering philosophy by delivering a balanced, energetic driving experience.

The Polestar Performance Parts are designed for the most critical performance areas of your Volvo and is available as a Complete Performance Package. This

includes everything from improvements to the chassis, wheels and tyres, intake and exhaust as well as aerodynamics and interior details. Any of these components will create a more compelling drive, and are also available in separate packages. With the Chassis Package you'll get Polestar-developed shock absorbers and coil springs for a more direct and responsive driving experience. The Wheel Package includes the lightweight 19-inch Polestar wheel and high-performance tyres for maximum grip. Then there's the Intake & Exhaust Package, designed for our new generation Drive-E powertrains. It combines a sports air filter

with a Polestar air box cover and a stainless steel exhaust system. This package will deliver the most dynamic engine characteristics when combined with the Polestar Performance Optimisation.

All Polestar Performance Parts meet all Volvo safety requirements. They are developed and tested by Volvo Cars and Polestar, ensuring a perfect fit and finish, as well as impeccable road manners, and with no impact on the car's limited factory warranty.



1. See more lifestyle accessories at collection.volvocars.com **2.** Our new generation rearward facing child safety seats help provide effective protection with superior comfort and enhanced possibilities for rest and sleep. **3.** The aerodynamically designed roof load carriers blend harmoniously with the design of your V40 and provide a solid foundation for our easy-to-use rooftop carrying system. **4.** The combined load compartment mat and organiser with three movable aluminium dividers helps you keep items well organised on or under the load compartment floor. **5.** Keep your important small items within easy reach under the parcel shelf with this handy net.

Create a V40
that's perfect for your life.



6



7



8



9



10

6. The Volvo accessories are designed to fit perfectly with your V40 and to support your lifestyle. 7. Atrous, 7.5x18", Dark Grey/Diamond Cut or Black Stone/Glossy White 8. Ailos, 7.5x18", Dark Grey matt/Diamond Cut with Red decor, Dark Grey matt/Diamond Cut with White decor or Dark Grey matt/Diamond Cut with Lime Decor 9. Atria, 7.5x19", Tech Matt Black/Diamond Cut 10. Alecto, 7.5x19", Light Grey with Silver insert, Light Grey with Raw Copper insert, Black Stone with Silver insert, Black Stone with Raw Copper insert or Black Stone with Matt Black insert

A 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.

If you sometimes have to bring equipment inside your car, our range of load accessories can give you a helping hand. A reversible load compartment textile/rubber mat allows you to bring dirty stuff when needed yet maintaining an elegant appearance rest of the time. To help you organise and secure equipment, bags and loose items, our load organiser with floor rails will help you divide the load

compartment exactly as you want it. And if you need to carry sport equipment such as skis, bikes or a kayak, we have created a range of specially-designed load carriers that you conveniently fit on the roof of your V40.

For your children, our new generation Volvo child seats helps provide world-class protection and premium comfort. Infants of up to one year (or 13kg) travel safely backwards in our new comfortable rear-facing infant seat. And because we recommend that children should travel facing to the rear as long as it's possible, our new rear-facing child seat for children

up to 6 years (or 9–25kg) allows the child to be seated backwards for many years with generous legroom. When the child has outgrown the rearward facing child seat, our new booster seat with backrest is designed to position the child at the correct height for the safety belt. The child seats' elegant soft wool upholstery matches the interior of your Volvo and provides excellent breathable and moist-absorbing characteristics for maximum comfort.



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 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 our Volvo Service Promise, eight commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance
- Service Contract
- My Volvo website

VOLVO SERVICE PROMISE

- Volvo Genuine Service
- Software Updates
- Roadside Assistance
- Personal Service Contact
- Car Wash and Vac'
- Price Promise
- Health Check
- Alternative Transport

IF SOMETHING HAPPENS

- Volvo Assistance
- Volvo Glass Services
- Volvo Dent Repair
- Car Climate Services
- Tyre Services
- Volvo Accident Assistance

MY VOLVO

My Volvo is a personalised website that contains everything you need to really get to know – and get the most out of – your car. It gives you:

- A complete overview of your Volvo ownership
- Track your new car order
- Easy access to all facts relating to your car
- Personalised offers and exclusive discounts
- Helpful tips regarding your specific Volvo model
- Instructional films and owner's manuals
- Online Service Booking
- Reminders regarding important stages of your car ownership
- Exclusive articles, films and photographs

CONNECTED SERVICE BOOKING

If your Volvo has Sensus Connect, it will remind you when it needs servicing and offer to contact your Volvo dealer for you. Booking proposals sent from your preferred dealer can easily be managed directly in the car or on your personal My Volvo website. When the time comes to drive to your workshop, your Volvo will remind you and even guide you there. And since your Volvo tells us what it needs, we can make sure it always receives the service it requires when it gets there.

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.

V O L V O

**Official fuel consumption for the Volvo V40 and
Volvo V40 Cross Country in MPG (l/100km) ranges from:**

Urban 33.2 (8.5)–74.3 (3.8), Extra Urban 54.3 (5.2)–88.3 (3.2), Combined 44.1 (6.4)–83.1 (3.4). CO₂ Emissions range from 149–89g/km. MPG figures are obtained from laboratory testing intended for comparisons between vehicles and may not reflect real driving results.