



VOLVO C70 T5

COMPETITIVE COMPARISONS

A QUICK LOOK AT THE MARKET

The C70 generally attracts an older, well-established, affluent customer. At a life stage where their income is higher, they can better afford the C70 and may view it as a reward for their hard work. They're looking for premium quality and craftsmanship; elegant, timeless styling; and the VIP ownership experience all offered by the C70.

Buyers may also be baby boomers or "trailing boomers" 38 – 45 years old with higher household incomes. With this great variation in age, many buyers may be at the post-family or "new start" points in their lives.

While empty-nesters and younger singles and couples are all attracted to this type of car, a high percentage of the younger customers cannot afford the price. In addition, people with younger children are less likely to consider a convertible with only two doors. These factors combine to make the typical buyer's age older.

Of course, there are people with children who will want to drive a hard top convertible. In these cases, the C70 might be a second car or even a commuter's car, as compared to the XC90 that's always ready to carry the whole family when they want to travel together.

THE COMPETITION

The main competitors for the Volvo C70 T5 (included in this document) are:

- Audi A4 Cabriolet
- BMW 135i
- BMW 328i
- Mercedes-Benz CLK 350
- Saab 9-3 2.0T
- Volkswagen Eos Turbo



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. AUDI A4



EDMUNDS.COM "CON" COMMENTS ABOUT THE AUDI A4:

- Cramped rear seat
- Engines lack the power of competitors' top-line engines

EASIER ON THE WALLET:

- The MSRP of the C70 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The Volvo C70 has more horsepower: 227 HP @ 5000 rpm vs. 200 HP @ 5100 for the A4
- The Volvo C70 has more torque: 236 lb.-ft. @ 1500 rpm vs. 207 lb.-ft. @ 1800 rpm
- The Volvo C70 has better engine displacement

MORE DRIVER-FRIENDLY:

- The Volvo C70 offers manual and automatic transmissions; the Audi A4 has only an automatic transmission
- The Volvo C70 has available rain sensor wipers
- The Volvo C70 has an auto-dimming rearview mirror as standard; this is optional on the Audi A4
- Rear Park Assist is optional on the Volvo C70, but not available at all on the Audi A4
- The Volvo C70 includes much more passenger compartment storage, particularly in the rear seat

MORE LUXURIOUS:

- The Volvo C70 has a hard top, which is more secure and won't age and soil as quickly as the Audi A4's soft top
- The Volvo C70 has a pass-through feature in the rear seat
- The Volvo C70 has a power passenger seat as standard; this is not even available as an option on the Audi A4

- The Volvo C70 has reading lights in the front and rear; the Audi A4 has them only in the front
- Memory is standard on the Volvo C70 front seats, but it's not offered at all on the Audi A4
- Audi seats tend to be harder and less contoured compared with Volvo's acclaimed seats
- The Volvo C70 comes standard with 17" alloy wheels; Audi A4's are 16"
- The Audi A4 is a much older product, believed to be in the last year of its lifecycle, where C70 is one of the newest convertible executions on the market

AN EDGE FOR SAFETY:

- The Volvo C70 has pretensioners on all front and rear seating positions as standard; the Audi A4 has them only in the front
- Only the Volvo C70 has WHIPS, the unique Whiplash Protection Seating System in the front seats
- Only the Volvo C70 has an optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains that deploy upward are standard on Volvo C70 and not available on the Audi A4
- The Volvo C70 has ventilated disc brakes on the front and rear; the Audi A4 has disc brakes only on the rear
- Signal mirrors are standard on the Volvo C70, but not available on the Audi A4
- C70 has locking storage in the doors when the top is down
- C70 has a deadbolt function that means the locked doors can't be opened from the inner door release when the top is open

DIMENSIONAL ADVANTAGES:

- The Volvo C70 is wider, has more rear shoulder room, more front and rear legroom, and more luggage room



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. BMW 135i



EDMUNDS.COM "CON" COMMENTS ABOUT THE BMW 135i:

- Cramped backseat
- Options skyrocket the price
- iDrive makes navigation a no-go option

MORE DRIVER-FRIENDLY:

- Driver seat lumbar adjustment is standard on the C70, but optional on the 135i
- Cruise control is located on the steering wheel in the C70, but controls are located elsewhere in the 135i
- The C70 has memory settings for three drivers as standard; 135i has settings for two as an option
- The C70 has an auto-dimming rearview mirror as standard; this is optional for the 135i

MORE PASSENGER-FRIENDLY:

- The C70 has seatback storage; 135i does not have this convenience
- The C70 has a power outlet in the rear; 135i does not

MORE LUXURIOUS:

- The C70 has a hard top, which is more secure and won't age and soil as quickly as the 135i's soft top
- The Volvo C70 roof design offers a true coupe-like profile with a smooth shape and no externally visible hinges or mechanical fixations
- Top down, the C70 boot provides a clean, uncluttered surface without wings, flaps, and other break lines that detract from a convertible's beauty, as are present on the 135i boot
- The Volvo C70 has a pass-through feature in the rear seat
- The Volvo C70 Load-Assist feature makes it easier and more convenient to load cargo
- BMW's seats tend to be harder and less contoured compared with Volvo's acclaimed seats

AN EDGE FOR SAFETY:

- Seatbelt pretensioners are standard on all seats for the C70 – they're only on the front seats for the 135i
- Signal mirrors are standard on the C70 – they're not available for the 135i
- Only the C70 offers Intelligent Driver Information System to reduce driver distractions
- Only the C70 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- Only the C70 has the optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains are standard on C70 and not available on the 135i
- The C70 has locking storage in the doors when the top is down

DIMENSIONAL ADVANTAGES:

- The C70 is longer than the 135i (180.4 in. vs. 171.7 in. for the 135i)
- The C70 is wider (72.3 in. vs. 68.8 in. for the 135i)
- The C70 is lighter (3,627 lbs. vs. 3,660 lbs. for the 135i)



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. BMW 328i



EDMUNDS.COM "CON" COMMENTS ABOUT THE BMW 328i:

- Costs more than most competitors
- Not much interior storage space

EASIER ON THE WALLET:

- The MSRP of the C70 T5 is less than the BMW 328i (\$3,700 less for manual transmission and \$3,775 less for auto transmission)

MORE POWER UNDER THE HOOD:

- The Volvo C70 has more torque: 236 lb.-ft. @ 1500 rpm vs. 200 lb.-ft. @ 2750 rpm for the BMW 328i

MORE DRIVER-FRIENDLY:

- The Volvo C70 has cruise control on the steering wheel
- The Volvo C70 has an auto-dimming mirror as standard
- In a recent review of convertibles, a May 2008 issue of a consumer publication gave the BMW trunk a "Poor" rating; the C70 trunk was rated "Fair"

MORE LUXURIOUS:

- The Volvo C70 has a pass-through feature in the rear seat as standard; this is optional in the BMW 328i
- The Volvo front driver seat has three memory settings; the driver seat in the BMW 328i has only two
- The Volvo C70 has an in-dash, 6-CD changer as standard; the BMW 328i has a single-CD player
- Even though the BMW has a retractable hard top, it doesn't have the same smooth lines as the C70 because mechanical elements, including hinges and a trim piece, that run the length of the roof that are visible
- Top down, the Volvo C70 boot provides a clean, uncluttered surface without wings and flaps as on the 328i boot

- The Volvo C70 includes much more passenger compartment storage than the 328i, particularly in the rear seat
- BMW seats tend to be harder and less contoured compared with Volvo's acclaimed seats

AN EDGE FOR SAFETY:

- Only the Volvo C70 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo C70 has seatbelt pretensioners on front and rear seating positions; the BMW 328i has them only in the front
- Only the Volvo C70 has an optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains are standard on Volvo C70 and not available on the BMW 328i
- Signal mirrors are standard on the Volvo C70, but not available on the BMW 328i
- The Volvo C70 has locking storage in the doors when the top is down
- The BMW 328i received only a "Marginal" rating in the IIHS side-impact crash testing; the C70 was rated "Good"

DIMENSIONAL ADVANTAGES:

- The Volvo C70 is wider: 72.3 in. vs. 70.2 in. for the BMW 328i
- The Volvo C70 is 370 lbs. lighter: 3,627 lbs. vs. 3,792 lbs. for the BMW 328i
- The Volvo C70 has more front legroom: 42.3 in. vs. 41.8 in. for the BMW 328i
- The Volvo C70 has more rear legroom: 33.9 in. vs. 31.9 in. for the BMW 328i
- The Volvo C70 has more luggage room: 12.8 cu. ft. vs. only 9 cu. ft. for the BMW 328i



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. MERCEDES-BENZ CLK 350



EDMUNDS.COM "CON" COMMENTS ABOUT THE MERCEDES-BENZ CLK:

- High price
- Some subpar plastic trim
- A few quirky controls

EASIER ON THE WALLET:

- The MSRP of the Volvo C70 is \$13,450 less than the Mercedes-Benz CLK 350
- The MSRP of the C70 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- The Volvo C70 has cruise control on the steering wheel, but the Mercedes-Benz CLK does not
- The Volvo C70 has a pass-through feature in the rear seat that enables it to carry long loads; this is not available in the Mercedes-Benz CLK
- A compass is optional for the Volvo C70, but not available at all for the Mercedes-Benz CLK
- Only the Volvo C70 has a Load-Assist feature

MORE LUXURIOUS:

- The Volvo C70 has a power retractable hard top; the Mercedes-Benz CLK has a power soft top
- Driver and passenger seats have lumbar support as standard; this is optional in the Mercedes-Benz CLK
- The Volvo C70 has cupholders in the front and rear; the Mercedes-Benz CLK has them only in the front
- The Volvo C70 has reading lights in the front and rear; the Mercedes-Benz CLK has them only in the front

AN EDGE FOR SAFETY:

- Only the Volvo C70 has WHIPS, the unique Whiplash Protection Seating System
- Only the Volvo C70 has an optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains that deploy upward are standard on Volvo C70 and not available on the Mercedes-Benz CLK
- An auto-dimming rearview mirror is standard on the Volvo C70 T5, but optional on the Mercedes-Benz CLK
- The Volvo C70 has front-wheel drive for excellent handling in varying weather conditions
- The Volvo C70 has ventilated disc brakes on the front and rear; the Mercedes-Benz CLK has ventilated disc brakes only on the front
- The Volvo C70 has Rear Park Assist available, but it is not offered on the Mercedes-Benz CLK

DIMENSIONAL ADVANTAGES:

- The Volvo C70 is wider: 72.3 in. vs. 68.5 in. for the Mercedes-Benz CLK
- The Volvo C70 is 218 lbs. lighter: 3,627 lbs. vs. 3,845 lbs. for the Mercedes-Benz CLK
- The Volvo C70 has more front hip room: 53.1 in. vs. 52.1 in. for the Mercedes-Benz CLK
- The Volvo C70 has more rear legroom: 33.9 in. vs. 30.4 in. for the Mercedes-Benz CLK
- The Volvo C70 has more luggage room: 12.8 cu. ft. vs. 8.6 cu. ft. for the Mercedes-Benz CLK



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. SAAB 9-3 2.0T



EDMUNDS.COM "CON" COMMENTS ABOUT THE SAAB 9-3 2.0T:

- Subpar interior materials and build quality
- Ride can be choppy over bumps

EASIER ON THE WALLET:

- The MSRP of the C70 T5 is less than the Saab 9-3 (\$155 less for manual transmission and \$255 less for auto transmission)

MORE POWER UNDER THE HOOD:

- The Volvo C70 has more valves and better engine displacement: 2.5 liters vs. 2.0 liters for the Saab 9-3
- The Volvo C70 has more horsepower: 227 HP @ 5000 rpm vs. 210 HP @ 5500 rpm for the Saab 9-3
- The Volvo C70 has more torque: 236 lb.-ft. @ 1500 rpm vs. 221 lb.-ft. @ 2500 rpm for the Saab 9-3

MORE DRIVER-FRIENDLY:

- The Volvo C70 has cruise control on the steering wheel, but the Saab 9-3 does not
- 3-position memory is standard on the driver seat in the Volvo C70, but it's optional in the Saab 9-3
- The Volvo C70 has a pass-through feature in the rear seat
- Keyless Drive is optional on the Volvo C70, but not offered on the Saab 9-3
- A compass is optional on the Volvo C70, but not available in the Saab 9-3
- Only the C70 has a Load-Assist feature
- A consumer publication gave the C70 a rating of "Very good" for interior noise, but the Saab scored only "Good"
- The same publication rated the rear seat comfort for the Saab 9-3 as "Fair" and "Poor" for the Volvo C70; because the C70 has more legroom in the rear seat than the 9-3, this rating might be questionable

MORE LUXURIOUS:

- The Volvo C70 has wood trim as standard, but the Saab 9-3 has "wood effect" trim
- The Volvo C70 has a hard top, which is more secure and won't age and soil as quickly as the Saab 9-3's soft top
- The Volvo C70 includes much more passenger compartment storage than the 9-3, particularly in the rear seat

AN EDGE FOR SAFETY:

- Only the Volvo C70 has WHIPS
- The Volvo C70 has signal mirrors as standard, but they're not available on the Saab 9-3
- Only the Volvo C70 has an optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains that deploy upward are standard on Volvo C70 and not available on the Saab 9-3
- An auto-dimming rearview mirror is standard on the Volvo C70, but not available on the Saab 9-3
- The Volvo C70 has ventilated disc brakes on the front and rear; the Saab 9-3 has ventilated disc brakes only on the front
- The Volvo C70 has front foglights as standard, but they're not available on the Saab 9-3
- The Volvo C70 has locking storage in the doors when the top is down
- The Volvo C70 has a deadbolt function, which means the locked doors can't be opened from the inner door release when the top is open

DIMENSIONAL ADVANTAGES:

- The Volvo C70 is wider, has more rear shoulder room, more front and rear legroom, and more luggage room



ADVANTAGE: VOLVO

VOLVO C70 T5 VS. VOLKSWAGEN EOS TURBO



EDMUNDS.COM "CON" COMMENTS ABOUT THE VOLKSWAGEN EOS TURBO:

- Handling isn't sporty even with Sport Package
- Back seat is tight for adults

EASIER ON THE WALLET:

- The MSRP of the C70 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The Volvo C70 has an inline five engine compared with the inline four engine of the VW Eos
- The Volvo C70 has a 2.5-liter engine compared with the 2.0-liter engine of the VW Eos
- The Volvo C70 has more horsepower: 227 HP @ 5000 rpm vs. 200 HP @ 5100 rpm for the VW Eos
- The Volvo C70 has more torque: 236 lb.-ft. @ 1500 rpm vs. 207 lb.-ft. @ 1800 rpm for the VW Eos

MORE DRIVER-FRIENDLY:

- An eight-way power driver seat with memory is standard on the Volvo C70, but not available on the VW Eos
- The Volvo C70 has audio and cruise control on the steering wheel; the VW Eos does not
- The Volvo C70 has Keyless Drive, but the VW Eos does not
- The Volvo C70 has an external temperature gauge and trip computer; neither feature is available in the VW Eos
- Only the Volvo C70 has a Load-Assist feature

MORE LUXURIOUS:

- The Volvo C70 has seatback storage, but that's not offered on the VW Eos
- The Volvo C70 has front and rear reading lights; the VW Eos has them only in the front
- SIRIUS satellite radio is an option for the Volvo C70, but not for the VW Eos

- In a May 2008 issue, a consumer publication gave the C70 a rating of "Very good" for interior noise, but rated the Eos as only "Good"

AN EDGE FOR SAFETY:

- Only the Volvo C70 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo C70 has seatbelt pretensioners on front and rear seating positions; the VW Eos has them only in the front
- Only the Volvo C70 has an optional Blind Spot Information System (BLIS) with power retractable side mirrors
- Door-mounted Inflatable Curtains that deploy upward are standard on Volvo C70 and not available on the VW Eos
- The Volvo C70 has an auto-dimming rearview mirror as standard; it's not even an option for the VW Eos
- The Volvo C70 has ventilated disc brakes on the front and rear; the VW Eos has ventilated disc brakes only on the front
- The Volvo C70 has optional Rear Park Assist, but this feature is not offered for the VW Eos

DIMENSIONAL ADVANTAGES:

- The Volvo C70 is longer: 180.4 in. vs. 173.6 in. for the VW Eos
- The Volvo C70 is wider: 72.3 in. vs. 70.5 in. for the VW Eos
- The Volvo C70 has a longer wheelbase: 103.9 in. vs. 101.5 in. for the VW Eos
- The Volvo C70 has more front and rear headroom: 38.2 in. and 36.4 in. vs. 37.5 in. and 35.8 in. for the VW Eos
- The Volvo C70 has more rear shoulder room: 47 in. vs. 41.5 in. for the VW Eos
- The Volvo C70 has more luggage room: 12.8 cu. ft. vs. 10.5 cu. ft. for the VW Eos
- The Volvo C70 has more front legroom: 42.3 in. vs. 41.7 in. for the Eos



ADVANTAGE: VOLVO

VOLVO C70 T5 COMPETITIVE COMPARISONS

PRICING

	2009 VOLVO C70 T5	2008 AUDI A4	2008 BMW 135i	2008 BMW 328i	2008 MERCEDES- BENZ CLK 350	2008 SAAB 9-3	2008 VOLKSWAGEN EOS TURBO
MSRP (MANUAL)	\$39,800	NA	\$39,100	\$43,500	NA	\$39,955	\$28,990
MSRP (AUTO)	\$41,050	\$39,750	\$40,375	\$44,825	\$54,500	\$41,305	\$30,065
COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE	3 yrs./ 36,000 miles	NA	4 yrs./ 50,000 miles	4 yrs./ 50,000 miles	NA	3 yrs./ 36,000 miles	NA

UNDER THE HOOD

	C70 T5	A4	135i	328i	CLK 350	9-3	EOS TURBO
BASE ENGINE TYPE	Inline five	Inline four	Inline six	Inline six	V6	Inline four	Inline four
BASE ENGINE DISPLACEMENT	2.5 liters	2.0 liters	3.0 liters	3.0 liters	3.5 liters	2.0 liters	2.0 liters
VALVETRAIN	20 valves double overhead cam (DOHC)	16 valves double overhead cam (DOHC)	24 valve double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	16 valves double overhead cam (DOHC)	16 valves double overhead cam (DOHC)
HORSEPOWER	227 HP @ 5000 rpm	200 HP @ 5100 rpm	300 HP @ 5800 rpm	230 HP @ 6500 rpm	268 HP @ 6000 rpm	210 HP @ 5500 rpm	200 HP @ 5100 rpm
TORQUE	236 lb.-ft. @ 1500 rpm	207 lb.-ft. @ 1800 rpm	300 lb.-ft. @ 1400 rpm	200 lb.-ft. @ 2750 rpm	258 lb.-ft. @ 2400 rpm	221 lb.-ft. @ 2500 rpm	207 lb.-ft. @ 1800 rpm
TRANSMISSION	6-speed manual (std) 5-speed auto with Geartronic (optional)	Automatic: Continuously Variable Transmission (CVT)	6-speed manual 6-speed shiftable automatic (optional)	6-speed manual (std) 6-speed shiftable automatic (optional)	7-speed shiftable automatic	6-speed manual (std) 5-speed shiftable automatic (optional)	6-speed manual DSG shiftable automatic (optional)
DRIVEN WHEELS	FWD	FWD	RWD	RWD	RWD	FWD	FWD



ADVANTAGE: VOLVO

VOLVO C70 T5 COMPETITIVE COMPARISONS

FEATURES AND FUNCTIONS

	C70 T5	A4	135i	328i	CLK 350	9-3	EOS TURBO
CRUISE CONTROL ON STEERING WHEEL	Standard	Standard	NA	NA	NA	NA	NA
SEATBELT PRETENSIONERS	Front and rear	Front	Front	Front	Front and rear	Front and rear	Front
CONVERTIBLE TOP	Power retractable hard top	Power	Power retractable soft top	Power retractable hard top	Power soft top	Power	Power retractable hard top
RAIN SENSOR WIPERS	Optional	NA	Standard	Standard	Package	Standard	Package
WHIPLASH PROTECTION SYSTEM	Standard	Active front head restraints	NA	NA	Active front head restraints	Active front head restraints	Optimized front head restraints
PASS-THROUGH FEATURE IN REAR SEAT	Standard	Standard	NA	Optional	NA	NA	Standard
BLIND SPOT INFORMATION SYSTEM (BLIS) WITH POWER RETRACTABLE SIDE MIRRORS	Optional	NA	NA	NA	NA	NA	NA
DOOR-MOUNTED INFLATABLE CURTAINS (IC)	Standard	NA	NA	NA	NA	NA	NA
KEYLESS DRIVE	Optional	NA	Optional	Standard	Optional	NA	NA
AUTO-DIMMING REARVIEW MIRROR	Standard	Optional	Optional	Optional	Optional	NA	NA
LOAD-ASSIST FEATURE	Standard	Comfort feature standard	NA	NA	NA	NA	NA



ADVANTAGE: VOLVO

VOLVO C70 T5 COMPETITIVE COMPARISONS

EXTERIOR DIMENSIONS

	C70 T5	A4	135i	328i	CLK 350	9-3	EOS TURBO
LENGTH	180.4 in.	181 in.	171.7 in.	180.6 in.	183.2 in.	182.9 in.	173.6 in.
WIDTH	72.3 in.	70 in.	68.8 in.	70.2 in.	68.5 in.	69.3 in.	70.5 in.
HEIGHT	55.1 in.	56.2 in.	55.6 in.	54.5 in.	54.4 in.	56.6 in.	56.8 in.
WEIGHT	3,627 lbs.	3,428 lbs.	3,660 lbs.	3,792 lbs.	3,845 lbs.	3,480 lbs.	*
WHEELBASE	103.9 in.	104.3 in.	104.7 in.	108.7 in.	106.9 in.	105.3 in.	101.5 in.
TURNING CIRCLE	38.7 ft.	35.3 ft.	35.1 ft.	36.1 ft.	35.3 ft.	39 ft.	35.8 ft.

INTERIOR

	C70 T5	A4	135i	328i	CLK 350	9-3	EOS TURBO
FRONT HEADROOM	38.2 in.	38 in.	38.6 in.	38 in.	38.4 in.	38.1 in.	37.5 in.
REAR HEADROOM	36.4 in.	36.3 in.	37 in.	36.5 in.	36.3 in.	37 in.	35.8 in.
FRONT SHOULDER ROOM	53.6 in.	53 in.	56 in.	55.3 in.	53.2 in.	55.9 in.	54.7 in.
REAR SHOULDER ROOM	47 in.	45.1 in.	43 in.	49.3 in.	48.5 in.	44.7 in.	41.5 in.
FRONT HIP ROOM	53.1 in.	*	*	*	52.1 in.	*	*
REAR HIP ROOM	41.5 in.	*	*	*	46.9 in.	*	*
FRONT LEGROOM	42.3 in.	41.3 in.	*	41.8 in.	42 in.	41.4 in.	41.7 in.
REAR LEGROOM	33.9 in.	32.4 in.	*	31.9 in.	30.4 in.	32.3 in.	*
MAXIMUM LUGGAGE CAPACITY	12.8 cu. ft.	10.2 cu. ft.	*	9 cu. ft.	8.6 cu. ft.	12.4 cu. ft.	10.5 cu. ft.

*Not published

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