



VOLVO S60 2.5T AWD

COMPETITIVE COMPARISONS

A QUICK LOOK AT THE MARKET

When Volvo launched the S60, the objective was to reach young couples and young families who might have considered a Volvo, but design and driving pleasure might have been obstacles for them. Described as “an extraordinary sports sedan for spirited, successful people who want to embrace the road and embrace life,” the S60 was designed to attract this younger group of consumers.

Today, the advertising targets customers for the Volvo S60 who are affluent and upscale with a median household income of \$124,000. They are educated; 73 percent are married, and 40 percent have children at home. They're aged 35 – 55, with a median age of 52. They may be single and pre-family or part of a late-start family. Hard working, ambitious, and successful, they're early-arrivals – people who achieved success at an early age. Their top free-time activities include sports, dining out, spending time with friends, and exercising.

They're looking for a well-made vehicle that's fun to drive with solid safety features, reliability, durability, good exterior styling, and riding comfort. The manufacturer's reputation is also important to them.

THE COMPETITION

The main competitors for the Volvo S60 2.5T AWD (included in this document) are:

- Audi A4 quattro
- BMW 328xi AWD
- Infiniti G35x AWD
- Lexus IS AWD
- Mercedes-Benz C300 4MATIC



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD VS. AUDI A4 QUATTRO



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 S60 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The Volvo S60 has better engine displacement: 2.5 liters vs. 2.0 liters
- The Volvo S60 has four more valves
- The Volvo S60 has more horsepower: 208 HP vs. 200 HP for the Audi A4
- The Volvo S60 has better torque: 236 lb.-ft. @ 1500 rpm vs. 207 lb.-ft. @ 1800 rpm for the Audi A4

MORE DRIVER-FRIENDLY:

- Power driver seat with memory is standard on the Volvo S60, but optional on the Audi A4
- Rain sensor wipers are available on the Volvo S60 2.5T, but not on the Audi A4
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the Audi A4

MORE LUXURIOUS:

- The Volvo has an automatic transmission as standard; the Audi has a 6-speed manual transmission as standard
- The S60 has Sport Leather as standard; the A4 has cloth as standard

AN EDGE FOR SAFETY:

- Drivers and passengers of the Volvo S60 can feel more secure about entering or leaving the vehicle in the dark thanks to Safe Approach and Home Safe Lighting, which are not available on the Audi A4
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- Rear Park Assist is an option for the Volvo S60, but not for the Audi A4
- The Volvo S60 2.5T AWD is available with Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers; these advanced features are not available on the Audi A4

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is longer: 181.2 in. vs. 180.6 in. for the Audi A4
- The Volvo S60 is wider: 71 in. vs. 69.8 in. for the Audi A4
- The Volvo S60 has a longer wheelbase: 106.9 in. vs. 104.3 in. for the Audi A4
- The Volvo S60 has more front headroom: 38.7 in. vs. 37.9 in. for the Audi A4
- The Volvo S60 has more rear headroom: 37.9 in. vs. 37.1 in. for the Audi A4
- The Volvo S60 has more front shoulder room: 56.2 in. vs. 55.1 in. for the Audi A4
- The Volvo S60 has more rear shoulder room: 55.5 in. vs. 53.4 in. for the Audi A4
- The Volvo S60 has more front legroom: 42.3 in. vs. 41.3 in. for the Audi A4
- The Volvo S60 has more luggage room: 13.9 cu. ft. vs. 13.4 cu. ft. for the Audi A4



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD VS. BMW 328xi



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

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

EASIER ON THE WALLET:

- The MSRP of the Volvo S60 is \$1,325 less than the BMW 328xi

MORE POWER UNDER THE HOOD:

- The Volvo S60 2.5T AWD has more torque: 236 lb.-ft. @ 1500 rpm vs. 200 lb.-ft. @ 2750 rpm for the BMW 328xi

MORE DRIVER-FRIENDLY:

- Power driver seat with memory is standard on the Volvo S60, but optional on the BMW 328xi
- The Volvo S60 has cruise control on the steering wheel, but the BMW 328xi does not
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the BMW 328xi
- The Volvo S60 has a 5-speed automatic transmission as standard vs. the manual that's standard on the BMW 328xi, with an optional 6-speed shifttable automatic transmission available
- The Volvo S60 has a pass-through feature in the rear seat that enables it to carry long loads; this is not available in the BMW 328xi
- Volvo S60 offers more luxury as standard; for example, leather upholstery is standard in S60, but the 328xi has only leatherette as standard
- The Volvo S60 has an auto-dimming rearview mirror with compass as standard; this is optional on the 328xi

AN EDGE FOR SAFETY:

- Drivers and passengers of the Volvo S60 can feel more secure about entering or leaving the vehicle in the dark thanks to Safe Approach and Home Safe Lighting, which are not available on the BMW 328xi
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 has a spare tire as standard, which is not available on the BMW 328xi

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is longer: 181.2 in. vs. 178.2 in. for the BMW 328xi
- The Volvo S60 has more front legroom: 42.3 in. vs. 41.5 in. for the BMW 328xi
- The Volvo S60 has more luggage room: 13.9 cu. ft. vs. 12 cu. ft. for the BMW 328xi



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD VS. INFINITI G35x AWD



EDMUNDS.COM "CON" COMMENTS ABOUT THE INFINITI G35x:

- Stiff ride on sport-suspension-equipped models
- Artificial steering feel when pushed through quick transitions

EASIER ON THE WALLET:

- The MSRP of the Volvo S60 is \$150 less than the Infiniti G35x AWD
- The MSRP of the S60 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- The Volvo S60 has a folding 60/40 split rear seat, which is not available on the Infiniti G35x AWD
- Power driver seat with memory is standard on the Volvo S60, but optional on the Infiniti G35x AWD
- Rain sensor wipers are available on the Volvo S60 2.5T, but not on the Infiniti G35x AWD
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the Infiniti G35x AWD

AN EDGE FOR SAFETY:

- Drivers and passengers of the Volvo S60 can feel more secure about entering or leaving the vehicle in the dark thanks to Safe Approach and Home Safe Lighting, which are not available on the Infiniti G35x AWD
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 has signal mirrors as standard, but they're not available on the Infiniti G35x AWD
- The Volvo S60 2.5T AWD is available with Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers; these advanced features are not available on the G35x AWD

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is wider: 71 in. vs. 69.8 in. for the Infiniti G35x AWD
- The Volvo S60 is 53 lbs. lighter: 3,651 lbs. vs. 3,704 lbs. for the Infiniti G35x AWD
- The Volvo S60 has more rear hip room: 54.6 in. vs. 53.7 in. for the Infiniti G35x AWD



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD VS. LEXUS IS AWD



EDMUNDS.COM "CON" COMMENTS ABOUT THE LEXUS IS:

- Cramped rear seat
- Tight headroom
- Options packages can be pricey

EASIER ON THE WALLET:

- The MSRP of the S60 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The Volvo S60 has more horsepower: 208 HP @ 5000 rpm vs. 204 HP @ 6400 rpm for the Lexus IS AWD
- The Volvo S60 has more torque: 236 lb.-ft. @ 1500 rpm vs. 185 lb.-ft. @ 4800 rpm for the Lexus IS AWD

MORE DRIVER-FRIENDLY:

- The Volvo S60 has a folding 60/40 split rear seat, which is not available on the Lexus IS AWD
- Power driver seat with memory is standard on the Volvo S60, but optional on the Lexus IS AWD
- The Volvo S60 has a power outlet in the rear, but a power outlet is not available in the Lexus IS AWD

MORE LUXURIOUS

- The Volvo S60 has wood trim as standard, which is optional in the Lexus IS AWD

AN EDGE FOR SAFETY:

- Drivers and passengers of the Volvo S60 can feel more secure about entering or leaving the vehicle in the dark thanks to Safe Approach and Home Safe Lighting, which are not available on the Lexus IS AWD
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 has signal mirrors as standard, but they're not available on the Lexus IS AWD
- The Volvo S60 2.5T AWD is available with Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers; these advanced features are not available on the Lexus IS AWD

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is longer: 181.2 in. vs. 180.1 in. for the Lexus IS AWD
- The Volvo S60 is wider: 71 in. vs. 70.9 in. for the Lexus IS AWD
- The Volvo S60 has more front headroom: 38.7 in. vs. 37.2 in. for the Lexus IS AWD
- The Volvo S60 has more rear headroom: 37.9 in. vs. 36.7 in. for the Lexus IS AWD
- The Volvo S60 has more front shoulder room: 56.2 in. vs. 54.4 in. for the Lexus IS AWD
- The Volvo S60 has more rear shoulder room: 55.5 in. vs. 52.7 in. for the Lexus IS AWD
- The Volvo S60 has more front hip room: 55 in. vs. 54.1 in. for the Lexus IS AWD
- The Volvo S60 has more rear hip room: 54.6 in. vs. 53.7 in. for the Lexus IS AWD
- The Volvo S60 has more rear legroom: 33.3 in. vs. 30.6 in. for the Lexus IS AWD
- The Volvo S60 has more luggage room: 13.9 cu. ft. vs. 13 cu. ft. for the Lexus IS AWD



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD VS. MERCEDES-BENZ C-CLASS



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

- Well-crafted interior is a bit austere and not very spacious
- Carryover engines not quite up to competitors' power levels

EASIER ON THE WALLET:

- The MSRP of the Volvo S60 2.5T is \$240 less than the C300 4MATIC
- The MSRP of the S60 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The Volvo S60 has more torque: 236 lb.-ft. @ 1500 rpm vs. 221 lb.-ft. @ 2700 rpm for the Mercedes-Benz 4MATIC C300 Sport Sedan

MORE DRIVER-FRIENDLY:

- A split folding rear seat is standard on the Volvo S60, but available only through a package for the Mercedes-Benz C300 4MATIC Sport Sedan
- Power driver seat with memory is standard on the Volvo S60, but not available on the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has an available compass not offered at all on the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has cruise control on the steering wheel, but the Mercedes-Benz C300 4MATIC Sport Sedan does not
- The Volvo S60 has a pass-through feature in the rear seat that enables it to carry long loads; this is not available in the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has a 5-speed automatic transmission as standard vs. the manual that's standard on the Mercedes-Benz C300 4MATIC Sport Sedan, with an optional 7-speed shifttable automatic transmission available

AN EDGE FOR SAFETY:

- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 2.5T AWD is available with Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers; these advanced features are not available on the Mercedes-Benz C300 4MATIC Sport Sedan

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is wider: 71 in. vs. 69.7 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more front headroom: 38.7 in. vs. 37.1 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more rear headroom: 37.9 in. vs. 36.9 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more front shoulder room: 56.2 in. vs. 54.7 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more front hip room: 55 in. vs. 52.3 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more front legroom: 42.3 in. vs. 41.7 in. for the Mercedes-Benz C300 4MATIC Sport Sedan
- The Volvo S60 has more luggage room: 13.9 cu. ft. vs. 12.4 cu. ft. for the Mercedes-Benz 4MATIC C300 Sport Sedan



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD COMPETITIVE COMPARISONS

PRICING

	2009 VOLVO S60 2.5T AWD	2008 AUDI A4 QUATTRO	2008 BMW 328xi	2008 INFINITI G35x AWD	2008 LEXUS IS 250 AWD	2008 MERCEDES- BENZ C300 4MATIC
MSRP	\$34,600	\$31,000	\$35,925	\$34,750	\$34,485	\$34,840
COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE	3 yrs./ 36,000 miles	NA	4 yrs./ 50,000 miles	NA	NA	NA

UNDER THE HOOD

	S60 2.5T AWD	A4 QUATTRO	328xi	G35x	IS 250	C300 4MATIC
BASE ENGINE TYPE	Inline five	Inline four	Inline six	V6	V6	V6
BASE ENGINE DISPLACEMENT	2.5 liters	2.0 liters	3.0 liters	3.5 liters	2.5 liters	3.0 liters
VALVETRAIN	20 valves double overhead cam (DOHC)	16 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)
HORSEPOWER	208 HP @ 5000 rpm	200 HP @ 5100 rpm	230 HP @ 6500 rpm	306 HP @ 6800 rpm	204 HP @ 6400 rpm	228 HP @ 6000 rpm
TORQUE	236 lb.-ft. @ 1500 rpm	207 lb.-ft. @ 1800 rpm	200 lb.-ft. @ 2750 rpm	268 lb.-ft. @ 5200 rpm	185 lb.-ft. @ 4800 rpm	221 lb.-ft. @ 2700 rpm
TRANSMISSION	5-speed automatic	6-speed manual	6-speed shiftable automatic (optional)	5-speed automatic	6-speed shiftable automatic	7-speed shiftable automatic (optional)
DRIVEN WHEELS	AWD	AWD	AWD	AWD	AWD	AWD



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD COMPETITIVE COMPARISONS

FEATURES AND FUNCTIONS

	S60 2.5T AWD	A4 QUATTRO	328xi	G35x	IS 250	C300 4MATIC
CRUISE CONTROL ON STEERING WHEEL	Standard	Standard	NA	Standard	Standard	NA
SEATBELT PRETENSIONERS	Front and rear	Front and rear	Front and rear	Front	Front and rear	Front and rear
POWER OUTLET IN REAR	Standard	NA	NA	NA	NA	Standard
RAIN SENSOR WIPERS	Optional	NA	NA	Standard	Optional	Package
WHIPLASH PROTECTION SYSTEM	Standard	Optimized head restraints	NA	NA	NA	Active front head restraints
PASS-THROUGH FEATURE IN REAR SEAT	Standard	Standard	NA	NA	Standard	NA
DUAL XENON GAS DISCHARGE HEADLIGHTS WITH ACTIVE BENDING LIGHTS (ABL)	Optional	NA	Optional	NA	NA	NA
LEATHER UPHOLSTERY	Standard	Optional	Optional	Standard	Standard	Optional

EXTERIOR DIMENSIONS

	S60 2.5T AWD	A4 QUATTRO	328xi	G35x	IS 250	C300 4MATIC
LENGTH	181.2 in.	180.6 in.	178.2 in.	187 in.	180.1 in.	182.3 in.
WIDTH	71 in.	69.8 in.	71.5 in.	69.8 in.	70.9 in.	69.7 in.
HEIGHT	56.2 in.	56.2 in.	55.9 in.	57.8 in.	56.7 in.	56.3 in.
WEIGHT	3,651 lbs.	3,660 lbs.	3,582 lbs.	3,704 lbs.	3,651 lbs.	3,527 lbs.
WHEELBASE	106.9 in.	104.3 in.	108.7 in.	112.2 in.	107.5 in.	108.7 in.
TURNING CIRCLE	38.7 ft.	36.4 ft.	36.1 ft.	36.1 ft.	35.5 ft.	35.6 ft.



ADVANTAGE: VOLVO

VOLVO S60 2.5T AWD COMPETITIVE COMPARISONS

INTERIOR

	S60 2.5T AWD	A4 QUATTRO	328xi	G35x	IS 250	C300 4MATIC
FRONT HEADROOM	38.7 in.	37.9 in.	38.5 in.	40.5 in.	37.2 in.	37.1 in.
REAR HEADROOM	37.9 in.	37.1 in.	37.5 in.	37.7 in.	36.7 in.	36.9 in.
FRONT SHOULDER ROOM	56.2 in.	55.1 in.	55.4 in.	55.6 in.	54.4 in.	54.7 in.
REAR SHOULDER ROOM	55.5 in.	53.4 in.	55.1 in.	55.2 in.	52.7 in.	55.1 in.
FRONT HIP ROOM	55.0 in.	*	*	55.1 in.	54.1 in.	52.3 in.
REAR HIP ROOM	54.6 in.	*	*	53.7 in.	53.7 in.	54.9 in.
FRONT LEGROOM	42.3 in.	41.3 in.	41.5 in.	43.9 in.	43.9 in.	41.7 in.
REAR LEGROOM	33.3 in.	34.3 in.	34.6 in.	34.7 in.	30.6 in.	33.4 in.
MAXIMUM LUGGAGE CAPACITY	13.9 cu. ft.	13.4 cu. ft.	12.0 cu. ft.	13.5 cu. ft.	13.0 cu. ft.	12.4 cu. ft.

*Not published

All competitive data, pricing, and product specifications herein are from listings on Edmunds.com, Kelley Blue Book (kbb.com), and jato.com as of July 22, 2008. While efforts have been made to assure 100% accuracy, some of the information presented here may be incorrect due to late product changes and/or specification changes that may have occurred. Production specifications are subject to change without notice. This document and its contents are the sole property of Volvo Cars of North America, LLC. It is intended for use by internal Volvo employees and Volvo retailers only.