



VOLVO S60 T5

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 T5 (included in this document) are:

- Acura TL
- Audi A4
- BMW 328i
- Infiniti G35
- Lexus IS



ADVANTAGE: VOLVO

VOLVO S60 T5 VS. ACURA TL



EDMUNDS.COM "CON" COMMENTS ABOUT THE ACURA TL:

- Not as traditionally luxurious as other models in its class
- Front-wheel-drive handling limitations are apparent when driven hard
- Lack of low-end torque in some situations

EASIER ON THE WALLET:

- 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 Acura TL
- The Volvo S60 has an available compass not offered at all on the Acura TL
- Rain sensor wipers are available on the Volvo S60 T5, but not on the Acura TL
- The Volvo S60 has a power outlet in the rear, but rear power outlets are not available in the Acura TL
- The S60 T5 audio is 350 Watts with 13 speakers; the TL audio is only 225 Watts with just eight speakers
- The S60 T5 has standard Dolby Pro Logic II Surround Sound

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 Acura TL
- The Volvo S60 has seatbelt pretensioners on all front and rear seating positions as standard; the Acura TL has them only in the front
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 has three head restraints in the rear seat, but the Acura TL has only two
- The S60 T5 has Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) with high-pressure headlight washers; the TL has standard xenon headlights and no headlight washers

DIMENSIONAL ADVANTAGES:

- The Volvo S60 has a smaller turning circle: 38.7 ft. vs. 39.7 ft. for the Acura TL
- The Volvo S60 is 100 lbs. lighter: 3,523 lbs. vs. 3,623 lbs. for the Acura TL
- The Volvo S60 has more rear hip room: 54.6 in. vs. 53.8 in. in the Acura TL
- The Volvo S60 has more room for luggage: 13.9 cu. ft. vs. 12.5 cu. ft. in the Acura TL



ADVANTAGE: VOLVO

VOLVO S60 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 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: 257 HP vs. 200 HP for the Audi A4
- The Volvo S60 has better torque: 258 lb.-ft. @ 2100 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 T5, 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
- The S60 T5 audio is 350 Watts with 13 speakers; the A4 audio is 150 Watts with 10 speakers
- The S60 T5 has standard Dolby Pro Logic II Surround Sound

MORE LUXURIOUS:

- The S60 T5 has leather as standard; on the A4, cloth is 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 T5 has 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 T5 VS. BMW 328i



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

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

MORE POWER UNDER THE HOOD:

- The Volvo S60 T5 has more torque: 258 lb.-ft @ 2100 rpm vs. 200 lb.-ft. @ 2750 rpm for the BMW 328i

MORE DRIVER-FRIENDLY:

- Power driver seat with memory is standard on the Volvo S60, but optional on the BMW 328i
- The S60 power driver seat can store three settings in memory for easier sharing among family members; the optional seat in the 328i can store only two settings in memory
- The Volvo S60 has cruise control on the steering wheel, but the BMW 328i does not
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the BMW 328i
- The Volvo S60 has a 5-speed automatic transmission as standard vs. the manual that's standard on the BMW 328i, 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 such as skis as a standard feature; this feature is optional in the 328i
- Volvo S60 offers more luxury as standard; for example, leather upholstery is standard in S60, but the 328i has only leatherette as standard
- The Volvo S60 T5 has 17" wheels as standard; 328i has 16" wheels as standard

- The Volvo S60 T5 has a split folding seat as standard; it's optional on the 328i
- The Volvo S60 T5 has an auto-dimming rearview mirror with compass; this is optional on the 328i
- The sound system in the S60 T5 has more Watts and more speakers (13 vs. 10) plus Dolby Pro Logic II Surround Sound
- S60 T5 has a 6-disc in-dash CD changer; the 328i has only a 1-disc CD player

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 328i
- 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 328i
- The Volvo S60 has front-wheel drive for great control in all conditions, compared with the rear-wheel drive of the BMW 328i

DIMENSIONAL ADVANTAGES:

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



ADVANTAGE: VOLVO

VOLVO S60 T5 VS. INFINITI G35



EDMUNDS.COM "CON" COMMENTS ABOUT THE INFINITI G35:

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

EASIER ON THE WALLET:

- 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 G35
- Power driver seat with memory is standard on the Volvo S60, but optional on the Infiniti G35
- 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 Infiniti G35
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the Infiniti G35
- The S60 T5 has a power glass moonroof; this is not available for the G35
- The S60 T5 has an auto-dimming rearview mirror with a compass; this is not available on the G35
- The S60 T5 has a better sound system with 325 Watts total and 13 speakers versus 6 for the G35; plus the S60 T5 has Dolby Pro Logic II Surround Sound

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 G35
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats
- The Volvo S60 T5 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 Infiniti G35
- The Volvo S60 has signal mirrors as standard, but they're not available on the Infiniti G35
- The Volvo S60 has front-wheel drive for great control in all conditions, compared with the rear-wheel drive of the Infiniti G35

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is wider: 71 in. vs. 69.8 in. for the Infiniti G35
- The Volvo S60 is 53 lbs. lighter: 3,651 lbs. vs. 3,704 lbs. for the Infiniti G35
- The Volvo S60 has more rear hip room: 54.6 in. vs. 53.7 in. for the Infiniti G35



ADVANTAGE: VOLVO

VOLVO S60 T5 VS. LEXUS IS



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: 257 HP @ 5500 rpm vs. 204 HP @ 6400 rpm for the Lexus IS
- The Volvo S60 has more torque: 258 lb.-ft. @ 2100 rpm vs. 185 lb.-ft. @ 4800 rpm for the Lexus IS

MORE DRIVER-FRIENDLY:

- The Volvo S60 has a folding 60/40 split rear seat, which is not available on the Lexus IS
- Power driver seat with memory is standard on the Volvo S60, but optional on the Lexus IS
- The Volvo S60 has a power outlet in the rear, but a rear power outlet is not available in the Lexus IS
- The S60 T5 has a better sound system with 325 Watts total and 13 speakers versus only 194 Watts for the IS; plus the S60 T5 has Dolby Pro Logic II Surround Sound

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
- Only the Volvo S60 has WHIPS, the unique Whiplash Protection Seating System, in the front seats

- The Volvo S60 T5 has Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers as standard; these advanced features are not available on the Lexus IS
- The Volvo S60 has signal mirrors as standard, but they're not available on the Lexus IS
- The Volvo S60 has front-wheel drive for great control in all conditions, compared with the rear-wheel drive of the Lexus IS

DIMENSIONAL ADVANTAGES:

- The Volvo S60 is longer: 181.2 in. vs. 180.1 in. for the Lexus IS
- The Volvo S60 is wider: 71 in. vs. 70.9 in. for the Lexus IS
- The Volvo S60 is 128 lbs. lighter: 3,523 lbs. vs. 3,651 lbs. for the Lexus IS
- The Volvo S60 has more front headroom: 38.7 in. vs. 37.2 in. for the Lexus IS
- The Volvo S60 has more rear headroom: 37.9 in. vs. 36.7 in. for the Lexus IS
- The Volvo S60 has more front shoulder room: 56.2 in. vs. 54.4 in. for the Lexus IS
- The Volvo S60 has more rear shoulder room: 55.5 in. vs. 52.7 in. for the Lexus IS
- The Volvo S60 has more front hip room: 55 in. vs. 54.1 in. for the Lexus IS
- The Volvo S60 has more rear hip room: 54.6 in. vs. 53.7 in. for the Lexus IS
- The Volvo S60 has more rear legroom: 33.3 in. vs. 30.6 in. for the Lexus IS
- The Volvo S60 has more luggage room: 13.9 cu. ft. vs. 13 cu. ft. for the Lexus IS



ADVANTAGE: VOLVO

VOLVO S60 T5 COMPETITIVE COMPARISONS

PRICING

	2009 VOLVO S60 T5	2008 ACURA TL	2008 AUDI A4	2008 BMW 328i	2008 INFINITI G35	2008 LEXUS IS
MSRP (MANUAL)	NA	NA	\$28,900	\$32,700	\$33,050	\$ 30,855
MSRP (AUTO)	\$36,400	\$33,725	\$30,200	\$34,025	\$32,250	\$32,025
COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE	3 yrs./ 36,000 miles	NA	NA	4 yrs./ 50,000 miles	NA	NA

UNDER THE HOOD

	S60 T5	TL	A4	328i	G35	IS
BASE ENGINE TYPE	Inline five	V6	Inline four	Inline six	V6	V6
BASE ENGINE DISPLACEMENT	2.4 liters	3.2 liters	2.0 liters	3.0 liters	3.5 liters	2.5 liters
VALVETRAIN	20 valves double overhead cam (DOHC)	24 valves single overhead cam (SOHC)	16 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)
HORSEPOWER	257 HP @ 5500 rpm	258 HP @ 6200 rpm	200 HP @ 5100 rpm	230 HP @ 6500 rpm	306 HP @ 6800 rpm	204 HP @ 6400 rpm
TORQUE	258 lb.-ft. @ 2100 rpm	233 lb.-ft. @ 5000 rpm	207 lb.-ft. @ 1800 rpm	200 lb.-ft. @ 2750 rpm	268 lb.-ft. @ 5200 rpm	185 lb.-ft. @ 4800 rpm
TRANSMISSION	5-speed auto with Geartronic	5-speed shiftable automatic	Continuously Variable Transmission	6-speed shiftable automatic (optional)	5-speed automatic	6-speed shiftable automatic (optional)
DRIVEN WHEELS	FWD	FWD	FWD	RWD	RWD	RWD



ADVANTAGE: VOLVO

VOLVO S60 T5 COMPETITIVE COMPARISONS

FEATURES AND FUNCTIONS

	S60 T5	TL	A4	328i	G35	IS
CRUISE CONTROL ON STEERING WHEEL	Standard	Standard	Standard	NA	Standard	Standard
SEATBELT PRETENSIONERS	Front and rear	Front	Front and rear	Front and rear	Front	Front and rear
POWER OUTLET IN REAR	Standard	NA	NA	NA	NA	NA
RAIN SENSOR WIPERS	Optional	NA	NA	Standard	Standard	Optional
WHIPLASH PROTECTION SYSTEM	Standard	NA	Optimized head restraints	NA	NA	NA
PASS-THROUGH FEATURE IN REAR SEAT	Standard	Standard	Standard	Optional	NA	Standard
DUAL XENON GAS DISCHARGE HEADLIGHTS WITH ACTIVE BENDING LIGHTS (ABL)	Optional	NA	NA	Optional	NA	NA

EXTERIOR DIMENSIONS

	S60 T5	TL	A4	328i	G35	IS
LENGTH	181.2 in.	189.3 in.	180.6 in.	178.2 in.	187 in.	180.1 in.
WIDTH	71 in.	72.2 in.	69.8 in.	71.5 in.	69.8 in.	70.9 in.
HEIGHT	56.2 in.	56.7 in.	56.2 in.	55.9 in.	57.8 in.	56.7 in.
WEIGHT	3,523 lbs.	3,623 lbs.	3,450 lbs.	3,340 lbs.	3,704 lbs.	3,651 lbs.
WHEELBASE	106.9 in.	107.9 in.	104.3 in.	108.7 in.	112.2 in.	107.5 in.
TURNING CIRCLE	38.7 ft.	39.7 ft.	36.4 ft.	36.1 ft.	36.1 ft.	35.5 ft.



ADVANTAGE: VOLVO

VOLVO S60 T5 COMPETITIVE COMPARISONS

INTERIOR

	S60 T5	TL	A4	328i	G35	IS
FRONT HEADROOM	38.7 in.	38.7 in.	37.9 in.	38.5 in.	40.5 in.	37.2 in.
REAR HEADROOM	37.9 in.	37.2 in.	37.1 in.	37.5 in.	37.7 in.	36.7 in.
FRONT SHOULDER ROOM	56.2 in.	58.3 in.	55.1 in.	55.4 in.	55.6 in.	54.4 in.
REAR SHOULDER ROOM	55.5 in.	55.7 in.	53.4 in.	55.1 in.	55.2 in.	52.7 in.
FRONT HIP ROOM	55.0 in.	55.6 in.	*	*	55.1 in.	54.1 in.
REAR HIP ROOM	54.6 in.	53.8 in.	*	*	53.7 in.	53.7 in.
FRONT LEGROOM	42.3 in.	42.8 in.	41.3 in.	41.5 in.	43.9 in.	43.9 in.
REAR LEGROOM	33.3 in.	34.9 in.	34.3 in.	34.6 in.	34.7 in.	30.6 in.
MAXIMUM LUGGAGE CAPACITY	13.9 cu. ft.	12.5 cu. ft.	13.4 cu. ft.	12.0 cu. ft.	13.5 cu. ft.	13.0 cu. ft.

*Not published

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