



VOLVO XC90 3.2L

COMPETITIVE COMPARISONS

A QUICK LOOK AT THE MARKET

The typical Volvo XC90 customer is well-educated (75 percent hold college degrees), is 35 – 55 years old, and has an annual income of about \$155,000. There are two key demographic groups – modern families and post-family buyers – both of whom appreciate luxury and are as affluent as luxury sedan owners.

Modern family customers enjoy hiking, camping, and team sports. They take educational and adventurous day trips and vacations to new places. They live in neighborhoods and value their family's well-being and happiness above

all. In an SUV, they're looking for space for equipment, places for food and drink, storage, entertainment, room for pets, and the ability to withstand rough treatment.

Post-family buyers like to socialize, shop, sail, golf, attend cultural events, and visit their weekend homes at the beach or in the country. They typically live in established suburbs of large cities, and they value home, leisure time, and quality of life. In an SUV, they're looking for excellent design, elegance, quality acoustics, premium feel, and refinement.

THE COMPETITION

As part of the premium SUV market, the Volvo XC90 3.2L combines traditional premium vehicle features with SUV characteristics. Its main competitors are included in this document:

- BMW X5 3.0si
- Mercedes-Benz ML350
- Lexus RX 350
- Acura MDX
- Audi Q7 3.6 quattro

ADVANTAGE: VOLVO

VOLVO XC90 3.2 VS. BMW X5 3.0SI



EDMUNDS.COM "CON" COMMENTS ABOUT THE BMW X5 INCLUDE:

- Some may still find the ride too firm
- Impractical third row seat
- High price
- iDrive still more hassle than it's worth

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$9,200 less than the X5

MORE POWER UNDER THE HOOD:

- XC90 has greater engine displacement: 3.2 liters vs. 3.0 liters for the X5
- XC90 has greater torque: 236 lb.-ft. @ 3200 rpm vs. 225 lb.-ft. @ 2750 rpm for the X5

MORE DRIVER-FRIENDLY:

- Driver seat lumbar support is standard on the XC90 – it's an option for the X5
- Only the XC90 has cruise controls conveniently located on the steering wheel
- XC90 has an optional power glass sunroof – the X5 doesn't offer one for the front (only the rear)
- Privacy glass is standard on the XC90 – it's an option for the X5
- Only the XC90 comes with skid plates
- Power-retractable outside mirrors are available only on the XC90 (optional)

MORE FAMILY-FRIENDLY:

- Integrated child seats are available only on the XC90
- The XC90 has cupholders in the third row seats – the X5 has them only in the front and rear seats
- The universal remote transmitter is standard on the XC90 and optional on the X5

- The XC90 offers front and rear reading lights vs. only front for the X5
- The rear seat in the XC90 is a more convenient 40-20-40 split vs. the X5's 40-60 split
- The XC90 has a higher cargo capacity – 92 cu. ft. vs. just 75 cu. ft. for the X5

AN EDGE FOR SAFETY:

- The XC90 offers seatbelt pretensioners in both the front and rear, compared to just the front for the X5
- The XC90 has head air bags for the third row seating – the X5 does not
- Signal mirrors are standard on the XC90 and not available at all on the X5
- The XC90 has power child locks as standard; the X5 does not
- The XC90 has WHIPS, Volvo's Whiplash Protection Seating System, in the front seats; the X5 has no whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 weighs 582 lbs. less than the X5 (4,400 lbs. for the XC90 vs. 4,982 lbs. for the X5)
- The XC90 is taller (70.2 in. vs. 69.5 in. for the X5)
- The XC90 has better ground clearance – 8.9 in. vs. 8.3 in. for the X5
- There's more headroom for both front and rear for the XC90 (40.1 in. vs. 39.3; 39.5 in. inches vs. 39 for the X5, respectively)
- The XC90 has more front legroom with 41 in. vs. 40 in. for the X5

ADVANTAGE: VOLVO

VOLVO XC90 3.2 VS. MERCEDES-BENZ ML350



EDMUNDS.COM "CON" COMMENTS ABOUT THE ML350 INCLUDE:

- Regular V6 is short on low-end torque
- No third row seat option
- Expensive for its class

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$7,000 less than the ML350
- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- Memory driver seat settings are standard on the XC90 – they're an option on the ML350
- Only the XC90 has cruise controls conveniently located on the steering wheel
- Exterior mirror memory settings are standard on the XC90 – they're an option on the ML350
- CD MP3 playback is standard on the XC90 – it's optional on the ML350
- Only the XC90 comes with skid plates

MORE FAMILY-FRIENDLY:

- There's no third row seat option for the ML350
- Integrated child seats are available only on the XC90
- Rear headsets are not available on the ML350
- The rear seat in the XC90 is a more convenient 40-20-40 split vs. the ML350's 40-60 split
- The universal remote transmitter is standard on the XC90 and not available on the ML350

AN EDGE FOR SAFETY:

- The XC90 has a Rollover Protection System not offered on the ML350
- The XC90 has power child locks not available on the ML350
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the ML350 has no whiplash mitigation system

BETTER FOR TRAVELING:

- The XC90 has an optional compass available – this is not available for the ML350
- The XC90 has a higher cargo capacity – 92 cu. ft. vs. just 72 cu. ft. for the ML350

DIMENSIONAL ADVANTAGES:

- The XC90 weighs 305 lbs. less than the ML350 (4,400 lbs. for the XC90 vs. 4,705 lbs. for the ML350)
- The XC90 is longer (189.3 in. vs. 188.5 in. for the ML350)
- The XC90 has better ground clearance – 8.9 in. vs. 8.3 in. for the ML350

ADVANTAGE: VOLVO

VOLVO XC90 3.2 VS. LEXUS RX 350



EDMUNDS.COM "CON" COMMENTS ABOUT THE RX 350 INCLUDE:

- Plush ride tuning makes for merely acceptable handling
- No third row seating option
- Pricey option packages

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$2,100 less than the RX 350
- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- Memory driver seat settings are standard on the XC90 for up to three drivers – they're an option on the RX 350 and even then they can accommodate only two drivers
- Only the XC90 has cruise controls conveniently located on the steering wheel
- 6-speed shifttable automatic transmission is standard on the XC90 – it's not available on the RX 350 (which has 5-speed automatic as its standard offering)
- CD MP3 playback is standard on the XC90 – it's not available at all on the RX 350
- The XC90's stereo is more powerful – with 160 Watts vs. just 132 Watts for the RX 350
- Only the XC90 comes with skid plates
- Power-retractable outside mirrors are available only on the XC90 (optional)
- Exterior mirror memory settings are standard on the XC90 (optional on the RX 350)

MORE FAMILY-FRIENDLY:

- No third row seat option for the RX 350
- Integrated child seats are available only on the XC90
- The XC90 boasts dual screen Rear Seat Entertainment – RX 350 is only single screen
- Only the XC90 offers rear-seat dual-zone air conditioning
- Rear power outlets are standard on the

XC90 – they're optional on the RX 350

- The XC90 offers front and rear reading lights vs. only front for the RX 350

BETTER FOR TRAVELING:

- Cargo tie-downs are standard on the XC90 – they're not available on the RX 350
- The XC90 has a higher cargo capacity – 92 cu. ft. vs. 84.7 cu. ft. for the RX 350
- The XC90 has a higher maximum towing capacity at 3,970 lbs. vs. 3,500 lbs. for the RX 350
- The XC90 has a higher fuel tank capacity – 21.1 gallons vs. just 19.2 gallons for the RX 350

AN EDGE FOR SAFETY:

- The XC90 has power child locks as standard; the RX 350 does not
- The XC90 offers seatbelt pretensioners in both the front and rear, compared to just the front for the RX 350
- Signal mirrors are standard on the XC90 and not available at all on the RX 350
- Rear Park Assist is an option for the XC90 – it's not available at all on the RX 350
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the RX 350 does not have a whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 is longer and wider
- The XC90 is higher than the RX 350
- The XC90 has better ground clearance
- There's more headroom for both front and rear for the XC90
- The XC90 has more front and rear shoulder room

ADVANTAGE: VOLVO

VOLVO XC90 3.2 VS. ACURA MDX



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

- Love-it-or-hate-it grille
- Un-Acura-like price tag

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$3,195 less than the MDX
- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- 6-speed shifttable automatic transmission is standard on the XC90 – it's not available on the MDX (which has 5-speed shifttable automatic as its standard offering)
- Only the XC90 offers optional self-leveling suspension
- Only the XC90 comes with skid plates
- The XC90 can memorize the settings for three different drivers, compared to just two for the MDX
- Power-retractable outside mirrors are available only on the XC90 (optional)

MORE FAMILY-FRIENDLY:

- Only the XC90 has rear headsets, DVD player, and video game options
- The XC90 boasts dual screen Rear Seat Entertainment – MDX is only single screen
- Integrated child seats are available only on the XC90
- The XC90 has optional dual-zone air conditioning for the rear seats – compared to a single zone for the MDX
- Rear power outlets are standard on the XC90 – they're not even available on the MDX
- The XC90 offers optional passenger seat lumbar support

BETTER FOR TRAVELING:

- The XC90 has a higher cargo capacity – 92 cu. ft. vs. 83.5 cu. ft. for the MDX; it also has a greater luggage capacity – 21.6 cu. ft. vs. 15 cu. ft. for the MDX
- The rear seat in the XC90 is a more convenient 40-20-40 split vs. the MDX's 40-60 split
- The XC90 has an optional compass available – this is not available for the MDX

AN EDGE FOR SAFETY:

- The XC90 has power child locks as standard; the MDX does not offer these
- The XC90 offers seatbelt pretensioners in both the front and rear, compared to just the front for the MDX
- Only the XC90 offers high-pressure headlight washers as an option
- Rear Park Assist is an option for the XC90 – it's not available at all on the MDX
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the MDX does not have a whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 is taller (70.2 in. vs. 65.9 in. for the MDX)
- The XC90 has better ground clearance – 8.9 in. vs. 7.3 in. for the MDX
- There's more headroom for both front and rear for the XC90 (40.1 in. vs. 39.2 in.; 39.5 in. vs. 38.6 in. for the MDX, respectively)

ADVANTAGE: VOLVO

VOLVO XC90 3.2 VS. AUDI Q7 3.6 QUATTRO



EDMUNDS.COM "CON" COMMENTS ABOUT THE AUDI Q7:

- Hefty curb weight dulls acceleration and saps fuel economy
- Can't get a rear DVD entertainment system from the factory

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$5,500 less than the Q7 3.6
- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE DRIVER-FRIENDLY:

- The XC90 has cruise controls conveniently located on the steering wheel
- Memorized settings are available **only** on the XC90 – for both the exterior mirrors and up to three different drivers for the driver's seat
- Only the XC90 comes with skid plates
- The XC90 rear wipers offer intermittent settings

MORE FAMILY-FRIENDLY:

- Only the XC90 has rear headsets and DVD player options
- Only the XC90 offers an optional integrated child booster seat
- Only the XC90 offers rear-seat dual-zone air conditioning
- The XC90 has three rear head restraints, compared to just two for the Q7
- There's no universal remote transmitter available on the Q7 – it's standard on the XC90
- The XC90 boasts dual screen Rear Seat Entertainment – Q7 does not offer RSE

BETTER FOR TRAVELING:

- The XC90 comes standard with a trip computer – this is not available on the Q7
- Only the XC90 displays the external temperature
- XC90 has more cargo capacity – 92 cu. ft. vs. just 72.5 cu. ft. for the Q7

AN EDGE FOR SAFETY:

- Only the XC90 offers Dual Xenon Gas Discharge Headlights with Active Bending Lights (ABL) and high-pressure headlight washers as options
- Rear Park Assist is an option for the XC90 – it's not available at all on the Q7
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the Q7 does not have a whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 weighs 615 lbs. less than the Q7 (4,400 lbs. for the XC90 vs. 5,015 lbs. for the Q7)
- The XC90 is taller (70.2 in. vs. 68.4 in. for Q7)
- The XC90 has better ground clearance – 8.9 in. vs. 8.1 in. for the Q7
- There's more headroom for both front and rear for the XC90 (40.1 in. vs. 39.5 in.; 39.5 in. vs. 39 in. for the Q7, respectively)

ADVANTAGE: VOLVO

VOLVO XC90 3.2L COMPETITIVE COMPARISONS

PRICING

	2009 VOLVO XC90 3.2	2008 BMW X5 3.0SI	2008 MERCEDES- BENZ ML350	2008 LEXUS RX 350	2008 ACURA MDX	2008 AUDI Q7 3.6 QUATTRO
MSRP	\$37,000	\$46,200	\$44,000	\$39,100	\$40,195	\$42,500
COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE	3 yrs./ 36,000 miles	4 yrs./ 50,000 miles	NA	NA	NA	NA

UNDER THE HOOD

	XC90 3.2	X5 3.0SI	ML350	RX 350	MDX	Q7 3.6
BASE ENGINE TYPE AND CYLINDERS	Inline six	Inline six	V6	V6	V6	V6
BASE ENGINE DISPLACEMENT	3.2 liters	3.0 liters	3.5 liters	3.5 liters	3.7 liters	3.6 liters
VALVETRAIN	24 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 single overhead cam (SOHC)	24 valves double overhead cam (DOHC)
HORSEPOWER	235 HP @ 6200 rpm	260 HP @ 6600 rpm	268 HP @ 6000 rpm	270 HP @ 6200 rpm	300 HP @ 6000 rpm	280 HP @ 6200 rpm
TORQUE	236 lb.-ft. @ 3200 rpm	225 lb.-ft. @ 2750 rpm	258 lb.-ft. @ 2400 rpm	251 lb.-ft. @ 4700 rpm	275 lb.-ft. @ 5000 rpm	266 lb.-ft. @ 2750 rpm

ADVANTAGE: VOLVO

VOLVO XC90 3.2L COMPETITIVE COMPARISONS

FEATURES AND FUNCTIONS

	XC90 3.2	X5 3.0SI	ML350	RX 350	MDX	Q7 3.6
THIRD ROW SEAT TYPE	Optional	Optional#	NA	NA	Standard	Optional
POWER RETRACTABLE OUTSIDE MIRRORS	Optional	NA	Optional	NA	NA	*
CRUISE CONTROL ON STEERING WHEEL	Standard	NA	NA	NA	Standard	NA
REAR SEAT ENTERTAINMENT SYSTEM	Optional	Optional	Optional	Optional	Optional	NA
INTEGRATED CHILD SEAT	Optional	NA	NA	NA	NA	NA
SEATBELT PRETENSIONERS	Front and rear	Front	Front and rear	Front	Front	Front and rear
WHIPLASH PROTECTION SYSTEM	WHIPS	NA	NA	NA	NA	NA
POWER CHILD LOCKS	Standard	NA	NA	NA	NA	Standard

* Not listed at time of research

spare tire not available with third row seat on X5

EXTERIOR DIMENSIONS

	XC90 3.2	X5 3.0SI	ML350	RX 350	MDX	Q7 3.6
LENGTH	189.3 in.	191.1 in.	188.5 in.	186.2 in.	190.7 in.	200.2 in.
WIDTH	74.7 in.	76.1 in.	75.2 in.	72.6 in.	78.5 in.	78.1 in.
HEIGHT	70.2 in.	69.5 in.	71.5 in.	66.1 in.	65.9 in.	68.4 in.
WEIGHT	4400 lbs.	4982 lbs.	4705 lbs.	4090 lbs.	4539 lbs.	5015 lbs.
WHEELBASE	112.6 in.	115.5 in.	114.7 in.	106.9 in.	108.3 in.	118.2 in.
GROUND CLEARANCE	8.9 in.	8.3 in.	8.3 in.	7.5 in.	7.3 in.	8.1 in.

ADVANTAGE: VOLVO

VOLVO XC90 3.2L COMPETITIVE COMPARISONS

INTERIOR

	XC90 3.2	X5 3.0SI	ML350	RX 350	MDX	Q7 3.6
FRONT HEADROOM	40.1 in.	39.3 in.	*	39.3 in.	39.2 in.	39.5 in.
REAR HEADROOM	39.5 in.	39 in.	*	38.6 in.	38.6 in.	39 in.
FRONT SHOULDER ROOM	58.3 in.	60 in.	59.8 in.	57.9 in.	61.6 in.	58.7 in.
REAR SHOULDER ROOM	57.8 in.	58 in.	59.8 in.	57.1 in.	61.5 in.	58.1 in.
FRONT HIP ROOM	55.4 in.	NA	58.3 in.	55.6 in.	59 in.	*
REAR HIP ROOM	53.6 in.	NA	58.3 in.	55.1 in.	59.1 in.	*
FRONT LEGROOM	41 in.	40 in.	42.2 in.	42.5 in.	41.2 in.	41.3 in.
REAR LEGROOM	36.4 in.	36.6 in.	40 in.	36.4 in.	38.7 in.	37.1 in.
MAXIMUM LUGGAGE CAPACITY	21.6 cu. ft.	*	29.4 cu. ft.	38.3 cu. ft.	15 cu. ft.	42 cu. ft.
MAXIMUM CARGO CAPACITY	92 cu. ft.	75 cu. ft.	72 cu. ft.	84.7 cu. ft.	83.5 cu. ft.	72.5 cu. ft.
MAXIMUM SEATING	7	7	5	5	7	7

* Not listed at time of research

All competitive data, pricing, and product specifications herein are from listings on Edmunds.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.