



VOLVO XC90 V8

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 V8 combines traditional premium vehicle features with SUV characteristics. Its main competitors are included in this document:

- BMW X5 4.8i
- Mercedes-Benz ML550
- Volkswagen Touareg 2 V8
- Audi Q7 4.2 Premium quattro

ADVANTAGE: VOLVO

VOLVO XC90 V8 VS. BMW X5 4.8i



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 \$5,250 less than the X5

MORE DRIVER-FRIENDLY:

- Driver and passenger 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 a power glass sunroof standard – the X5 doesn't offer one for the front (only the rear)
- The XC90 has a 6-CD changer standard – the X5 has only a single-CD player
- 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
- Rear audio is standard in the XC90 – it's not available on the X5
- 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 – 93 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
- Third-row head restraints are standard on the XC90 – they're optional on the X5
- 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 Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the X5 has no whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 weighs 509 lbs. less than the X5 (4,826 lbs. for the XC90 vs. 5,335 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 XC90 front passengers (39.7 in. vs. 39.3 in. for the X5)
- The XC90 has more front legroom with 41 in. vs. 40 in. for the X5

ADVANTAGE: VOLVO

VOLVO XC90 V8 VS. MERCEDES-BENZ ML550



EDMUNDS.COM "CON" COMMENTS ABOUT THE ML550 INCLUDE:

- No third row seat option
- Expensive for its class

EASIER ON THE WALLET:

- The MSRP of the XC90 is \$3,200 less than the ML550
- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- Variable valve timing is standard on the XC90 – it's not available on the ML550
- Limited slip differential is standard on the XC90 – it's not available on the ML550
- Self-leveling suspension is standard on the XC90 – it's optional on the ML550

MORE DRIVER-FRIENDLY:

- XC90 has a power glass sunroof standard – it's optional on the ML550
- Memory driver seat settings are standard on the XC90 – they're an option on the ML550
- Passenger seat lumbar support is standard on the XC90 – it's an option for the ML550
- 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 ML550
- The XC90 has a 6-CD changer standard – the ML550 has only a single-CD player
- CD MP3 playback is standard on the XC90 – it's optional on the ML550
- Only the XC90 comes with skid plates

AN EDGE FOR SAFETY:

- The XC90 has power child locks not available on the ML550
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the ML550 has no whiplash mitigation system

MORE FAMILY-FRIENDLY:

- There's no third row seat option in the ML550!
- Integrated child seats are available only on the XC90
- Rear audio is standard in the XC90 – it's optional on the ML550
- Rear headsets are not available on the ML550
- The rear seat in the XC90 is a more convenient 40-20-40 split vs. the ML550's 40-60 split

BETTER FOR TRAVELING:

- The XC90 has an optional compass available – this is not available for the ML550
- The XC90 has a higher cargo capacity – 93 cu. ft. vs. just 72.4 cu. ft. for the ML550

DIMENSIONAL ADVANTAGES:

- The XC90 is longer (189.3 in. vs. 188.5 in. for the ML550)
- The XC90 has better ground clearance – 8.9 in. vs. 8.3 in. for the ML550

ADVANTAGE: VOLVO

VOLVO XC90 V8 VS. VOLKSWAGEN TOUAREG 2



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

- Smaller backseat than competitors
- Hefty curb weight results in disappointing fuel economy
- No third row seat

EASIER ON THE WALLET:

- The MSRP of the XC90 includes Complimentary Factory Scheduled Maintenance for the first three years or 36,000 miles

MORE POWER UNDER THE HOOD:

- The XC90 has slightly more engine displacement (4.4 liters vs. 4.2 liters for the Touareg 2)
- Limited slip differential is standard on the XC90 – it's not available on the Touareg 2
- Self-leveling suspension is standard on the XC90 – it's not available on the Touareg 2

MORE DRIVER-FRIENDLY:

- Only the XC90 comes with skid plates
- Height-adjustable driver and passenger seats are standard on the XC90 – they're optional for the Touareg 2
- Memory driver seat settings are standard on the XC90 – they're an option on the Touareg 2
- Exterior mirror memory settings are standard on the XC90 (optional on the Touareg 2)
- The XC90 has a 6-CD changer standard – the Touareg 2 has only a single-CD player
- CD MP3 playback is standard on the XC90 – it's not available at all on the Touareg 2
- Rear audio is standard in the XC90 – it's not available on the Touareg 2
- Rear headsets are optional on the XC90 – they're not available on the Touareg 2

MORE FAMILY-FRIENDLY:

- There's no third row seat option in the Touareg 2
- Integrated child seats are available only on the XC90
- The rear seat in the XC90 is a more convenient 40-20-40 split vs. the 40-60 split in the Touareg 2
- A DVD player and video games are available only for the XC90 – not the Touareg 2

BETTER FOR TRAVELING:

- The XC90 has higher cargo capacity – 93 cu. ft. vs. 71 cu. ft. in the Touareg 2
- The XC90 gets slightly better gas mileage (13 mpg city vs. 12; 19 mpg highway vs. 17 for the Touareg 2, respectively)

AN EDGE FOR SAFETY:

- High-pressure headlight washers are optional on the XC90, but not available on the Touareg 2
- The XC90 has power child locks as standard; the Touareg 2 does not
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the Touareg 2 has no whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 is longer
- The XC90 is higher than the Touareg 2
- The XC90 has better ground clearance
- There's more headroom for both front and rear for the XC90
- The XC90 has more front shoulder room
- The XC90 has more rear legroom
- The XC90 V8 weighs 474 lbs. less

ADVANTAGE: VOLVO

VOLVO XC90 V8 VS. AUDI Q7 4.2 PREMIUM 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 \$9,050 less than the Q7 4.2
- 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 a slightly larger engine displacement – 4.4 liters vs. 4.2 liters for the Q7
- The XC90 offers self-leveling suspension standard – this is optional on the Q7
- Power glass sunroof is standard on the XC90 – it's optional on the Q7
- Only the XC90 comes with skid plates
- The XC90 rear wipers offer intermittent settings
- The XC90 has cruise controls conveniently located on the steering wheel – this is optional on the Q7
- Memorized seat settings for up to three different drivers are available on the XC90 – the Q7 can accommodate only two

MORE FAMILY-FRIENDLY:

- The XC90 comes equipped with rear audio – this is not even available on the Q7
- Only the XC90 has rear headsets and DVD player options
- Only the XC90 offers an optional integrated child booster seat
- The XC90 has three rear head restraints, compared to just two for the Q7
- The XC90 boasts dual screen Rear Seat Entertainment – Q7 does not offer RSE

BETTER FOR TRAVELING:

- The XC90 has significantly higher cargo capacity – 93 cu. ft. vs. just 72 cu. ft. for the Q7
- The XC90 has slightly better fuel economy than the Q7 (13 mpg city vs. 12 mpg; 19 mpg highway vs. 17 mpg for the Q7)

AN EDGE FOR SAFETY:

- Only the XC90 offers high-pressure headlight washers as an option
- The XC90 has Volvo's Whiplash Protection Seating System (WHIPS) in the front seats; the Audi Q7 has no whiplash mitigation system

DIMENSIONAL ADVANTAGES:

- The XC90 weighs 443 lbs. less than the Q7 (4,826 lbs. for the XC90 vs. 5,269 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 front passengers in the XC90 (39.7 in. vs. 39.5 in. for the Q7)

ADVANTAGE: VOLVO

VOLVO XC90 V8 COMPETITIVE COMPARISONS

PRICING

	2009 VOLVO XC90 V8	2008 BMW X5 4.8i	2008 MERCEDES-BENZ ML550	2008 VOLKSWAGEN TOUAREG 2	2008 AUDI Q7 4.2 PREMIUM QUATTRO
MSRP	\$49,550	\$54,800	\$52,750	\$48,390	\$58,600
COMPLIMENTARY FACTORY SCHEDULED MAINTENANCE	3 yrs./ 36,000 miles	4 yrs./ 50,000 miles	NA	NA	NA

UNDER THE HOOD

	XC90 V8	X5 4.8i	ML550	TOUAREG 2	Q7 4.2
BASE ENGINE TYPE AND CYLINDERS	V8	V8	V8	V8	V8
BASE ENGINE DISPLACEMENT	4.4 liters	4.8 liters	5.0 liters	4.2 liters	4.2 liters
VALVETRAIN	32 valves double overhead cam (DOHC)	32 valves double overhead cam (DOHC)	24 valves double overhead cam (DOHC)	40 valves double overhead cam (DOHC)	32 valves double overhead cam (DOHC)
VARIABLE VALVE TIMING	Standard	Standard	NA	Standard	Standard
HORSEPOWER	311 HP @ 5850 rpm	350 HP @ 6300 rpm	382 HP @ 6000 rpm	350 HP @ 6700 rpm	350 HP @ 6800 rpm
TORQUE	325 lb.-ft. @ 3900 rpm	350 lb.-ft. @ 3400 rpm	391 lb.-ft. @ 2800 rpm	325 lb.-ft. @ 3500 rpm	325 lb.-ft. @ 3500 rpm

ADVANTAGE: VOLVO

VOLVO XC90 V8 COMPETITIVE COMPARISONS

FEATURES AND FUNCTIONS

	XC90 V8	X5 4.8I	ML550	TOUAREG 2	Q7 4.2
THIRD ROW SEAT TYPE	Standard	Optional**	NA	NA	Standard
POWER RETRACTABLE OUTSIDE MIRRORS	Optional	NA	Optional	Optional	Standard
CRUISE CONTROL ON STEERING WHEEL	Standard	NA	NA	Standard	Optional
REAR SEAT ENTERTAINMENT SYSTEM	Optional	Optional	Optional	NA	*
INTEGRATED CHILD SEAT	Standard	NA	NA	NA	NA
SEATBELT PRETENSIONERS	Front and rear	Front	Front and rear	Front and rear	Front and rear
WHIPLASH PROTECTION SYSTEM	WHIPS	NA	NA	NA	NA
POWER CHILD LOCKS	Standard	NA	NA	NA	Standard

* Not listed at time of research

** spare tire not available with third row seat on X5

EXTERIOR DIMENSIONS

	XC90 V8	X5 4.8I	ML550	TOUAREG 2	Q7 4.2
LENGTH	189.3 in.	191.1 in.	188.5 in.	187.2 in.	200.2 in.
WIDTH	74.7 in.	76.1 in.	75.2 in.	75.9 in.	78.1 in.
HEIGHT	70.2 in.	69.5 in.	71.5 in.	68 in.	68.4 in.
WEIGHT	4826 lbs.	5335 lbs.	4795 lbs.	5300 lbs.	5269 lbs.
WHEELBASE	112.6 in.	115.5 in.	114.7 in.	112.4 in.	118.2 in.
GROUND CLEARANCE	8.9 in.	8.3 in.	8.3 in.	11.8 in.	8.1 in.

ADVANTAGE: VOLVO

VOLVO XC90 V8 COMPETITIVE COMPARISONS

INTERIOR

	XC90 V8	X5 4.8i	ML550	TOUAREG 2	Q7 4.2
FRONT HEADROOM	39.7 in.	39.3 in.	39.9 in.	38.7 in.	39.5 in.
REAR HEADROOM	38.4 in.	39 in.	39.8 in.	38.3 in.	39 in.
FRONT SHOULDER ROOM	58.3 in.	60 in.	59.9 in.	57.7 in.	58.7 in.
REAR SHOULDER ROOM	57.4 in.	58 in.	59.8 in.	57.4 in.	58.1 in.
FRONT HIP ROOM	55.4 in.	*	*	*	*
REAR HIP ROOM	53.6 in.	*	*	*	*
FRONT LEGROOM	41 in.	40 in.	42.2 in.	41.3 in.	41.3 in.
REAR LEGROOM	36.4 in.	36.6 in.	40 in.	35.6 in.	37.1 in.
MAXIMUM LUGGAGE CAPACITY	8.8 cu. ft.	*	29.4 cu. ft.	31 cu. ft.	10.9 cu. ft.
MAXIMUM CARGO CAPACITY	93 cu. ft.	75 cu. ft.	72.4 cu. ft.	71.0 cu. ft.	72.5 cu. ft.
MAXIMUM SEATING	7	7	5	5	7

* Not listed at time of research

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