2003. Copyright, 2003, Graphic News. All rights reserved

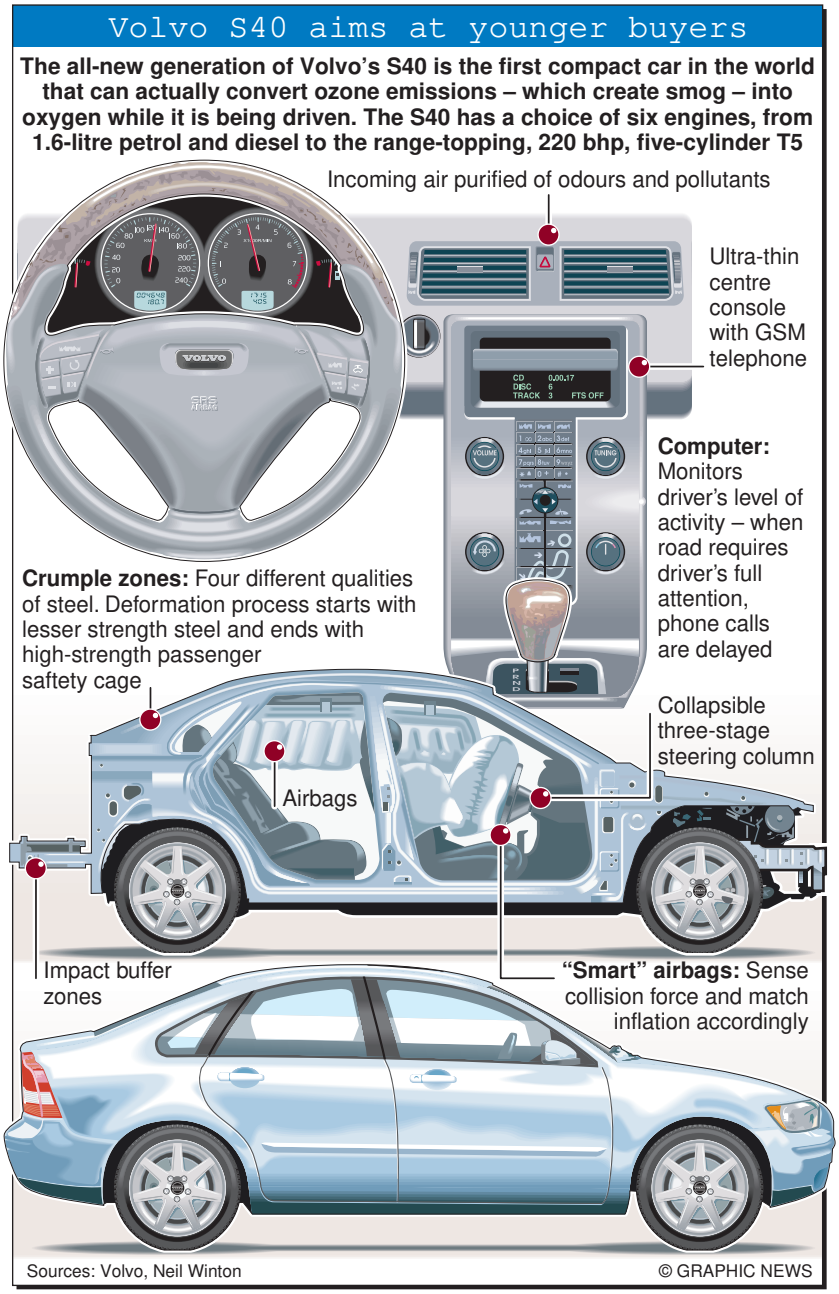
Big car safety in a smaller package

ember 18, Graphic News: Volvo's success over the years has
reputation as a leader in car safety and its new little S40 builds
offering many impressive new features to protect the lives of
sengers.
ety features are hardly revolutionary and often make only a
contribution, but will be welcomed by car buyers as positive

rumple zones are designed with four different qualities of steel,
rmation process in an accident starts with lesser strength steel
he strongest, which is closest to the passenger compartment.
ble steering wheel is designed to collapse horizontally, to
mum position for the airbag.
asts the Intelligent Driver Information System (IDIS), which
ng telephone calls if the computer reckons that the driver is
by pressure on the road. If IDIS data shows that the driver is
rd, overtaking, or braking, it will delay phone calls until the
died down.
o incorporates safety features used by its bigger siblings, the
ke the Whiplash Protection System and the Side Impact
em.
oducing what it calls the "unique, super-slim, free-floating centre
ks the controls of the audio system, the integrated phone and
ing system in a thin, central console which offers extra interior
ehind it.
f the S40 makes it look like a scaled down version of the S60
probably what BMW is referring to when it talks about
yling, where cars from a manufacturer's range look as though
the same mould. BMW has eschewed this tendency with its
series, and has taken plenty of criticism for daring to be

wned by America's Ford Motor Co., won't have to face down
que with the unobtrusive shape of the S40.
es many of the same components as the recently launched
wns about a third of Mazda) the Ford C-Max, and the new Ford
nched next year.
vided by a choice of 6 engines -- two 4-cylinder motors of 1.6,
vo 5-cylinders of 2.4 or 2.5 litres, and two common rail diesels,
re, the fruits of a cooperation deal with France's Peugeot.
at around 22,700 euros, and peak at 35,000 euros for the T5
hich produces 220 bhp.
0 goes on sale in Europe and North America early in 2004.

– Audi A3/VW Golf, BMW Compact, Mercedes A class.
mpetent all-rounder. Volvo calls the S40 a "premium" product,
ales difficult when confronted with similarly priced cars with
edes badges.



EDS -- UPDATED WITH LATEST IMAGE OF 2004 CAR AS AT DECEMBER 23, 2003

STORY TO LEFT OF GRAPHIC << STORY TO LEFT

CATEGORY: MOTORING
IPTC CODE: AUT,OVR :Automobiles, road transport

STANDARD MEASURES (SAU)