



# VOLVO GENUINE EXTERIOR STYLING ACCESSORIES

**Volvo Genuine exterior styling accessories are uniquely designed to integrate with, and enhance, the look of each specific Volvo model. Dedication to continuous development and testing guarantees a level of safety, performance and durability that other products simply cannot deliver.**

Each product is treated as an integral part of the car from the earliest stages of the design process, with every aspect of the driving experience taken into consideration by a dedicated team of experts.

Integration is key when it comes to designing Volvo Genuine exterior styling accessories, and each product is tailor made to suit each specific model. Great care is taken to ensure that every styling accessory looks – and feels – like a natural extension of the exterior, and is expertly mounted to ensure a solid, long-lasting fit.

## **PERFORMANCE**

Volvo Genuine exterior styling accessories are aerodynamically designed to improve performance. For example, rear spoilers are designed to help reduce wind resistance, which in turn reduces fuel consumption and noise levels, while the front bumper has been formed and fitted to allow the grille to feed cool air to the engine and braking system. The position each styling accessory occupies on the car has also been carefully considered so as to enhance the car's overall level of performance; ensuring better brake balance as well as improved handling and steering. The car's overall weight has also been taken into account to ensure that all cars equipped with exterior styling products can drive safely over speed bumps etc. without the risk of causing damage to the car's exterior.

## **SAFETY**

As you would expect from Volvo Genuine products, safety has not been sacrificed in the pursuit of style. Colour coordinated Running Boards make it easier – and safer – to get in and out of the car, as well as providing a solid, reassuring platform when loading objects onto the roof. Every product is rigorously tested at Volvo's state-of-the-art test centre in order to meet Volvo's strict safety regulations – safety regulations that surpass the legal requirements of any country in the world. They are also carefully mounted so as to not compromise the on-board safety systems, or affect the car's balance or handling in any way.

## **DURABILITY**

Volvo Genuine styling accessories are designed to continue looking as good as the day they were mounted – and to last as long as the car itself. All materials used are chosen for their durability, as well as their ability to avoid corrosion and withstand the elements. Products are sent all over the world for testing, where the effects of extreme weather and humidity on a products finish can be carefully monitored.





## SELLING POINTS FOR EXTERIOR STYLING ACCESSORIES

### **1. THE HIGHEST QUALITY STYLING ACCESSORIES DESIGNED FOR SPECIFIC VOLVO MODELS BY VOLVO EXPERTS**

Volvo Genuine styling accessories are designed; developed and tested specifically to suit each Volvo model by a dedicated team of experts. All products are perfectly integrated and expertly mounted to ensure an organic high quality finish.

### **2. PRODUCTS IMPROVE APPEARANCE WITHOUT COMPROMISING PERFORMANCE**

Volvo Genuine styling accessories are designed, first and foremost, to improve a Volvo's appearance. However, great care is also taken to ensure that Volvo Genuine exterior styling products do not compromise a vehicles performance in any way. This includes important areas such as:

- Fuel consumption
- Handling
- Steering
- Brake balance

### **3. SAFETY IS NEVER COMPROMISED IN THE PURSUIT OF STYLE**

Every product is continuously developed and thoroughly tested to meet Volvo's strict safety regulations – safety regulations that surpass those of every country in the world.

### **4. VOLVO GENUINE PRODUCTS ARE BUILT AND TESTED TO STAND THE TEST OF TIME AND WITHSTAND THE ELEMENTS**

Volvo Genuine accessories are designed for maximum durability and tested to ensure they retain their finish for years to come. Innovative testing methods include:

- Weather simulation testing
- Products tested in countries with extreme weather conditions
- Corrosion testing
- Artificial ageing of products
- How different washing methods affect the finish of each styling accessory