

AUTOMOTIVE

Volvo asserts luxury aspirations with passenger-centric model

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Volvo's S90 sedan

By STAFF REPORTS

Swedish automaker Volvo is looking to make inroads with the affluent Chinese consumer with a new model designed with the chauffeured businessman in mind.

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The S90 Excellence sedan has no front passenger seat, replacing it with a Lounge Console that allows a passenger riding in the back seat to relax. With this model, Volvo is creating new competition for luxury automakers who cater to the driven rather than drivers, such as Bentley and Rolls-Royce.

Driving towards luxury

Both the S90 Excellence and an upgraded version of the S90 made specially for China are being revealed ahead of Volvo's first appearance at the Guangzhou Motor Show.

The S90 Excellence features executive-ready touches such as a foldout workspace and storage. Making the drive more enjoyable are a panoramic roof, heated and cooled cup holders, a built-in entertainment system and an adjustable footrest.

Adding an extra luxurious feel to the ride is a refrigerated compartment and crystal glasses from Orrefors.



Interior of Volvo S90 Excellence

Both the S90 and the S90 Excellence will be produced in Volvo's Chinese factory in Daqing. According to the automaker, these sedans will be the most premium models to be manufactured in China.

Volvo was the first Western automaker to export premium cars made in China to the United States, with its 2015 S60 Inscription.

"China will play an increasingly important part in our global manufacturing ambitions," said Hkan Samuelsson, president/CEO, Volvo Car Group. "Our factories here will deliver world-class products for export across the globe in coming years, contributing to our objective of selling up to 800,000 cars a year by 2020."

The S90 will begin production in November, with the S90 Excellence being produced starting next year. As Volvo increases its production capacity in China, it will be moving all of its S90 manufacturing from Europe to China.

Volvo's S90 Excellence, which follows the release of the automaker's \$106,000 XC Excellence SUV, includes features typically reserved for specially configured models.

For instance, British automaker Bentley's in-house coach building division Mulliner is rolling out a new range of possibilities for consumers to personalize their bespoke Flying Spur sedans.

Now, consumers will be able to make their vehicle their own with the addition of a refrigerated cooler, sterling silver atomizers, quilted leather or painted veneers. Consistently adding to the available features for bespoke lines enables automakers to continue to appeal to consumers' desires and needs, allowing them to create something that is uniquely their own ([see story](#)).

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