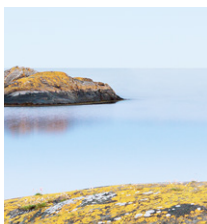




**VOLVO V40**  
CROSS COUNTRY





**HELLO**  
PAGE 01



**YOUR NEW CAR**  
PAGE 04



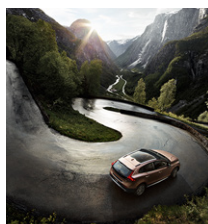
**YOUR ADVENTURE**  
PAGE 08



**SENSUS**  
PAGE 10



**INTELLISAFE**  
PAGE 12



**DRIVE-E**  
PAGE 14



**EXPRESS YOURSELF**  
PAGE 16



**PERSONALISE  
YOUR INTERIOR**  
PAGE 18



**UPHOLSTERIES**  
PAGE 20



**ALUMINIUM WHEELS**  
PAGE 22



**ACCESSORIES**  
PAGE 24



**THE VOLVO  
EXPERIENCE**  
PAGE 28



**COLOURS**  
COVER

# WE'RE VOLVO CARS. WE PUT PEOPLE FIRST.



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*"What can we do to make  
this person's life better, easier or  
more comfortable?"*

---

We're Swedish. Scandinavian designers always start with the person who's going to use an object and ask, "What can we do to make this person's life better, easier or more comfortable?" We've always used this philosophy when we design our cars. So, while other car manufacturers might start with technology and try to squeeze people in around it, we begin by designing our cars around you. We ask what you need, and then use our technical skills to make your life easier, better, safer and more beautiful. Form follows function, and when you design a car inside and out with people in mind, it looks naturally beautiful. We think that looking at and interacting with our cars should make you feel great, every day. Designing cars around people has led to many innovations

over our 88-year history. You know the three-point safety belt in your current car? That was our invention from 1959. And now we're working towards our vision to design cars that should not crash. In the shorter perspective, our aim is that by 2020 nobody should be killed or seriously injured in a new Volvo. Of course, you'll already benefit from this research in your current Volvo. We've addressed a few environmental issues, too – in 1976, we developed the lambda sond – a sensor that monitors exhaust gas, reducing emissions and boosting performance as well as economy. It's still part of every petrol-engined car in the world. Innovation is at the core of Volvo Cars – it's because of where we come from.





In Sweden, great  
design is a way of life,  
not a luxury.





**For such a small country, we've produced more than our share of creative talent. That's because we know that to be truly creative, you've got to believe in yourself and do things the way you know they should be done, regardless of what others are doing.**

Take our seats. In the early 1960s, we consulted with a team of orthopaedic surgeons here in Gothenburg. They wondered why a group of car designers wanted to see them. Nobody had thought to ask an orthopaedic surgeon's advice when designing a car seat before. But the ergonomic seat designs we developed as a result have made our cars world-famous for their outstanding long-distance comfort.

Like all Scandinavian craftsmen, we use only the best materials for the job, like the ultra-strong boron steel in our safety cages. We use natural, authentic materials inside our cars – not because they're fashionable this season, but because they make you feel good when you touch them and they're better for your health.

Creating a beautiful experience for you is natural for us. Because in Sweden, great design is a way of life, not a luxury.

# THE PERFECT GETAWAY CAR.

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*"Our Volvo V40 Cross Country gives you the best in inspiring contemporary Scandinavian design in a compact hatch."*

---

Our Volvo V40 Cross Country gives you the best in inspiring contemporary Scandinavian design in a compact hatch. It's got the versatility to fit in with your busy lifestyle, yet it also has the agility to really inject some fun into your driving, and its looks will make you stand out from the crowd. Being Swedes, we understand your need to get out into the countryside, so with our V40 Cross Country we've added

even more potential for adventure and fun with some rugged design cues and higher ground clearance, which will feed your thirst for spontaneity and have you exploring beyond the city limits every chance you get. And if your adventure takes you onto rougher roads, the V40 Cross Country All Wheel Drive variant gives you real capability as well as all-weather versatility.

Your V40 Cross Country might have a rugged profile, but it also has genuinely beautiful design flourishes such as the elegant rear light clusters.

FIND YOUR NEAREST DEALER AT  
**[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**







# Going exploring? You'll need some tough equipment.


**If you've spent any serious time outdoors, you'll know how much you depend on robust, good quality equipment. That's what inspired us when we were designing the V40 Cross Country.**

To begin with, we raised the ground clearance over its V40 cousin, which gives you a more commanding view of the way ahead – which is useful both in town and when you're in the countryside. Bigger

challenges may call for bigger wheels too – the car shown here is fitted with bold 19" Alecto Accessory wheels. Then we covered vulnerable areas with a durable black bodykit to protect the nose and tail from stone chips. Add to this some gorgeous styling touches such as the honeycomb front grille and the upright Day Running Lights and you have the best of contemporary Scandinavian Design, just with added attitude.

The rear skidplate provides the perfect finishing touch to your V40 Cross Country – it gives a strong visual clue to your Volvo's adventurous ability and it also offers extra protection when the going gets really tough.

TO SEE MORE OF THE V40 CROSS COUNTRY'S COOL DESIGN FEATURES, GO TO  
**[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**



Electronic Stability Control (ESC) comes as standard. If there's a risk of your V40 Cross Country losing stability, ESC applies just the right amount of brake force and reduces engine power as needed to prevent any skidding – and you'll never notice a thing.

READ MORE AT **[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**

Power and grip.





**If your adventures tend to take you off the beaten track, we suggest you opt for our T5 variant, which is available with All-Wheel Drive. This way you can be sure that all of your car's power translates into traction, no matter what road surface you're on.**

Since All-Wheel Drive is teamed with Hill Descent Control, you'll be able to negotiate even the steepest of slopes with the utmost confidence – all you have to do is steer. The V40 Cross Country won't disappoint on the road either, with a 0–62mph time of 6.1 seconds for the T5 AWD version. If you enjoy the fun of driving, you'll love our Corner Traction Control – which helps you avoid understeer by applying just the right amount of power and brake force to the inner and the outer wheels as you accelerate out of a corner. It's particularly handy if you're merging into fast moving traffic from a side road.



**A special connection.** Volvo On Call allows you to connect with your car as never before, while also connecting your car to the outside world.

At its heart is a smartphone app you can use to check on – and interact with – your car no matter where you are. And to go online, the package includes a built-in modem and dedicated SIM-card slot. Volvo On Call also provides help when you need it most. The On Call button in the cabin puts you through to breakdown services. And in emergencies, the cabin's SOS button provides an instant link to a team of Volvo On Call professional operators. To cover any eventuality, if there are indications that you've had an accident (such as a deployed airbag), we will call you. If there's no response, we'll send the emergency services to you straight away.

READ MORE AT [VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)



# The intuitive way to interact with your car.



Volvo Sensus is our all-encompassing approach that connects you with your car and the world around you. It means you're on the road, but not offline. With Sensus Connect, you can turn the seven-inch screen in your dashboard into an internet-connected infotainment hub. Not only can you surf the web, you can also download apps – from Rdio to Stitcher and TuneIn. Sensus Connect also gives you access to basic internet maps and routing, and to take advantage of navigation guidance, 3-D views and navigation apps, there's our Sensus Navigation option. If you'd like to

take your connectivity to the next level, there's Volvo On Call. This option gives you 3G-connectivity with excellent reception through your car's integrated roof aerial, so you can create a Wi-Fi hotspot for all of your devices. Meanwhile, Connected Service Booking allows you to book your car in for a service from the comfort of the driver's seat.

A high-end audio experience is also part of Sensus. That's why we've designed our state-of-the-art Premium Sound by Harman Kardon®. Using 10 high-fidelity loudspeakers, the amplifier is equipped with Dirac Live®, the next generation sound enhancement software. With an incredibly realistic stage sound as well as enhanced bass performance, this sound system provides an unparalleled aural experience for every passenger and connects easily with external media players.

Our digital driver display is another delight. Not only does it

give you all the information you need without overwhelming you – its three background modes, Elegance, Eco, and Performance, also sync with the centre screen. The physical controls, such as our floating centre stack with its iconic "manikin" climate control buttons, are another example of Swedish design that's both functional and beautiful. And then there's our eye-catching illuminated gearknob, which is available for selected automatic gearboxes. Glowing gently in the dark, it adds a touch of atmosphere to your night drives.





# Intuitive safety by Volvo Cars. For you, and for those around you.

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*"Our vision is to design cars  
that should not crash."*

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At Volvo Cars, safety is an intrinsic part of our DNA. We've invented some of the world's most pioneering life-saving technologies – such as the three-point safety belt that's been acknowledged one of the most important innovations of mankind.

But we aim higher. Our vision is to design cars that should not crash. In the shorter perspective the aim is that by 2020 nobody should be killed or seriously injured in a new Volvo.

IntelliSafe is our approach for a more harmonious relationship between cars and people. To achieve this, we have infused your Volvo with smart, intuitive innovations for a safer drive. And the IntelliSafe technologies help protect not only the people inside your car – we also consider people on the outside, for example with technology that helps you to detect pedestrians and cyclists.

When you drive at speeds up to 31mph, our City Safety collision avoidance technology looks ahead

of you and brakes automatically if you're about to run into a vehicle in front. To give you more support at higher speeds, our Collision Warning with Full Auto Brake and Pedestrian and Cyclist Detection alerts you if you're too close to a vehicle and a collision is imminent – day or night. During daylight, the system also reacts if there's a pedestrian in your path or a cyclist ahead travelling in the same direction as your car. And should you not react to the warning, your car brakes automatically to help you avoid or mitigate a collision.

Our IntelliSafe technologies also support your daily driving, with features available such as BLIS (Blind Spot Information System), Lane Keeping Aid and Cross Traffic Alert that help you to early detect different hazards near your car. The Road Sign Information technology keeps you updated on actual speed limits and other important road signs. And to make you a bit more relaxed on the road, our Adaptive

Cruise Control can maintain your set speed and distance to the vehicle in front. In slow-moving city traffic, our Queue Assist function can automatically maintain the selected distance to the car in front – from standstill and up to 19mph. For a more comfortable drive in the dark, our Active High Beam dips the headlights automatically when needed – there's even Driver Alert technology that reminds you to take a break in case your driving behaviour shows signs of drowsiness.

And because we know an inspired driver is a safe driver, our active IntelliSafe technologies like Electronic Stability Control add to reassuring driving stability in all conditions without sacrificing the joy of driving. It's simply about giving you the most human driving experience, on your terms. And helping to keep people out of harm's way, whether they happen to be inside or outside your car.

**Your foresighted friend.** Our Collision Warning with Full Auto Brake and Pedestrian and Cyclist Detection work hard to help keep you and people outside the car safe. And should the worst happen and you collide with a pedestrian, our Pedestrian Airbag inflates to help mitigate the impact – a Volvo world-first.



City Safety is designed to prevent you from colliding with the car in front if it stops, or slows suddenly. This advanced IntelliSafe system will automatically brake to avoid a crash and works at speeds of up to 19 mph – an accident can be avoided at a speed difference of up to 9 mph to the vehicle in front.



Because we also care about other road users, our pedestrian and cyclist detection with full auto brake watches out for people walking in your path or cycling in the same direction as your car and applies the brakes if you're unable to react in time.



Our BLIS system uses radar sensor technology to alert you to vehicles that are close to or in your blind spots in your adjacent lane. This way, you're far less likely to change lanes when it isn't safe.



When you're reversing out of tight parking spaces, our Cross Traffic Alert function watches out for vehicles you can't see.

# WE THINK DRIVING SHOULD BE EXCITING AND SUSTAINABLE. SO WILL YOU.

**Drive-E is at the heart of every Volvo we make. It's our all-encompassing approach to efficient power, our innovative thinking behind a whole range of technologies that will give you more power – and lower running costs – without compromising on a pleasurable drive.**

Our Drive-E powertrain advances include reducing the friction within our engines and a host of aerodynamic improvements to help you get the maximum benefit from your engine and the fuel you put into your car. We employ Start/Stop technology, energy recovery systems and always strive to make our powertrains as lean and clean as possible. After all, environmentally-aware mobility is central to our philosophy of intelligent, thoughtful luxury.

Integral to this is the wide choice of powerful, efficient Euro 6-compliant engines available for the V40 Cross Country, ranging from the four-cylinder 2.0-litre turbodiesel D2 to the four-cylinder T5 AWD 245hp petrol option.









# WHICH V40 CROSS COUNTRY ARE YOU?

Congratulations, you've chosen a Volvo V40 Cross Country.  
When you've picked your preferred engine, all you need to  
do is select the trim level that's right for you.



## CROSS COUNTRY SE

The V40 Cross Country's rugged exterior design includes glossy black window trim and autofolding door mirrors with ground lights, 16" alloy wheels, rain sensor with automatic wiper function and silver roof rails. On the inside the SE comes with Textile/T-Tec upholstery, Copper Dawn interior trim, front door tread plates, Bluetooth®, DAB and a High Performance audio with 5" colour display screen.

## CROSS COUNTRY LUX

Above and beyond the Cross Country SE specification, the Lux variant has leather-faced upholstery, active bending xenon headlights with headlight cleaning system, 17" alloy wheels, rear reading and theatre lights and vertical LED day running lights.

## NAV

All Volvo V40 Cross Country Nav models include Sensus Connect\* with High Performance sound with voice activated control, a 7" colour display screen, DVD player, internet and music browsing and a Sensus Navigation system. As well as full European mapping, lifetime map updates are included.

\* A separate mobile data plan is required to enable online connectivity.



Outside: mud, rain, wind.  
Inside: total refinement.



**Your Volvo V40 Cross Country should be as personalised as the adventures you're going to enjoy in it. Our ergonomic seats have always been a Volvo strength – supportive enough to keep you feeling fresh after the longest journeys over the roughest roads.**

Now, for the V40 Cross Country, you can choose from a variety of two-tone designs with accent stitching that really enhance the sporting feel of your car. Getting the light right is important in Scandinavian interior design, and it's the same in our cars – we provide ambient

lighting which lets you choose your desired interior ambience after dark from a selection of seven different modes. During the day, the optional panoramic glass roof gives you and your passengers a superb sense of light and airiness inside your car. To maintain comfort on even the sunniest days, the tinted glass reduces infrared radiation. And if there's too much sunshine, just close the sliding curtain with the touch of a button. Our illuminated gear knob and frameless rear view mirror complete an interior that reminds you and your passengers that this is a superbly designed vehicle, every time you drive.



FIND OUT MORE AT [VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)



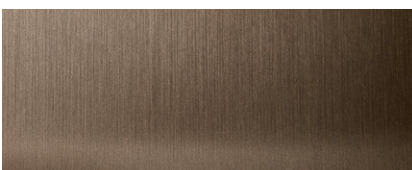
**Textile/T-Tec, S50G**  
Charcoal interior with  
Blond seats and headlining



**Textile/T-Tec, S50F**  
Charcoal/Blond interior and  
seats with Blond headlining



**Textile/T-Tec, S500**  
Charcoal interior with  
Blond headlining



Copper Dawn aluminium



Shimmer Graphite aluminium



**Leather, S100**  
Charcoal interior with Blond  
headlining



**Leather, S10F**  
Charcoal/Blond interior and seats  
with Blond headlining



## A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT  
[VOLVOCARS.CO.UK/BUILDYOUROWN](https://volvocars.co.uk/buildyourown)



Mefitis, 7,5x18"  
Diamond Cut/Matte Tech Black



Alecto, 7.5x19"  
Glossy Black/Matte Raw Copper inserts



Alecto, 7.5x19"  
Glossy Black/Matte Silver inserts



Alecto, 7.5x19"  
Glossy Black/Matte Black inserts



Alecto, 7.5x19"  
Light Grey/Matte Raw Copper inserts



Alecto, 7.5x19"  
Light Grey/Matte Silver inserts



Damara, 7.5x19"  
Diamond Cut/Grey



Larenta, 7x17"  
Glossy Tech Black



Larenta, 7x17"  
Silver



Geminus, 7x16"  
Silver





# MATCH YOUR V40 CROSS COUNTRY TO YOUR LIFE.

The most pleasurable part of buying a new Volvo is putting your personal stamp on it. You can do that by choosing accessories that reflect your own taste and that cater to your particular lifestyle.

**Exterior styling accessories.** This car is equipped with side scuff plates, rear deco trim and rear skidplate with dual tailpipes and roof load carriers with kayak holder. The Alecto alloy wheels, 7.5x19", are available in Glossy Black/Matt Black inserts, Glossy Black/Matt Raw Copper inserts, Glossy Black/Matt Silver inserts, Light Grey/Matt Silver insert or Light Grey/Matt Raw Copper inserts.

FIND MORE ACCESSORIES AT  
**[VOLVOCARS.CO.UK/ACCESSORIES](http://VOLVOCARS.CO.UK/ACCESSORIES)**







**Deco trim, rear.** This stylish and robustly built silver-hued trim with rubber inlays not only complements other Exterior Styling Kit details on your Volvo, it protects the rear bumper during loading and unloading.

**Roof load carriers.** Fitted directly onto the rails, these aerodynamically designed aluminium load carriers provide an easy-to-use rooftop carrying system. Add a skiholder or other Volvo load carrying accessory, and away you go.

**Convertible child seat (9–25 kg).** This advanced, flexible child seat is suitable for children aged nine months to six years. It's fitted using the car's safety belt and is easily adjusted to help optimise comfort and safety.

**Load organiser, cargo compartment.** This easily installed telescopic frame with floor rails and load holder makes it simple to secure and organise bags, gear and loose items. Fragile objects can be separated from other cargo, and the cargo area can be divided in two if required. And if the organiser isn't needed, it's easy to remove and store.

**Load compartment grille.** In the event of hard braking, this steel load compartment grille helps to protect people in the car from heavy, unsecured cargo.

**Dirt cover, load compartment.** This durable vinyl liner covers the rear cargo area to protect against grime and water. And the backrest section of the liner is split to allow the rear seat backrests to be folded down separately.



VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT [COLLECTION.VOLVOCARS.COM](https://collection.volvocars.com)





# The simplest way to own a car.

We love it when you're happy. When things are easier than you expect, or go faster and become better. Because when you buy a Volvo, you buy the simplest way to have a car. Financing, insurance, servicing, changing tyres, cleaning – those aspects of car ownership that you might not find very interesting, are the ones that we love to make

easier and better for you. That's why your Volvo dealer will always offer you a whole range of simplifying services and offers all designed around you, giving you the most carefree ownership experience possible.

Still, this is just the beginning. Through our uniquely Swedish approach to innovation, we continuously find new ways to make your

life simpler. For instance, the Connected Service Booking function, which lets you book an appointment just by pushing a button in your car or our Volvo Service Promise, six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

## BUYING & OWNING

- Warranties
- Financing
- Leasing
- Insurance
- Service Contract
- My Volvo website

## VOLVO SERVICE PROMISE

- Volvo Genuine Service
- Software Updates
- Roadside Assistance
- Personal Service Contact
- Car Wash and Vac'

## IF SOMETHING HAPPENS

- Volvo Assistance
- Volvo Glass Services
- Volvo Dent Repair
- Car Climate Services
- Tyre Services
- Volvo Accident Assistance

## MY VOLVO

My Volvo is a personalised website that contains everything you need to really get to know – and get the most out of – your car. It gives you:

- A complete overview of your Volvo ownership
- Easy access to all facts relating to your car
- Personalised offers and exclusive discounts
- Helpful tips regarding your specific Volvo model
- Instructional films and owner's manuals
- Online Service Booking
- Reminders regarding important stages of your car ownership
- Exclusive articles, films and photographs

## CONNECTED SERVICE BOOKING\*

If your Volvo has Sensus Connect, it will remind you when it needs servicing and offer to contact your Volvo dealer for you. Booking proposals sent from your preferred dealer can easily be managed directly in the car or on your personal My Volvo website. When the time comes to drive to your workshop, your Volvo will remind you and even guide you there. And since your Volvo tells us what it needs, we can make sure it always receives the service it requires when it gets there.

\*Available depending on introduction date. Please contact your Volvo dealer.





**614** Ice White



**707** Premium Crystal White Pearl  
(Sparkling metallic, shifts from white to shimmering warm yellow-white effect depending on light and viewing angle)



**477** Premium Electric Silver metallic  
(Sparkling metallic, shifts from silver to blue effect depending on light and viewing angle)



**713** Power Blue metallic



**717** Onyx Black metallic



**714** Osmium Grey metallic



**702** Flamenco Red metallic



**612** Passion Red

**N.B** Some information may have been updated since this brochure was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice to prices, colour, materials, specifications and models.



**711** Bright Silver metallic



**710** Misty Blue metallic



**467** Magic Blue metallic



**019** Black Stone



**708** Raw Copper metallic



**712** Rich Java metallic

FIND OUT MORE AT **[VOLVOCARS.CO.UK](http://VOLVOCARS.CO.UK)**

**Official fuel consumption for the Volvo V40 Cross Country  
range in MPG (l/100km):**

Urban 33.2 (8.5) – 67.3 (4.2), Extra Urban 54.3 (5.2) – 83.1 (3.4),  
Combined 44.1 (6.4) – 76.4 (3.7). CO<sub>2</sub> emissions 149 – 96/km.

MPG figures are obtained from laboratory testing intended for  
comparisons between vehicles and may not reflect real driving results.

**V O L V O**