

The New V40 from Volvo

By Ian Lynas

COMPETITION will be strong in a growing sector of the premium sector of the market with the recently announced A-Class from Mercedes-Benz, the soon to be launched Audi A3 and already in the market the face lifted BMW 1 Series, now add a new offering from Volvo.



The new V40 is their most important model in 20 years from Volvo and this premium five door, five seater is about to throw down a strong challenge to its German rivals.

Styling is certainly eye-catching and this well proportioned new hatchback is packed with onboard technology and safety equipment and is priced from £19,745.

Customer feedback has resulted in the new V40 coming to market, the result: Designed Around You strategy.

It is the first car in the world to feature a pedestrian airbag, an innovation which

helps reduce the severity of pedestrian injuries in the event of an impact and it is also the only model in its class to fit City Safety as standard and offer Pedestrian Detection, effective at speeds of up to 22mph.

Company car users will benefit from strong Benefit In Kind (BIK) figures, with the V40 D2 at £43 and £85 for 20% and 40% tax payers respectively. The V40 D2 offers the best BIK figures of all the premium 5-door hatchbacks, beating the BMW 116d ED (£45 and £90) and the Audi A3 1.6 TDI (£48 and £97).

On the launch in North Wales I majored on the D2, I see this as the model which will really do the business for Volvo.

Why do I state this? CO2 emissions are as low as 94g/km, the combined fuel figure is a wallet pleasing 78.5mpg and yet the 1.6 litre diesel engine with 115bhp on tap does manage to deliver a refined but sporty drive. You really have to take the wheel of the D2 to realise just how good it is.



This premium hatchback is available in ES, SE and SE LUX trim with Bluetooth fitted as standard across the range. Full marks to Volvo for delivering Bluetooth as standard, another item to aid safer driving.

Like so many other cars in the market the D2 features a start/stop function and I found the six speed manual transmission very sweet in operation.

Often an entry level model can be very basic, not so with the new V40, the already noted City Safety technology and Bluetooth are standard.

In addition, there is a high performance audio system with a five inch colour display, electric climate control, 16 inch alloy wheels, power windows, Dynamic Stability and Traction Control and of course as you rise through the trim levels the amount of standard equipment becomes very impressive.



I sampled the sat nav system and it was user friendly with one very useful touch, speed limit signs are flashed up. The system has a voice activated control, a seven inch colour screen and features full European mapping and as a bonus two complimentary annual map upgrades are included.

For many the D2 I tried with its 115bhp engine may seem a little timid, however

power choice with this newcomer extends to 254bhp across a variety of power units and transmission choices.

Apart from its style, the well appointed interior, there are lots of nice and useful touches which are largely not there in the competition, mood lighting for the cabin and a very smart storage layout in the boot with a two level floor.

Existing Volvo owners will be very taken with the new V40, but it will take sales away from other brands, aided greatly by its many features and its styling.

The arrival of the V40 spells the end of the S40 and V50.