



DRIVING CONFIDENCE

VOLVO CERTIFIED PRE-OWNED PROGRAM



CERTIFIED
PRE-OWNED
CARS

For internal use only



DRIVING CONFIDENCE: SELLING VOLVO CERTIFIED PRE-OWNED CARS

Retailers and customers alike have confidence in the Volvo brand and in our vehicles. The Volvo Certified Pre-Owned Car Program is designed to help you make Volvo ownership a reality for many of these customers. This brochure gives you a quick overview of the program – for details, please consult the 2010 Volvo CPO Retailer Operations Guide.

Our goal is to help you sell more Certified Pre-Owned vehicles – the opportunities in this area are virtually unlimited. The luxury pre-owned market is growing, and we expect that growth to continue.

Today's customers are looking for value, and they're finding it here at Volvo. Now, they can enjoy our legendary safety features, quality manufacturing, and environmental care in a like-new automobile – all without paying for new-car depreciation. And, they have the peace of mind that comes from our rigorous inspection and factory-backed CPO warranty.

When talking with these customers, it's essential to explain the benefits of both the vehicle and the Volvo Certified Pre-Owned Program. Our program delivers!

Six-year/100,000-mile exclusionary CPO warranty¹

Be sure that your customers understand that the Volvo Certified Pre-Owned Warranty is **exclusionary**. That basically means that every part not specifically excluded by the CPO warranty is now fully covered. It's a good idea to become familiar with the CPO warranty as soon as possible so that you can answer any questions your customers may raise.

¹ Measured from original in-service date and zero miles.

The program basics

- Exclusionary CPO warranty up to 100,000 miles
- Mileage eligibility of up to 80,000 miles at time of sale
- 130+ point Volvo Certified Comprehensive Inspection with safety inspection section
- CARFAX Buyback Guarantee
- User-friendly delivery checklist for added confidence at time of delivery
- Monroney-style window sticker that recaps all original equipment and CPO warranty expiration date
- \$0 deductible



\$0 deductible

There is NO deductible for CPO warranty visits.

Volvo Certified Comprehensive Inspection

Our inspection covers over 130 points and is very important to customers, so we've made sure that our checklist is easy to read and comprehend. It even features a separate section that specifically highlights safety inspection points – this is a special advantage for Volvo, because we place so much emphasis on safety when designing our vehicles. Each customer receives a full copy of the inspection for his or her vehicle.

TOTAL CONFIDENCE FOR THE BUYER. MORE SALES FOR YOU.

A guide to selling Certified vehicles

- Present key features of Volvo's six-year/100,000-mile exclusionary CPO warranty:
 - Factory-backed coverage on thousands of components, systems, and operations
 - \$0 deductible
 - Automatic transfer to a new owner
- Clarify that the CPO warranty is calculated from the original in-service date and zero miles, and point out the expiration date as noted on window sticker
- Review the window sticker with the customer, and discuss the requirements that the vehicle must meet in order to be Certified, which are:
 - Passing a thorough inspection
 - Current model year or no more than five years old (2005 - 2010 and as of April 2010, all MY11 C30 and C70 vehicles will be eligible for Certified status)
 - 80,000 miles or fewer on odometer
 - "Clean" CARFAX Vehicle History Report
- Explain that any remaining coverage from the new-car warranty is still in effect
- Describe our comprehensive inspection and help customers appreciate its thoroughness:
 - Over 130 points, including interior, exterior, engine, and powertrain systems (for example, tire tread depth is checked in 12 places)
 - Thoroughly road tested
 - Meticulously reconditioned by qualified technicians until all tests are passed
 - Special safety inspection section emphasizes Volvo's commitment to safety
- Explain how CARFAX Vehicle History Reports assure customers that the car's odometer reading is accurate; mention that CARFAX will buy back the vehicle from the customer if a severe problem title reported by a DMV is later discovered
- Talk about the extra security that Volvo On Call provides:
 - Free emergency roadside and towing service for the length of the CPO warranty
 - Trip routing map service
 - \$5,000 car theft protection award
 - Trip interruption coverage for up to three days
 - Discounted car rental rates
- Review all equipment and accessories highlighted on the window sticker
- Describe the additional warranty coverage available, and be sure to explain any and all possible extended warranty coverage options (for example, 7-year/100,000 miles and 8-year 100,000 miles)
- Upon delivery, use the delivery checklist to ensure that everything is in order; customers value Volvo's reputation for safety, so be sure to spend time reviewing the special safety section (this brochure includes a sample checklist)

PROGRAM OVERVIEW

Eligibility

- 80,000 miles or fewer on odometer
- Current model year or no more than five years old (2005 - 2010 and as of April 2010, all MY11 C30 and C70 vehicles will be eligible for Certified status)
- Must be reconditioned to meet all Volvo Certified Comprehensive Inspection standards
- A vehicle can't be certified after the sale

CPO warranty details

TIME/MILEAGE

- Six-year/100,000-mile exclusionary CPO warranty

COVERAGE

- Every part not specifically excluded is fully covered

DEDUCTIBLE

- \$0

TRANSFERABILITY

- Automatically transfers to a new owner

Volvo Certified Comprehensive Inspection

- 130+ point comprehensive inspection
- Inspection checklist for easier reading
- Safety items highlighted in a special section

Additional features

ADDITIONAL COVERAGE

- Customer can purchase additional coverage equal to seven years/100,000 miles or eight years/100,000 miles

VOLVO ON CALL

- Free emergency roadside and towing service for the length of the CPO warranty
- Trip interruption coverage for up to three days
- Trip routing service provides detailed maps to customers

CARFAX

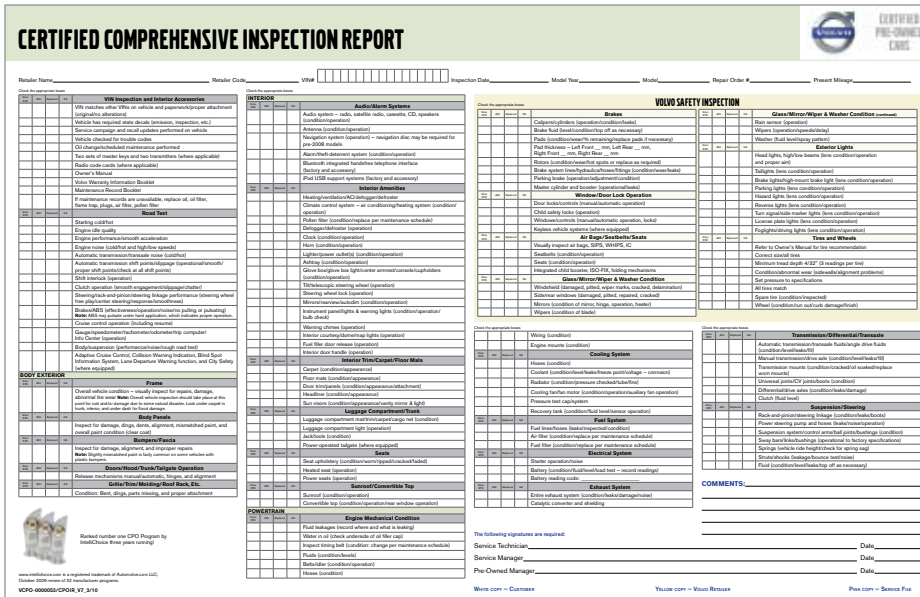
- Ensures that the vehicle has a "clean" title history
- CARFAX will buy back the vehicle from the holder of the Vehicle History Report if a severe problem title reported by DMV is later discovered

DELIVERY CHECKLIST

- Gives added credibility at time of delivery
- Reinforces value of the retailer, Volvo, and the CPO Program

WINDOW STICKER

- VIN-specific window sticker is automatically generated when you input a new vehicle into your Certified inventory on the UCR system
- Recaps original equipment and warranty expiration date



IT TAKES A LOT TO BE A VOLVO CERTIFIED PRE-OWNED VEHICLE

Compare the Volvo CPO warranty and new-car warranty

The Volvo CPO warranty covers most mechanical items; however, it is not identical to the Volvo new-vehicle warranty. Under the Volvo new-vehicle warranty, adjustments to correct squeaks, rattles, water leaks, or wind noise may be covered – but under the CPO warranty, these items would not be covered. Other items that may be covered under the new-vehicle warranty but not the CPO warranty include trim moldings, carpet, upholstery, paint, exhaust system, spark plugs, spark plug wires, suspension alignment, and wheel alignment. If the failure is caused by normal wear, abuse, negligence, or lack of maintenance, these items clearly would not be covered under the Volvo new-vehicle or Volvo CPO warranties.

A vehicle can't be certified after the sale

The Volvo Certified Pre-Owned Program is designed to add value to a pre-owned Volvo because it is incorporated into the total price of the vehicle. The customer pays one price and receives all of the benefits associated with the program. Certification must not be treated as a service contract.

Volvo Certified Pre-Owned Program consumer brochure

This glossy, four-color brochure describes the many features and benefits of the program. It is available for your customers as a take-home guide. You can order copies through Marketing Xpress.

Volvo On Call roadside assistance

For those pre-owned vehicle customers who need a bit more security, Volvo On Call is a great clincher. It offers the same great benefits the original owner enjoyed and expires six years from the original in-service date. Features include free emergency roadside and towing service for the length of the CPO warranty; trip routing map service; \$5,000 car theft protection award; and discounted car rental rates. In addition, customers have trip interruption coverage for a breakdown or traffic accident related to the CPO warranty that occurs more than 150 miles from home. In these cases, Volvo On Call will reimburse customers for meals, lodging, car rental, and commercial transportation for up to three days and for a total of \$500 per incident.



VIN-specific CPO Program window stickers

These stickers are modeled after the new-vehicle window stickers and are automatically generated when you input a new vehicle into your Certified inventory on the UCR system. The window sticker elevates the Certified brand and allows you to quickly and confidently discuss the options available on the specific car in inventory.

CARFAX Vehicle History Reports

Before a car can be Certified, you must obtain a "clean" Vehicle History Report from CARFAX, the nation's number one vehicle history database. With just the VIN, the database can be used to check any vehicle's history instantly. By doing so, you'll reduce the risk of loss from problem cars and give extra peace of mind to your customers. If a severe problem title* is later uncovered, CARFAX will buy back the car from the holder of the Vehicle History Report. This Buyback Guarantee transfers for free from you to your customer. In addition, CARFAX offers a 100% Money Back Guarantee.

Sure to be a success

The Volvo Certified Pre-Owned Program was ranked number one in the luxury segment by IntelliChoice for 2008, 2009, and 2010. In fact, we've been in the top three every year since 2001. As we improve the program even further, we'll be in a stronger position than ever to achieve more sales and higher profitability.

*A "problem title" is a passenger motor vehicle ownership document issued by any of the 50 states of the U.S. (or the District of Columbia) that bears words or symbols signifying that the vehicle was: junked or salvaged; rebuilt or reconstructed; flood damaged; disclosed as damaged; bought back by its manufacturer; odometer exceeds mechanical limits; odometer was not actual mileage; or any other symbol or word signifying a similar problem.

IntelliChoice is a registered trademark of Automotive.com LLC; October 2009 review of 32 manufacturer programs.



FREE three-month subscriptions for vehicles with SIRIUS Satellite Radio

When a Certified Pre-Owned Volvo has a factory-installed SIRIUS Satellite Radio, we'll offer customers a free three-month subscription! SIRIUS offers over 130 channels, including 69 channels of 100% commercial-free music, plus sports, talk, comedy, traffic, weather, and more.

Customers enjoy exclusive entertainment 24/7, coast to coast. With SIRIUS, you can hear exactly what you want, when you want:

- **Music you love** – Incredible variety, original channels, legendary DJs, exclusive live performances, and more – it's all 100% commercial-free
- **Live sports and expert talk** – Complete coverage of the NFL, NASCAR, and the NBA, plus college sports, soccer, and more. All the action, all the talk – 24/7
- **World-class news** – The local and international news you trust from Fox, CNN, NPR, CNBC, and BBC – plus local weather and traffic every four minutes or less
- **Exclusive entertainment and talk** – From Howard Stern to Martha Stewart, Blue Collar Comedy to political and religious talk, Maxim Radio to COSMO Radio, there's something for everyone
- **Family and kids** – It's G-rated fun for everyone with Radio Disney, Kids Stuff, and Laugh Break comedy – plus you can block channels with mature programming

After the complimentary three-month subscription, customers can subscribe to SIRIUS and continue to receive over 130 channels for just \$12.95 a month. For more information on SIRIUS Satellite Radio activation and subscriptions, visit www.sirius.com or call toll-free (877) 837-6673.

