

Volvo C30 Continues Its Winning Ways

Since the unveiling of the Volvo C30, it has already caught the attention of the public. Add to that the radical ad crusade being launched by Volvo. The organisation of the automobile that departs from the customary boxy organisation that is common to Volvo cars makes this automobile stand out in the automobile manufacturer's lineup. This stand out quality of the automobile is complemented by a broad action engine plus a rank roster of country features. The inland is also digit of the strongest selling points of the car. This is due to the fact that the consort has given much thought to every little discourse of the vehicle – from Volvo cargo liners to the technologically advanced floating center stack.

The organisation and overall action of the automobile makes it an honor winner. Among the accomplishments of the company's first compact automobile is its winning the “Das Goldene Lenkard 2006” and the “Auto Trophy 2006” awards and accolades. The automobile also won the prestigious “Design Award 2006” making them a strong competitor in the compact automobile market. Another recent success is their winning in the readers's choice feature of the famous German trade journal “Auto Motor Und Sport” dubbed the “Die besten Autos 2007” or “The Best Cars of 2007”. The Volvo C30 has become to the top of the of the modify medium import class and is way aweigh of some thickened rivals.

The compact automobile from the country oriented automobile manufacturer won safekeeping down in the class by taking 19.1 proportionality of all the votes. The most notable reason behindhand the popularity of the recently undraped automobile is its radical organisation penned by the company's grownup designer Simon Lamarre. Furthermore, the dynamical experience aboard much a finely crafted organisation is at par with that of its competitors. Another reason why the automobile has much a large number of admirers is its wide clothing of country features which Volvo is known for. The honor is a prestigious digit and will surely support the consort in marketing the Volvo C30.

The challenge which the Volvo C30 recently lidded is actually digit of the classes that has been running for 31 years and it gives awards in 10 assorted vehicle categories.

The competition offers readers a wide number of choices from 312 assorted current automobile models and more than 100,000 readers participated in choosing the winner in apiece category. And discover of those large drawing of voters, 12.2 proportionality institute the Volvo S80 digit of the prizewinning cars in the upper medium import class. This figure is sufficiency to put the ordinal generation Volvo limousine in ordinal locate in the said class. The Volvo S80's strong action in the said competition is attributed to its voluptuous still functional inland designs, dynamical characteristics and smart features. And since the Volvo S80 is also from Volvo, you crapper expect a lot of country features included in the package.

The success of both the Volvo C30 and the Volvo S80 is a beatific support to the company's marketing crusade to further increase their share in the orbicular market. The company's dedication to produce broad action automobile with eye getting designs patch not sacrificing the country of their consumer is evident in both the Volvo S80 and the Volvo C30. The open crapper only look nery to more cars from the automobile maker that will have the same award-winning characteristics that the two models already posses. And the future is hunting beatific with the recent release of the latest edition of the company's Volvo V70 which is already poised to cement Volvo's locate at the top of the leader board in the realty automobile segment.