



VOLVO GENUINE FLOOR MATS

Volvo Genuine floor mats are tailor made to suit each specific Volvo model. Uniquely designed to enhance the interior and seamlessly integrate with the car as a whole, every detail of the driving experience has been considered to provide a safe, comfortable driving environment and a premium driving experience.

Volvo has many years of experience when it comes to designing floor mats and every valuable piece of knowledge is utilised when it comes to designing new products. As well as being designed to look good, each mat is developed and tested to effectively carry out a wide range of functions that will help provide high levels of safety, performance and durability under real-life driving conditions.

DESIGN

Volvo Genuine floor mats are intended for use in luggage compartments, as well as driver and passenger areas. Each mat has been designed with a specific Volvo model in mind and developed to deal with real-life driving conditions.

All materials, colours and design decisions have been carefully considered in order to produce an overall feeling of understated luxury and harmony, which is both attractive and functional. Each mat is designed to snugly fit the car's interior. This helps create a feeling of space, as well as a perfectly integrated look and a more comfortable driving experience.

Functionality, however, is never sacrificed in the pursuit of style. Just some of the many functional design features that characterise Volvo Genuine floor mats include, mats with high corners, specially developed to stop excess water spilling out and damaging the car's interior. Double-sided, anti-slip mats designed specifically for use in luggage compartments, which reduce the risk of luggage moving around when the vehicle turns, brakes or accelerates. Volvo even offers rubber floor mats with textile inserts designed to protect your shoes.

All Volvo Genuine floor mats are easy to install and remove, as well as being easy to keep clean.

The entire range of Volvo Genuine floor mats has been functionally designed around drivers, passengers and a wide range of real-life driving situations.

SAFETY

Volvo Genuine floor mats are continually tested to meet, not only worldwide safety standards, but also Volvo's own strict safety demands.

All materials used have been specifically chosen – and tested – to reduce the risk of fire and avoid condensation, which can reduce visibility. The mats are securely fastened to the floor using pins and are tailor made for a perfect fit, this means there are no unnecessary gaps or excess material, which could inhibit the movements of the car's occupants.

The position of the pedals has also been incorporated into the design to completely eliminate the chance of a Volvo Genuine floor mat ever getting in the way during driving.

Each mat also comes with easy-to-follow installation instructions.





HARMFUL EMISSIONS

In today's society, with more cars on the road than ever before and pollution levels rising, reducing in-car emissions and providing the cleanest in-car air possible has never been more important. Volvo is dedicated to providing a pure in-car atmosphere and Volvo Genuine floor mats are specially designed to help achieve this. All materials used in the manufacturing of Volvo Genuine floor mats have been carefully chosen – and strictly tested – to reduce the risk of harmful emissions.

Volvo's dedication to providing a clean in-car atmosphere even extends to having a special "smell team". The Volvo "smell team" works on ensuring that all Volvo Genuine floor mats contain no powerful chemical odours, which could be harmful to health of the car's occupants. Each mat is also carefully designed so as not to interfere with the car's ventilation or air conditioning system.

DURABILITY AND QUALITY

In order to achieve the highest possible levels of durability and to prove the sheer quality of each product, Volvo Genuine floor mats are subjected to a strict testing regime. This testing regime includes, weather simulation testing, which is carried out to monitor how each product reacts to extreme weather conditions and varying levels of humidity, as well as test panels featuring regular customers.

Everything is done to ensure that every Volvo Genuine floor mat achieves the highest possible standards regarding quality, reliability and durability.

SELLING POINTS FOR VOLVO GENUINE FLOOR MATS

1. ALL VOLVO GENUINE FLOOR MATS ARE DESIGNED FOR SPECIFIC VOLVOS AND SPECIFIC LIFESTYLES

Each Volvo Genuine floor mat is tailor made to suit a specific Volvo model and designed with real-life driving conditions and realistic driving needs in mind. Careful attention has also been paid to safety, durability and performance.

2. SAFETY HAS BEEN CONSIDERED EVERY STEP OF THE WAY

Volvo Genuine floor mats are continuously developed and tested according to Volvo's strict safety regulations. To help ensure maximum driver and passenger safety:

- Volvo Genuine floor mats are fixed to the floor to avoid feet or pedals getting stuck under the mat
- Strict testing is carried out to help reduce the risk of fire
- Strict testing is carried out to reduce condensation, which can reduce visibility

3. VOLVO GENUINE FLOOR MATS HELP ENSURE CLEAN, IN-CAR AIR

Volvo is dedicated to providing a pure in-car atmosphere. Volvo Genuine floor mats help achieve this by using materials that:

- Reduce harmful emissions
- Do not smell strongly of chemicals
- Do not cause condensation

4. VOLVO GENUINE FLOOR MATS ARE EXTREMELY DURABLE

All materials are chosen and tested in order to provide high levels of durability. Innovative testing methods include:

- Extreme weather simulation testing
- Test panels carried out by regular customers
- 1000-mile test drives carried out by taxi drivers in various countries and in varying weather conditions