



# CHARGING AHEAD

*Volvo's All-New EX90 Makes its Mark in California*

The automotive world is abuzz with electric innovation, and Volvo has once again set the standard. During a recent visit to Los Angeles - the epitome of modern style and technological progress - we had the privilege of experiencing the Volvo EX90, the brand's new all-electric flagship SUV. Combining Scandinavian elegance, advanced technology, and a forward-thinking approach to sustainability, the EX90 boldly represents Volvo's leap into the electric era.



The EX90 builds on the legacy of the XC90, a model that redefined Volvo's image when it launched in 2014. Where the XC90 propelled the brand into the premium SUV market, the EX90 takes the baton into a fully electric future. This new SUV prioritises sustainability and cutting-edge innovation while staying true to Volvo's core values of safety and simplicity.

Having sampled the EX90 on California's roads, it's clear this vehicle is more than just an SUV - it's a declaration of Volvo's intent to lead in electric mobility.

#### **QUIET SOPHISTICATION MEETS FUTURISTIC EDGE**

At first glance, the EX90 retains the clean lines and minimalist elegance Volvo is known for. Yet, on closer inspection, its futuristic details emerge. Sleek contours, flush door handles, and cutting-edge light designs signal its advanced electric nature.

The front end proudly displays Volvo's "Thor's Hammer" LED light signature, now evolving into adaptive headlights. The mostly sealed grille, a hallmark of electric vehicles, further underscores its modernity. Despite its imposing size, the EX90 maintains a balance of



assertiveness and urban sophistication.

**POWER AND PERFORMANCE:  
ELECTRIC EXCELLENCE**

The EX90 rides on Volvo's SPA2 platform, designed specifically for electric vehicles. Currently, two variants are available: the Twin Motor and the Twin Motor Performance. The entry-level Twin Motor delivers 300 kW, while the Performance model ups the ante to 380 kW and an earth-shaking 910 Nm of torque.

With a range of approximately 600 km under ideal conditions and rapid charging capabilities (10% to 80% in under 30 minutes), the EX90 is built for long journeys without compromise. The Twin Motor Performance model, capable of zero to 100 km/h in just 4.9 seconds, combines sports car agility with SUV practicality.

Driving through the diverse roads of California, the EX90 demonstrated its remarkable poise. Equipped with two-chamber air suspension, it handled both smooth highways and uneven mountain passes with ease, all while riding on

stylish 22" alloys. The quiet, refined cabin, enhanced by active noise cancellation, creates an almost meditative experience for drivers and passengers alike.

**SAFETY FIRST: VOLVO'S  
UNMATCHED COMMITMENT**

Safety remains Volvo's cornerstone, and the EX90 pushes the envelope. With a suite of advanced sensors, including LiDAR technology, the SUV creates a virtual safety shield around its occupants. Capable of detecting obstacles hundreds of metres ahead, the system ensures safer driving even in challenging conditions.

The EX90 also introduces driver monitoring systems, tracking eye movements and steering grip to prevent accidents caused by distraction or fatigue. This commitment to proactive safety reinforces Volvo's vision of eliminating road fatalities.

**THE SCANDINAVIAN SANCTUARY**

At the heart of the EX90 lies Nvidia's Drive Orin AI platform, enabling advanced driver assistance and preparing the SUV



for higher levels of autonomous driving. Over-the-air updates ensure the vehicle remains cutting-edge long after purchase.

Inside, the cabin exemplifies Scandinavian design – light, airy, and serene. The 14.5” portrait-oriented touchscreen integrates Google Assistant, Maps, and the Play Store, with Apple CarPlay arriving soon via software updates. Sustainable materials, such as wool blends and reclaimed wood, add an eco-conscious touch.

The Bowers & Wilkins sound system, combined with active noise cancellation, transforms the cabin into a 360-degree audio haven. Whether navigating LA’s bustling streets or enjoying a countryside escape, the EX90 ensures a premium sensory experience.

Unlike some electric SUVs, the EX90 doesn’t sacrifice interior space. Its flexible three-row layout accommodates up to seven adults comfortably, with clever storage solutions and fold-flat seating options for added versatility.

The seats, upholstered in luxurious yet sustainable materials, offer exceptional

support. The panoramic glass roof amplifies the sense of openness, though an interior cover would be welcome in warmer conditions.

#### **LEADING THE CHARGE**

The Volvo EX90 isn’t just a new model – it’s the embodiment of the brand’s electrified future. Balancing safety, sustainability, and performance, the EX90 is Volvo’s bold statement that luxury and electric mobility can coexist seamlessly.

South African customers can expect the EX90 to arrive in early 2025, with the XC90 continuing to serve those not yet ready for full-electric driving. For now, the EX90 is redefining expectations, proving that Volvo is ready to lead the charge into a greener, more sophisticated future. ⑩