

Driving In *Style*

The Road To Fashion

(NAPSA)—Convertibles can be a fun way for fashionable motorists—and their passengers—to cruise in style. Being in an open-top car, however, can expose people to elements—such as sun and wind—which can present specific fashion challenges.

For people with long hair, for example, the wind can be a serious fashion foe. “Taking a scarf or a hair-band is an obvious step, but if a convertible just became part of your permanent life, a new hair style may be in order,” says Volvo’s Roger Ormisher.

The Volvo C70 convertible is a stylish, four passenger tourer that automatically goes from closed car to open in 30-seconds. “Looking good in a convertible doesn’t have to mean being uncomfortable during the drive or after arriving at a destination,” Ormisher reasons.

Ormisher says today, many fashion brands use wrinkle-free fabrics that are well suited for riding in convertibles and being exposed to varying temperatures. Similarly, there are cosmetics that incorporate sunscreen and UV protection—without wearers having to coat their noses with zinc-oxide.

Fashion faux pas aside, there is an inherent risk in owning a car that’s open to the elements. The prudent convertible driver should be aware that items left in a car with the top down should be locked in a trunk or glove-box.



Fashion-conscious convertible drivers can take steps to assure they look their best while driving around town.

“With a little forethought and practice,” Ormisher says, “life with an open-top car can be all the owner hoped for. And by being considerate to your passengers, they too can enjoy the ride. Riders and drivers should be prepared to have the wind in their hair and the sun on their noses.”

The new C70 convertible may help make it easier for drivers to face the elements. The car manufacturer, generally known for its automotive safety, has equipped the C70 with a lavish menu of comfort features.

From built-in roll bars and a windshield structure capable of carrying the weight of the entire car, to the only Dolby-equipped sound system offered in a convertible, the C70 is said to be one of the world’s safest—and most stylish—convertibles.

For more information visit www.volvocars.com.