The new Saab 95 Sedan
Saab has become a newly independent company. This move signals the start of a new era for us – we are all set to take our role as the different premium brand even further. A decisive and passionate niche manufacturer with all the freedom to act faster in an ever-changing world. We are re-grouping all our resources in the place where we originally started, back in Trollhättan. By devoting ourselves fully to our unique heritage, the individualistic character of our brand will truly stand out in the future. From now on Saab cars will be even more Saab. So you can expect cars that offer driving inspiration beyond belief. The first physical demonstration of this new era starts here and now. Try it in the new Saab 9-5 Sedan.
The new Saab 9-5 Sedan differs from any other car you've seen or tried. It's an individualistic expression of art. And a powerful driving sensation boosted by the latest technologies. Welcome to a different and very energetic experience.
The Scandinavian spirit.
You can experience it in our cars.

Saab comes from Scandinavia. All the things that surround us inspire the design of our cars. The beauty and force of nature. The innovative spirit of Scandinavian design and technology. And of course the intense shifting of the seasons. That typical Scandinavian design is created from the functional and emotional strength of the object, expressing it with natural, organic shapes. The new Saab 9-5 Sedan is our most expressive car ever.
Anything but ordinary.

When you have a different perspective on things you don’t just design another car. You make a car that is out of the ordinary – like the new Saab 9-5. So take a good look at what it’s got beneath the bold surface. And discover a unique character that offers a very involving experience.
Saab EcoPower Technology™ is the power of efficiency. It is developed to combine increased respect for nature with better performance. It’s all about using resources wisely. Aerodynamics, turbocharging, weight and friction reduction are part of the formula. The result? Impressive power, fuel consumption and emissions. You can try it in the new Saab 9-5 Sedan. It’s quite simply the joy of driving with a cleaner conscience.

**Saab EcoPower Technology™**

**Experience**

**Aerodynamics.** Carefully balanced to help improve both efficiency and high-speed stability.

**Friction reduction.** A whole range of measures designed to improve efficiency, such as: low roll-resistance tyres, low-friction oil, optimal transmission gearing, carefully balanced EPM (Electric Power Management) and fine-tuned programming of the air conditioning.

**Weight reduction.** Approximately 60 per cent of the bodyshell weight consists of high strength or ultra high strength steel. This helps reduce weight compared to regular steel. Several parts such as the bonnet and the rear bumper beam are made of aluminium alloy.

**Rightsizing.** Saab has utilised smaller engines with more power for more than thirty years. All engines in the new Saab 9-5 Sedan are turbocharged. In certain engines, technologies such as direct injection, dual variable valve timing and twin-scroll turbo are utilised to further enhance response and efficiency.

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**Experience Saab EcoPower Technology™**

**Saab EcoPower Technology™** may vary depending on powertrain and equipment. The engine range may vary from one market to another and the full range will not be available at the start of production. Please visit saab.com for the latest information.

**139g/km**

**160hp**
Turbocharging massively increases engine torque, especially in the medium rev range. This enables us to optimise gear ratios to help cut fuel consumption, while still offering a driving experience out of the ordinary. In certain engines, advanced features such as direct injection, combustion sensors and two-stage turbo technology are utilised to further enhance efficiency.

Fuel consumption and emission figures measured according to the 1999/100 EC directive. The engine range may vary from one market to another. Please visit saab.com for the latest information.

* 5th gear, manual.

** For BioPower engines, the fuel consumption and CO2 emission figures refer to driving on petrol.

*** The TTiD4 XWD will be introduced October 2010. Performance figures are preliminary. Consumption/emission figures are not available at the time of final editing (August 2010).

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Transmission</th>
<th>Top speed, km/h</th>
<th>0–100 km/h, sec</th>
<th>80–120 km/h, sec*</th>
<th>CO2 g/km, combined</th>
<th>L/100 km, city</th>
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<td>M6/A6</td>
<td>220</td>
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<td>10.4</td>
<td>7.8</td>
<td>179</td>
<td>6.1</td>
<td>7.8/9.1</td>
<td>Euro 5</td>
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<tr>
<td>180 hp / 230 Nm</td>
<td>240/355</td>
<td>240/355</td>
<td>9.9/10.5</td>
<td>11.5/12.1</td>
<td>8.8/9.9</td>
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Engage all senses.

As you drive the new Saab 9-5 Sedan your next move along the road comes naturally. You’re truly involved and can enjoy consistent road manners with instant response and feedback to your input. Agile and sporty beyond expectation. Behind the scenes, you are also assisted by an impressive range of electronic systems designed for active driving support. So just press the Start button and hit the road. And engage yourself to the fullest.
Flight information.

The Pilot Head-up Display is a perfect example of inspiration from our aircraft heritage. It displays an image of the most important information right in your field of vision. So you can read the essential information without taking your eyes off what’s happening on the road ahead.

The Pilot Head-up Display projects information on the windscreen. Such as speed, rpm, navigation, parking distance, interventions, turn signals, temperature and warning messages. Can also be customized to suit individual preferences.
In the driver’s cockpit of the new Saab 9-5 Sedan everything is designed around you.

Have a look at the aircraft-inspired instruments and you’ll clearly sense our genes.

The instrument panel and centre console are angled and curved around you. All the functions you use frequently while driving are in front of you. On or around the steering wheel.

Make yourself at home.

Slip into the cockpit.
With the advanced DriveSense™ system you can drive more smoothly in bustling city traffic, maintain a firmer footing on the tarmac and enjoy a truly intense driving experience on a winding country road. Just adjust the agility of the car with a simple twist of a knob. Or leave it in Intelligent mode and let the car take care of it all.

Twist a control knob to choose between Comfort, Intelligent and Sport settings. DriveSense™ monitors the car’s handling and the driver’s actions. In Sport mode it adjusts suspension, steering, engine, automatic transmission and Saab XWD™ torque distribution for maximum agility.

Real-time damping. Continuously adjusts the stiffness of the dampers to match your driving style and the road conditions.

Torque distribution. On cars with XWD™. Continuously varies torque distribution between the front and rear wheels to suit your driving style and the road conditions.

Variable effort steering. Adjusts steering response to suit your driving style and the speed of the car.
The HiPer strut design reduces sensitivity to tracking and tugging on a bumpy or uneven road surface, thus contributing to an engaging driving experience. The HiPer strut suspension geometry and bushing design are optimized to provide high lateral stiffness and high longitudinal compliance, combining excellent handling with smooth ride. Dual path top mountings separate the transfer of spring and damper load to the body for improved insulation. The compliant ride bushings are hydraulically damped to prevent road bumps and vibrations from being transmitted to the vehicle. The HiPer strut suspension design reduces sensitivity to tracking and tugging on a bumpy or uneven road surface, thus contributing to an engaging driving experience.

HiPer

The HiPer strut is a new type of front suspension tuned for an outstanding driving experience in the high-performance variants of the new Saab 9-5 Sedan. The HiPer strut design increases cornering performance, improves grip and reduces torque steer. What you’ll feel along the road is very distinct steering accuracy, with crisp precision and remarkably direct feedback.
Make the weather forecast less important.

The Saab XWD™ cross-wheel drive system is active the moment you push the Start button in the new Saab 9-5 Sedan. It’s among the most advanced systems available, developed in co-operation with Swedish all-wheel drive specialist Haldex. It’s always ready to offer you an extreme driving experience.
Always ready.

The Saab XWD™ cross-wheel drive system continuously senses your driving style and the road conditions. It then actively helps improve the car’s behaviour on the road. What you feel is better grip, faster acceleration, more agile cornering and improved stability. In all kinds of weather. Dry, wet or frozen.

**Real-time control.**
The XWD™ system is uniquely integrated with the ESP® and other electronic systems to actively improve the driving experience. 20 sensors check information 100 times every second and allow seamless shift of torque between the front and rear axles.

**Acceleration.**
When you start on a dry surface, most of the torque is distributed to the rear wheels to help avoid wheel spin and gain maximum acceleration.

**Efficiency.**
When cruising at a steady speed only a small amount of torque is delivered to the rear wheels. This helps support directional stability and reduces fuel consumption.

**Cornering.**
On a twisting road, the Saab XWD™ system distributes more torque to the rear wheels, thus combining responsive curve behaviour with high stability.

**Grip and stability.**
If the front wheels hit an icy patch during acceleration, most of the torque is diverted to the rear wheels for enhanced grip and stability.

**eLSD.**
The electronically controlled rear limited slip differential (eLSD) actively shifts torque between the rear wheels. It is designed to give the car a very agile stance on winding roads. (Optional)

**Efficiency.**
When cruising at a steady speed only a small amount of torque is delivered to the rear wheels. This helps support directional stability and reduces fuel consumption.

**Cornering.**
On a twisting road, the Saab XWD™ system distributes more torque to the rear wheels, thus combining responsive curve behaviour with high stability.
Saab Advanced Park Assist.
With front, rear and side sensors to help you find a street parking space that fits the car. Visual and audible instructions guide you to execute a perfect parking manoeuvre.

Panorama sunroof.
Large split glass roof with sliding interior shades. The front section is tilt/retractable.

Space technology.
Inside the new Saab 9-5 Sedan there’s plenty of room for you and your passengers. To add even more to the aura of space, you can specify a large panorama sunroof. Further space tech in this car includes the advanced parking assistance system that can help you find a street parking space that fits your car and guides you into the parking slot.
If you are fascinated by bright ideas, you’ll find lots of them in the new Saab 9-5 Sedan. As an example, take a look at the Bi-xenon SmartBeam. It’s a smart new headlight system designed to sense speed, oncoming traffic, your steering direction and bad weather conditions. It then adapts the beam for better visibility in a variety of situations. And automatically switches between high and low beam*. Clearly safer and very convenient.

Dynamic cornering light. Turns the light in the direction you are steering. Improves vision on twisting roads.

Country light. At speeds between 50 and 100 km/h. Provides improved visibility on left and right side. Improved visibility range, combined with reduced glare for oncoming traffic.

City light. Below 50 km/h. Wide, spread-out light pattern for better vision on urban roads, at intersections and to help detect pedestrians.

Adverse weather light. Activated by the rain sensor. Improves vision in rain, snow and fog. Reduced glare for oncoming traffic.

Motorway light. Speeds above 100 km/h. Increased light output and improved visibility range.

Automatic high/low beam*. Switches to low beam when you meet another car or approach a slower-moving vehicle from behind. Switches to high again when there is less risk of glare.

Not in combination with Lane Departure Warning.
Signature lighting.
The front and rear lamps have integrated LED lighting that creates the typical signature of the new Saab 9-5 Sedan.
(Not in combination with halogen headlamps.)

Bi-xenon headlights.
Provide 100 per cent more light, which is more daylight-like compared to halogen illumination. Beam length auto-adjusts as you drive. On high beam, the Bi-xenon lights are supplemented with halogen lights to further extend the beam.
Welcome to our safety lab.

Our real-life safety approach means we study real accidents to help improve the safety of our cars. In the new Saab 9-5 Sedan we’ve integrated all our award-winning safety knowledge. As well as a range of advanced driving assistance systems to help improve collision avoidance even further.

Traffic Sign Recognition.
Designed to detect speed limits and overtaking signs and to display them to help the driver on the road. (Optional)

Lane Departure Warning.
Designed to detect and warn if you unintentionally cross the lane markings at speeds above 60 km/h. (Optional)

Adaptive cruise control with Forward Collision Alert.
A radar-based system that helps automatically adjust the car’s speed to the traffic ahead, including stop-and-go. The Forward Collision Alert function monitors traffic ahead even when the cruise control is not engaged. Should a car in front of you suddenly brake and the distance becomes insufficient it is designed to warn you. (Optional later during the model year)

Roll-over sensing system.
Designed to be activated if an imminent rollover is detected by the system’s sensor. Deploys the curtain airbags and the seatbelt pre-tensioners.

Child seats.
A new range of child seats available from Saab Genuine Accessories for all ages up to 10 years. (Accessory)

Five stars.
Top rating in the European New Car Assessment Program (Euro NCAP) crash tests. For more information about the new Saab 9-5 Sedan results and the independent Euro NCAP safety institute, please visit www.euroncap.com.

Traffic Sign Recognition.
Saab innovated SAHR – the world’s first active head restraints – to help reduce the risk of serious neck injuries in rear-end impacts. In the front seats of the new Saab 9-5 Sedan you’ll find the third generation, SAHR 3.

Roll-over sensing system.
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There really are lots of buzz words when it comes to equipment for sound and vision. In the new Saab 9-5 Sedan you can have every one of them. But you don’t have to understand them. Handling of the infotainment systems is easy and intuitive. So just try it, listen and enjoy the impressive result.
Saab Infotainment CD. Includes AM/FM tuner with RDS, MP3/WMA-compatible CD player and AUX connection.

Premium Sound System. With nine loudspeakers, including a front centre speaker that improves the sound distribution.

DAB digital radio. Allows you to enjoy high-quality digital radio where DAB broadcasting is available. (Optional)

Saab Infotainment Navigation. Includes AM/FM tuner with RDS, DVD player compatible with CD/ MP3/WMA/DVD/DivX formats, 8" colour touchscreen and a hard disk for map data and 10 GB music. (Optional)

Audio and navigation.

The infotainment system in the new Saab 9-5 Sedan offers lots of possibilities. Store your music on the jukebox hard drive. Plug in and control your iPod, MP3 player or USB memory to enjoy the harman/kardon® Surround Sound system. Your Bluetooth™-enabled mobile can be connected with the handsfree system. And of course you can choose an impressive navigation system with large colour touchscreen.

Harman/kardon® Surround Sound system. The top-of-the-line sound system with 11 speakers. Allows you to experience true 5.1 surround sound from DVD audiodiscs or simulated surround sound from MP3s and CDs. (Optional)

Bluetooth™ Handsfree system. Connects to your Bluetooth™-enabled phones. Phone book and call lists are transferred™ to the Infotainment system. Controlled via the Infotainment unit, the steering wheel buttons or voice commands. Another Bluetooth™ handsfree unit is available as an accessory, where calls are controlled via voice commands and volume with steering wheel buttons. (Optional/Accessory)

Wireless noise-reducing headphones. Designed to provide front and rear passengers with an enhanced sound experience. Helps reduce background noise. Not to be used by the driver. (Accessory)

AUX and USB connection. AUX connection in the centre console is standard. The optional USB connection allows you to control the music stored on your iPod, MP3 player or USB memory via the Infotainment system.

iPod is a trademark of Apple Inc., registered in the U.S. and other countries.

Bluetooth™ is a trademark owned by Bluetooth SIG, Inc., USA and licensed to Saab Automobile AB.

* Phone dependent.
Comfort zone.

In the new Saab 9-5 Sedan your rear seat passengers are very well taken care of. With legroom for them to really stretch out. And with scope for pampering them with some tantalising extras.

Tri-zone climate system.

The tri-zone climate system allows the driver, front seat passenger and rear seat passengers to choose different temperature levels, independent of each other. (Optional) (Not RHD)

Rear seat audio.

Enables the rear seat passengers to enjoy their own music through wireless headphones. They can listen to a source (e.g., radio) in the car that is not being used by the passengers up front. (Optional)

Rear seat entertainment.

Allows the rear seat passengers to enjoy movies and music feed to connect external sources, such as a game console, video camera or TV tuner. Includes two 8-inch displays, wireless headphones and a remote control. (Optional)

Rear seat zone.
U-rail CargoTrack.
Keep your luggage in place.

In the new Saab 9-5 Sedan there is plenty of room for things you want to bring on a longer journey. However, most people generally only use a small portion of the compartment. So we developed a flexible cargo management system—the optional U-rail CargoTrack. It helps to keep things in place during spirited driving.

An unconventional approach to performance maybe. And especially in a Sedan. But this is no ordinary car.

Luggage compartment:
Maximum 515 litres. In addition, the rear seat can be split and folded 60/40 to expand luggage capacity when needed.
Saab Genuine Accessories continue where the car ends. They are specially designed and tested for your car to ensure optimum functionality, safety and quality. All so you can enjoy every mile and opportunity with genuine peace of mind. Explore the range of Saab Genuine Accessories at saab.com and see how you can equip your car to suit your needs. Let your car reflect your personal style, enhance your travel comfort and optimise its versatility for every occasion. Every day.

Mudflaps. Front and rear. Help protect the car body and other road-users from flying gravel and splashing water. (Accessory)

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Sunshades. Convenient sunshades made of black mesh for the side and rear windows. Help reduce solar radiation and heat build-up in the cabin. Designed to enable opening of the rear side windows, even with the sunshades in place.

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Interior mats. Black rubber mats or versatile textile mats matching the interior. Protectors for the carpeting from dirt, water and wear. (Accessory)

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Storage box/ashtray. Fixed in the centre console. For smaller items, coins etc. Can also be used as an ashtray. Equipped with lighter. (Accessory)

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Scratch protection/seating mat. Rolls out from the luggage compartment to protect the bumper. Easily removed for use as a waterproof seating mat. (Accessory)

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Bike holder with lift. Insert the bike at door height and lift with the help of gas-filled struts. Lockable. (Accessory)

Kayak/canoe holder. With adjustable supports of soft rubber that mould to the shape of the hull. Can also be used for transporting small boats. At saab.com you’ll find more holders for surfboards, ski etc. (Accessory)

Roof rack. Can be combined with other accessories for loading and transportation. Available in aluminium or black painted steel. (Accessory)

Towbars. Choose between a fixed and a removable/lockable towbar. Include enhanced Trailer Stability Assist function. (Accessory)
Express yourself.

Why not give your new Saab 9-5 Sedan that special touch. Saab Genuine Accessories enable you to personalise your car even further. At saab.com you can read more about alloy wheels and other features from the range of Saab Genuine Accessories.

Rear spoiler. Boosts the dynamic design of your car even further. (Accessory)

10-spoke Turbo Black. 19 x 8½" alloy wheels. (Accessory)
10-spoke Edge Glossy Black. 19 x 8½" alloy wheels. (Accessory)
10-spoke Edge Silver. 19 x 8½" alloy wheels. (Accessory)
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Brembo brakes. High performance brakes with drilled 355 mm front discs. (Accessory)
5-spoke Turbo Star. 20 x 8½" alloy wheels including hubcap with Saab wordmark. (Accessory)
In a Saab you are among enthusiasts who really love cars and driving. At the Saab homepage and Saab Newsroom you can find out why. Join us on Facebook and find links to Saab communities around the globe. Go there and see what’s happening. And when you buy a new Saab 9-5 Sedan you can prepare to enjoy every mile and opportunity with genuine peace of mind. Talk to your Saab dealer about how you can customise your ownership to get more out of life. Every day.

Explore more at saab.com and saab.com/newsroom.

Saab Finance. Offers financing plans tailored to suit your individual requirements. For private and company customers.

Warranties. A new-car warranty and a twelve-year anti-corrosion warranty (EU). Ask your Saab dealer for the exact conditions applicable on your market.

The new Saab 9-5 Equipment and Prices. A separate brochure with detailed information about all the new Saab 9-5 Sedan variants and options. Available at your Saab dealer.

Saab Genuine Accessories. Fine-tune the car to exactly suit your needs. Find out more at your Saab dealer or at saab.com.

Saab Insurance. Simplifies contacts if your car is damaged. Your Saab dealer will take care of everything from inspection to damage assessment and repair.

Saab Assistance. When you drive your Saab in Europe, you can be sure of one thing: we are always close if anything unexpected should happen – 24 hours a day, wherever you may be.

Customers Assistance Centre. Provides telephone and e-mail support on matters relating to Saab. Offers help if you should have a problem while on the road.

Recycling. Saab cars are designed for efficient recycling at the end of their operational lives. For more information about material recycling for End of Life Vehicles (ELVs) and take-back locations, visit saab.com.

Saab Newsletter. Sign up for the latest news, exciting offers and exclusive materials from Saab at saab.com.

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Be a part of our universe.
The essence of the Saab design philosophy – timeless Scandinavian simplicity. Clean lines, modern and with a discreet edge.

Vector
Exudes performance and dynamics for even more inspired driving. The sporty spirit pervades the entire car, inside and out.

Aero
Our top-of-the-line model with a high-performance approach to everything. It’s quite simply designed to offer the most intense Saab driving experience.

Start your personal choice by finding out which Saab Form suits you best – Linear, Vector or Aero. Making it even more personal is easy and inspiring. On the following pages you’ll get an introduction to all the possibilities. Once you’ve found your car, you can tailor it exactly as you like with options and accessories. Go ahead and get inspired, then design your own car at saab.com.
Sports chassis. Tuned and lowered to give the Aero models enhanced stability. Stiffer springs and firmer shock absorbers mean better handling, body control and braking.

Sentronic 6-speed. Automatic transmission that can be shifted manually with paddles on the steering wheel. (Optional)

Turbo4. Among the various engine alternatives, the Aero is also available with our most powerful turbo engine. It produces 300 hp/400 Nm and combines the extremely high torque with refinement across the rev range.

Our top-of-the-line model with sports exterior, distinctive interior details and matching equipment level. In short, it offers the most intense Saab driving experience. So experience the perfection. And get ready to tackle hills, corners and bends with a new intensity.

Looks and sound. The Saab 9-5 Aero comes with unique front and rear design, integrated foglights, sports chassis, alloy wheels, and dual sports exhaust.
Have a seat.

You really have a lot to choose from. Sports or Comfort seat? Leather, textile or both? Electrically operated, ventilated, heated or all of it? Check out the options here to get an overview, then visit saab.com for the details.

Comfort seats.
Front seats with electrically adjustable lumbar support and seating height as standard. Driver's seat adjustable in six directions.

Sport seats.
With pronounced extra side support and adjustable thigh support. Front seats with electrically adjustable lumbar support and seating height as standard. Driver's seat adjustable in six directions.

Leather upholstery.
Leather upholstery refers to leather seating surfaces.

Premium natural leather sport.
An all-leather seat upholstery in semi-aniline that also includes the door inserts.

Interior colours and upholstery.


Design your car at saab.com
Due to limitations in the printing process, the colours shown may differ slightly from the actual paint colour.

Wheels.

- Alloy wheel 3-spoke Block: 17" x 7" (ALU 102)
- Alloy wheel 5-spoke Coin: 17" x 7" (ALU 101)
- Alloy wheel 5-spoke Curve: 18" x 8" (ALU 102)
- Alloy wheel 5-spoke Rotor: 18" x 8" (ALU 103)
- Alloy wheel 10-spoke Carve: 18" x 8½" (ALU 104)
- Alloy wheel 10-spoke Rotor: 19" x 8½" (ALU 105)
- Alloy wheel 10-spoke Turbine: 19" x 8½" (ALU 106)
- Alloy wheel 10-spoke Edge: 19" x 8½" (Accessory)
- Alloy wheel 10-spoke Edge Glossy Black: 19" x 8½" (Accessory)
- Alloy wheel 10-spoke Blade: 17" x 7" (ALU 100)

Exterior colours.

- Jet Black metallic
- Glacier Silver metallic
- Granite Grey metallic
- Fjord Blue metallic
- Carbon Grey metallic
- Diamond Silver metallic
- Oak metallic
- Java metallic

- Arctic White solid
- Laser Red solid
- Black solid