



Tough temptress

Marketing director Paul Mackman is tempted by the new Volvo V70 D5 SE and finds it very hard to resist

Tell us about yourself and what you do
I live in Sudbury, on the Essex-Suffolk border, and I am a director of the Mackman Group, which provides research, marketing and design services for businesses tied in to growth strategies.

Do you enjoy motoring and how did you learn to drive?

I love driving and first took the wheel of an old Triumph Herald when I was 15 and living in Cornwall. It was a heap and we would wait until it was dark and drive the thing into the nearest village. It used to scare the neighbours witless.

What cars have you owned and what's your dream car?

My first decent car was a 1959

Volkswagen Beetle, which had loads of character and was built like a truck. Another favourite was a 1970s MGB Roadster and I remember once doing an emergency stop in it and all four hubcaps came off and rolled ahead into the distance.

At the moment I own a Volvo 740 estate, which I love to bits because it's built like the VW was and never goes wrong. I love classic cars, so if I bought my dream car it would probably be a Jaguar Mk IX or a 1960s Mercedes.

What's the first thing you'd do if you were Minister of Transport?

I think everyone should have to re-take the driving test every few years, because we all pick up bad habits. Even I'd do it.

Would the V70 suit your lifestyle?

This car reminds me very much of my old 740, but it is more modern looking. The V70 is luxurious but the brand values of old Volvo still shine through. It seems a well-made car and you feel quite secure in it, like you should in a Volvo. There are plenty of comforts and of course lots of safety features.

How does the Volvo V70 drive?

Just like a Volvo should – smooth and comfortable, secure and stable.

So, how do you rate the Volvo V70?

Very much in the Volvo tradition and bound to grow on me. I'd happily exchange it for my 740 model when the time comes to change it.

Facts at a glance

Car Volvo V70 D5 SE Sport Geartronic
Price as tested £39,830 on the road
Insurance Group 17 (est)
Co2 emissions Maximum 195 g/km
Performance Max speed 134 mph;
0-62 mph 9.4 secs.
Fuel consumption 38.2 mpg (combined)
Standard safety features Driver and passenger dual-stage airbags with knee

pad; Side impact protection system; Inflatable curtain; Whiplash protection system; Dynamic stability and traction control; Five three-point seatbelts
Will it fit in your garage? Length: 4823; Width: 1861; Height: 1547 (mm)
How Paul rated this car The ideal replacement for my car: 9 out of 10.

Get in touch



Paul Mackman was talking to motoring editor Adrian Foster. You can contact Adrian at motoring@essexlifemag.co.uk. Our thanks to Lookers Chelmsford for the loan of the test vehicle. For more information on Paul or the Volvo V70 visit www.dealer.volvocars.co.uk/lookers or www.mackmangroup.co.uk