

Announcement Title

Recall R10396 EX30 Head Cushion

Issuer (First and last Name, Department) Quality, Product, Safety & Compliance	Issue Date 2026-10-15	Version No. 2	Last Revision Date 10/7/2026
Audience (Retailer Job Role) All U.S. and Canada Volvo Retailers		Security Class Proprietary	

Dear Retailer Partner,

Volvo Cars has decided to launch Recall R10396 EX30 Head Cushion.

In the case of a severe accident at high speed in combination with multiple direction impacts, the head restraint cushion may detach, increasing the risk of personal injury.

To remedy the concerned vehicles, Volvo Cars will apply two-component epoxy adhesive at three attachment points on both front seats using the specified tools. Physical testing has confirmed the effectiveness of the remedy and has demonstrated a clear improvement in attachment strength.

A total of 9,872 U.S. (58 PR) and 2,697 Canadian vehicles are affected by this recall.

(Vehicles in Puerto Rico only will follow QB instructions R10397.)

NEW VEHICLES IN RETAILER INVENTORY

It is a violation of federal law for a retailer to sell or deliver any new Volvo that is eligible for a recall. State and civil penalties may also apply. Retailers must check all vehicles in inventory for recall eligibility and repair affected vehicles immediately. Violation of this requirement could result in federal, state, and civil penalties for the retailer starting at \$27,874 per violation.

COURTESY VEHICLES IN RETAILER INVENTORY

Volvo requests that retailers remove all affected courtesy vehicles from service until the recall remedy has been performed.

USED VEHICLES IN RETAILER INVENTORY

Stopping the delivery of affected used vehicles until the recall remedy has been performed is consistent with Volvo's commitment to safety. While federal law does not prohibit the sale of used vehicles with open recalls, the sale of such cars could create liability on the retailer.

WHAT DOES THIS MEAN FOR CUSTOMERS?

Customers will not be able to take delivery of affected VINs until the recall remedy has been performed. Volvo expects parts to become available towards the end of October.

If a customer inquires about a loaner or rental vehicle, please refer to goodwill policy, "602 - Rental and Towing Assistance."

VEHICLE ELIGIBILITY

Vehicle eligibility will be visible in TIE by Friday October 9th, 2026:

- Vehicle eligibility must be confirmed in TIE using the "Vehicle Info" tab and entering the VIN. Please use "Claim Type" button to see if R10396 is available and check the performed column to see if the vehicle is eligible.
- **Recall R10396 eligible vehicles not yet delivered to customers MUST be corrected prior to delivery.**

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Retailer Responsibilities

Retailers must perform this recall campaign on eligible vehicles regardless of miles/kilometers or vehicle age. All work performed under this recall is free of charge to the owner. As the safety of our customers is our upmost priority, we are taking full responsibility to ensure the highest quality and safety standards for our cars.

All vehicles must be checked by the retailer for all incomplete Field Service Actions (FSAs). FSAs include, but are not limited to, recalls, service campaigns, delivery stops, and service actions. All open FSAs must be performed without delay.

The only exceptions for not immediately repairing vehicles are:

1. When parts are not in stock/unavailable.

In these circumstances, parts need to be ordered immediately. We recommend offering a loaner vehicle while waiting on parts.

If the customer is allowed to leave with the vehicle, they must be brought back in for repair as soon as parts arrive.

2. If the customer declines.

This must be recorded as a declined service against the advice of the Retailer and Volvo Cars.

Please schedule a future appointment and/or continue customer outreach until the recall remedy has been performed.

Owner Notification

Notification letters will be sent to affected owners informing them of the recall and instructing them to contact their Volvo Retailer to schedule a repair appointment. Retailers will be informed when the owner notification process begins.

Port Vehicles

It is the retailer's responsibility to check vehicle eligibility prior to customer delivery.

Parts Information

Please refer to the parts bulletin PB10396. Volvo expects parts to become available towards the end of October.

Claim Submission

Claim submission instructions are provided in the R10396 Quality Bulletin.

If you have any questions concerning this recall, please send an email with your retailer code to recall@volvocars.com.

Your cooperation in completing this important recall is appreciated.

Sincerely,

VCUSA Product, Safety, and Compliance