

Press Release

May 26, 2016 | ID: 191536

Zlatan Ibrahimović to star in new Volvo V90 marketing campaign

Volvo Cars is set to launch a new V90 marketing campaign featuring global footballing star Zlatan Ibrahimović.

The new campaign, which airs for the first time on May 30th, comes following speculation of further collaboration between the former Paris Saint-Germain F.C. striker and the Swedish premium carmaker.

“The campaign is a celebration of the independent mind, of the power that lies in the ability to think differently. There are many similarities between Zlatan’s and Volvo’s journeys. We haven’t gotten to where we are now by doing the same as everyone else,” said Anders Gustafsson, Senior Vice President, Europe, Middle East and Africa at Volvo Car Group.



Volvo Cars and Zlatan worked together in a memorable 2014 marketing campaign featuring the enigmatic footballer reciting the Swedish national anthem and hunting in remote Swedish forests.

Since its launch earlier in the year the new V90 has received positive reviews from media around the world. Building on Volvo Cars’ indisputable heritage in the estate segment, that began over 60 years ago with the Volvo Duett, the new V90 takes the premium estate a clear step forward in terms of aesthetics, materials and finish, while living up to the ultimately practical nature of any true estate.

Find out more via Volvo Cars’ social media channels and see the new campaign start on Monday, May 30th at 8.15PM CET.

[Youtube](#)
[Facebook](#)
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Volvo Car Group in 2015

For the 2015 financial year, Volvo Car Group recorded an operating profit of 6,620 MSEK (2,128 MSEK in 2014). Revenue over the period amounted to 164,043 MSEK (137,590 MSEK). For the full year 2015, global sales reached a record 503,127 cars, an increase of 8 per cent versus 2014. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

About Volvo Car Group

Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 503,127 in 2015 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2015, Volvo Cars had almost 29,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

Keywords:

Corporate News, Press Releases, 2017, V90, Product News

Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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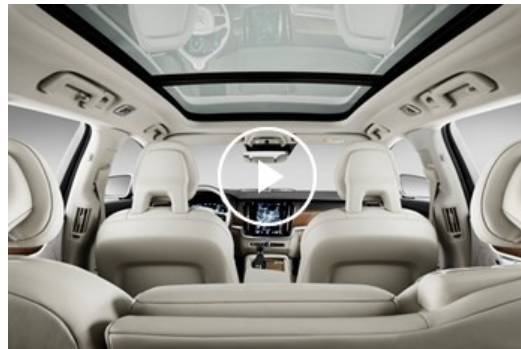
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