

Press Release

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Volvo Cars advertising campaigns shine spotlight on Swedish creativity

Volvo Cars' advertising campaign for the new V40 is the latest in a long line of productions that have spawned hit music and given a powerful platform to new and established artistes alike.

With songs from established stars such as Robyn, Mando Diao, Avicii, Swedish House Mafia and even football legend Zlatan Ibrahimović used in its advertising in recent years, Volvo Cars has now combined the creative talents of hit producer Andreas Kleerup with the soulful voice of rising star Sabina Ddumba on the song 'Carry On'.

"Music and the emotion it generates are central to how we communicate at Volvo Cars. We are a brand with a clear focus on people, so music is a natural element in our stories," said Björn Annwall, Senior Vice President Marketing Sales and Service at Volvo Car Group.



This latest creative collaboration for the new V40 campaign is an integral part of the overall campaign theme: *It's your journey*. The campaign features five young Swedish creatives, each on their own personal and professional journeys in life.

"We chose these creative talents to star in our new campaign as they reflect the journey we are all taking in life - the hopes and goals that make us try harder. Volvo Cars is also on a journey of transformation, a journey of growth. It all comes down to passion for what you do in life, and that is what we wanted to capture with this campaign. And with Andreas Kleerup and Sabina Ddumba's creativity we have created another memorable message," added Björn Annwall.

The advertising campaign went live on May 2 - [watch on YouTube](#). The single 'Carry On' was

released today, May 6 - [listen on Spotify](#).

Note to Editors:

Below you will find a list of recent artiste collaborations in Volvo Cars' advertising campaigns:

- Mando Diao – Strövtåg i hembygden (A trip down memory lane) – Volvo V40 Cross Country
- Swedish House Mafia /Lune – Leave the world behind – Volvo XC60
- First Aid Kit – On The road again – Volvo V70
- Max Martin/Zlatan – Du gamla du Fria (the Swedish National Anthem) – Volvo XC70
- Robyn/Röyksopp – Monument – Volvo V60 Twin Engine & Volvo V60
- Amanda Bergman/Oskar Linnros – Vintersaga (Winter Saga) – Volvo XC60, Volvo V70, Volvo XC70
- Avicii/Ane Brun – Feeling Good – Volvo XC90
- Viola Martinsson – Made Of – Made By People Volvo XC60
- Silvana Imam – Varma gator (Warm Streets) – Volvo S90
- Sabina Dumba/Andreas Kleerup – Carry on – Volvo V40

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).

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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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