

## Press Release

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# Volvo Cars reveals global integration of Spotify streaming music service in new models

Volvo Cars is the first car maker to integrate the hugely popular Spotify music streaming service globally in its new cars, starting with the new Volvo XC90, S90 and V90 this spring, it was announced at Mobile World Conference in Barcelona.

The Swedish car maker has worked closely with the popular streaming music service to ensure a natural and familiar user interface in the car. The integration takes advantage of Spotify's most appreciated features using the large real-estate of the tablet-like touch screen in the new XC90, S90 and V90 and does away with the need to use a smartphone for music streaming while on the road.



### Native integration

“Anyone that has used Spotify knows how great it is – you have access to your favourite music, all the time. We are very proud of our unique and custom-made interface for Spotify,” said Björn Annwall, Senior Vice President Marketing Sales and Service at Volvo Cars.

Accessing Spotify will require a Premium subscription. A 30-day free trial period will be available for those new to the service. The app will be available for Volvo owners in all countries where Spotify is available.

“As before you can still play music from your Spotify smartphone app in your car, or you can use

the in-car app, which will contain all of your favourite playlists, artists and albums. And with Spotify's ability to deliver extremely high quality streaming it has never been a better time to get the most out of the Bowers & Wilkins sound system in our new XC90, S90 and V90," concluded Björn Annwall.

At present Spotify is also available to stream in Volvo cars via Bluetooth or through Apple CarPlay. However the native application in Volvo Cars' Sensus user interface in the new XC90, S90 and V90 provides a much richer experience and a search functionality that non-native applications cannot deliver.

Volvo's integrated Spotify application includes the much appreciated Spotify Connect functionality, which allows passengers to use their mobile devices as remote controls for the Spotify in-car app without the need to connect their devices to the car or drain their batteries.

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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:**

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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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