

Press Release

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Volvo Cars honours diverse workforce in new XC60 campaign

Volvo Cars is using a new advertising campaign for the bestselling XC60 to honour its diverse and growing workforce.

The campaign follows in the footsteps of the successful 'Made By Sweden' theme that Volvo Cars has been using in recent times. But this time, instead of using heroes such as footballing legend Zlatan Ibrahimović and pop icons Robyn and Avicii to build brand awareness, the Swedish car maker has chosen to highlight its own heroes – its workforce.

"A diverse workforce delivers many benefits. Different approaches and critical thinking are vital when creating something new. You just need to consider the huge success of the award-winning XC90 and our record sales in 2015 to understand the impact that diversity has at Volvo. We believe that a large part of Volvo's continuing success can be attributed to diversity and what we call the Volvo spirit," said Björn Annwall, Senior Vice President, Marketing Sales and Service at Volvo Cars.

Made by Sweden

The distinctive blend of smart functionality, leading safety and progressive design that embodies Volvo's approach to creating premium cars is based on the Swedish car makers' strategy of delivering products that understand, support and improve peoples' lives.

"Our workforce is growing by the year as our sales increase. At the moment we have close to 50 nationalities actively contributing to the design, development, marketing, sales and service of our cars. Diversity is not just about age, gender, sexual orientation or ethnicity - it's about harnessing the knowledge, experience and personalities of the people that come to work with us. We believe that diversity delivers better products," concluded Björn Annwall.

Volvo employees from different backgrounds, working across the company in a wide range of roles, are featured in the new campaign – from designers and engineers to workers on the factory floor.

The new Volvo XC60 campaign goes live on January 21 at 21:10 pm CET and can from then be seen on TV and on [YouTube](#).

Volvo Car Group in 2014/15

For the 2014 financial year, Volvo Car Group recorded an operating profit of 2,252 MSEK (1,919 MSEK in 2013). Revenue over the period amounted to 129,959 MSEK (122,245 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) and Chengdu (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.

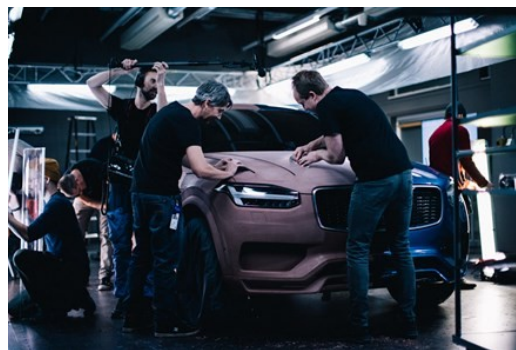
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