

## Press Release

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# Volvo Car Corporation flirts with digital unboxing trend to launch the world's first diesel plug-in hybrid car

In April, Volvo Car Corporation opens the order books for the most technically advanced Volvo ever: the Volvo V60 Plug-in Hybrid - the world's first diesel plug-in hybrid car. This innovative vehicle represents the next bold step in the evolution of electrification, where Volvo Car Corporation is almost a year ahead of competition. The launch of the first 1,000 units is supported by a series of witty "unboxing webisodes", released online on March 30th.

Follow this link to watch the webisodes: <http://www.youtube.com/VolvoCarsNews>

"Luxury car campaigns often look very much alike, but for this launch we didn't want to produce the glossy car ads that we've already seen over and over again. This car is a technological booster for the brand, and we wanted to treat it with the respect that it deserves - like any other technological innovation," says Richard Monturo, Vice President, Global Marketing, at Volvo Car Corporation. "Therefore, we created a series of entertaining webisodes - short films entitled Unboxing, that reveal the revolutionary technical innovations of the world's first diesel plug-in hybrid. By unboxing this technologically advanced car, we address our most tech savvy audiences."

The series of five webisodes are inspired by a trend in consumer electronics, where consumers upload videos of themselves opening a sought-after technology product to an eager audience of technical fans. The Volvo webisodes highlight the breakthrough technological features of the car from the "unboxing" of the vehicle from its packaging to the total dismantling of the car itself. The films also feature three short bench tests showing the car's unique features. The films are directed by A-list director Saul Metzstein, current director of the Dr Who series on BBC1.

The V60 Plug-in Hybrid can be recharged from a regular power outlet (230V/6A, 10A or 16A), and it drives up to 50 km on Pure mode (battery) with zero tailpipe emissions. Switch to Hybrid mode and let the diesel engine and electric motor cooperate to ensure the optimal balance between driving pleasure and environmental footprint. CO<sub>2</sub> emission in Hybrid mode is as little as 49g/km, corresponding to diesel consumption of 1.9l/100 km. The car has a total range of up to 1,000 km. When selecting Power mode the car gets maximum power, with up to 280 horsepower and acceleration from 0 to 100km/h in 6.2 seconds.

Volvo Car Corporation Newsroom:  
<http://www.media.volvocars.com/>

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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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