

Press Release

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Concept You from Volvo Car Corporation: Luxury that paves the way for global growth

Concept You - a luxury sedan concept designed around modern people - continues to pave the way for the Volvo Car Corporation's global growth. "Concept You gives a good indication of what you can expect from our next large sedan. The blend of contemporary Scandinavian design, exquisite craftsmanship and intuitive technology will appeal to luxury car buyers all over the world," says Stefan Jacoby, President and CEO of the Volvo Car Corporation.

Concept You is the successor to the Concept Universe, which was presented at Auto Shanghai before the summer 2011. Both concept cars are being fused to obtain input from the global car buying public in order to find the ultimate design of the next large sedan from Volvo.

The Volvo Car Corporation interviewed a number of Chinese target customers at the Volvo stand in Shanghai. The company has also collected global feedback on Concept Universe, both through surveys and by closely monitoring social media comments.

"The most valuable input has been used in the development of the Concept You. This car features a more daring, coupe-like profile than the Concept Universe, while the front moves towards a more classic Volvo look," explains Andreas Nilsson, Strategic Design Director at Volvo Car Corporation. He adds:

"The fastback profile mirrors a strong trend among European buyers. With growing signs that Chinese "taste buds" are moving rapidly in the same direction, our main aim is to explore how daring our next large sedan should be in order to be a global success. We are very eager to hear what people think about the Concept You."

Cars designed around people

The Volvo Car Corporation's strategy is to achieve profitable growth by being a truly global company with products designed around customers' needs and lifestyle.

"With our hearts in Sweden and our eyes and ears all over the world, we intend to be the brand that best interprets what buyers of modern luxury cars want," says Stefan Jacoby. He adds:

"The Concept You reflects how people's perception of luxury is moving beyond the traditional perspective. There is a growing appreciation for the ingenious blend of elegant design, superior craftsmanship and smart technology."

Several aspects of the new strategy

The Concept You radiates several aspects of the Volvo Car Corporation's new, customer focused "Designed Around You" strategy:

- It is a large, luxurious sedan with a new, sculpted Scandinavian form language that also honours the sweeping, beautiful lines of classic Volvo models.
- The inspiration from - and cooperation with - a number of world famous brands demonstrates the level of exquisite craftsmanship customers can expect from future Volvo models.
- The concept car reveals how the new Scalable Product Architecture (SPA) opens up dynamic design possibilities - on top of the technological and industrial advantages.
- By bringing the latest intuitive smart pad technology into the car, the Volvo Car Corporation emphasises its ambition to lead the development of super-functional connectivity features in cars.

Volvo makes life less complicated and more enjoyable

The Volvo Car Corporation aims to make people's lives less complicated and more enjoyable while strengthening the company's established commitment to safety and the environment.

"We will compete with the best with our special kind of luxury. Volvo's cars are intuitive and uncomplicated. Our customers don't have to give away driving pleasure to drive safely. They can be environmentally conscious and still indulge the pure joy of owning a luxury car," Stefan Jacoby concludes.

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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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