

Press Release

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Royal wedding guests travel by Volvo

The wedding between Crown Princess Victoria and Daniel Westling will be celebrated on June 17-19 and royalty from all over the world will be travelling to Stockholm to participate in the festivities. During the week of the wedding, the Royal Court will lease 85 specially designed Volvos as courtesy cars for the wedding guests.

An event as large and important as a royal wedding is a logistical challenge. Guests will be arriving from all over the world and they all need to be transported to and from their hotels as well as between various activities during the three-day festivities. Early in the planning process a cooperation was initiated stating that the Royal Court will lease 85 specially designed Volvos for the duration of the event and will be the official car of the 2010 Royal wedding. The models used at the wedding are the Volvo S80 and the Volvo V70. Following requirements from the Royal Court all vehicles will have the fuel-efficient DRIVe configuration with carbon dioxide emissions below 120 grams per kilometre. The cars are in sparkling white livery (Ice White) with the royal wedding insignia on the sides.

The wedding insignia can also be found on the leather upholstery - embedded in the numbered headrests. The cars are equipped with exclusive soft leather upholstery. The wedding insignia and the pattern were created specially for the wedding and they are repeated on a number of other details in the cars, such as the sill covers. The design has been approved by the bridal couple. After the wedding, the cars will be sold on the Swedish market.

The wedding between Crown Princess Victoria and Daniel Westling will take place on June 19 and will be broadcast live by Swedish Television. Some 500 million TV viewers are expected to follow the wedding ceremony and it is thought that between 2,000 and 3,000 international journalists will be on hand to report about this special occasion.

"It feels wonderful that Volvo is participating in such a major, internationally important event for Sweden and for the Swedish monarchy," says Olle Axelson, Senior Vice President Public Affairs at the Volvo Car Corporation.

VOLVO - OFFICIAL CAR OF THE 2010 ROYAL WEDDING

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