

Press Release

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The Subject60: All-New Naughty Volvo on Tour - Starting in Berlin

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Throughout May and June the Subject60 parties will be touring five influential European cities: Berlin, London, Paris, Milan and Madrid, to promote the all-new naughty, sporty and hi-tech Volvo S60.

"With the Subject60 tour for the all-new S60 we want to show a new naughtier side of Volvo and celebrate that Volvo are on the go with sales figures up 26.5 per cent world wide compared to last year. We want to reach out to a new target audience, a creative young city crowd which the S60 is perfect for. We are going to meet them in their natural environments through their interests", says Lukas Dohle, Head of Social Media & Live Communication at Volvo Car Corporation, "We aspire on making them spread the word - that Volvo has changed!"

Subject60: 5 weeks, 5 cities, 5 parties

Subject60 is the name of Volvo Cars' lifestyle campaign for the all-new S60 with the mission to show a new side of Volvo. The campaign emphasizes on social media and blogger involvement and culminates in events in five major European cities. Prior to each event there will be an augmented reality hunt for tickets on each market. In collaboration with hand picked lifestyle bloggers code cubes will be hidden in naughty locations around the city. By using an augmented reality app on their iPhone 3GS or Google Android phones, blog readers will be given clues to discover the exact naughty locations of the hidden cubes.

On May 27th Subject60 kicks off with a lavish party in Berlin, followed by four more nights of naughtiness in London, Milan, Paris and Madrid. The tour is celebrating the launch of the all-new S60, with its cutting-edge design driving dynamics, and innovative safety. The parties will be featuring the renowned artist and fashion icon Lykke Li and the blogging photographer, providing - Facehunter.

Live performance

Lykke Li, who will perform live at Subject60 is known for her bittersweet pop music and unique style. Her first album "Youth Novels", co-written and produced by Bjorn Yttling of "Peter, Bjorn and John" was released in 2008 on her own label LL Recordings. Purple Magazine recently listed her as one of the fashion icons of today. Read more about her at: <http://www.lykkeli.com/>

Face Hunter, who will document the parties, travels the world taking pictures of the cool people who catch his eye. His blog provides trend setting street style, direct from the pavement. And everyone in fashion is looking at it. Check it out here, (available on May 28): www.facehunter.blogspot.com/

For the editor:

Naughty enough for you? Videos, images and more information will be available at <http://www.naughty.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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