

Press Release

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PV36 75 years - Volvo's theme for this year's TechnoClassica Show in Essen

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Volvo Cars is back at Europe's biggest show for classic cars and automobilia. The theme is connected to Volvo's long and rich history - "Volvo PV36 75 years".

Streamlined history

At his year's TechnoClassica - held April 7 to 11 april - the Volvo PV36, nicknamed 'Carioca', will be focused upon. This year marks the 75th anniversary of its launch and bearing in mind the place it has in the automotive history's, let alone Volvo's own, this jubilee is worth celebrating.

On the stand will be not just one but three of these unusual Volvo models. But three cars in very different condition: one is just a rusty wreck which has spent most of its life in a peat bog; one is a restoration project partly assembled; the third example is maybe the most beautiful of all existing 'Cariocas', and there are less than 25 left today.

Only 500 were ever built and sold. Five percent of them have survived and ten percent of the survivors are present on the Volvo Cars Heritage stand at TechnoClassica!

Information about tradition

Beside this jubilee exhibition, there is also information about the yearly VROM meeting in Gothenburg, which is held August 14-15 this year. A weekend for all Volvo enthusiasts, filled with things that make the Volvo hearts beat faster.

There will also be information about two other activities that are under the Volvo Cars Heritage patronage: Viking Classic Autoshow 2010, June 11-13 at the Château de Beauregard in the French Loire valley, specially celebrating the 1800 www.vca2010.com and also the 2.IVM/Volvo Club Deutschland which is August 26-28 near Itzehoe in Germany. This is the interantional version of VROM which tours the European countries. More info at www.vrom.org

Responsible for the Volvo Cars participation at TechnoClassica is Volvo Cars Heritage, the department that is dedicated to the task of keeping the Volvo history and rich heritage alive and to bring it out to the public. Volvo Cars Heritage is also well respresented at the stand, no 3.0-158 in Hall 3.

Fore more information about classic Volvos go to or www.volvocars.com/heritage. For information about TechnoClassica, www.siha.de

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optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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