

Press Release

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Volvo goes naughty

Safety, Scandinavian design and environmental consideration are all part and parcel of the Volvo brand. With the all-new Volvo S60, a new dimension is now being revealed - The Naughty Volvo. The aim is for driving pleasure, world-class design and innovative safety to attract more customers to the Volvo brand.

Volvo Cars is putting most of its campaign online and reveals its more playful dimension, where properties such as extreme driving pleasure and daring design are in the spotlight. "The all-new Volvo S60 is a particularly dynamic car with an exciting design and innovative safety features. We are showing what it can actually do and just how much fun it is to drive," says Michael Persson, director of Global Marketing Communications.

A total of twelve short films have been produced at the Volvo test-track. The visitor gets to choose from four headlines what test they want to try out and by using the naughtymeter they decide just how naughty the S60 is to be.

The first film shows a slalom test and at level two a red S60 slips and slides its way along a slalom course marked out with traffic cones and the question "Want it naughty?" appears on the screen. With each level, both the speed and the thrills rise to new heights. And the same principle is applied to the other three films: Elk test, Pedestrian Detection and Driving Pleasure.

No cheating

"The films haven't been faked or enhanced in any way. The S60 not only represents the fun side of Volvo, it lives up to its sporty design," says Sven de Smet, Campaign Development Manager. A world famous stunt driver has together with the Volvo team planned all the various courses and events. After test-driving the Volvo S60 on the track, he decided to add even more spice to his stunts.

"Of course we don't encourage anyone else to drive in this way. Instead, what we wanted was to show that the car can handle all this and more thanks to its superb dynamic properties and innovative technical solutions," explains Sven de Smet.

There is a fourth level marked on the naughtymeter. It is linked to the question "Not naughty enough? You tell us." Visitors to the website are asked to send in suggestions for what challenges that last level should contain.

"We certainly aren't going to blow up cars or allow any risk of personal injury, but in all other respects there are no holds barred," says Michael Persson.

Five finalists will be presented on the naughty hub. The public get to vote in the winner, who will be named at the end of April. The winning idea will then be filmed in Los Angeles early May.

Aside from Volvo Cars in Sweden who will run a separate campaign more in line with their long-term market communication, the Naughty campaign is global and gets under way with the launch of the all-new Volvo S60 at the Geneva Motor show early March. That is when it will be possible to see how well the campaign succeeds to grab the attention of premium car buyers and for them to experience the fun side of Volvo; the naughty one.

Please visit: www.naughty.volvocars.com

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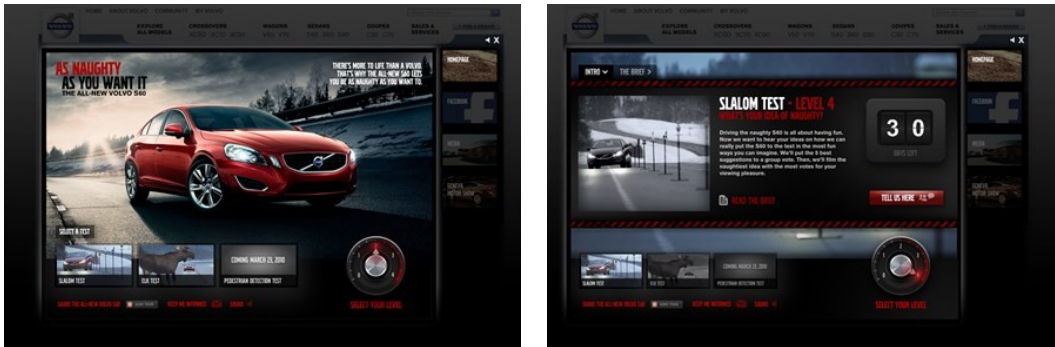
Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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