

## Press Release

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# Volvo Cars launches refreshed media website

- Passwords no longer needed
- Cleaner look and enhanced functionality and navigation
- Launched live today on September 10, 2009

Volvo Cars refreshed media website, Volvo Cars Newsroom goes live Sept. 10, just ahead of the upcoming Frankfurt Motor Show where Volvo Car Corporation will take the wraps off the refreshed C30 and C70.

"Delivering an easy accessed site and a premium on-line experience for our subscribers has been our top priorities," says Olle Axelson, SVP Public Affairs, Volvo Cars. "The new look makes it easier to navigate to whatever Volvo story a journalist may be looking for."

Visitors to the site also will no longer need to register or log in with username and password to access and download press releases, images and high-res videos. Though access to download broadcast-quality videos, subscription email service and Broadcastroom for access to more broadcast quality versions ([www.thenewsmarket.com/volvocars](http://www.thenewsmarket.com/volvocars)) still will require the user to register or login with a username and password.

It will now be easier to download releases, photos, specifications and videos with an enhanced user "Briefcase" that allows visitors to simply click a check box to quickly add and access the information they need.

The new look follows months of behind-the-scenes work on a global scale. All Volvo Cars newsrooms that are part of the Volvo Cars Global media website group (including major markets such as USA, Sweden, U.K., Germany, Italy, Canada and the Netherlands) will receive the new look.

Current users of any of these sites will notice no disruption in any of the subscription services they already use, making the transition completely transparent. The sites are optimized to run on Internet Explorer 6 and Firefox. Should you experience any technical difficulties, support is available at [support.volvocars@dmr.ca](mailto:support.volvocars@dmr.ca) or by phone: + 1 204 927 1808.

## Keywords:

Press Releases, Motor Shows, Events/Activities, Special Interests, Corporate

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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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