

Press Release

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Volvo S40 and Volvo 850 Estate, stars of the BTCC, now starring in video racing game "Volvo - The Game"

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The racing game announced in April by Volvo Cars and game development company SimBin can be played with five racing legends in addition to the new Volvo S60 Concept. They are Volvo models that many people will remember from the STCC and BTCC racing series.

Volvo - The Game, a game free of charge is being released on May 26 by SimBin Studios and Volvo Cars, will feature the Volvo S60 Concept and another five hot contenders. Players will be able to choose between the Volvo C30 which is competing in this year's STCC (Swedish Touring Car Championship), the STCC Volvo S60 that participated a few years ago, the Volvo S40 that participated with notable success in the BTCC (the British Touring Car Championship) the Volvo 850, the estate car that became a legend in the BTCC, and finally a true racing classic, the Volvo 240 Turbo Group A.

There is a choice of two tracks: Gothenburg Eco Drive Arena in Göteborg, Sweden, and Chayka outside Kiev in the Ukraine. Volvo - The Game is the only virtual racing game in the world to include the Ukrainian track.

With Volvo - The Game, SimBin and Volvo Cars want to reach out to a broad public.

The game offers a choice of skill levels: "novice with all the driver assistance technology activated such as ABS brakes, "semi-pro", and finally "pro" where there is no assistance whatsoever.

Footnote: Volvo - The Game can be downloaded free of charge to your own PC starting on May 26. Go to the Volvo Cars website, www.volvocars.com/intl. The game is available in English, German, French, Italian and Spanish.

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About the SimBin Group

The SimBin group is a privately owned group of Swedish companies active in the Video game and Entertainment industry and occupies a total staff of 80 people, consisting of 50 employees and 30 distributed consultant's world wide.

In the SimBin portfolio of developed games you will find award winning titles like "GTR - The FIA GT Racing Game", "GT Legends", "GTR 2 - The FIA GT Racing Game", "RACE - The WTCC Game", "RACE 07 - The WTCC Game", "GTR Evolution" and "STCC The Game". GTR and RACE are registered trademarks owned by the SimBin group.

SimBin Studios AB is the mother company, responsible for the publishing and IP rights for all productions developed within the SimBin group. SimBin Studios AB is also responsible for Business Development, Finances, Marketing, PR and Administration.

SimBin Development Team AB is a Swedish game developer founded in 2003 and is a subsidiary of SimBin Studios AB handling all the game productions in the group for all leading platforms. SimBin Distribution AB is a daughter company of SimBin Studios AB with its headquarters in Stockholm, Sweden. With RaceRoom, a virtual racing concept including marketing, branding, game software and hardware in a turn-key solution, SimBin Distribution offers a new business opportunity in the event and experience industry.

www.simbin.com

www.race-room.com

About Volvo Car Corporation

Volvo Car Corporation develops, manufactures and sells Volvo cars. In 2008 about 375,000 Volvo cars were sold. Volvo Cars is represented in approximately 100 countries globally. Research and development is located in Gothenburg, with production in Sweden, China, Belgium, Thailand and Malaysia.

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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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