

## Press Release

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# Top Women Golfers Take Part in Volvo XC Challenge

**In August and September around 150 of the top European women golfers will be taking part in the Volvo Cross Country Challenge.**

The tour is a three-year project in which Volvo Cars Sweden is sponsoring the Nordic golf tournaments on the Ladies European Tour (LET). This year tournaments are being held in Sweden, Finland and Denmark. Next year a tournament in Norway will be added.

As well as the usual LET ranking, the tournaments in the Nordic countries have a separate ranking system under which the top ten players in the Volvo XC Challenge share prize money of \$100,000. As well as receiving part of the bonus shared out among the top ten players, the winner will collect a Volvo car.

### **Annika Sörenstam acts as host**

The first golf tournament – "Scandinavian TPC, hosted by Annika" will be held from 4-7 August at Barsebäck G&CC, one of the best courses in Sweden.

"Volvo Cars in the Nordic region views the Volvo Cross Country Challenge as part of the focus on our female target group," says Malena Frisinger, who is responsible for co-ordinating the Volvo Cross Country Challenge in the Nordic countries. "The project also gives us an opportunity to attain our common business goals."

### **The Volvo Cross Country Challenge includes:**

Scandinavian TPC hosted by Annika, 4-7 August at Barsebäck G&CC, Sverige

Ladies Finnish Masters, 26-28 August at Helsinki GC, Finland

Nykredit Masters, 1-4 September at Kokkedal GC, Denmark.

For further information, contact Malena Frisinger, e-mail address: [mfrising@volvocars.com](mailto:mfrising@volvocars.com)

Also visit <http://www.ladieseuropeantour.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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