

Press Release

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Automotive News Europe, the most prestigious magazine in the automotive world, has named the nine women behind Volvo Cars' concept car YCC Women of the year. The headline reads: the women that changed Volvo.

The team caused the magazine to slightly alter the rules of its women of the year award. In all previous years, the award has been given to a single person. This year, they are nine. The Women of the Year will be honoured at the annual Automotive News Europe Congress, which will take place this year May 4-6 in Barcelona.

YCC, that stands for Your Concept Car, is a concept car developed by women – for everyone. --We have included women, not excluded men, explains Camilla Palmertz, one of the project managers. Our approach was if you meet the expectations of women, you exceed the expectations of men.

The one-off concept car was unveiled at the Geneva motor show in March 2004 and has since toured in 17 cities of the world. Media interest continuous to be very strong and the project has received more attention than any other in the history of Volvo Cars.

-- We are still overwhelmed by all the attention. Of course it is particularly encouraging to gain the recognition of your own industry, says Tatiana Butovitsch Temm, YCC communications manager.

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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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