

Press Release

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Michelin Challenge Bibendum Shanghai Oct 12-14

Volvo Car Corporation will spotlight its leading edge low emission technology geared to help preserve the environment at the international Michelin Challenge Bibendum clean vehicles competition in Shanghai, China, October 12-14.

Created in 1998 to promote sustainable mobility by confronting the challenges of emissions and congestion, Michelin Challenge Bibendum brings together automakers, policy makers, the media and others to explore mobility solutions. It is the only event of its kind to compare the results of vehicles powered by conventional and alternative energy and propulsion systems.

"Climate change, oil market instability, air quality concerns and congestion are the future challenges for car manufacturers. Volvo Car Corporation will turn these challenges to business and growth opportunities by focusing on effective work in the areas of energy effectiveness, health improving technologies and advanced mobility concepts", says Lex Kerssemakers, Senior Vice President, Brand, Product & Business Strategy. Volvo Car Corporation is showcasing a comprehensive range of vehicles and a new concept car will be presented in Shanghai:

"Our commitment to safe mobility needs will be enlarged from the protection of occupants and other road users in collisions to include personal health for all road users and to offer them sustainable mobility solutions", Lex Kerssemakers continues.

Press Conference

Volvo Press conference Oct 12th 04.00pm-04.30pm on F1 Circuit, room 7-8, 2nd floor SIC

Opening hours

Tuesday Oct 12

11.30am-12.30pm Opening Ceremony International Circuit

1.00pm-5.30pm Learning Centre & Media drive at International Circuit

Wednesday Oct 13

07.00am-11.00am Rally at International Circuit 08.30am-9.45am Media briefing at circuit (safety and traffic improvement)

10.00am-5.00pm Learning Centre & Media drive at International Circuit

Thursday Oct 14

09.00am-03.00pm Learning Centre & Media drive at Shanghai Automotive City (public day)

06.00pm Reception followed by Award ceremony (7.30pm) at Shanghai International Circuit

50240/MP

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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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