

Press Release

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All-New Volvo V50 drives through Romero Britto paint shop - The result is a unique, pop art, special edition Volvo vehicle to benefit charity

NEW YORK (April 7, 2004) --- Volvo Cars of North America, LLC (VCNA), is continuing its walk on the wild side. This time, it's pop art in the driver's seat as the all-new Volvo V50 receives a makeover from world-renowned artist Romero Britto. The result is a very different special edition vehicle. And, it's all for a good cause.

Romero Britto's style is neo-pop cubism, an intricate weave of pop art and neoteric cubist interpretation. His art has a unique combination of rich and bright colors, daring patterns and heavy outline. Add to that a sense of whimsy and you have a style that communicates a sense of spontaneity that is compellingly playful. Romero Britto's art is a representation of life, celebrated through vibrant colors.

That representation of life fits Volvo Cars perfectly as the Volvo brand is about the protection and celebration of life. Even Volvo's tag line is "for life." And, the all-new Volvo V50 is a premium activity sportswagon for those who have a "large capacity for life." Most wagons are known for just how much you can put into them, but the all-new Volvo V50 will be known for how much life you can get out of it as well!

Romero Britto and Volvo are both large supporters of the charity Best Buddies. Best Buddies is a non-profit organization dedicated to enhancing the lives of people with intellectual disabilities by providing opportunities for one-to-one friendships and integrated employment. This special edition Volvo V50 will be auctioned off later this year, with the proceeds benefiting Best Buddies.

"With this special edition all-new Volvo V50, we are continuing the unique marketing campaign that we started with the all-new Volvo S40," says Thomas Andersson, VCNA Executive Vice President of Marketing. "It's about creating an unexpected, yet credible message. The theme we have chosen is pop culture. We are going from music videos and videogames to pop art," And, it's a win-win situation to do something unique that won't only bring attention to the all-new Volvo V50, but also help support Best Buddies, our charity of choice."

Romero Britto has a significant following and presence in the United States, Europe and Asia. He is originally from Brazil and started his artistic career painting images on scraps of cardboard and newspapers. At age 14, he had his first public exhibition. These days Britto's artworks are worth a smaller fortune. He has painted everything from CD covers, to dinnerware, to bikinis and murals. Britto even has a line of fragrances.

The all-new Volvo V50 is the latest new vehicle from Volvo. It's a totally new five-door model with aggressive lines, intelligent design solutions and a flexible interior. The main idea behind the vehicle is VIVA – Volvo's Intelligent Vehicle Architecture. VIVA is a new approach that delivers class-leading safety, vibrant design and style, with an exhilarating driving experience. The all-new Volvo V50 is a genuine, premium sportswagon with characteristics that appeal to people who are young at heart and have a passion for life. These customers set demanding standards when it comes to both design and functionality. The emphasis of this vehicle is therefore vibrant design and a sense

of sportiness, with a bonus in the form of practical details and extra luggage space.

VCNA, part of the Volvo Car Corporation of Gothenburg, Sweden, provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, Canada, Mexico and Puerto Rico.

The 2004 Volvo automobile line includes the all-new Volvo S40, XC90, the sporty S60 sedan – including the award-winning performance sedan – S60 R and its performance wagon counterpart – V70 R, the flagship S80 luxury sedan, the versatile V70 wagon and rugged XC70 (Cross Country), the C70 convertible, and the compact S40 and V40 models.

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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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