

**V O L V O**

# Apple Music coming to more than two million Volvo cars, with up to three months free subscriptions

Volvo Cars is now starting to integrate Apple Music into more than two million Volvo cars via an over-the-air software update. The newly launched Volvo EX60 will also come with Apple Music natively integrated when the first customers receive their cars this summer.



To help new listeners get started, Volvo Cars is offering eligible customers up to three months of Apple Music for free, giving Volvo drivers plenty of time to discover new artists and find the soundtrack to their next journey.

Drivers of the Volvo EX60, EX90 and ES90 can also enjoy Apple Music Spatial Audio, powered by Dolby Atmos technology and brought to life by the optional Bowers & Wilkins premium sound system, delivering an immersive experience that places the listeners at the centre of the sound, with music and vocals all around the cabin.

As one of the world's largest music streaming services, Apple Music provides instant access to more than 100 million songs, ad-free. Whether it's an energising playlist for the morning commute or something more relaxed for a late-night drive, the music people love is there.

Customers can simply sign in with their Apple account and enjoy songs, playlists and live radio, all easily controlled by voice or touchscreen. New subscribers can quickly sign up and bring all their playlists and full library of music with them from other services. (Learn more about transferring your library [here](#))

*"Many of our customers use Apple Music on their phones or in their homes today. By bringing Apple Music directly into our cars, we're making them an extraordinary place to experience music," says Alwin Bakkenes, head of global software engineering at Volvo Cars. "You'll feel as if you're right in the middle of a concert hall or an arena during your favourite live performance or immersed in the latest music in Spatial Audio exactly as the artist intended – a truly emotional listening experience."*

## **High-fidelity sound, perfected in EX60, EX90 and ES90**

The Volvo EX60, EX90 and ES90 are quieter than any Volvo cars before them, thanks to

state-of-the-art soundproofing. Building on Volvo Cars' heritage of premium in-car audio experiences, these cars take sound quality to new heights. They are available with one of the most advanced in-car audio systems ever developed, carefully calibrated to the car's interior acoustics.

The optional Bowers & Wilkins sound system in the EX60, EX90 and ES90 delivers an exceptional music experience, with True Sound powered by high-performance speakers integrated throughout the cabin.

With Apple Music Spatial Audio powered by Dolby Atmos technology, Volvo drivers can experience music in immersive audio, transforming the car into a premium listening environment. Dolby Atmos brings a more natural, multi-dimensional sound experience that surrounds listeners with music and vocals in greater clarity and depth.

#### **The small print**

- The software update is coming to the Volvo EX90, ES90, XC90, S90, V90, XC60, S60, V60, XC40, EX40 and EC40, from model year 2020 and onwards. Timing of availability may vary depending on car model.
- Volvo customers of the above-mentioned car models who are new to Apple Music or are returning users, can enjoy up to three months of free Apple Music, valid until July 6, 2027. Eligible customers can redeem this offer in the Volvo Cars app. For further details, please refer to the [customer support hub on Volvocars.com](#).
- The Bowers & Wilkins sound system is available to choose when ordering selected Volvo car models.

#### **[Read more on Volvo Cars Press & Media](#)**

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#### **About Volvo Car Group**

*Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".*

*"For life. To provide freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.*

*In 2025, Volvo Cars sold over 710 000 cars, with an electrified share of 46%. Volvo Cars on average employed 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).*