

Press Release

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Volvo Cars collaborates with D.S. & Durga to announce 'SWOODISH', a limited edition Scandinavian-inspired scent

With the aim to bring the Swedish outdoors into homes of consumers worldwide, Volvo Cars and Brooklyn, New York-based fragrance brand [D.S. & Durga](#) have joined forces to create a unique and limited edition scent named SWOODISH.

With a name derived from a playful combination of the words 'Swedish' and 'Woods', SWOODISH blends the calming, grounding woods of beautiful Swedish forests and soft orris roots, mimicking the purple tones of the late summer sunsets. Taking shape as one of D.S. & Durga's iconic candles, the scent will be available for consumer purchase beginning on Thursday, June 20, 2024 at 6.00pm EST.

Niche fragrance brand D.S. & Durga was founded by husband-and-wife duo David Seth Moltz and Kavi Ahuja Moltz. The founders are renowned for their unique and often unconventional scents, combining elements of art, music, literature, and history to create fragrances that tell stories and evoke specific emotions or atmospheres.

"The sensory ambiance in our cars draws from the inspiration from nature and Scandinavian excellence in light. In collaboration with D.S. & Durga, we developed a natural scented candle called SWOODISH to bring the ambient warmth of a Scandinavian forest into your home", said Lisa Reeves, head of interior design at Volvo Cars.

To create the SWOODISH scent, Kavi and David visited Gothenburg, Sweden where they were immersed in the culture and distinctive design approach focused on minimalism, simplicity and functionality commonly found within the Swedish landscape.

"We visited Volvo Cars in Sweden and were whisked away to mythical vistas – both inside rare, vintage vehicles which were sniffed, and outside in quaint forests and lakes all over the country," said David Seth Moltz, co-founder of D.S. & Durga. "Driving from place to place behind the wheel of one of Volvo Cars' fully electric vehicles, we learned first-hand that they are chic, well-designed and fun to explore in. SWOODISH will transport anyone away to a calm, serene Sweden of the mind."

The SWOODISH candle will be available for a limited time for consumer purchase in select global markets at [dsanddurga.com](#) and [VolvoCarSwoodish.com](#). Volvo Cars will make a donation with a portion of the proceeds to the [Volvo For Life Fund](#) partner [One Tree Planted](#) to support their work in helping the environment by planting trees, restoring forests, and creating habitats for biodiversity.

Price per candle: 70 USD / 700 SEK

Volvo Cars in 2023

For the full year 2023, Volvo Car Group recorded a record-breaking core operating profit of SEK 25.6 billion. Revenue in 2023 amounted to an all-time high of SEK 399.3 billion, while global sales

reached a record 708,716 cars.

About Volvo Car Group

Volvo Car Corporation (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 give people the 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 by 2030 and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2023, Volvo Cars employed approximately 43,400 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).

About D.S. & DURGA

D.S. & DURGA was founded by David (a.k.a. D.S.) & Kavi (a.k.a Durga) Moltz in 2008. We started from scratch and did it our way (more Sid than Sinatra). We were pioneers in the DIY Brooklyn movement and began by turning things we loved into scented stories of cowboys, landscapes and folk songs - all packed into hand-stamped boxes in our Bushwick apartment. Attention to detail and the importance of human hands are still vital to our process today.

D.S. & DURGA is one of the only fragrance brands with an in-house perfumer. Our scents are carefully crafted narratives with a sensory experience that extends beyond the nose.

David taught himself how to make perfume by immersing himself in all things fragrant. He is dedicated to translating grand narratives into scent. Each fragrance is conceived & constructed by him exclusively.

Kavi approaches her work like the architect she was trained to be. Thinking in angles, light, shadow, and texture, Kavi seeks clarity in form and function. She builds buildings for our scents, cities for our universe.

Our perfumes are made in New York City - formulated in Brooklyn and bottled in the Bronx. Each perfume has a playlist, story, photos, & films. D.S. & DURGA aims to create fragrances that live on the level of great music, painting, and literature. A perfume is a world you can return to over and over again – a keyhole into far off places - material and imaginary. Perfume is armchair travel.

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Descriptions and facts in this press material relate to Volvo Cars's 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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