

Communiqués

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Volvo Car Canada Ltd. Reports Best April Since 2007 Swedish Brand Reports 31 Consecutive Months of Year-Over-Year Growth

RICHMOND HILL, ON. (May 1, 2018.) Volvo Car Canada Ltd. reached a number of milestones this past April, on the way to the best-selling April since 2007. The premium carmaker also reported the best start to a year since 2007.

Volvo Car Canada Ltd. reported sales of 903 units in April 2018 compared to 637 sales in April 2017, representing an increase of 42%. This marks the thirty-first consecutive month of year-over-year sales growth for the brand. The strong sales month was aided by the sales of the award-winning XC90 and XC60. The XC90, Volvo's seven-seat flagship SUV, had its best month of retail sales in two years. The XC60, recently awarded the World Car of the Year, experienced its best month since the new vehicle launched in September 2017.

"The Volvo brand is gaining industry-wide attention, from our colleagues, the media and consumers. Our stunning product, paired with a passionate retailer network has led us to having our best-selling April since 2007," said Alexander Lvovich, Managing Director, Volvo Car Canada Ltd. "This month also marks our best start to the year since 2007 and strong sales months from both the XC90 and XC60. We are thrilled with our start to the second quarter and are prepared for a strong spring."

Year to date, Volvo Canada has sold a total of 2720 vehicles in 2018 compared to 1908 vehicles sold year to date in 2017 representing an increase of 43%.

To learn more about the Volvo Car product, please visit: <http://www.volvocars.com/ca>

About Volvo Car Canada

Volvo Car Canada Ltd. is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCCL provides marketing, sales, parts, service, technology and training support to the 37 Volvo automobile retailers across Canada. For more information please refer to the Volvo Car Canada media website at: <https://www.media.volvocars.com/ca/en-ca>

Mots clés:

Corporate News, Press Releases, XC90, 2018, XC60, XC40, Product News

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