

## Press Release

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# Marketing Magazine Recognizes Volvo Canada with Three Awards

Volvo Canada receives two Gold & one Silver at the 2015 Media Innovation Awards

**Richmond Hill, ON.** November 18<sup>th</sup>, 2015. Volvo Canada received high praise at this year's 2015 Media Innovation Awards. Marketing Magazine recognized Volvo Canada with three awards in relation to the '6 Billion Hours' campaign. Volvo Cars, in collaboration with Havas Media and Grey Canada, received Gold for Best in Cars & Automotive Services, Gold for Best in Video and Silver for Best in Search.

The acclaimed campaign illustrates where the Volvo brand currently is, and also speaks to the brand's ascent in the luxury segment. Featuring the XC60, the campaign resonates with luxury, innovation and technology – core brand values that define the Volvo brand and its marketing strategy.

### **About Volvo Cars of Canada**

Volvo Cars of Canada Corporation is part of the Volvo Car Group of Gothenburg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 38 Volvo automobile retailers across the country. The S60, S80, V60, XC60 & XC90 are among vehicles that have been awarded the prestigious new Top Safety Pick+ by IIHS (Insurance Institute for Highway Safety). Volvo Cars is committed to Vision 2020, our goal that no one shall be killed or seriously injured in a Volvo by the year 2020.

### **About Volvo Car Group**

*Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 465,866 in 2014 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.*

*As of December 2014, Volvo Cars had over 25,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).*

### Keywords:

Volvo XC60, Press Releases, 2015, Product News

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