

Press Release

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Volvo Cars and Artist/Producer, Avicii Announce Creative Collaboration

World Renowned Artist Featured in Volvo Cars Brand Campaign Entitled 'A New Beginning'

Richmond Hill, ON. April 30th, 2015. Volvo Cars and Swedish music artist Avicii have announced a creative cooperation to celebrate their Swedish roots with a new recording and music video. The collaboration will be globally unveiled May 8th and will form the basis for a Volvo Cars brand campaign entitled 'A New Beginning'.

This partnership will be an important component in launching 'A New Beginning'; the campaign will speak to the re-invigoration of the Volvo Cars brand that will feature all-new products, services whilst maintaining the progressive luxury and innovation one would expect from Volvo Cars.

Stockholm-born Tim Bergling, 26, better known by his stage name Avicii, has made a huge impact in the world of music in recent years, and is renowned for being one of the world's top DJs and record producers. Volvo Cars and Avicii both embody Swedish culture and fittingly will begin this new chapter together.

"The Volvo Cars brand is on the ascendant, just as Avicii is, with a growing global audience. We thought there would be no better way to celebrate our heritage and passion for life than to work together to produce something special that reflects who we are and what matters to us," said Alain Visser, Senior Vice President Sales, Marketing & Customer Service at Volvo Car Group.

The song chosen for the collaboration, *Feeling Good*, a classic track recorded by Nina Simone 50 years ago, has been given new life with Avicii's production. He has added new vocals, infectious beats and the catchy melodic treatment that has thrilled millions fans at festivals and clubs around the world.

"I've loved the song for a long time. It's one of the best songs ever written. It's just timeless to me. I've been a big fan of Nina Simone, Etta James and that kind of sound for a very long time. So when I found out that was the song that Volvo Cars wanted in the music video I was really excited and happy to do something with it. I wanted to create something new, and at the same time stay true to the original," said Avicii.

The music video for *Feeling Good* was filmed in Stockholm, Sweden and locations such as Osterlen, Sweden, where Avicii and his family spent their summer vacations.

"It was important to me that if we did something together it would be new and unique, that it was a longer term global cooperation from both sides and that it would completely align with our brands in both a credible and creative way. Everything you see in the video is true to the Avicii brand. Volvo Cars' lead tagline is 'A New Beginning' and that is a theme we share with Volvo," said Ash Pournouri, founder of At Night Management, whose vision and creative guidance brought Avicii to worldwide acclaim.

"As we embark on the most exciting product launch plan in the history of our company, we thought this is the perfect moment to launch a brand campaign focusing on the essence and uniqueness of the brand. This initiative forms part of our new Volvo Way marketing strategy which we

announced recently. This is why the campaign is called 'A New Beginning'. It's about celebrating who we are and who we aspire to be. It's about people making the most of their lives," added Alain Visser.

The Volvo Cars brand has earned a well-deserved reputation for safety, environmental care and quality since the company was founded in 1927. In recent years the company has begun an important brand transformation process building on these important values. The result is a fresh look at what a luxury car maker can offer its customers: a uniquely tailored car experience that actively enhances life as well as protecting it.

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 and XC60 are among only 22 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).

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