

## Press Release

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# Canadian Volvo Club welcoming two record-breaking Volvo's to 31st Annual Family Day

## Canadian Volvo Club welcoming two record-breaking Volvos to 31<sup>st</sup> Annual Family Fun Day

**TORONTO, ON (July 18, 2011)** - The Canadian Volvo Club is excited to welcome two of Volvo's most notable brand ambassadors to their 31<sup>st</sup> Annual Family Fun Day this Sunday, July 24<sup>th</sup>. Even more exciting, both of their record-breaking vehicles will also be in attendance!

Garry Sowerby still owns the Volvo 245DL known as Red Cloud that he used to circumnavigate the globe with his friend Ken Langley in 74 days, one hour and 11 minutes, earning them a Guinness Record for Fastest Circumnavigation of the World by Car in 1980. A true testament to man and machine, the Halifax-built wagon may not have been the most glamorous of machines, but it offered the reliability and resilience they needed to successfully complete their mission.

Having not started the Volvo in five years, Sowerby realized that the 30<sup>th</sup> anniversary was coming up last November but wasn't sure the car would be up for a celebration. "She fired up on the first crank," said an excited Sowerby, before adding, "After the abuse and neglect this car has been through in its life, it really is a testament to how dependable and well-built Volvos are."

Sowerby will be joined by Irv Gordon and his 2.9+ million mile Volvo P1800. A retired science teacher from East Patchogue, N.Y., Gordon purchased his Volvo new in June 1966, and immediately fell in love, driving 1,500 miles in the first 48 hours and shows no signs of stopping anytime soon. "In honour of the P1800's 50th anniversary, I'd like to reaffirm my goal of reaching three million miles within the next two years," said Gordon. "Recently my P1800 has been through some terrible weather, and never complained once. What a great automobile! Hitting 2.9 million miles is a true testament to Volvo and those who designed it."

These two brand ambassadors have proven Volvo's reliability and longevity firsthand and are both excited to drive to the 31<sup>st</sup> Annual Family Fun Day to meet fellow enthusiasts and hear the stories about their beloved vehicles.

The Canadian Volvo Club's 31<sup>st</sup> Annual Family Fun Day is happening this Sunday July 24<sup>th</sup> in Ilderton, Ontario near London at 22679 Wonderland Rd. North. Visit <http://www.canadianvolvoclub.org/> for directions or information.

**The Canadian Volvo Club** is a non-profit automobile club which encourages enthusiasm for Volvos. The CVC is dedicated to the promotion of safe, fun events and activities for all its members and the Volvo community as a whole.

**Volvo Cars of Canada Corp.** is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 41 Volvo automobile retailers across the country. The company's product range includes the stylish and sporty C30, the elegant C70 hardtop convertible, the S40 sedan and the S80 flagship sedan. For customers looking for a vehicle with all-road capability, Volvo offers the versatile XC60, XC70 and XC90. The new-for-2011 S60 sport sedan lineup now includes the T6 AWD and T5 FWD, both offering Pedestrian Detection with Full Auto Brake. The S60 recently joined the 2011 S80, C30,

XC60 and XC90 as a *Top Safety Pick* from the Insurance Institute for Highway Safety (IIHS).

## Keywords:

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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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