

Press Release

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Sweden's hottest Volvo set to light up 2006 SEMA tradeshow

For immediate release

LAS VEGAS, NV (October 31, 2006) – Classic American muscle cars are a rarity at the annual Specialty Equipment Market Association (SEMA) custom car and tradeshow in Las Vegas. But finding a classic Swedish hot rod at the show is about as rare as finding pickled herring at the local burger joint. None-the-less, sitting among three highly customized Volvo C30s the 100,000+ SEMA attendees will find a 600-horsepower 1967 Volvo Amazon.

But getting there wasn't easy. At the 25th jubilee of the Vallåkra Custom Car Meet outside Landskrona, Sweden last summer, Mattias Vöcks' classic Amazon estate was voted the best car to represent Sweden and its car-customization enthusiasts at the annual SEMA tradeshow.

Of the 600 or so customized Volvo vehicles on display at the Vallåkra Meet, 30 were entered to take part in "Sweden's Hottest Volvo" contest. The jury's brief was to choose a car that stands out from the crowd, one that will pull at the heartstrings of the discerning American public. The jury's justification for selecting the "VÖX-Amazon" is as follows:

"This is a car that represents true Swedish car-building art with its focus on high build quality and unique detailing. It reflects personal craftsmanship of the very highest order. This is a car that stands out from the crowd while at the same time acknowledging a Swedish motoring icon that turns 50 this year. Finally, the winner truly epitomizes the title of 'Sweden's Hottest Volvo' with its 600 horsepower under the hood."

When the judging was complete, it was Vöcks who walked away with the grand prize: A paid trip for him and his Amazon to the glittering lights of Sin City.

Vöcks, 27, has long been active in automotive circles. In fact, his hobby indirectly led to him earning his living at sports-car manufacturer Koenig. His most recent creation, a Volvo P1800 Amazon, aroused considerable attention when it was unveiled. "Volvo is the make that I like most and I have actually customised several Amazons previously. It all began when I was given an old Amazon by my grandmother, and it's continued ever since," said Vöcks.

The jury consisted of Volvo Personbilar Sverige President Thomas Andersson, Volvo's STCC driver Robert Dahlgren, press officer Bo Larsen of Volvo Cars Sweden, professional car builder Leif Tufvesson, Per Östman from Bilsport magazine and Bertil Wilhelmsson from Vallåkra Meet.

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 43 Volvo automobile retailers across the country. The company's product range includes the elegant C70 hardtop convertible, the versatile V70 wagon, the S60 sport sedan, the compact and sporty S40 and V50, and an XC-line of vehicles that includes the rugged XC70 and the award-winning XC90 sport utility vehicle. For 2007, the company is introducing two new models: the second-generation S80 luxury flagship sedan and the stylish and sporty C30.

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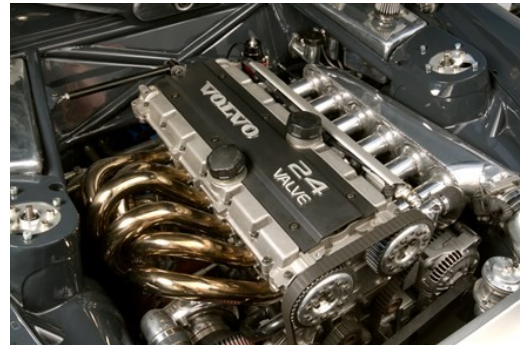
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